AboutHer

PROJECT OVERVIEW 2027



Her lifestyle.
Her passions.
Her world.

The Swiss experience fair for women.

For exhibitors and strategic partners

29 April – 1 May 2027

Giessereihalle, Zurich

AboutHer

The experience fair for women.

ABOUT HER brings together brands, inspiration and personal connections. A place to discover something new with friends, try products and enjoy time together.



For visitors

Discover new favourite brands, get personal advice and find inspiration for everyday life – from fashion and lifestyle to health and wellbeing.

For your brand

Meet interested visitors, bring your products to life and sell directly. In a setting that invites people to discover, try things out and stay a little longer.

29 April – 1 May 2027 · Giessereihalle, Zurich



Women who love to discover something new.

ABOUT HER is designed for young and middle-aged adult women from German-speaking Switzerland. They are interested in fashion, lifestyle, health and wellbeing – and value personal recommendations and connecting with other women.

Open to new brands

They want to discover products, experience quality and find out what suits them.

Looking for fresh ideas

Whether for everyday life, their next career move, their own business or new creator content: they seek inspiration and exchange.

Enjoying time together

They come with friends, share discoveries and turn their visit into time out together.



A world of choice that suits her.

Established brands meet startups, local businesses and artisan producers – in the mid-to-premium price segment.

Fashion & Beauty

Fashion, accessories, personal care and new favourite products.

Lifestyle & Living

Home, family, children and ideas for everyday life.

Health & Wellbeing

Health, fitness and mindful moments of rest.

Travel & Leisure

Travel ideas, activities and special experiences.

Education & Careers

Knowledge, fresh perspectives and professional development.

Technology & Innovation

New products and digital solutions for everyday life.

The theme mix remains open and develops with exhibitors – guided by quality, relevance and demand.

Our goals for the first edition.

Three days for brands, product experiences and personal connections.

8’000+

Visitors

Target across the three event days.

80+

Brands and creators

Planned exhibitor and creator mix.

1 million+

Campaign impressions

Target for the marketing phase.

1’500 m²

Experience space

Planned space for brands, content and connections.

Planning targets, not guaranteed visitor or reach figures. Campaign impressions do not represent the number of unique people reached.



Experience brands. Build relationships.

Bring products to life

Explain your products, let visitors try them and receive direct feedback.

Offer personal advice and sell directly

Answer questions, present relevant solutions and enable purchases on site.

Make connections that last

Meet potential customers and create opportunities to stay in touch after the event.

Develop new partnerships

Meet complementary brands and creators, exchange ideas and develop joint activities.

ABOUT HER LIVE

Discover. Join in. Think further.

With ABOUT HER LIVE, we are planning an interactive programme around the topics that matter to women. Personal conversations, expert insights and participatory formats create space for fresh perspectives.



Atmospheric visualisation of the planned stage format.

Money, Business & Equality

Financial independence, entrepreneurship and equal opportunities.

Health & Beauty

Women's health, longevity, wellbeing and informed perspectives on beauty and aesthetic treatments.

Lifestyle & Fashion

Personal style, emerging trends and inspiration for everyday life.

Listen. Ask questions. Join the conversation.

Plans include moderated conversations, audience questions and interactive sessions.

Programme in development. Guests, formats and content will be announced gradually.

Additional formats for strategic partners.

These optional formats go beyond stand rental. Strategic event partners can combine brand experiences, content and communications. The additional scope is agreed individually.

Brand Lab

Bring products to life through demonstrations or sampling – supported by a dedicated social media post and a newsletter mention.

Creator Studio

Your brand in jointly produced photo or video content on ABOUT HER channels – complemented by a newsletter mention.

Partner Lounge

A lounge with your branding for guests and business contacts. Includes social media posts and a newsletter mention.

Main Stage

Logo visibility on stage and in the programme, plus an agreed contribution of up to 20 minutes. Includes social media and newsletter coverage.

Category Partnership

Exclusivity within an agreed product or service category, an on-site activation and supporting communications.

Presenting Partner

“ABOUT HER presented by [Brand]”: prominent visibility in event communications, an on-site activation and an agreed programme contribution.

Partner packages include a dedicated stand with basic equipment, setup and dismantling, plus logo visibility on the website, in the partner directory and on site. Details and prices in the exhibitor brochure; the binding scope is defined in the quotation.

An experience that invites you to stay.

Discover something new, share a meal, enjoy a coffee and finish with an aperitif: food, drinks and spaces to relax are part of the ABOUT HER experience.

Food trucks & flavours

Selected food trucks with fresh, varied food, including vegetarian and vegan options.

Café & Bar

Coffee, refreshments and aperitifs for a break between discoveries or to round off the day together.

Sit back & connect

Welcoming seating areas to connect, relax and meet up with friends.

From day to evening

Relaxed discovery during the day, a livelier atmosphere with music later on. DJ sets are a possible addition.



Your brand as part of the experience

From an exhibition stand to a strategic partnership, activations are designed to suit your brand and the community.

01 Event presence

Let visitors experience products and services first-hand.

02 Brand & Image

Position your brand with quality and credibility.

03 Brand collaborations

Develop joint concepts with the right partners.

04 Media visibility

Reach audiences through event, media and creator channels.

05 Tailored campaigns

Create activations for defined target audiences.

06 Partnerships

Build lasting relationships with the community.

How we will put ABOUT HER on the map.

A mix of digital campaigns, partner networks, creators and media is planned to build awareness, spark interest and bring visitors to the event.

01 Social & Paid Media

Targeted Instagram and Facebook campaigns in German-speaking Switzerland: topical inspiration, programme highlights and ticket sales ads.

02 Content & Programme

Reels, brand profiles and programme teasers show what visitors can discover, try and experience.

03 Partner Networks

Exhibitors and event partners receive templates, links and promotional codes to communicate through their own channels.

04 Creators & Communities

Collaborations with relevant creators and women's networks bring authentic insights and recommendations to their communities.

05 PR & Local Visibility

Press information and media outreach; collaborations with lifestyle media and relevant local advertising placements are being explored.

06 Website & Newsletter

A central event website, newsletters and reminders bring content together and guide interested visitors towards buying tickets.

Planning stage: activities, budget and collaborations are being developed. Measurement: reach, website visits and ticket purchases; package-specific services are agreed separately.

The team behind ABOUT HER.

Creating events, building communities, strengthening brands: our team combines creative ideas with experience and the ability to deliver.



Estelle Achermann

Young Women & Women & Finance

Estelle shapes the Young Women and Women & Finance themes. She brings the perspective of young women and helps bring together relevant content and offerings around life choices and financial topics.



Anna de Maria

International Brands & Social Media

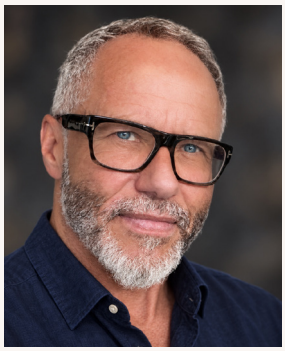
Anna leads sales and support for international brands. She helps companies prepare their presence and connects their objectives with the opportunities ABOUT HER offers as an experience and brand platform.



Marco Diener

Sales & Production (Co-Founder)

Marco brings experience in developing and delivering events. As founder of Terrazzza and through his exhibitor relations work at Man's World, he combines event production with building event brands and partnerships.



Marcel Achermann

Marketing & Digital (Co-Founder)

Marcel combines entrepreneurial and operational leadership with building brands and digital platforms. Through signactive GymTV and Masters of Longevity, he brings experience in content, technology, marketing and community building.

Brand ambassadors

During the event marketing phase, we will work with well-known personalities as brand ambassadors, who will raise awareness of ABOUT HER through their own channels.

AboutHer

Your brand.
At the heart of it all.

Be part of the first edition of ABOUT HER – as an exhibitor or strategic event partner.

Opening hours 2027

Thursday, 29 April	16:00–23:00
Friday, 30 April	14:00–23:00
Saturday, 1 May	11:00–23:00

Let’s bring your brand to life at ABOUT HER.

Tell us about your brand, how you would like to take part and your goals. Together, we will identify the right format and next steps.

hello@abouther.ch

www.abouther.ch

ABOUT HER is a brand of Amantio GmbH, Lättichstrasse 6, 6340 Baar.