



Messe München
International

Connecting Global Competence



Factsheet.

Information for exhibitors.

Planet **e**: Where the future begins.

27th International Trade Fair for Electronic Components, Systems and Applications
Messe München | November 8–11, 2016 | electronica.de



electronica 2016
inside tomorrow

The future of electronics begins on Planet e.

electronica is the leading international trade fair for the electronics industry. It is the industry's most important gathering: Planet e is where the future begins. It is where impetus for innovations takes shape quickly and reliably. The pioneering spirit on Planet e firmly bonds today with the world of tomorrow in a special way.

So join us and discover a universe full of possibilities for presenting your company to a unique audience of professionals.

Planet e—for a successful future.

- ▶ Comprehensive range of products and services
- ▶ From components to systems, applications and services: Everything here revolves around the world of electronics.
- ▶ Global business platform: The high quality of the visitors on Planet e including decision-makers from Germany and abroad who are willing to invest ensures first-rate potential for new business.
- ▶ Theme-oriented forums in the program of related events give you additional presentation opportunities.
- ▶ Conferences with prominent speakers:
electronica Automotive Conference,
Embedded Platforms Conference,
IT2Industry Conference and
the Wireless Congress.

"For us, electronica is an ever successful meeting place for the sector. All customers and manufacturers are united here and there's an ideal platform for talking about new trends and technologies."

**Edgar Huber, Head of Marketing Communication,
Rutronik Bauelemente, Germany**



The launch pad for the entire universe of electronics.

FOCUSING ON HIGHLIGHT TOPICS

The topics and applications that have a strong influence on the electronics industry now and especially in the future are the center of attention on Planet **e**. Both the exhibition sector and the forums and conferences focus on these aspects. Planet **e** gives participants a comprehensive look at the following topics by considering them from various points of view:

- ▶ Embedded
- ▶ Automotive
- ▶ Cyber security
- ▶ Internet of Things
- ▶ LED
- ▶ Wearables/Healthcare

INTERDISCIPLINARY EXHIBITION THEMES

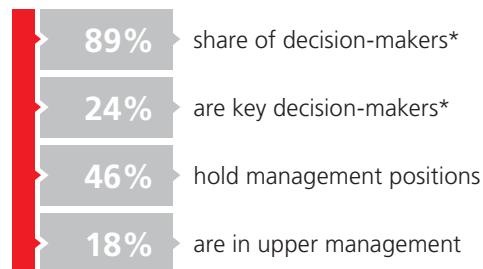
- ▶ Automotive
- ▶ Displays
- ▶ Electromechanics/ System periphery
- ▶ Electronic design (ED/EDA)
- ▶ Embedded systems
- ▶ EMS Electronic manufacturing services
- ▶ Micro- and nanosystems
- ▶ Passive components
- ▶ PCBs and other circuit carriers
- ▶ Power supplies
- ▶ Semiconductors
- ▶ Sensors
- ▶ Services
- ▶ System components
- ▶ Test and measurement
- ▶ Wireless

A detailed list of exhibition themes is available here:
electronica.de/exhibitionsectors

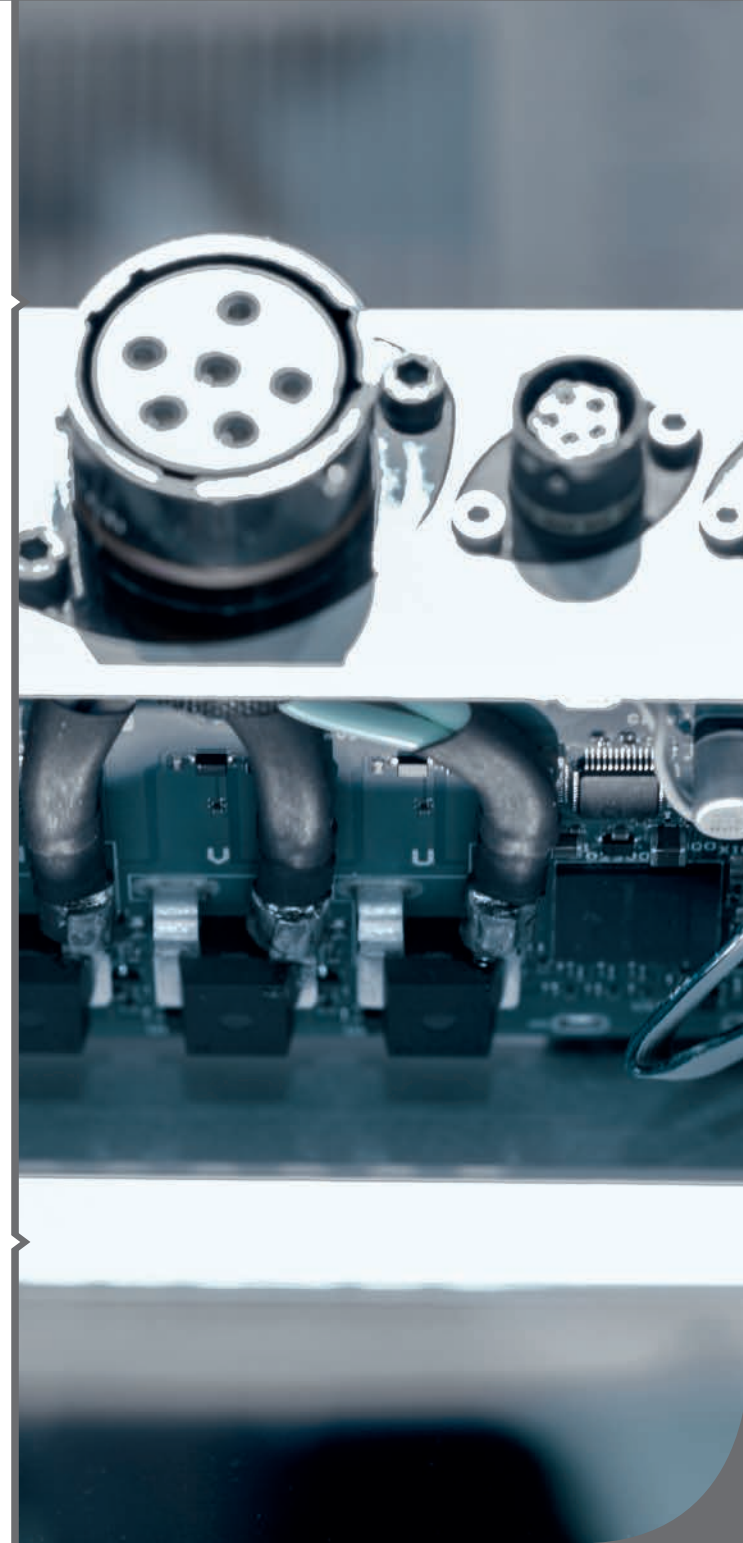
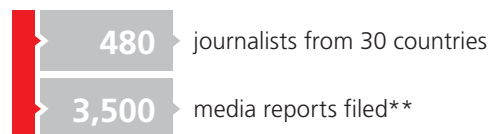
EXHIBITION PROFILE AT A GLANCE



HIGH DECISION-MAKING AUTHORITY

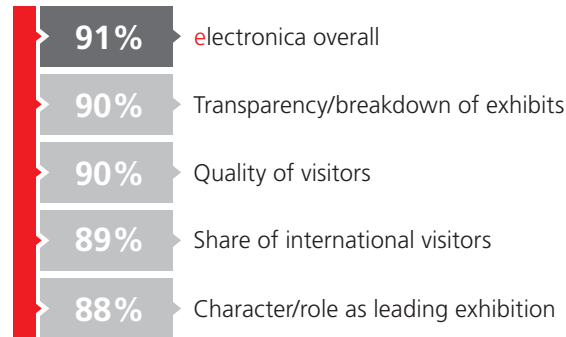


THE MEDIA'S LEADING TRADE FAIR

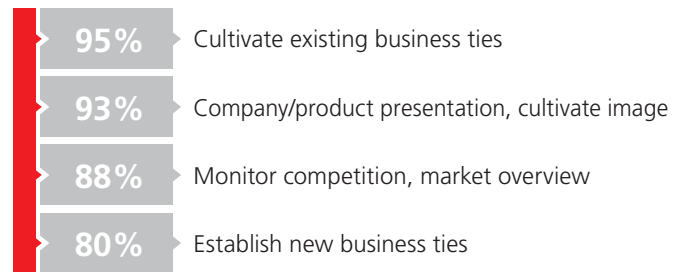


Signs of high satisfaction.

EXHIBITORS—RATING OF GOOD TO EXCELLENT



EXHIBITORS—BUSINESS GOALS REACHED



94% of visitors

feel that attending **electronica** benefits them moderately to greatly with regard to their professional activity

92% of visitors

feel that it benefits them moderately to greatly compared to other events

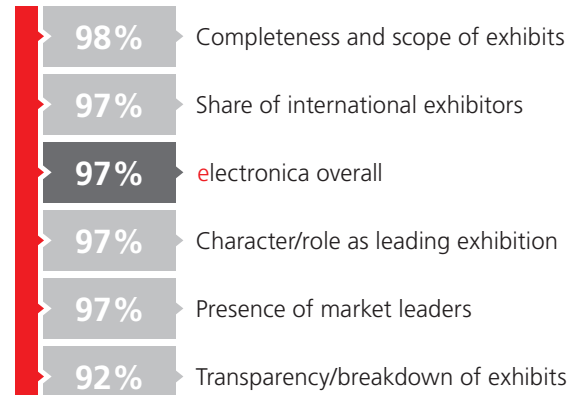
97% of visitors*

plan to attend **electronica** again

97% of exhibitors*

plan to participate in the next **electronica**

VISITORS—RATING OF GOOD TO EXCELLENT



VISITORS—BUSINESS GOALS REACHED



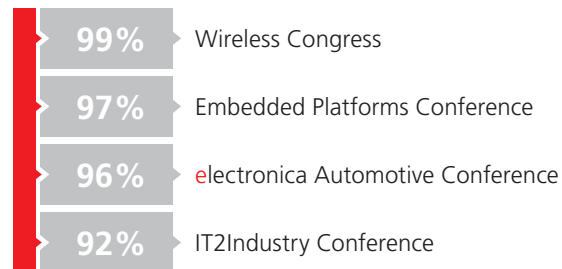
Three elements that make Planet e so unique.

The exhibition sector and its 12 halls, four conferences and five forums: This superior, tried-and-tested concept gives all of **e**lectronica's participants an incomparable overview of the industry's most important topics. After all, Planet **e** does a perfect job of combining the three factors of success on all levels.

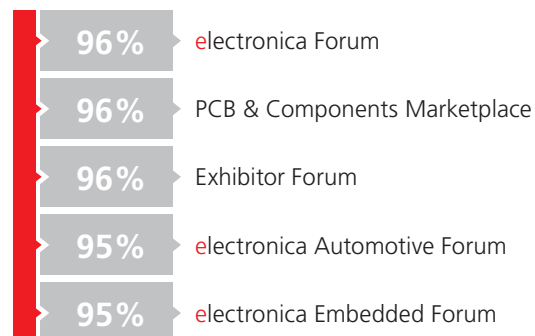
Your advantage: Optimum conditions for getting started

- ▶ Optimum presentation platforms
- ▶ Various ways to dialog with customers and exchange information
- ▶ Excellent networking opportunities

Very satisfied with the conferences



Very satisfied with the forums



Some 7,300 people participated in conferences and forums in 2014.

All figures are based on a survey of exhibitors and visitors conducted by TNS Infratest.

GROUNDBREAKING CONFERENCES AND PANEL DISCUSSIONS

Embedded Platforms Conference: the communication forum

Leading suppliers and independent experts examine the following key questions:

- ▶ What do embedded platforms, components and tools have to offer so that solutions can develop their full potential now and in the future?
- ▶ How can current and future requirements concerning embedded solutions be met?
- ▶ What could current and future solutions achieve if they were to put the capabilities of available embedded platforms to use?

The Embedded Platforms Conference examines the solution levels of an embedded platform and the tools needed to implement them.

Wireless Congress: State-of-the-art technologies

- ▶ Prominent panel members: Speakers are recognized industry specialists
- ▶ Revolves around significant developments that pertain to current and future wireless technologies, especially security aspects, certification and licensing issues, metrology know-how and standards and marketing opportunities for industrial applications
- ▶ "Elektronik" magazine and the ZVEI (German Electrical and Electronic Manufacturers' Association) have been cooperation partners for several years

Supporting program and conferences on Planet **e**—find out more: electronica.de/supporting-program

electronica Automotive Conference: The universal gathering

The communication and networking event for the automotive sector on Planet **e**. With speakers from upper management and some 177 participants from 19 countries in 2014, the conference has been a central event since 2012. Conference participants exchange ideas and information about concrete topics that play a key role in transforming the entire industry such as electromobility, power electronics, power supplies, security and communication. The **e**lectronica Automotive Conference 2016 will focus on the following future-oriented topics:

- ▶ Security
- ▶ Automated driving
- ▶ Interior electronics

IT2Industry Conference: Transformation from theory to practice

In the future, the industry will strive toward intelligent self organization of networked production facilities. For that to happen, companies must find ways to practically and comprehensively implement theoretical concepts. The IT2Industry@**e**lectronica conference gives companies, scientists and politicians a dialog platform for discussing the following main topics:

- ▶ Industry- and sector-specific software and systems
- ▶ The Cloud and big data
- ▶ Cyber physical systems
- ▶ Infrastructure and digital networks
- ▶ Machine-to-machine communication (M2M)
- ▶ Smart factory
- ▶ Industrial IT security
- ▶ Energy-efficiency solutions

The future begins with strong partners.

From the industry, for the industry: Together with important international trade associations and partners, we do our best to ensure that **e**lectronica always takes the latest industry trends into account. In doing so, we are shaping the future today.

electronica.de/partners

PROMOTING YOUNG PROFESSIONALS AND CAREERS: THIS IS WHERE THE OPPORTUNITIES ARE

Due to constant technological development and the long-term risks of demographic change, demand for electronics professionals continues to increase. Together with our partners, we advocate actively promoting young professionals on Planet **e**.

- ▶ Student and High School Student Day in conjunction with semica, VDE and ZVEI
- ▶ Cosima Award in conjunction with VDE
- ▶ Job Forum for the electronics industry in conjunction with semica

"For us, **e**lectronica 2014 was a very good platform for the many topics in the field of electronics. With its excellent organization and infrastructure, the trade fair provides an ideal setting in which to maintain contacts and explore technological trends."

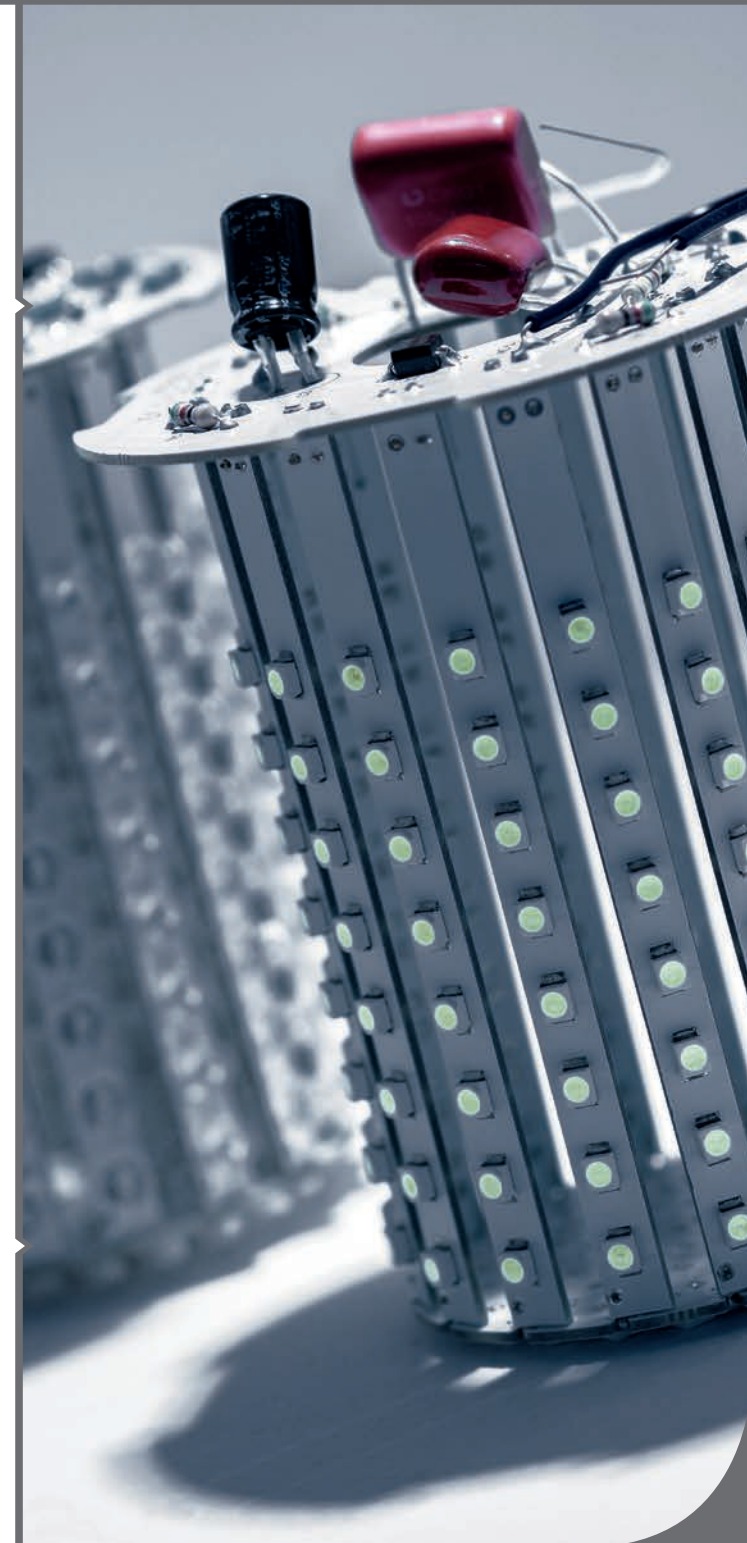
**Bernhard Tölly, Key Account Manager,
TTTech Automotive, Austria**

THE FUTURE OF THE ELECTRONICS INDUSTRY HAS A HOME EVERY YEAR: MUNICH

Each year in November, Munich becomes a unique kind of central meeting place for the electronics industry. Hundreds of exhibitors and tens of thousands of visitors come together in the Bavarian capital to shape the future of electronics.

The who's who of the following technological sectors await you at productronica and **e**lectronica in alternating years:

- ▶ EMS
- ▶ LED
- ▶ PCBs
- ▶ IoT
- ▶ Security/Cyber Security

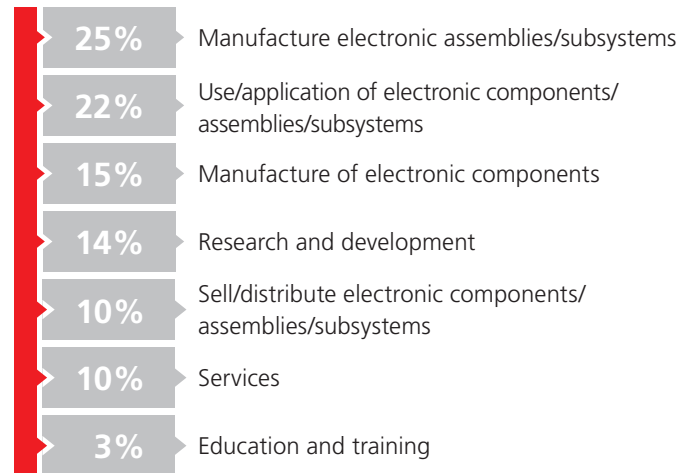


Planet e. The industry's gathering.

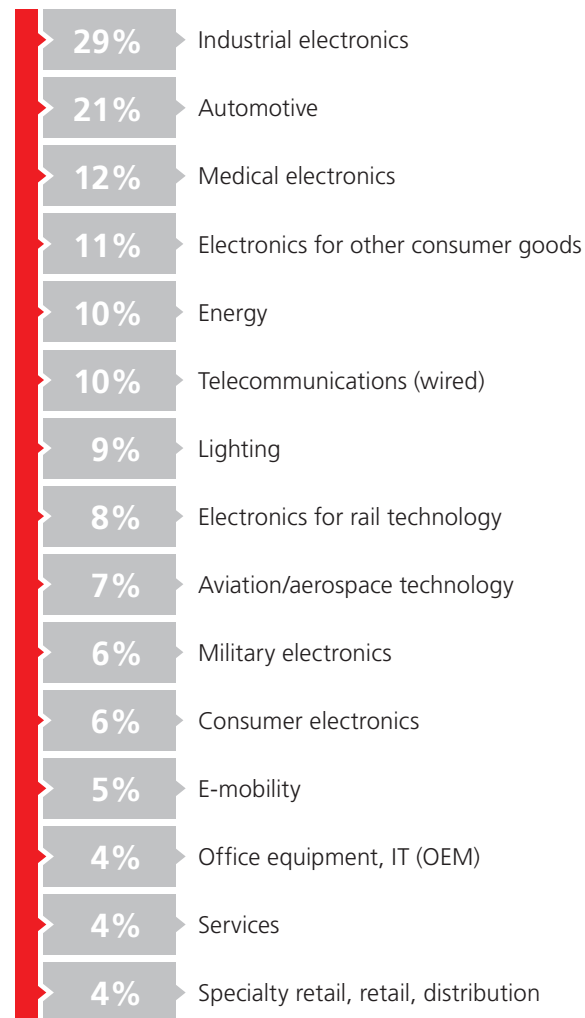
ONE LOCATION. VARIOUS FOCAL POINTS.

73,189 trade visitors from various sectors and branches of industry met on Planet e in 2014.

Visitors' main branches of industry*



Primary sectors/branches of industry (excerpt)*



"The pleasant atmosphere and the in-depth discussions are what make eelectronica so special. Nowhere else will you find such a competent audience."

**Gustav Erl, General Manager,
TDK-Lambda Germany GmbH, Germany**

* Basis: All gainfully employed visitors. All data and statements that pertain to ratings are based on a survey of exhibitors and visitors conducted by TNS Infratest during eelectronica 2014. In some cases, multiple responses are possible.



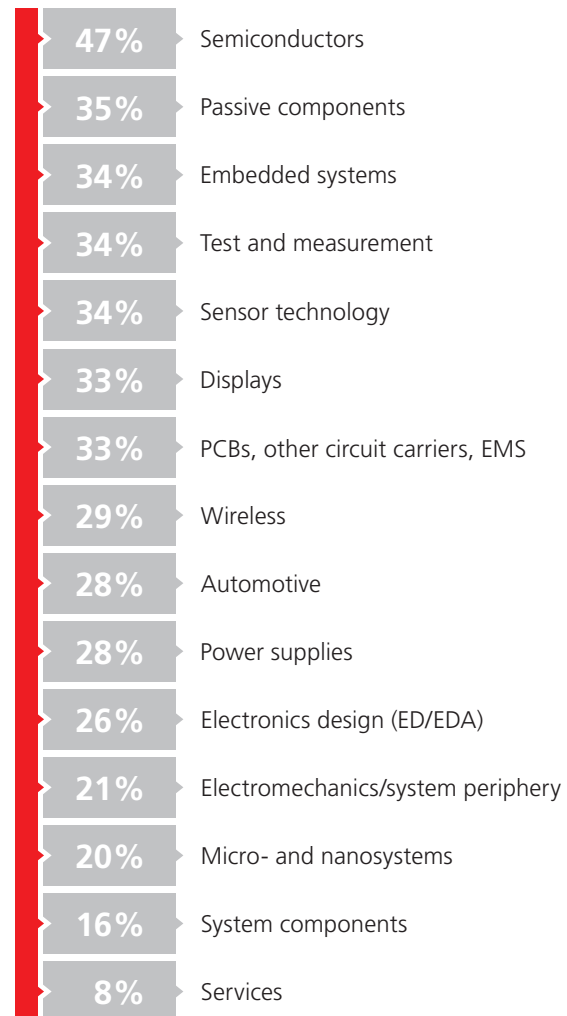
ONE LOCATION. VARIED INTERESTS.

electronica's visitors represent nearly all of the areas of responsibility in the industry. Nowhere else can exhibitors find such a unique and broad-based targeted audience.

Visitors' areas of responsibility (excerpt)**



Exhibition sectors visited*

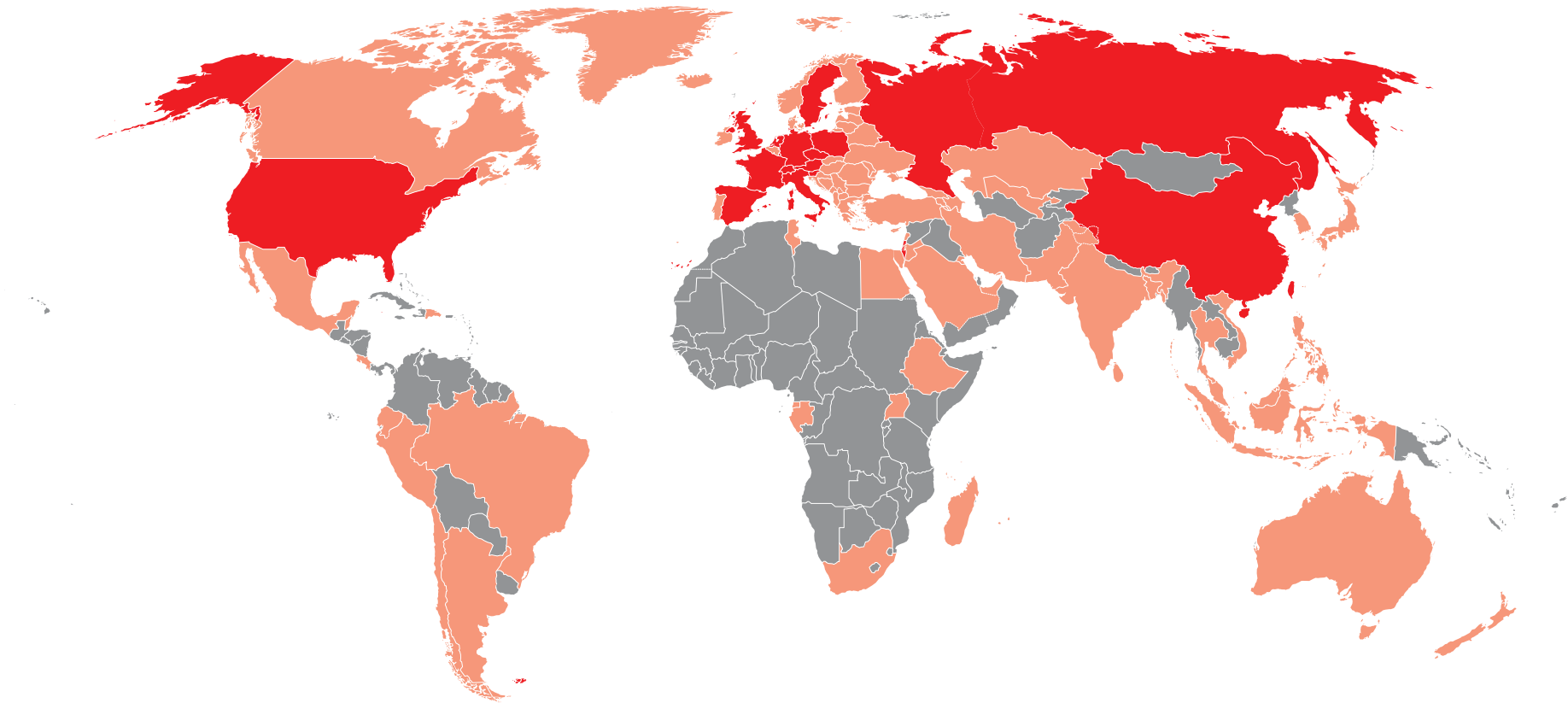


* Basis: All trade visitors. ** Basis: All gainfully employed visitors. All data and statements that pertain to ratings are based on a survey of exhibitors and visitors conducted by TNS Infratest during electronica 2014. In some cases, multiple responses are possible.



The world meets on Planet e.

Visitors come from a total of 87 countries, and 50 percent are from countries other than Germany.
That clearly illustrates that the most important markets are oriented to Planet e—now and in the future.



TOP 15 VISITOR COUNTRIES AFTER GERMANY

- | | | |
|--------------------------------------|----------------------|---------------|
| ▶ Austria | ▶ Israel | ▶ Slovenia |
| ▶ China | ▶ Italy | ▶ Spain |
| ▶ Czech Republic | ▶ Netherlands | ▶ Sweden |
| ▶ France | ▶ Poland | ▶ Switzerland |
| ▶ Great Britain and Northern Ireland | ▶ Russian Federation | ▶ USA |

- Top 15 countries after Germany
- 71 additional countries

Your key to trade fair success: Your exhibit—our responsibility.

The “Your key to trade fair success” initiative features an extensive range of services to ensure that you get off to the best possible start as you venture into the future. We will help you make sure that your exhibit on Planet **e** is as perfect as possible: from technical services to marketing services. To help you take advantage of the full potential that participating in the fair has to offer and optimize your results, we not only help you before and during the fair, but will continue to support you even after the fair is over.

The initiative includes:

- ▶ Assistance planning your exhibition stand
- ▶ Lead-management solutions
- ▶ Exhibitor workshops
- ▶ Practical tips and checklists
- ▶ Reminder service
- ▶ Exhibition budget planner
- ▶ and much more ...

Find out more:

▶ electronica.de/fairsuccess
▶ electronica.de/exhibitorservices

SIMPLE AND UNCOMPLICATED— INVITATION AND CONTACT MANAGEMENT

Vouchers for one-day tickets

Invite important existing customers and potential new customers the quick and easy way—online or by mail. We will provide you an unlimited number of ticket vouchers. After the fair is over, we will send you the information from the redeemed tickets as well as survey results for your follow-up activities.

Cost limit for vouchers for one-day tickets

You will be invoiced for no more than 3 redeemed tickets per m² of confirmed stand space.

PLANET E—WHERE SERVICE IS A HIGH PRIORITY

The future gets off to a good start when your exhibit at the fair runs smoothly. You can count on our active support in all phases, from developing the concept for your exhibit to its realization. We have some 90 specialists in various departments who are known for their expertise and reliability and will ensure that everything related to your exhibit goes off without a hitch. Add to that short distances at the trade-fair center and the fact that everything is quick and easy to reach.

- ▶ Event services for exhibition and related activities
- ▶ Discount fares on German Railway and Lufthansa tickets
- ▶ Shuttle service from the airport to the trade-fair center
- ▶ Web shop for ordering services quickly and easily
- ▶ Room and hotel service for suitable accommodations

STAND CONSTRUCTION AND PARTICIPATION ALTERNATIVES ON PLANET E

Whether you build your stand yourself, order a complete package that includes setup and dismantling, or prefer a combination package for one of our theme-oriented joint exhibition stands: Everything is a little easier and better on Planet **e**. Our participation alternatives give you the greatest flexibility possible.

▶ Additional information is available
on our price list:
electronica.de/application

A look at Planet e: the electronics industry's entire universe.



- A1** Electronic Design (ED/EDA)*
- A1** Test and measurement
- A2 A3** PCBs and other circuit carriers/
EMS Electronic manufacturing services
- A3** Displays
- A3-A6** Semiconductors
- A4** Wireless
- A6** Automotive
- A6** Embedded systems
- B1** Micro- and nanosystems
- B1** Servo-technology/Drive elements
- B1** Sensor technology
- B1** Electromechanics/System peripherals—Casing technology
- B2 B3** Power supplies
- B3 B4** Electromechanics/System peripherals—
Interconnection components/systems
- B5** Electromechanics/System peripherals—
Relays, switches, keyboards
- B5 B6** Passive components
- in all halls** Services, assemblies and subsystems

electronica automotive

- ICM** electronica automotive conference
- A6** electronica automotive Forum and Exhibition

electronica embedded

- embedded platforms conference**
- A6** electronica embedded Forum and Exhibition

- A2** PCB & Components Marketplace
- A3** electronica Forum
- B5** Exhibitor Forum
- IT2Industry**
- ICM** Wireless Congress: Systems & Applications

* Exhibitors in this exhibition sector allocated throughout entire Hall A1

MAP OF ELECTRONICA 2014

All the companies represented at electronica 2016
are listed in our exhibition database.
electronica.de/exhibitor-database

Planet e looks forward to your contact.

EXHIBITION

November 8–11, 2016

Opening hours:

Tuesday to Thursday, 09:00–18:00

Friday, 09:00–17:00

Messe München, Germany

ORGANIZER/INFORMATION

Messe München GmbH, Messegelände

81823 München, Germany

Tel. +49 89 949-20331/20372

Fax +49 89 949-20339

E-mail: projektleitung@electronica.de

GLOBAL SERVICE NETWORK

With globally active subsidiaries and foreign representatives that serve more than 115 countries, Messe München ensures that you can contact Planet e from anywhere on Earth. An up-to-date list of addresses is available at:

electronica.de/representatives

PLANET E—AN INTERNATIONAL ATTRACTION

Planet e is at home in Munich and around the world. We give you access to new growth markets with the following regional trade fairs.

- ▶ **electronica China**
- ▶ **productronica China**
- ▶ **electronica India**
- ▶ **productronica India**

That makes Planet e a global attraction for the entire electronics industry.

electronica.de/electronicnetwork

PLANET E ON THE WWW

What's new on Planet e? What is the industry talking about? You will always stay up to date here:

electronica.de

 blog.electronica.de

 twitter.com/electronicaFair

 youtube.com/electronicaFair

 flickr.com/electronica

 slideshare.net/electronicaFair



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