

## **Criteria for start-ups to participate in the Industry Exhibition of the 70th International Congress of Hearing Aid Acousticians from 14-16 October 2026 in Hanover**

### **1. Definition of a start-up**

- o The company must be a maximum of five years old (calculated from the official date of foundation)
- o The start-up must be registered as a legal entity.

### **2. Exclusive B2B orientation**

- o The EUHA Industry Exhibition is a pure B2B trade fair. Therefore, only start-ups that exclusively offer products or services for specialised companies (B2B) are eligible to participate.
- o Start-ups that sell B2C products or services are excluded from participation. This applies in particular to companies that sell directly to end customers, e.g. via a B2C online shop.

### **3. Technical relevance**

- o The start-up must offer products, services or technologies directly related to the hearing acoustics industry.
- o The start-up's business idea should offer recognisable added value for hearing aid acousticians or specialist hearing aid shops.

### **4. Compliance with the conditions of participation**

- o The products and services must comply with the specific requirements of the General Terms and Conditions (GTC) of the EUHA Industrial Exhibition (see in particular § 2.1 and § 2.2).
- o It is recommended to check the GTC carefully to ensure that the start-up fulfils all requirements.

### **5. Innovation content and market experience**

- o The start-up should be able to demonstrate that it is developing innovative technologies, services or concepts that further develop existing solutions in the hearing acoustics industry.
- o Initial market experience, for example through pilot projects, cooperation with specialist shops or positive B2B customer feedback, is an advantage.

### **6. Transparency of the corporate structure**

- o It must be disclosed whether the start-up has already entered into co-operations with established companies in the industry or is financed by such companies.
- o The aim is to ensure a clear distinction between genuine start-ups and established market players.

These criteria are intended to ensure that only innovative B2B start-ups specialising in the hearing acoustics industry are given the opportunity to present themselves free of charge at the EUHA industry exhibition.