

X A V E R

TERMS & CONDITIONS OF PARTICIPATION

The most important points in brief

The XAVER is the seal of quality for the Swiss LiveCom industry. Organized by the Swiss LiveCom Association EXPO EVENT, outstanding achievements will be honored on September 8, 2026, in the new festival hall at BERNEXPO.

- **Eligibility:** Agencies, trade fair construction companies, suppliers, venues, and clients based in Switzerland or with projects related to Switzerland.
- **Time frame:** Eligible are projects that were implemented between January 1, 2025, and April 30, 2026.
- **Regulation:** Each project may be submitted only once and in exactly one category.
- **Objective:** The XAVER makes innovation and excellence in live communication visible to a broad audience.

XAVER-Award 2026

Date: **September 8, 2026, from 5:00 p.m.**

Venue: **Festhalle Bern, BERNEXPO**

Project Categories

At the XAVER, awards are presented by the jury to projects from the following categories:

Category	Focus & Delineation
Best Corporate Event	Focus on corporate objectives: PR events, galas, annual general meetings, as well as internal formats such as employee events or training sessions.
Best Consumer / POS Event	Focus on end consumers: roadshows, promotions, and direct brand interaction at the point of sale.
Best Public Event	Focus on mass appeal: publicly accessible large-scale events (concerts, sports, culture).

Swiss LiveCom Association

EXPO EVENT

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Best Exposition Project	Focus on large-scale staging and space: comprehensive trade fair participations, theme pavilions, and entire experiential worlds distinguished by their scale and complexity.
Best Exhibition Stand	Focus on precision: strategic concepts for individual exhibition stands that achieve maximum brand impact within a limited space.
Best Brandworlds & Installations	Focus on themed environments: (semi-)permanent or temporary installations such as museums, exhibitions, or experiential trails that offer in-depth content engagement.
Best Efficiency Project	Focus on ROI/budget: projects with a total budget of max. CHF 100,000 net that achieve exceptional results through creative solutions.
Best Supplier Services	Focus on trades & support: excellence in lighting, sound, media, catering, stand construction innovation, and highly complex logistical services.

Special Awards (not awarded by the jury)

Category	Focus & Delineation
Public XAVER	The audience award is determined by public online voting. Voting starts around five weeks before the XAVER event at xaver-award.ch . From all submissions, the project with the most votes is awarded a XAVER.
Lifetime Achievement	This is the honorary award for outstanding personal and long-standing achievements in the industry. It is awarded for a lifetime achievement by the board of the Swiss LiveCom Association EXPO EVENT.

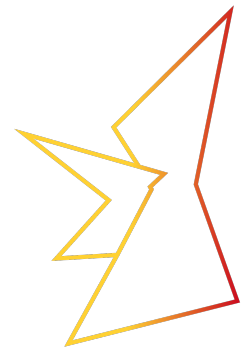
Submission & Process

- Registration:** Project registration opens on February 1, 2026, via the online form on the XAVER website.
- Instructions:** After registration, you will receive a confirmation email with all further details.
- Participation fee:** The invoice will be sent by post; only paid projects will be submitted to the jury.

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Online Project Submission

To submit a project, an online form must be completed. Please answer the following four questions briefly and concisely:

- **Challenge:** What was the task/problem? (max. 500 characters)
- **Solution:** What was the creative/innovative lever? (max. 800 characters)
- **Success:** Which 2–3 KPIs demonstrate achievement of objectives? (max. 500 characters)
- **Wildcard:** Why does this project deserve a XAVER? (max. 500 characters)

On-Site Jury Pitch

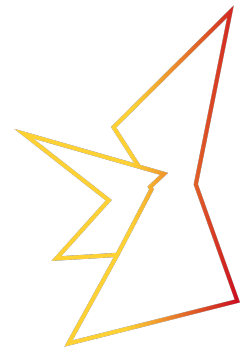
The decision on the awards is made primarily on the presentation day before a high-profile, industry-experienced jury. Please consider your slot as a pitch.

- **Dates:** May 26 & 27, 2026, at Hallenstadion Zurich.
- **Time allocation:** A total of 15 minutes per project (10 minutes presentation, 5 minutes Q&A with the jury).
- **Language:** Presentations may be held in German or English.
- **Focus:** The written submission serves for initial classification. The live presentation is essential for the evaluation—content, clarity, enthusiasm, and confidence in answering questions are all taken into account.

Evaluation Process & Criteria

The seven-member jury first decides on the general “XAVER eligibility” of each project and then determines the award level (Bronze, Silver, Gold). The following criteria are assessed:

- **Innovation & Creativity:** Originality of the idea, conceptual strength, and guiding concept (“common thread”).
- **Execution & Craftsmanship:** Quality and consistency of implementation, craftsmanship precision, and handling of project-specific complexity.
- **Impact & Achievement of Objectives:** Proven impact and achievement of the defined goals.
- **Sustainability & Future-Proof:** Consideration of ecological, social, or forward-looking aspects.



Termine & Gebühren

- **Registration/submission period:** February 1 to April 30, 2026.
- **Early Bird** (until March 16, 2026): CHF 390 per project.
- **Standard rate** (from March 17, 2026): Members CHF 590 / Non-members CHF 690.
- **Included:** For each submitted project, the submitting team receives two tickets to the award ceremony.

After project registration, the participation fee is due in any case. In the event of withdrawal of the project submission, there is no entitlement to a refund of the participation fee.

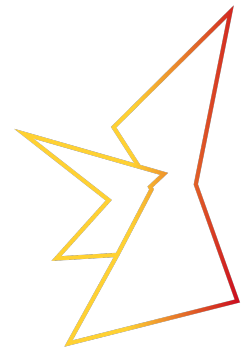
Media Requirements

For jury evaluation and subsequent communication, the following materials are required:

- **Images:** Max. 10 high-resolution photos (min. 3000 × 2000 px, JPG).
- **Key Visual:** Please explicitly define and label one meaningful image as the “Key Visual.” This image serves as the jury’s primary reference throughout the project discussion.
- **Video (optional):** A project case video of max. 2 minutes (recommended). If no video material is available, an image slideshow (max. 1 minute) may be submitted as an alternative.

Awards & Benefits

- Recognition for outstanding achievements in the Swiss LiveCom industry.
- All projects will be featured on the association’s communication channels and, where possible, through media partners (online/offline).
- Reference for acquisition and PR activities.
- Presentation of the projects during the XAVER Award ceremony to industry representatives, clients, and interested parties.



Declaration of Consent

All participating companies (non-members as well as association members) agree to the terms and conditions of participation and provide the following legal assurances:

The participating companies warrant that they have the consent of the involved and documented rights holders to use the data and to make it available to the jury and the association. This data may subsequently be used in reporting on the competition and later in reporting on the industry. Furthermore, the participating companies warrant that they may grant the organizers of the XAVER Award and the Swiss LiveCom Association EXPO EVENT the unrestricted (in terms of time, location, and content), but non-exclusive, rights of use to the provided digital and analog data of all texts, images, identifiers, and illustrations, and/or that they have obtained the corresponding rights of use from all involved rights holders.

The decisions of the jury are final and not subject to appeal. Legal recourse is excluded. Neither the organizing Swiss LiveCom Association EXPO EVENT nor individual representatives of the association or the jury can be held liable in connection with the XAVER Award and the accompanying communication, subject to mandatory statutory provisions, in particular in cases of unlawful conduct. The jury expressly reserves the right to reassign submitted projects to a different, more suitable category if necessary to ensure fair and appropriate evaluation.

The jury also reserves the right to request additional information from participating companies. Exclusion from the process does not require justification. In the event of withdrawal of the project submission, there is no entitlement to a refund of the registration fee.

Contact

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