

Factsheet Interactive Media Trade Fair Participation

The Swiss Arts Council Pro Helvetia supports presentations, stays and invitations involving Swiss designers at renowned trade fairs and other market-oriented events in order to provide them with international visibility and a stepping stone into the market. This measure is part of the «Culture & Business» focus through which Pro Helvetia will be supporting projects in the fields of interactive media and design until the end of 2020.

Funding criteria

The funding instrument Trade Fair Participation is aimed at designers who are planning to participate at a national or international trade fair, who wish to participate in workshops or festivals or who are nominated for prizes.

Studios from the field of interactive media can apply. The focus is on computer games, virtual and augmented reality, interactive comics and any other type of digital content whose use requires a high degree of interaction. This is the case when user actions have a major impact on content.

Application requirements

- The person(s) responsible for the project is/are Swiss or have permanent residence in Switzerland.
- Project applicants may submit their project up to seven years after graduation or within the first seven years after founding their agency.

Restrictions

The following are ineligible for this type of funding:

- participation at trade fairs and events at which Pro Helvetia/Swiss Games is present and actively participates in
- trade fair participation and events already supported by Pro Helvetia/Swiss Games or receiving funding from Pro Helvetia through a call for interactive media project support

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Dates and deadlines

Applications are accepted on an ongoing basis but must be submitted at least eight weeks before the start of the event.

Applications must be submitted via www.myprohelvetia.ch.

Application dossiers must contain:

- project description & event details (including booth design)
- information about the studio (Portfolio, CV)
- details on the trade fair/event (including event dates)
- objectives for event/fair participation, meetings planned with industry partners (including planning details, names, etc.)
- details on planned results (including business plan)
- budget (including details of the funding requested from Pro Helvetia)
- confirmation of event participation

Contributions

The maximum contribution is usually CHF 2,000 per studio (based on a budget including applicant's own funding and/or third-party funding).

Amounts will be paid on receipt of the final report, advance payments of up to 70% are possible on request.

Contributions are granted for:

- booth rentals
- festival passes
- transport and insurance costs
- travel expenses (excluding accommodation)

No contributions are granted towards:

- fees (performances)

Enquiries

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