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# BOOKLET FOR EXHIBITORS

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## Schoggifestival ehrundredlich, April 3 & 4, 2020 at the Kraftwerk in Zurich

The Schoggifestival ehrundredlich connects consumers with sustainable chocolate producers, NGOs and other organizations during two days. Gourmets, committed people, pupils, chocolate lovers, people from the culinary and lifestyle worlds, as well as anyone interested will experience the stories of the people who work the cocoa for our chocolate. Visitors will also learn why and how we can treat people and the environment with care when we consume chocolate. The chocolate festival shows how new Swiss chocolate producers can have a positive role in the production chain, combining by enjoyment with responsible action.

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### What does the Schoggifestival offer?

Explore, taste, try, marvel, exchange and enjoy for all ages - the two-day Schoggifestival at the Kraftwerk in Zurich.

#### Village

In the Village, which will be located in the event space, companies, organizations and NGOs that convinced us of their social and ecological responsibility will present their products, business models and projects for two days.

#### World of experience

In our world of experience, visitors will get to know the chocolate production chain in a visual and tactile way. This is where they try, observe, read, listen, touch and ultimately understand.

#### Events

Chocolate lovers, experts and professionals of the cocoa production chain, as well as from organizations and companies in the field of sustainability, the environment and related topics, will discuss and exchange information at input presentations, theme workshops and interactive discussions.

A chocolate festival is an experience for all the senses; thus it goes without saying that chocolate and its contents must be tasted in various forms. Innovative, established chocolate and food connoisseurs will lead us through the culinary world and show what we can do with chocolate and other ingredients ourselves. There will be chocolate tastings, chocolate pouring and chocolate stories – especially for children. School classes and other

groups can book a chocolate package, and will accompany us through the first day of the festival. A public panel discussion will crown Friday evening. As special events, a festival brunch and culinary excursions with hip food connoisseurs await us on Saturday.

### **Friday, April 3, 2020**

Village, world of experience, workshops with school classes, expert inputs, children's program, media event, panel discussion

### **Saturday, April 4, 2020**

Village, world of experience, brunch, various culinary expeditions, chocolate studios, networking event, children's program, expert inputs, common final dinner, chocolate party

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## **Your advantage**

- Presence on a multi-faceted theme platform
- Event with a high target group affinity
- Co-Creation
- Modern, trendy location in the middle of Zurich
- Active and versatile communication channels (including presence at schoggifestival.ch, social media)
- Member of a First Mover Occasion
- Network possibility

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## **Who's behind this?**

The Schoggifestival is a politically independent and non-profit association with a team that works on a voluntary basis. We are chocolate lovers, economically, socially and politically networked and convinced that good chocolate can also be produced and consumed responsibly.

### **Management team**



#### **Anja Glover**

*Project Initiator & Overall Coordinator / Media & Communication*

Thanks to her early entry into journalism and many years of experience in marketing, Anja can draw on extensive experience. She studied sociology and cultural studies and decided early on that her work should have a positive impact. With her company, the agency Nunyola GmbH, she exclusively looks after clients behind whose social and ecological responsibility she can stall. Through her father Yayra Glover's project, she has been able to gain an insight into the world of chocolate and cocoa. Her aim is that after the festival, visitors will think of alternatives when buying chocolate that will improve the lives of cocoa producers in the long term.



**Andrea Hüsser**  
*Overall Coordination /  
Program*

Cocoa, human rights and agricultural development – Andrea feels at home in these areas. Her preferred tools are field research, analysis and campaign work. She studied ethnology, journalism and environmental sciences in Fribourg and obtained a master's degree in gender and law in Mexico. Field work in Mexico, journalistic work in the Swiss media and many years of work on consumption and human rights in the cocoa value chain at the non-governmental organization Public Eye, made it clear to her how important it is to know the people and their needs in the food production chains. She is therefore delighted to be revolutionizing the traditional chocolate world, with new, more sustainable approaches, and cocoa at the centre with the chocolate festival.

The whole team and all departments can be found on our homepage [www.schoggifestival.ch/Team](http://www.schoggifestival.ch/Team).

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## Location Partner

The location is within walking distance to the main train station in Zurich, at Selnaustrasse 25 in 8001 Zurich, [www.kraftwerk.host](http://www.kraftwerk.host)

# Kraftwerk

The Kraftwerk is a unique place for work collaboration and innovation in Switzerland, workshop and event rooms and a lively café in the heart of Zurich. With its outstalling infrastructure in the inspiring rooms of the former power plant, as well as access to a broad network of innovators and entrepreneurs worldwide, the Kraftwerk is the ideal environment for a sustainable collaboration between large companies, start-ups, the self-employed and creative people.

The Kraftwerk is supported in partnership by Impact Hub Zurich, digitalswitzerland, Engagement Migros and ewz. The four partners share the belief that more effective progress is possible in open ecosystems. Digital transformation calls for open, collaborative and creative platforms where innovative solutions can grow.

The Schoggifestival ehundredlich is very pleased to have the Kraftwerk as its location partner. In addition to the innovative and creative spaces for our events, it offers a cozy restaurant with bar and outdoor area. The restaurant and bar will be dedicated to the topic of cocoa and chocolate.



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## Information and general terms and conditions for exhibitors

### 1. Registration

The registration takes place online via the link: [Registration Schoggifestival ehrundredlich](#)

Registration deadline: December 16, 2019

Exhibitors register using the official form directly via the link above. Electronic registration is also valid without a signature. If you have any questions, please contact ([andrea@schoggifestival.ch](mailto:andrea@schoggifestival.ch)).

The registration form must be completed fully and accurately. Subletting entire stalls is not permitted. The admission of co-exhibitors requires the written registration and the consent of the management of the Schoggifestival ehrundredlich.

The registration is generally binding. By registering, the exhibitor declares to the organizer that he or she has a serious intent in participating in the event. With the written confirmation (mail or letter) of the organizer the registration is binding and the contract is concluded. On the confirmation, the contact data and the allocated stalls size are visible. The exact location of the stall will not be confirmed by then.

### 2. Acceptance of the conditions of participation

By registering, the exhibitor acknowledges that he/she and his/her employees are bound by these terms and conditions and undertakes to comply with all provisions of the Festival in all respects.

### 3. Withdrawal of registration

If an exhibitor withdraws from the registration, the following compensation regulations shall apply:

- Until January 1, 2020: 50% of the stall rent.
- February 1, 2020 until the start of the festival on April 3, 2020: 100% of the stall rent and any additional costs.

If the festival management finds another exhibitor (that was not yet registered) to rent the stall (after expiry of the registration period), the withdrawing exhibitor shall pay compensation of CHF 200 (business) or CHF 20 (NPO) in the form of an administrative expense contribution. The corresponding invoice must be paid without deduction within 30 days.

### 4. Approval

The festival management alone decides on the admission of exhibitors. The information on the companies and organizations requested in the application form is part of the admission criteria (see next chapter on „Values“).

The organizer is entitled to change the registered space. In particular, if the available space is insufficient, individual exhibitors would have to be excluded from participation, and if it is necessary for the purpose to restrict the event to certain groups of exhibitors.

The organizer shall also be entitled to revoke an admission already granted if it appears that it has been granted on the basis of false information, if the application was not complete, if the admission requirements are no longer met, if negative experience has already been gained in the cooperation, that the cost-benefit ratio is no longer correct, or for other reasons.

The organizer may refuse admission in whole or in part even after the confirmation has been sent, if the Exhibitor damages the reputation of the organizer or the event or if he or she does not fulfil or no longer fulfils or fails to fulfil the conditions contained in these Regulations before or at the time of the event.

## 5. Values

Five areas are particularly important to us:

- Respect for human rights and the environment
- Honest cooperation (empowerment)
- Dealing with a livelihood income
- High transparency
- Innovative and sustainable pioneering character

The Schoggifestival ehrundredlich presents a new, more mindful world of chocolate and cocoa production, combining enjoyment, advocacy and responsible action. It is important to the organizer that the exhibitors identify with the above values and deal with them. These will be queried with self-declaration via the registration form. The exhibitors are expected to fill in the requested information with their best knowledge and conscience.

## 6. Costs for visitors

Admission to the Schoggifestival is defined by the visitors: we use the price model: „Pay as you wish“. As a guide, there will be a payment recommendation (adults 10; learners 7; children and adolescents up to 16 free). Individual events will be subject to additional costs and registration, while others will be free of charge and without registration.

## 7. Target groups

- Lohas (lifestyles of health and sustainability)
- People from the culinary/food sector/gastro
- Interested people that enjoy food
- Committed people in the field of sustainability
- Schools
- Chocolate lovers

## 8. Target

### Visitors

- leave the festival with new findings about cocoa and chocolate production and have a positive feeling
- know the various levels of responsibility towards people and the environment in cocoa and chocolate production and how they can act responsibly
- experience moments of pleasure and have fun
- get to know the new, more attentive chocolate and cocoa world, which has sustainable production as part of its business concept.

### Exhibitors

- Meet your target groups and generate qualitative connections
- Become known with their approach to a broader audience
- Launch of new products
- Establish new sales partners
- Network in a new frame at equal wavelength
- Recognize synergies to improve sustainability in the future
- Honest exchange of knowledge

## 9. Categories exhibitors

- A. Businesses, such as social enterprises, bean-to-bar companies, direct trade organizations, but also start-ups that attach great importance to the authentic character of their chocolate, pioneers in empowerment and trading companies that combine social and ecological values economically and build sustainable supply chains for chocolate, as well as small gourmet companies that have a responsible supply chain. B2B and B2C. In a nutshell: An honest generation of companies working in the cocoa and chocolate shop sector.
- B. Non-profit: NGO's, research organizations and other organizations in this field with critical, constructive and innovative ideas.

## 10. Stall space and price

Costs for 2 days (incl. electricity, cleaning, waste disposal, administration costs and advertising):

### Business

Small stall area: approx. 2 m<sup>2</sup> for CHF 600  
Medium stall area: approx. 4 m<sup>2</sup> for CHF 900  
Large stall area: approx. 6 m<sup>2</sup> for CHF 1300

### Non-Profit

Small stall area: approx. 2 m<sup>2</sup> for CHF 60  
Medium stall area: approx. 4 m<sup>2</sup> for CHF 90  
Large stall area: approx. 6 m<sup>2</sup> for CHF 130

We can provide tables free of charge. If you need one or more tables, please contact us. The location can provide a limited number of individually large tables. If the demand exceeds the existing stock, we can reorder from a partner (30 Fr for non-profit, free for business).

## What we want

- Specialization and creativity: All exhibitors should tell a story that stalls for a product, a service, a message or a project.
- Individual target group-oriented stall construction: A well-designed and individual stall should represent your products, services, messages or projects. We make every effort to attract an audience with an affinity for the target group.
- Compliance with regulations: Compliance with the regulations is essential for the organization of the festival and is in the interest of all exhibitors and visitors.

## 11. Expected figures

Visitors: 3000-5000 Pers  
Exhibitors: 15 - 30 Stalls

## 12. Opening hours

### Friday

8:30h – 17h for schools  
10h - 20h for the public (Village, World of experience, Events)

### Saturday

10h - 18h for the public (Village, World of experience, Events)  
from 18h dinner with subsequent party (public)

## 13. Electricity

Power connection T13 (with extension cable unlimited connections on all floors) or CEE 16-125 (two connections) available, electricity use is included

## **14. Internet**

WLAN available. Name: impacthub, Password: coworking@ImpactHub

## **15. Cleaning and waste disposal**

The exhibitors themselves are responsible for the tidyness of their own stalls. Please make sure you always have a clean stall. The rooms will be cleaned on Friday evening and Saturday after the event.

The exhibitors undertake to take the waste from their stall with them and to dispose of it properly. We strongly encourage recycling.

## **16. Parking and delivery**

### **Parking**

There are no parking spaces directly next to the location. The nearest parking garage is the City Parking (Gessnerallee), which has a daily rate of CHF 40.

### **Delivery**

There's a ground-level delivery entrance. The delivery will be organized in slots.

## **17. Placement of the stalls**

The allocation of the stall area and space will be made by the festival management. The placement will be sent to the exhibitors together with a plan.

## **18. Construction and disassembly**

### **Construction**

Friday, April 3, 2020 probably 7 - 10h

### **Disassembly**

Saturday, April 4, 2020 probably 18 - 20h

We will divide the delivery into time windows. These time windows must be respected. Please do not disassemble your stall during operation. The stalls must be disassembled again on Saturday. It is not possible to store anything in the power station. The exhibitors inside will receive a construction and dismantling plan approx. 7 days before the event.

### **19. Insurance**

Exhibitors are generally obliged to provide adequate insurance cover themselves.

## **20. Tastings**

Degustations of cocoa products at the Schoggi-festival ehrundredlich are allowed and desired at the stall itself, or during degustation events.

The organizer understands a degustation to mean the following: A degustation at the Schoggi-festival takes place as an event or at the stall for sales purposes. The exhibitor will give the participants of the tasting a bite-sized sample of the product free of charge for tasting. The participants will assess the taste of the product. Free delivery of products in quantities other than bite-sized pieces is not a tasting.

## **21. Other food and beverages**

No ulterior food and drinks (in the sense of food such as coffee, beer, soft drinks, ...) may be sold. This is only possible after prior consultation with the festival management (who in turn must consult the Kraftwerk individually). The sale of cocoa and chocolate products is of course permitted.

## 22. Events of exhibitors

Own events of exhibitors at the festival are allowed and desired, as long as they fit the content. The management of the Schoggifestival decides on this. Please get in touch with the appropriate contact person ([andrea@schoggifestival.ch](mailto:andrea@schoggifestival.ch)).

## 23. Smoke machines and other smoke equipment

No smoke/fog machines or other smoke-generating devices are permitted in the location (Kraftwerk).

## 24. Advertising and communication

The following advertising and communication measures are included in the exhibitor registration:

- Entry in the list of exhibitors at [www.schoggifestival.ch](http://www.schoggifestival.ch) (logo, name, link and brief description).
- Text entry in the stall plan on the event site: Name and stall number.
- Presence on social media channels of the Schoggifestival and the Kraftwerk.
- Media relations

The festival team expects that the exhibitors will also activate their own network on all channels and take part in the communication measures of the festival team or initiate their own. All documents can be requested from us.

Contact person for communication is: [anja@schoggifestival.ch](mailto:anja@schoggifestival.ch)

## 25. Contacts Schoggifestival ehrundredlich

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