

Smart Country Convention

City.Country.Tech

The leading event for the digital state and public services.

Three days of congress, expo, workshops & networking.
30 September – 02 October 2025
#SCCON25

**SMART
COUNTRY**
CONVENTION

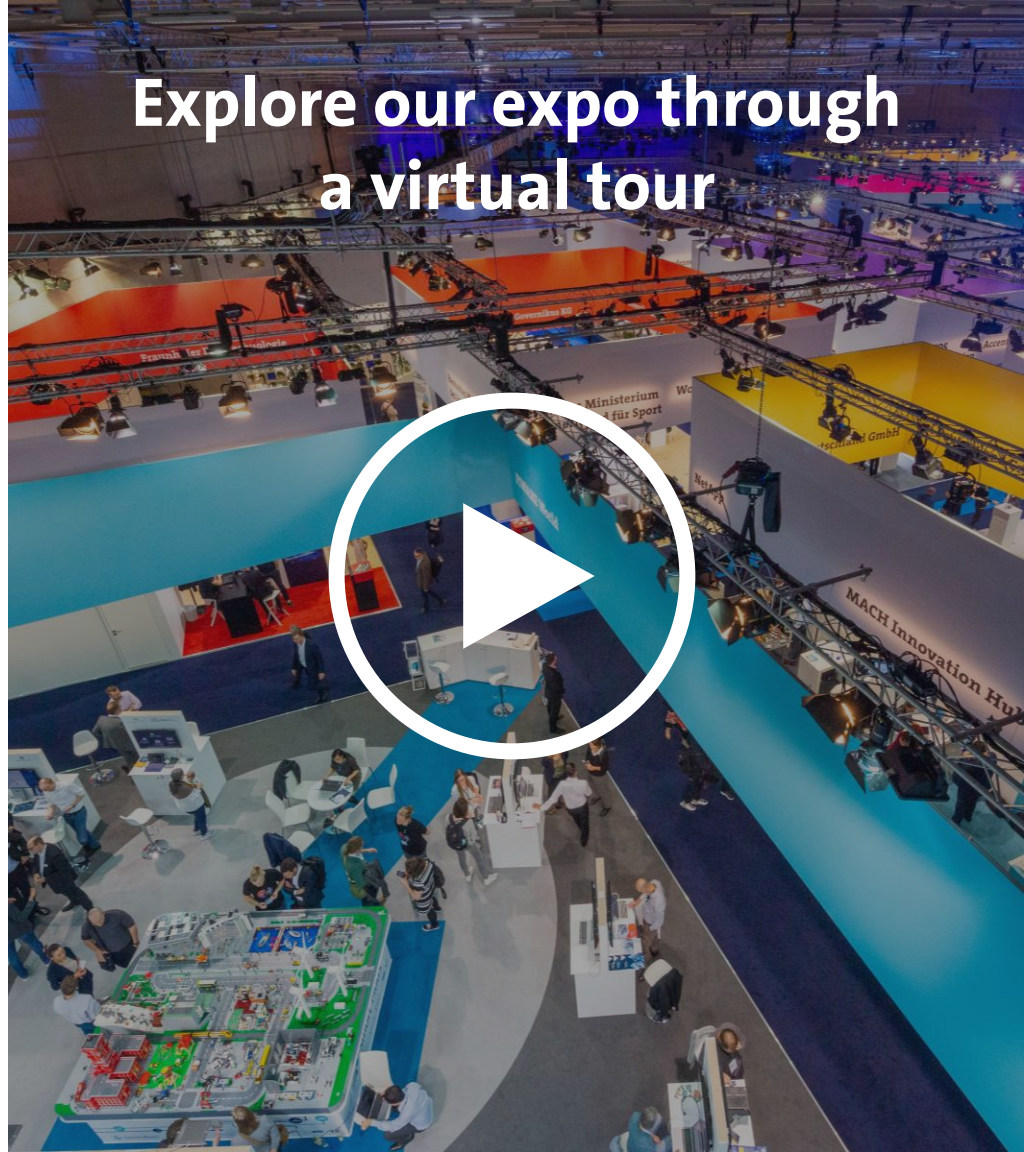
bitkom

MESSE
BERLIN

Impressions – play the film!



**Explore our expo through
a virtual tour**



Building bridges

Digital Business

Providers of digital solutions for smart cities and the public sector present themselves at the Smart Country Convention in presentations, workshops and the expo.



Public Decision Maker

There they meet decision-makers from politics, local, state and federal administration and subordinate authorities, public services as well as public companies and suppliers.

The Facts



18.000 +
Participants



650 +
Speaker



900 +
Sessions



70 +
Workshops

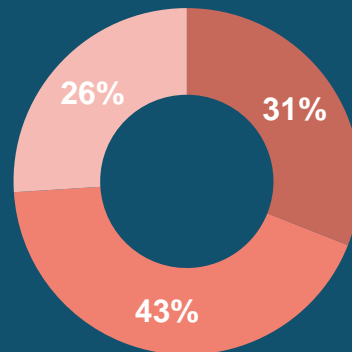


7 +
Stages



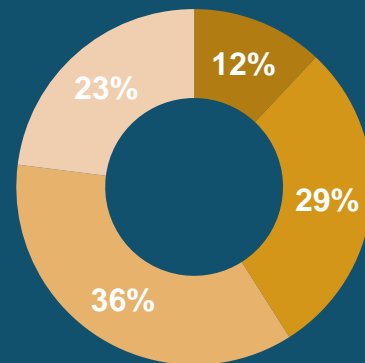
17.500 + sqm
Expo Area

18.000+ Participants



- from public sector
- from the digital economy
- science, associations and federations

77% of our trade visitors influence purchasing/ procurement decisions



- decisive
- co-decisive
- consultative
- not involved

Source: 2024 SCCON exhibitor and attendee survey

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Our Topics and Top Speakers*



Procurement and
Project Management



Cloud solutions and
IT infrastructure



Legal Tech



Digital Inclusion and
Accessibility



Digital Administrative
Services



Digital Skills and
New Work



AI and
Data Economy



Best Practices



Mobility & Energy



Sustainability



State Sovereignty and
Cyber Security



Networking
Technologies



**NANCY
FAESER**

Federal Minister of
the Interior and
Community



**EDGARS
RINKĒVIČS**

President of the
Republic of Latvia



**CEM
ÖZDEMİR**

Federal Minister of
Food and
Agriculture



**VOLKER
WISSING**

Federal Minister for
Digital and
Transport



**VIKTORS
VALAINIS**

Minister of
Economics of the
Republic of Latvia



**AGNES
HEFTBERGER**

Chairwoman of the
Management Board
at Microsoft
Germany



**DANIEL
RISCH**

Head of
Government and
Minister for
Presidential Affairs
and Finance of the
Principality of
Liechtenstein



**LISA
PAUS**

Federal Minister for
Family Affairs, Senior
Citizens, Women and
Youth

*Excerpt from 2024



Become a
SCCON
partner!



Your participation opportunities as an exhibitor

In the exhibition halls

Your individual stand space from as little as 12 m² - without stand construction included. Additional booking of stand construction possible via our exhibitor store.

Also in the halls:

Forum Stage, Atrium Stage, Focus Stage, Podcast Area, Startup Area, VIP Lounge, Speaker- & Presslounge, Career Lounge & Digital Jobwall, Networking Lounges und Food Courts

At the hub27

Our exclusive partner packages

Stand areas from 10 -400 sqm, including stage presence from 100 sqm, visitor tickets for your customers and branding packages, etc.

Also at hub27:

Plaza Stage, Arena Stage, Workshop Area, Networking Lounges and Food Courts



[Location & Hall Plan](#) | [Virtual tour of the exhibition hall](#)

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Your individual space in the exhibition halls

**Trade fair participation
From 275€ per m²**

- ✓ High visitor frequency due to the placement of stages and food courts
- ✓ Hall(s) in the South Exhibition Centre next to hub27
- ✓ High visibility due to prominent individual stand construction



Stand space in the hall

- Low participation costs
- Free choice of stand size (minimum size 12 m²)
- Own stand construction necessary
- Stand construction can be booked via the exhibitor store if required

Simply calculate the cost of your desired stand space with our [stand rental calculator](#)

From 275 EUR/sqm for Bitkom members

From 290 EUR/sqm Regular

All prices net, plus VAT.

Stand packages at the hub27 – Basic packages

Our Basic Booth Packages – The Complete Solution for Your Trade Show Appearance.

- ✓ Turnkey design stand at the hub27 (including stand construction*)
- ✓ Uniform overhead branding with exhibitor name in text (color inside overhead section can not be specified)
- ✓ Basic illumination of stand space

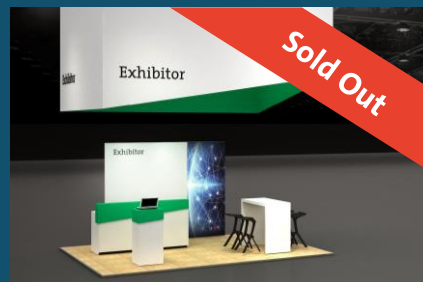


Basic S*

- Turnkey booth, 10 sqm in hub27
- Choice of four material versions
- Custom color as an accent (RAL/Pantone)

16.000 EUR price for Bitkom members
20.000 EUR price for others/regular

All prices net, plus VAT.



Basic M*

- Turnkey booth, 20 sqm in hub27
- Choice of four material versions
- Custom color as an accent (RAL/Pantone)

24.000 EUR price for Bitkom members
34.000 EUR price for others/regular

All prices net, plus VAT.



Basic L*

- Turnkey booth, 50 sqm in hub27
- Choice of four material versions
- Custom color as an accent (RAL/Pantone)
- 50% Leads**

60.000 EUR price for Bitkom members
75.000 EUR price for others/regular

All prices net, plus VAT.

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Stand packages at the hub27 – Basic packages

Exclusive Exhibition Space with Stage Presence: The Advanced, Premium & Platinum Packages.

- ✓ Highlighted stage presence
- ✓ Uniform roof branding with exhibitor name as text
- ✓ Interior color of roof branding freely selectable
- ✓ Basic illumination of the stand area
- ✓ Stand area can be freely customized according to design specifications
- ✓ Optional: stand construction can be booked additionally



Advanced Paket*

- **Stand area 100 m²**
- Advanced Branding
- 100 visitor tickets
- 3 stage slots (Keynote or panel)
- 100% Leads**

87.500 EUR price for Bitkom members
115.000 EUR price for others/regular

All prices net, plus VAT.



Premium Paket*

- **Stand area 200 m²**
- Premium branding
- 200 visitor tickets
- 3 stage slots (Keynote or panel)
- 1 workshop in the workshop area
- 100% leads**

142.000 EUR price for Bitkom members
192.000 EUR price for others/regular

All prices net, plus VAT.



Platin Paket*

- **Stand area 400 m²**
- Platinum Branding
- 400 visitor tickets
- 3 stage slots (Keynote or panel)
- 2 workshops in the workshop area
- 1 high level keynote
- 100% leads**

260.000 EUR price for Bitkom members
335.000 EUR price for others/regular

All prices net, plus VAT.

Register until
30.06.2025

Opportunities for startups

Our Solutions for Gov-Tech & Smart City Startups

- ✓ Start-up stand package in own start-up area
- ✓ Visibility for investors
- ✓ Networking and access to decision-makers from business, public administration and smart cities
- ✓ Exclusive Opportunity for a Presentation on the Start-Up Stage



Startup one day package

- High Table and Bar Stool Including Branding Space and Lockable Storage
- Plug & Play: Includes power outlet with cable port and Wi-Fi

1.250 EUR for Bitkom members / non-members

All prices net, plus VAT.



Startup Special Package*

- Back wall and lockable counter
- Plug & Play, power connection incl. cable outlet box & WLAN included
- exhibitor name as text
- Use of the startup networking area with table football and table tennis
- Optional: 10 min pitch on the Startup Stage

2.500 EUR
3.000 EUR incl. Startup Stage Pitch
for Bitkom members / non-members

All prices net, plus VAT.



Participation in the Startup Award

- Categories Gov-Tech and Smart City
- Applications open summer 2025
- TOP 3 Pitch on the Plaza Stage at the Smart Country Convention
- Prize money 5,000 EUR

More info and link:

[Smart Country Startup Award](#)

Register until
30.06.2025

Sponsoring & Specials

Transparent Podcast Studio



As a partner, you have the opportunity to present your topic in our transparent podcast studio:

- 60-minute recording session
- Equipped with high-quality recording technology
- Live listening for industry visitors
- Slot publication in the exhibitor program

1.950 EUR excl. VAT

Career Day



On the third day of the event, meet your employees of tomorrow and present yourself as an attractive employer:

- Exclusive booth in our Career Lounge
- Participation in curated matchmaking formats
- Stage pitch opportunity
- [More information](#)

2.500 EUR excl. VAT

Startup Award Sponsoring



As a sponsor of the Smart Country Startup Awards, you will be on stage and can present yourself to the startup scene as an innovative company.

- Stage presence through a place in the jury
- Awarding prizes to winners
- Sponsor logo in communication
- Contacts to exciting startups
- Access to all applications
- [More information](#)

On-Site Advertising & Online Branding



Increase your visibility! Use prominent advertising spaces and draw the attention of trade visitors specifically to your company and your products:

- Competitive advantages through targeted advertising activities
- Visibility of your company on site
- Visibility on the SCCON website, in the app and on the platform
- Banners in our foyer/halls and in the outdoor area
- [More information](#)

Networking Specials

SCCON Networking Night



If you want to wrap up the first day at the fair in a relaxed atmosphere with good conversation, this is the place to be!

- Exciting discussions
- Valuable international contacts
- Drinks & snacks
- Live acts

Startup Award Night



The Smart Country Startup Award Night is the networking event at the end of the second day of the event.

- Young companies & talents
- Innovative Solutions
- Drinks & Snacks
- Live Acts

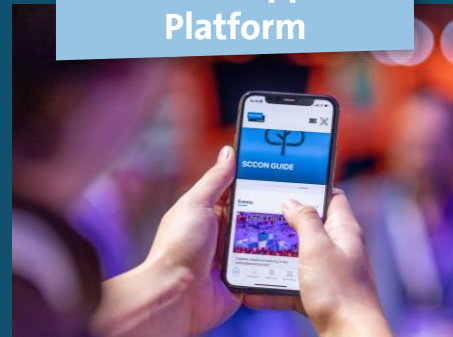
International Matchmaking



Targeted Meetings for International Business Contacts in the Smart Country Community:

- Connect with partners, customers, and new suppliers
- Discover new products, services, and innovative solutions
- Initiate purchases or projects
- Stay informed about the latest trends

SCCON App & Platform



Digital networking - even beyond the event.

- Current exhibitor, speaker and program overview
- Information about your exhibitor events
- Register of participants & appointment scheduling
- Digital business card to exchange contact details on site

Your direct line to us



Contact us!

Team Smart Country Convention

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Smart Country Convention

30.09. – 02.10.2025

hub27 Berlin

Messe Berlin GmbH

Messedamm 22

14055 Berlin

Patronage



Bundesministerium
des Innern
und für Heimat

Organizers

bitkom

MESSE
BERLIN

Institutional Partners & Media Partners

Behörden Spiegel

CitiesToday
Connecting the world's urban leaders



DEUTSCHER
LANDKREISTAG

Deutscher
Städtetag



DStGB
Deutscher Städte-
und Gemeindebund



eGovernment
VERWALTUNG DIGITAL



Future
City
Alliance

innovative
VERWALTUNG

Kommune21
E-Government, Internet und Informationsdienste



NEGZ
Nationales E-Government
Kompetenzzentrum e.V.



Österreichischer
Städtebund



smart city hub

public
Im Mittelpunkt stehen Bürger und ihre Anliegen

TAGESSPIEGEL
BACKGROUND

VITAKO

VKU

VERBAND KOMMUNALER
UNTERNEHMEN e.V.

The SCCON Team



The partners of SCCON*

*Excerpt of previous exhibitors and partners

