November 10–13, 2020
Fact Sheet
Information for exhibitors
electronica
Connecting everything—smart, safe, and secure

electronica is the world’s leading trade fair and conference for electronic components, systems, applications, and solutions. It is an international industry meet-up, enthusiastically viewed by exhibitors and visitors alike as an excellent business platform, efficient networking event, technical product show, and forum for the highest level of industry discussion.

electronica is a display window for innovation and trends: It shapes the status quo and gives us a glimpse into the future. Acting as a think-tank, it gives decision-makers, engineers, and developers that all-important inspiration. In a separate hall, electronica Experience brings electronics to life for students and young talent and presents them in an application-oriented way.

For me, what makes electronica special is its industry and application relevance. There are currently lots of competing trends in the public sphere. However, the importance of electronics for digitalization, for networking with the Internet of Things, and for new transmission standards is rarely examined in any detail. It is at electronica. Users and decision-makers interact with experts from trade and the industry, making the challenges and technical solutions more tangible. For Phoenix Contact, the trade fair is therefore still one of the most important meeting points when it comes to deriving future technologies from current trends.

Torsten Janwlecke, President of Device Connectors division, PHOENIX CONTACT, Germany
electronica 2018
Facts & Figures

101 countries
81,471 visitors
50% international

3,124 exhibitors
53 countries
70% international

512 journalists
30 countries
3,784 reports

The world’s leading trade fair and conference for electronics

Participants

Conferences and Forums

2014
7,300 participants

2016
8,000 participants

2018
11,500 participants

Participants

17 halls
4 days

2012
73,051

2014
73,189

2016
73,451

2018
81,471

electronica.de/facts-figures
Exhibition Areas
Electronic Technologies and Trends

EMS Electronic Manufacturing Services, Leiterplatten und andere unbestückte Schaltungsträger / EMS Electronic manufacturing services, PCBs and other circuit carriers

Elektromechanik und Systemperipherie / Electromechanics and system peripherals

Messen und Prüfen / Test and measurement

ED / EDA

Stromversorgung / Power supplies

Passive Bauelemente / Passive components

Sensorik, Mikro- und Nanosysteme (NEMS, MEMS) / Sensor technology, micro- and nanosystems (NEMS, MEMS)

Servotechnik / Servo-technology

Displays

Automotive

Halbleiter / Semiconductors

Embedded

SEMICON Europa 2020

Wireless

electronica Experience: Elektronik-Erlebnis und Karriere-Event DEMO/Applikationen / electronica Experience: Electronics Event and Career Fair DEMO/Applications
Conferences and Forums
New Inspiration from Renowned Experts

- **electronica**
  - **Automotive Conference (eAC)**
    - International conference on technologies and strategies for automotive electronics and components
  - **Embedded Platforms Conference (eEPC)**
    - The communication platform for suppliers of components, tools, software, and solutions
  - **Medical Electronics Conference (eMEC)**
    - International conference on electronics in e-health and medical applications

- **Wireless Congress**
  - Systems & Applications

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**Share knowledge and experience**

- Automotive Forum
- Cyber Security Forum
- Discovery Stage
- e-ffwd Start-up Forum powered by Elektor
- Embedded Forum
- Electrical Connectors’ Forum
- Exhibitor Forum
- IIoT Forum
- LED Forum
- Medical Electronics Forum
- Obsolescence Forum
- PCB & Components Marketplace
- Power Electronics Forum
- Printed Electronics Forum powered by LOPEC

electronica.de/conferences
This Is Where the World of Electronics Meets
Visitors’ Roles and Nationalities

Top 15 Visitor Countries*

People’s Republic of China
France
UK
Italy
Israel
The Netherlands
Austria
Poland
Russian Federation
Switzerland
Slovenia
Spain
Sweden
Czech Republic
USA

* besides Germany
The Right Expert Audience for Your Company

Main Areas and Industry Sectors (excerpt)

- **35%** Industrial electronics
- **27%** Automotive
- **16%** Electronics for other consumer goods
- **14%** Medical electronics
- **12%** Energy
- **12%** Telecommunications
- **9%** Lighting
- **9%** E-mobility

Most-visited Sectors

- **41%** Semiconductors
- **35%** Passive components
- **33%** Sensor technology
- **31%** Automotive
- **30%** Embedded systems
- **29%** Test and measurement
- **25%** Power supplies

Decision-making Authority

- **77%** Decision-makers
- **51%** Managerial positions
Visitor and Exhibitor Satisfaction

Goal Achievement

How well were participants able to reach the objectives they had set for participating in electronica (visitors | exhibitors)? The values indicated correspond to the proportion of respondents giving “good” to “excellent” ratings.

- Cultivate existing business relationships: 98% (visitors), 94% (exhibitors)
- Share experience/networking: 96% (visitors), 90% (exhibitors)
- Monitor competition: 96% (visitors), 88% (exhibitors)
- Present/search for new developments: 96% (visitors), 90% (exhibitors)

- Prepare for investments: 97% (visitors), 93% (exhibitors)
- Visitors establish new business relationships: 93% (visitors), 79% (exhibitors)
- Exhibitors establish new business relationships: 97% (visitors), 89% (exhibitors)

Evaluation

How do visitors | exhibitors rate electronica as a whole? The values indicated correspond to the proportion of respondents giving “good” to “excellent” ratings.

- electronica on the whole: 99% (visitors), 91% (exhibitors)
- Leading trade fair status: 94% (visitors), 90% (exhibitors)
- Global appeal: 97% (visitors), 89% (exhibitors)
- Presence of the market leaders: 95% (visitors), 88% (exhibitors)
- Completeness and width of the offer: 98% (visitors), 86% (exhibitors)
- Scope and Quality of lecture programme: 93% (visitors), 88% (exhibitors)
- Transparency: 97% (visitors), 89% (exhibitors)

electronica.de/evaluation

08 | electronica Fact Sheet
**Innovation and Inspiration**
Interactive Ways to Reach Your Target Groups

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**electronica Experience**
electronica's new electronic experience and career event—electronica Experience—had its premiere in C6, the brand-new hall at the Munich trade fair center, in 2018.

**Engage with the talent of tomorrow**
A live demo says more than 1,000 words: electronica Experience is the new integrated concept for recruiting young talent and specialists. The career event offers a successful combination of experience and information that will rouse visitors’ curiosity.

For example, with your demo. Because live demonstrations of your products are the central element of the hall, they are a magnet for different target groups, form a real focal point, and provide the conditions for successfully attracting students and young talent. Here, electronics are made “cool”, exciting, and are brought to life for students. And they get to learn more about the jobs, opportunities, and possibilities that you and the industry have to offer. The perfect conditions for successful employer branding at electronica.

Showcase your company to young technology enthusiasts on guided tours or the at the Discovery Stage and get them excited about training or starting their career at your company. On the Discovery Stage, younger visitors can learn all about artificial intelligence, blockchain, 5G, and e-mobility, as well as other exciting exhibition topics.

The **electronica Experience** offers:
- Employer branding and effective recruiting
- Attention and interest from trade visitors who you have not yet come into contact with
- Photos and stories for specialist and general media, which convey and raise awareness of the societal relevance of many electronics applications in the media

[electronica.de/en/experience](http://electronica.de/en/experience)
Following its successful premiere in 2016, and 30 start-ups participating in 2018, electronica Fast Forward, the electronica start-up-week powered by Elektor, and the prestigious electronica Fast Forward Award, will be returning to electronica 2020 for the third time to build bridges between start-ups and established companies. After all, companies that want to remain successful in the future need intelligent, pragmatic, and groundbreaking solutions. Many experts see the maker scene as the “third industrial revolution,” which will fundamentally change our economy and society.

**e-ffwd Consists of Three Elements:**

- e-ffwd Stand for presentation of your product
- Workshops, presentations, and pitches in the e-ffwd Start-up Forum
- electronica Fast Forward Award

The exhibition and award categories are based on the electronica highlight topics. In the e-ffwd Sponsors Challenge, sponsors have the opportunity to equip start-ups with the hardware they need to implement their ideas for the challenge, which starts six months before the trade fair.

**With its focus on IoT, Industry 4.0, autonomous driving, edge computing, and AI/ML, electronica 2018 was an extremely important international forum for NXP. For me, a personal highlight was electronica Experience, a completely new format where electronic innovation is really brought to life for tech fans, from autonomous drones to electric racers.**

Kurt Sievers, President of NXP Semiconductors & Managing Director of NXP Germany GmbH, Germany

electronica.de/en/fastforward
Perfect Service to Make Your Trade Fair Appearance a Success

Participation Options and Stand Construction

Our participation options offer maximum flexibility
• Organize stand construction yourself
• Combination packages regardless of exhibition sector
• Combination packages specifically for the Automotive, Embedded, and Wireless sectors
electronica.de/prices

We Help Make Your Trade Fair Appearance a Success

The “Your key to trade fair success” initiative with a wide range of services from technical through to marketing
• Stand planning assistance
• Lead management solutions
• Exhibitor workshops
• Practical advice and Checklists
• Reminder service
• Trade fair budget planner
electronica.de/fairsuccess

Contact and Advice

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Invitation and Contact Management

Vouchers for one-day tickets
You can invite potential and existing customers to the trade fair quickly and directly using our ticket vouchers: online or by mail.
• You can view the visitor data related to your redeemed ticket vouchers in the exhibitor shop
• Ticket costs remain calculable: You pay for a maximum of three ticket vouchers per m² of exhibition space booked, irrespective of how many ticket vouchers you give out in total
electronica.de/exhibitors/book-your-space

Reach target groups digitally and all year round
We offer a range of attractive options for showcasing your products and services to your target group before the trade fair even begins:
• Exhibitor and product directory at electronica.de
• electronica visitor app
• Trusted Targeting: Reach decision-makers from the industry all year round and get them excited about your products
electronica.de/en/TrustedTargeting
electronica
Looks Forward to Welcoming You!
November 10–13, 2020

Opening times:
Tuesday to Thursday 09:00 to 18:00
Friday 09:00 to 17:00
Messe München, Germany

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Global Electronics Network
Our global electronics network is the most important meeting point for the sector. It combines innovation and trends with key, country-specific topics. Tailored precisely to the markets. Specific inspiration and ideas for the electronics industry. Nationally. Globally. For exhibitors and visitors.

Connecting Global Competence with Messe München
Over 8,000 exhibitors and 300,000 visitors attend our events in Munich, China, and India.