



Messe München

Connecting Global Competence



Novelties at **e**lectronica 2018

Overview as per June 2017

World's Leading Trade Fair for Electronic Components,
Systems and Applications

November 13–16, 2018

Messe München, Germany

electronica.de



electronica 2018

inside tomorrow

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Event and assignment of halls

For the first time in 2018 SEMICON Europe 2018 takes place in parallel with **e**lectronica.

With over 450 exhibitors in the semiconductor manufacturing, printed and organic electronics sectors SEMICON Europa is the leading European microelectronics exhibition and conference for industry and research in the segments of flexible hybrid electronics, smart manufacturing, medical technology and power electronics.

It offers exhibitors and visitors a unique Platform to exchange and network with over 6,000 engineers, executives and decision-makers .

SEMICON Europe perfectly complements **e**lectronica and contributes to **e**lectronica continuing its dynamic growth: More halls & new visitor magnets.

Both trade shows and their conferences taking place at the same time may require a change in the assignment of halls.

Visitor target groups and positioning

TRIED AND TESTED:

The who-is-who of the electronics industry meets at **e**lectronica every other year.

Nowhere else are transactions concluded as they are in Munich. Nowhere else will more decision makers and CEOs meet than at **e**lectronica!

NEW:

electronica claims technology and innovation leadership in electronics even more than ever.

From 2018 onwards, it also increases its focus on technology and innovation, targeting engineers and developers even more intensely than before with clear added value.

electronica fast forward – the start up platform becomes **e**lectronica fast forward – the start up week. Its expanded concept will be even more beneficial to the start-up community as well as to you.

electronica fast forward is targeted at start-ups from all over the world as exhibitors and as visitors!

Leading idea and highlight subjects 2018

TRIED AND TESTED:

electronica 2016 was entirely under the sign of “**Connected worlds: Safe and secure!**”

NEW:

This leading idea is also the basis of electronica 2018. However, **the focus on Security and safety will be expanded by the keywords of innovation, technology and AI.**

TRIED AND TESTED:

Automotive and embedded, LED/SSL, Industrial IoT, Cyber Security and medical electronics remain highlight subjects at electronica in 2018 and will be featured in the respective electronica conferences and forums (new: TechTalks!).

NEW:

These tried and tested highlight subjects are supplemented by the subject of **Smart Energy/Smart Grids** in 2018.

Sensors are also put more strongly at the focus, in connection with the subject of communication and energy harvesting.

electronica conferences, TechTalk!, CEO one-on-ones, SEMICON Europe Conference program



electronica 2018
inside tomorrow

TRIED AND TESTED:

The relevance of the **e**lectronica conferences and **e**lectronica forums has increased continually over the last years. They will be continued, developed and expanded.

The CEO round table as the “starting shot” of **e**lectronica on the first trade fair day will continue – with even more in-depth discussion and controversy than before!

NEW:

electronica forums become **TechTalk!**

The new name also comes with an adapted alignment:

The presentations are newly structured into lectures and discussions.

Lectures provide an overview and outlook without going too much into the technical details. Discussions explicitly take up current relevant technical questions and thereby provide a decisive benefit in particular to engineers and developers.

On days 2 to 4 the new **CEO one-on-ones** on specific subjects will supplement the "heavyweights meeting" of the opening CEO round table.

electronica conferences will be complemented by **the conference program accompanying SEMICON Europe**. More than 300 speakers will present the latest innovations and provide insider information on topics such as power electronics, materials, advanced packaging, flexible electronics, fab and production management. In addition, experts from industry and research will present and discuss important topics in the area of lithography, smart manufacturing, sensor technology, etc. in the industrial exhibition (TechARENA).

electronica fast forward the start-up-week powered by elektor



TRIED AND TESTED:

The **e**lectronica start-up platform “**e**lectronica fast forward” will not only be continued but developed further in coordination with sponsors and partners.

NEW:

The start-up platform turns into the start-up-week.

Pitches become shorter and faster, more lectures targeted at start-ups (also as visitors) and established companies will give extra benefit to the start-up community as well as to established companies interested in partnering with start-ups.

We will inform you on the revised and advanced concept in September/October 2017!



New stand provisions on closed stand sides (70/30 rules)

TRIED AND TESTED:

All exhibitors are kindly asked to generally observe that the stands are to be designed as openly as possible.

Exhibitors have often stated their wish to maintain the character of **e**lectronica as a communication and working trade fair.

NEW:

The new and **binding directive for open/closed stand sides** in particular for end and island stands, becomes binding with **e**lectronica 2018:

An open stand side may be closed at up to 70% of its length (wall).

Please inform your stand constructor that this directive is binding early on to prevent problems in approval of the stand structures.

Details on this provision can be found in the special participation conditions. If you have any questions about this, kindly contact the technical team directly: +49 (0)89-949 21164, tas1@messe-muenchen.de

Combination packages I (stand area and construction):

TRIED AND TESTED:

For all those who don't want to build their own stand, **e**lectronica continues to provide a stand-building concept that meets their needs.

We offer various stand sizes, sector-specific offers and various equipment alternatives, and stand setup and dismantling is included!

Contents and design of the combination packages "All-inclusive", "Standard corner stand" and "Standard row stand" remain the same as at **e**lectronica 2016.

Combination package "New exhibitors":

- ▶ only for companies that exhibit with a stand for the first time.
- ▶ booking is only permitted once in the scope of **e**lectronica 2018.
- ▶ Co-exhibitors at the stand are not permitted.

NEW: The new-exhibitor stands are marked with a dedicated icon and new exhibitors are specially marked in the catalogue to make them even more perceptible to visitors.

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Combination packages II (stand area and construction):

NEW:

Combination packages wireless, MEMS + NEMS, automotive and embedded:

After the forums for **e**lectronica 2016 were revised in their design, the “community stands” have been visually adjusted as well now. All themed combination packages are given a modern and bright design for **e**lectronica 2018, so that the stands will form a design unit with the respective forum (if present).

The stands are grouped together in each case.

For automotive and embedded, they are grouped around the respective forum.

The stands grouped together are now called villages in order to separate them from the lecture areas (forums = TechTalk!):

- ▶ wireless village
- ▶ MEMS + NEMS village
- ▶ automotive village
- ▶ embedded village

ATTENTION:

The packages Embedded and Embedded Platforms Village stand will no longer be available in the same manner as before!

These packages will be replaced by the offer of the embedded village around the embedded forum. It offers 9 sqm or 12 sqm stands (as for automotive).