

BLACKBOX

IN ALL HALLS | FOR THE ENTIRE DURATION OF THE TRADE FAIR

Immerse yourself in a virtual world of products with your entire customer group. What was previously not possible with VR glasses, is now transformed into a physical product experience for all visitors in the interactive 3D Digital Showroom by our partner Inside Reality. The Blackbox conveys impressions in real time that you can share with the whole world.

BLACKBOX SERVICES

- 3D digital showroom of approx. 35 m²
- 5 x 5 m built on, 10 m² left open as reception area
- 3 m high, three sides printable from the outside
- Lockable, light-inhibiting ceiling grid
- Including space rental
- Projection size approx. 5000 x 2800 mm (shadows may be cast by visitors)
- Three full HD projectors, 3000 lumen UHP, contrast 1:10000, 3 laptops
- Installation, testing phase, and service and support for the entire duration of the trade fair
- Outlet with power connection and consumption (230 V / 10 A / 2.3 kW)
- Basic cleaning and daily stand cleaning
- Liability insurance and insurance of exhibition materials against fire, lightning, explosion, and damage by the elements (max. CHF 10 000.–)
- 10 voucher codes for free exhibitor admission
- 200 voucher codes for free visitor admission
- Basic media package on the Swissbau website with many attractive services (see [Digital presence](#))

PACKAGE PRICE CHF 33 000.–
plus Software (page 2)



All prices are subject to VAT at the applicable rate.

MCH Messe Schweiz AG, Alexandre Mériel, Swissbau, 4005 Basel, alexandre.meriel@messe.ch, T +41 58 206 29 79

ORDER

WE HEREWITH PLACE A CHARGEABLE ORDER

Details of the offers may be found in the individual factsheets.



INDIVIDUAL STAND

Please fill in **online registration**.



SYSTEM STAND

Model Basic / CHF 197.– per m² / plus space rental and basic media package

Model Elegant / CHF 298.– per m² / plus space rental and basic media package



ALL-IN STAND

9 m² / package price CHF 7 600.–

12 m² / package price CHF 9 400.–

15 m² / package price CHF 11 200.–

18 m² / package price CHF 12 900.–

walls with full-surface graphic print: CHF 300.– per linear meter

backlit walls with full-surface graphic print: CHF 750.– per linear meter



ALL-IN COUNTER

4 m² as a **first presence** / package price CHF 5 900.–

4 m² as a **second presence** / package price CHF 4 720.–



BLACKBOX

package price CHF 33 000.– / plus software costs according to consultation



TALK

for the **exhibitors** / package price CHF 2 200.–

for the **non-exhibitors** / package price CHF 4 200.–



NETWORKING APÉRO

for the **exhibitors** / package price CHF 800.– / plus catering costs

for the **non-exhibitors** / package price CHF 1 900.– / plus catering costs

More offers on page 2.

Details of the offers may be found in the individual factsheets.



IGLU FORUM

for the **exhibitors** / package price CHF 600.– per hour

for the **non-exhibitors** / package price CHF 1 500.– per hour

Company

Cont.

Address

Country/Postcode/City

Telephone

Website

Data usage declaration

The personal data collected on this form will be stored and processed in order to process your registration and execute the exhibitor contract. The processing can be performed either by MCH itself or by a data processor contracted by MCH.

Please tick as appropriate (multiple ticks are possible):

Yes, we would like to subscribe to the Newsletter with information on the trade fair and the latest MCH innovations, products (e.g. other trade fairs) and services. Please send us the Newsletter to the above e-mail address.

Yes, we agree to MCH sharing the information collected on this form with MCH Group companies and official partners so that they can send us information about innovations, products (e.g. other trade fairs) and services that may interest us.

Place/Date

Contact Ms Mr.

Surname/First name

Correspondence language de fr en

Telephone

E-mail

Function

In placing your order, you agree to your personal data being processed in accordance with the Data Protection Declaration and accept this Declaration.

With your registration, you fully accept the Exhibitor Regulations of October 2022, the General Regulations, the Stand Construction Guidelines, the Stand Construction Guidelines for Hall 1 / Stand Construction Guidelines for Hall 2 and the Data Protection Declaration, in their valid version in each case. You also confirm that you have read and understood the contents.

Signature

Please send us your order, duly signed, by post or e-mail to:

MCH Messe Schweiz AG, Swissbau, 4005 Basel, info@swissbau.ch, T +41 58 200 20 20

BLACKBOX

PAGE 2 | SOFTWARE PACKAGES

BLACKBOX SOFTWARE BIM

- Technical visualisation of 3D models
- Variable combination/integration of models in Swisstopo context
- Maximum size per model 500 MB
- Maximum total memory 1 GB
- Software available two months prior to the trade fair and for one month afterwards
- Conditions: Models in IFC format
- No guarantee: The customer is responsible for validating the models
- Complex lighting models are not possible

CHF 12 000.– / one-time

BLACKBOX SOFTWARE HYBRID

- Technical visualisation of 3D models
- Variable combination/integration of models
- Maximum size per model 500 MB
- Unlimited memory
- Supports other formats (glTF, OBJ, FBX)
- No time limits on software both before and after the trade fair
- Can be used for further trade fair appearances
- Dedicated app domain for microsite with live sharing and moderated shareability
- No guarantee: The customer is responsible for validating the models
- Complex lighting models are not possible

CHF 12 000.– / per trade fair appearance plus CHF 1 100.– monthly

BLACKBOX SOFTWARE HIGH-END

- Same features as Blackbox Software Hybrid

In addition:

- Individual consultation from Inside Reality during strategy development
- Complex visualisation of user models as desired
- Price on request, time and materials according to fixed daily rates
- Cost per model from CHF 8 000.– depending on complexity
- Supported by native formats such as ArchiCAD, Revit, Rhino, SketchUP, 3DS Max and other professional CAD applications

CHF 12 000.– / per trade fair appearance plus CHF 1 100.– monthly plus model costs from CHF 8 000.–



Inside Reality is part of One Inside. One Inside is the specialist for modern Enterprise Content Management. We focus on content infrastructure and processes, mobile applications, and interactive 3D visualisation. **inside-reality.com**, **one-inside.com**

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