



Messe München
Connecting Global Competence



FACTSHEET.

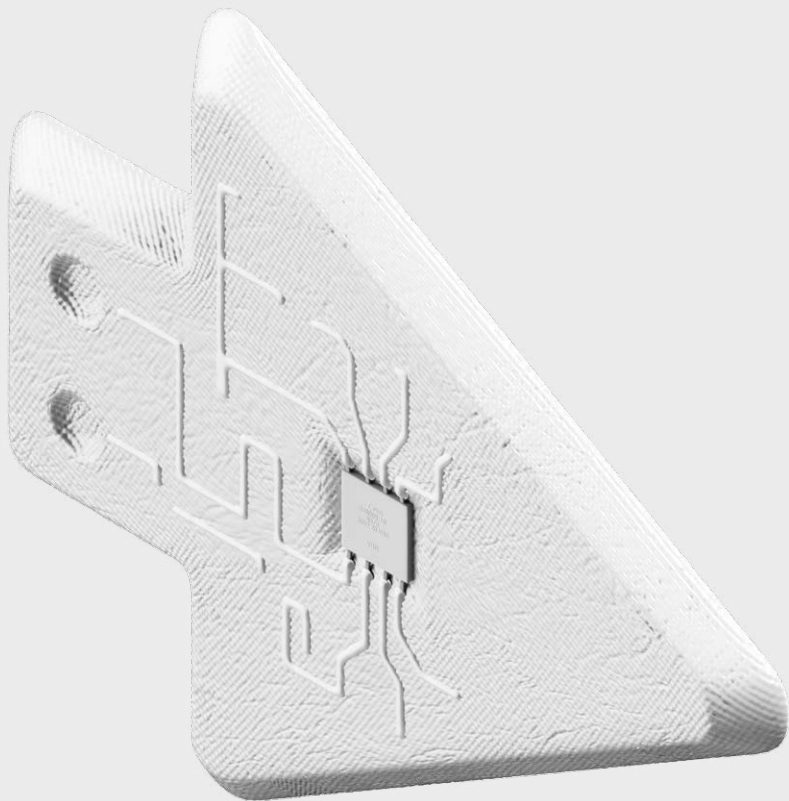
INFORMATION FOR EXHIBITORS.

World's Leading Trade Fair for Electronics Development and Production
November 14–17, 2017, Messe München
productronica.com



productronica 2017
innovation all along the line

**YOUR PRODUCTS:
BUILDING BLOCKS OF
SUCCESS. ELEMENTS
OF PRODUCTRONICA.**



productronica brings together all the elements of innovative electronics development and production. Whether it comes to future-oriented technologies, software or services: You should be an exhibitor at the most important industry gathering and present the manufacturing processes of the future to its unique audience of professionals.

Reasons for you to participate:

Comprehensive range of products and services.

No other trade fair depicts the global market for electronics manufacturing as extensively as productronica.

International innovation show.

As the world's leading trade fair for electronics production, productronica depicts the entire value chain and brings together domestic and international key players from the industrial, research and media sectors.

Business potential through visitor quality.

Decision-makers with budgets to invest from various branches of industry and from all corners of the world are looking for your innovations, which offers you future-proof business potential.

Extensive supporting program with presentation opportunities.

productronica's supporting program gives you additional ways to call attention to your company or your products and services in its theme-oriented forums, special shows and hands-on sessions.

Satisfied exhibitors, satisfied visitors.

Conduct business deals, discuss promising projects, get an overview of the global market and much more: More than 90% of exhibitors and visitors were satisfied with having participated in productronica.

Services that go way beyond stand space.

From invitation and contact management to free vouchers for visitor admission tickets: productronica's "Your key to trade-fair success" initiative will help you reach your trade-fair objectives.

1,160	exhibitors from 40 countries
37,191	visitors from 85 countries
77,000m²	of exhibition space
Some 3,400	forum attendees
52%	international visitors
46%	of exhibitors from abroad
57%	of visitors have decision-making authority

THE FIVE ELEMENTS OF ELECTRONICS DEVELOPMENT AND PRODUCTION.

productronica's cluster structure keeps everyone oriented. It helps productronica participants keep track of the entire value chain in electronics manufacturing:

Pcb

PCB & EMS Cluster: PCB and circuit-board manufacturing, electronic manufacturing services (EMS)

Smt

SMT Cluster: Component mount technology, soldering technology, test and measurement/quality assurance, product finishing, production subsystems, production logistics and material-flow technology

Cc

Cables, Coils & Hybrids Cluster: Manufacturing technologies for cable and connectors, coilware production and hybrid-component manufacturing

Sem

Semiconductors Cluster: Semiconductor manufacturing, display manufacturing, LEDs and discrete devices, photovoltaics production, micro-/nano-production, cleanroom technology, materials processing

Fm

Future Markets Cluster: IT to Production, Industry 4.0, production technologies for batteries and electrical storage, organic and printed electronics, 3D printing, additive manufacturing (parallel event IT2Industry: key topics include production, automation, IT and IT security)

Products and services that are extremely relevant to the entire value chain and that make routine tasks easier are on display in the sector for Overall Production Support.

Additional information:

productronica.com/exhibition-profile

KNOWLEDGE: THE BASIC ELEMENT FOR INNOVATION.

Concentrated expert knowledge awaits you in productronica's extensive supporting program: Exhibitors as well as partners from the industry, international trade associations and the media discuss technologies, trends, markets and solutions in forums, panel discussions, lectures, round-table discussions and special shows.

IT2

IT2Industry – the fair within the fair
IT2Industry@productronica is where ICT suppliers present their innovative products, solutions and services for electronics production that pertain to Industry 4.0.

Additional information:

productronica.com/IT2Industry

productronica's highlight days focus on the latest topics of particular interest to the industry.

Highlight topics

- Robots in electronics manufacturing
- Industry 4.0—Smart factory
- Future-oriented EMS
- Miniaturization

Forums

- SMT Speakers Corner
- PCB & EMS Speakers Corner
- Innovation Forum

Additional information:

productronica.com/supporting-program

EXTRAORDINARY INNOVATIVE STRENGTH.

The first independent award in the electronics industry, i.e. the productronica innovation award, was established at productronica 2015.

With more than 70 submissions in five categories, it was one of the most acclaimed awards in the industry from the very beginning. You, too, can be part of this success by submitting your work for the **productronica innovation award 2017**.

Additional information:

productronica.com/en/innovationaward

CO-LOCATED EVENT SEMICON EUROPA.

SEMICON® EUROPA

Starting next year, SEMICON Europe will take place for the first time in Munich at the same time as productronica. This will expand the range of exhibits in the sector for semiconductor manufacturing at the International Trade Fair for Electronics Development and Production.

Additional information:

productronica.com/semicon



BUILD ON OUR SUCCESS.

Satisfaction is a good feeling that we want to share with you, and we have exhibitors like you to thank for it. What's in it for you? That good feeling that you are at the right trade fair.

Exhibitors—Gave a rating of good to excellent

- 90% productronica overall
- 84% Fair's leading character/role
- 90% Share of international visitors
- 92% Quality of visitors
- 92% Quality of exhibitor services

94% of exhibitors said that they probably to definitely will participate in the next productronica.

Visitors—Gave a rating of good to excellent

- 95% productronica overall
- 93% Fair's leading character/role
- 95% Presence of market leaders
- 95% Share of international exhibitors
- 96% Completeness/scope of exhibits
- 92% Transparency/breakdown of exhibits

The most important building block for your trade-fair success: Your target groups

The trade visitors who attend productronica come from nearly all sectors and branches of industry. As a result, productronica sets standards with regard to both quantity and quality. For you, that means one thing in particular: A good foundation for making new and promising business contacts.

productronica's visitors come from the following sectors:

- Industrial electronics manufacturing
- Automotive electronics manufacturing
- Communication and consumer electronics manufacturing
- Medical electronics manufacturing
- Military electronics manufacturing
- Semiconductor manufacturing
- PCB manufacturing
- Electrical engineering
- Precision mechanics and optics
- Micro-/nano-production
- Battery/energy-storage manufacturing
- Machine/equipment manufacturing
- Measuring, control and automation technology
- Aviation/aerospace industry
- Automobile/vehicle manufacturing
- Metal industry, paper and printing industry, chemicals industry

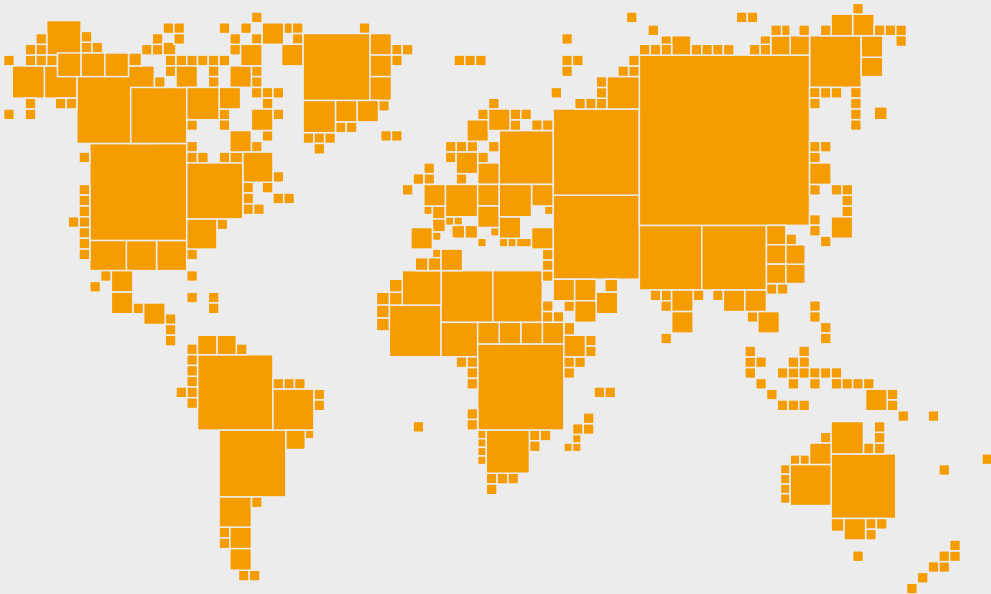
Wide range of interests

productronica's visitors were interested in and/or visited the following exhibition sectors:

- 24% Semiconductors Cluster
- 43% PCB & EMS Cluster
- 52% SMT Cluster
- 25% Cables, Coils & Hybrids Cluster
- 23% Future Markets Cluster

29% of visitors named the Overall Production Support sector.

Top 15 visitor countries



- | | | | |
|----------------|-------------------|--------------|-----------------|
| 1. Germany | 5. Czech Republic | 9. Hungary | 13. Croatia |
| 2. Italy | 6. Poland | 10. Russia | 14. Netherlands |
| 3. Austria | 7. France | 11. Spain | 15. Turkey |
| 4. Switzerland | 8. Great Britain | 12. Slovenia | |

and 70 other countries on all continents.

94% of visitors said that attending productronica benefited them moderately to very significantly with regard to their professional activity.

93% of visitors said that attending productronica gave them a moderate to very significant advantage compared to other events.

81% of visitors said they probably to definitely will attend productronica again.

Additional information:

productronica.com/visitor-profile
productronica.com/survey

OUR SERVICES: ELEMENTARY FOR YOUR TRADE-FAIR SUCCESS.

productronica's "Your key to trade-fair success" initiative will help you make participating in the fair perfect. From technical services to marketing services. And not just before and during the fair—even after the fair is over.

Among other things, our services include:

- Assistance planning your stand
- Lead-management solutions
- Exhibitor workshops
- Practical tips and checklists
- Reminder service
- Trade-fair budget planner
- And much more

Free vouchers for your visitors.

Invite important existing customers and potential new customers to the fair the quick and targeted way—online or by mail. We will provide you an unlimited number of ticket vouchers to do so. You can view the visitor data that goes with the redeemed vouchers in the Exhibitor Shop before or after the fair.

No manufacturing without services.

You can rely on our active support for everything from concept development to implementation. We have some 90 specialists from a wide range of sectors who distinguish themselves through their expertise and reliability and will ensure that every aspect of your participation in the fair runs smoothly. Add to that short distances and immediate reachability at the fair.

- Event services for your trade-fair and related activities
- Discount fares from Deutsche Bahn and Lufthansa
- Shuttle service from the airport to the trade-fair center
- Web shop where you can call up services quickly and conveniently
- Hotel and accommodation service for suitable accommodations
- And much more

Global service network.

With globally active subsidiaries and foreign representatives serving 115 countries, Messe München ensures that you can contact productronica anywhere in the world.

Additional information:

productronica.com/fairsuccess
productronica.com/exhibitor-services
productronica.com/representatives

Stand construction and participation alternatives at productronica.

Whether you build your own stand or prefer a complete package including setup and dismantling or a combination package for a theme-related exhibition sector—the choice is yours at productronica. That is because our participation alternatives offer you the greatest possible flexibility.

Additional information:

On the price sheet and at
productronica.com/application

productronica: An international attraction.

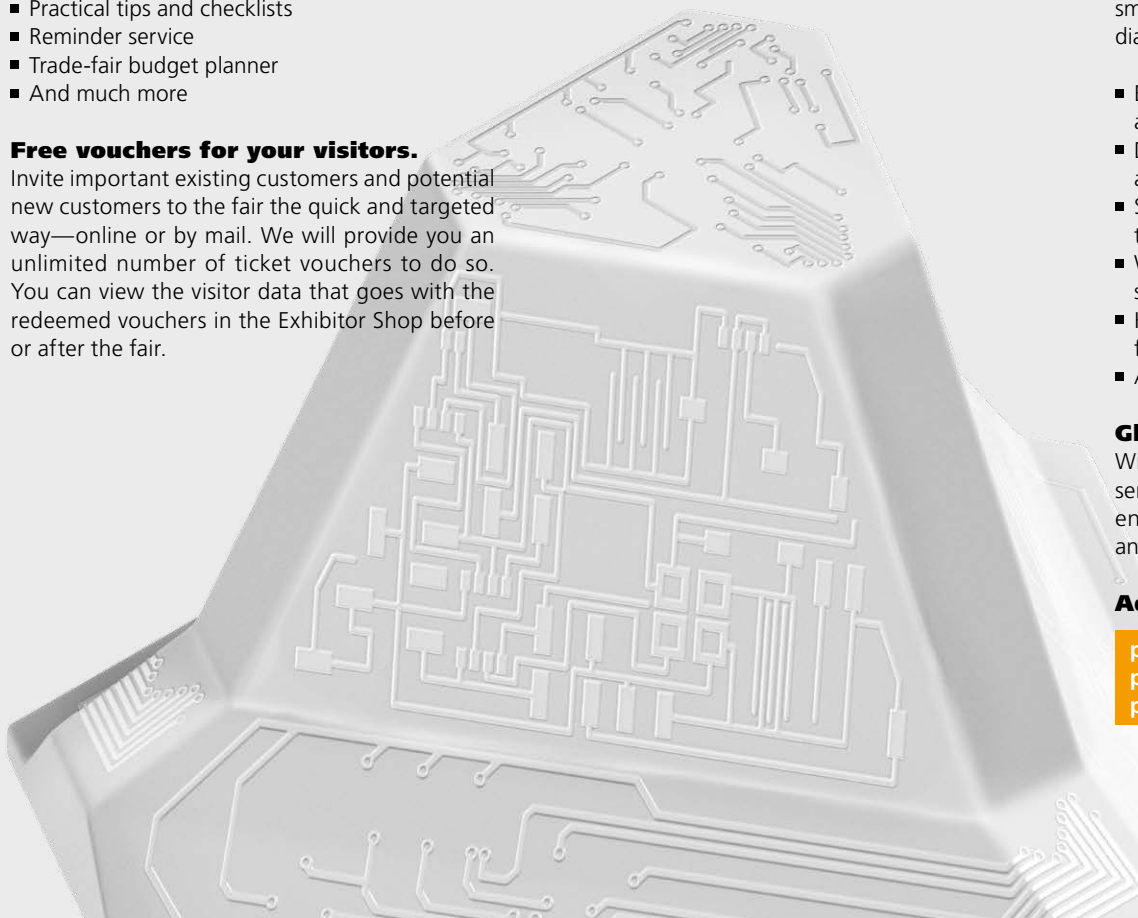
In addition to Munich, productronica is at home around the world. The following regional exhibitions are your gateways to new growth markets:

- productronica China
- productronica India
- electronica China
- electronica India

In other words, productronica is a global attraction for the entire electronics development and production industry.

Additional information:

productronica.com/globalnetwork





A1 SMT cluster
Test and measurement, quality assurance
■ SMT Speakers Corner

A2 SMT cluster
Test and measurement, quality assurance
Component mount technology
Production logistics and material-flow technology

A3 SMT cluster
Component mount technology

A4 SMT cluster
Soldering and joining technology for PCBs
Product finishing

A5 Cables, Coils & Hybrids cluster
Technologies for cables processing and connectors
Coilware production
Hybrid component manufacturing

A6 InPrint 2017
INPRINT
INDUSTRIAL PRINT SHOW
November 14–16, 2017

B1 SEMICON Europa 2017
SEMICON EUROPA
November 14–17, 2017

B2 Future Markets cluster
IT to Production, Industry 4.0
Technologies for batteries and electrical energy storage
Organic and printed electronics
3D printing, additive manufacturing
IT2 International Trade Fair and Open Conference for intelligent, digitally networked working environments
■ Innovation Forum

B2 Semiconductors cluster
Semiconductor manufacturing
Display manufacturing, LEDs and discrete devices
Photovoltaics manufacturing
Micro-/nano-production
Cleanroom technology
Materials processing

B3 PCB & EMS cluster
PCB and other circuit carrier manufacturing
Electronic manufacturing services (EMS)
■ PCB & EMS Speakers Corner

The West Entrance will be open for productronica 2017, SEMICON Europa 2017 and IT2Industry 2017. The East Entrance will be used for productronica 2017 and the parallel event InPrint 2017.

Last update: 12/2016

PRODUCTRONICA LOOKS FORWARD TO SEEING YOU.

You can:

- Present your innovative strengths to the global market for electronics manufacturing.
- Talk to investment decision-makers from nearly all sectors and branches of industry.
- Meet highly qualified and highly satisfied participants.

We:

- Will provide the support you need to make the fair a success.

Act now and secure your company's exhibition space with exclusive support – and enjoy an Early Bird discount if you register by November 30, 2016.

Register now!

productronica.com/application

WORDWIDE NETWORK.

Messe München has globally active subsidiaries and foreign representatives serving more than 115 countries to ensure that you can contact us from anywhere in the world. An up-to-date list of addresses is available here:

productronica.com/representatives

EXHIBITION

November 14–17, 2017

Opening hours:

Tuesday–Thursday, 09:00–18:00
Friday, 09:00–16:00

Space allocation begins: January 16, 2017
Early Bird discount: Until November 30, 2016

Organizer/Information:

Messe München GmbH
Messegelände
81823 München

Tel. +49 89 949-11438
Fax +49 89 949-11439
E-mail: projektleitung@productronica.com

Conceptual and technical sponsor:

productronica.com

 twitter.com/productronica

 youtube.com/productronica

All information and statements regarding ratings, interests, countries of origin, etc. were taken from the TNS Infratest survey of exhibitors and visitors at productronica 2015. In some instances, multiple responses are possible.



Published by Messe München GmbH,
Munich; Factsheet E 12.2016
Subject to change without notice.
Last update 12/2016

