



Messe München
International



electronica

LEADING INTERNATIONAL
TRADE FAIR

get the whole picture

24th International Trade Fair
New Munich Trade Fair Centre
09–12 November 2010
www.electronica.de



electronica 2010
components | systems | applications

today is the chance

the global electronics market continues
to experience a great deal of activity

for the world

of electronics

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electronica 2010: our initiative e for your success

Growth initiative at electronica 2010: Attractive new exhibition themes with a great deal of future potential, new services with additional added value and stable prices. We are responding to the needs of the time—with active changes and offers that are perfectly suited to your needs. Essential added exhibition value for your business success.

Markets and growth: As a leading international exhibition, electronica covers nearly every segment of the electronics industry in its entirety, and attractive, new growth markets and application sectors in particular. Combined with its highly international audience of visitors with substantial decision-making authority, this coverage gives exhibiting companies outstanding sales and expansion opportunities—both domestically and internationally.

Themes with future potential: The global electronics industry and its markets, technologies and applications are in a state of massive upheaval. When the industry undergoes change, electronica and its range of exhibits change accordingly. The 2010 fair focuses on rapidly growing sectors such as power electronics, e-mobility, e-signage, medical electronics and photovoltaics—giving exhibitors outstanding growth opportunities in the process.

New service quality: Presentation platforms are one of electronica's good sides—our extensive range of additional services are another. Whether it comes to free workshops to help you prepare for the fair, assistance planning your exhibition budget or feedback after the fair: we give you all the know-how you need to secure the success of your exhibit—free of charge.

Participation alternatives: Our combination packages are needs-oriented, effective and will reduce your costs. Starting with electronica 2010, customized packages will also be available for larger stands (upon request). Stable prices are also important to us, which is why all rental fees for exhibition space will remain at their 2008 levels until the application deadline.

Take advantage of the opportunities associated with the leading international trade fair and demonstrate presence at electronica 2010!

Detailed information about the growth initiative:
www.electronica.de/growthinitiative

“The level of visitors and quality of meetings has been excellent. At electronica, we meet customers, press representatives and high-quality experts from all over the world. It is clearly a worldwide meeting point for the industry and its decision makers.”

Volker Politz, Chief Marketing Officer, Renesas Technology Europe

UPHEAVALS IN NEARLY ALL MARKETS, BOTH LOCALLY AND GLOBALLY: STRICTER CUSTOMER REQUIREMENTS IN AREAS SUCH AS ENVIRONMENTAL COMPATIBILITY, PROCUREMENT DIFFICULTIES, THE BREAKING AWAY OF ESTABLISHED MARKETS, AND MASSIVE COST PRESSURES AT THE SAME TIME. THESE ARE THE CHALLENGES CURRENTLY FACING BUSINESS ENTERPRISES. THAT IS ONE SIDE.

for the future

THIS IS THE OTHER: A LEADING INTERNATIONAL TRADE FAIR THAT GIVES COMPANIES ACCESS TO PROFITABLE MARKETS, NEW BRANCHES OF INDUSTRY AND LUCRATIVE SALES POTENTIAL. THAT SHOWCASES IMPORTANT TECHNOLOGIES AND MAKES NEW TRENDS A TOPIC OF DISCUSSION—AND PROVIDES GLOBAL ORIENTATION IN THE PROCESS. THAT PROVIDES CONCRETE PERSPECTIVES AND GIVES BUSINESS STRONG IMPETUS. AND THAT LEADS THE WAY WITH SERVICE QUALITY, FLEXIBILITY AND STABLE PRICES AND SEIZES THE INITIATIVE FOR NEW GROWTH.

trade fair

electronica

strictly business: global supply meets global demand

At **e**lectronica, business success has two sides. The one: thousands of companies from all sectors of the electronics industry around the world exhibiting at the fair. The other: large numbers of trade visitors from all continents. As a result, global expertise meets with a great deal of interest—the defining profile of the leading international trade fair.

Concentrated expert knowledge, from developers to company executives, in nearly all consumer segments and user industries—from automotive and industrial electronics to embedded, wireless, medical electronics and MEMS. This is where decision-makers come to search for attractive offers and for suitable products and solutions to meet current and future requirements. Above all, they include buyers and decision-makers in upper management who are preparing for and conducting business transactions. This trade show, which is known for the unsurpassed quality and quantity of its visitors, is strictly business—and unparalleled in the industry.

FIGURES* AND PROFILE: LEADING GLOBAL EVENT

- 72,970** trade visitors from 113 countries
- 2,797** exhibitors from 46 countries
- 99%** share of trade visitors
- 52%** of visitors hold management positions
- 44%** of visitors and
- 58%** of exhibitors are from abroad
- 96%** of visitors and
- 83%** of exhibitors gave **e**lectronica a rating of good to excellent

160,000 m² exhibition space in 2008

* Excerpt from TNS Infratest survey of exhibitors and visitors at **e**lectronica 2008.

** Multiple responses possible.

CONSIDERABLE DECISION-MAKING AUTHORITY**

- Share of decision-makers: **91%**
- Of which, major influence: **25%**

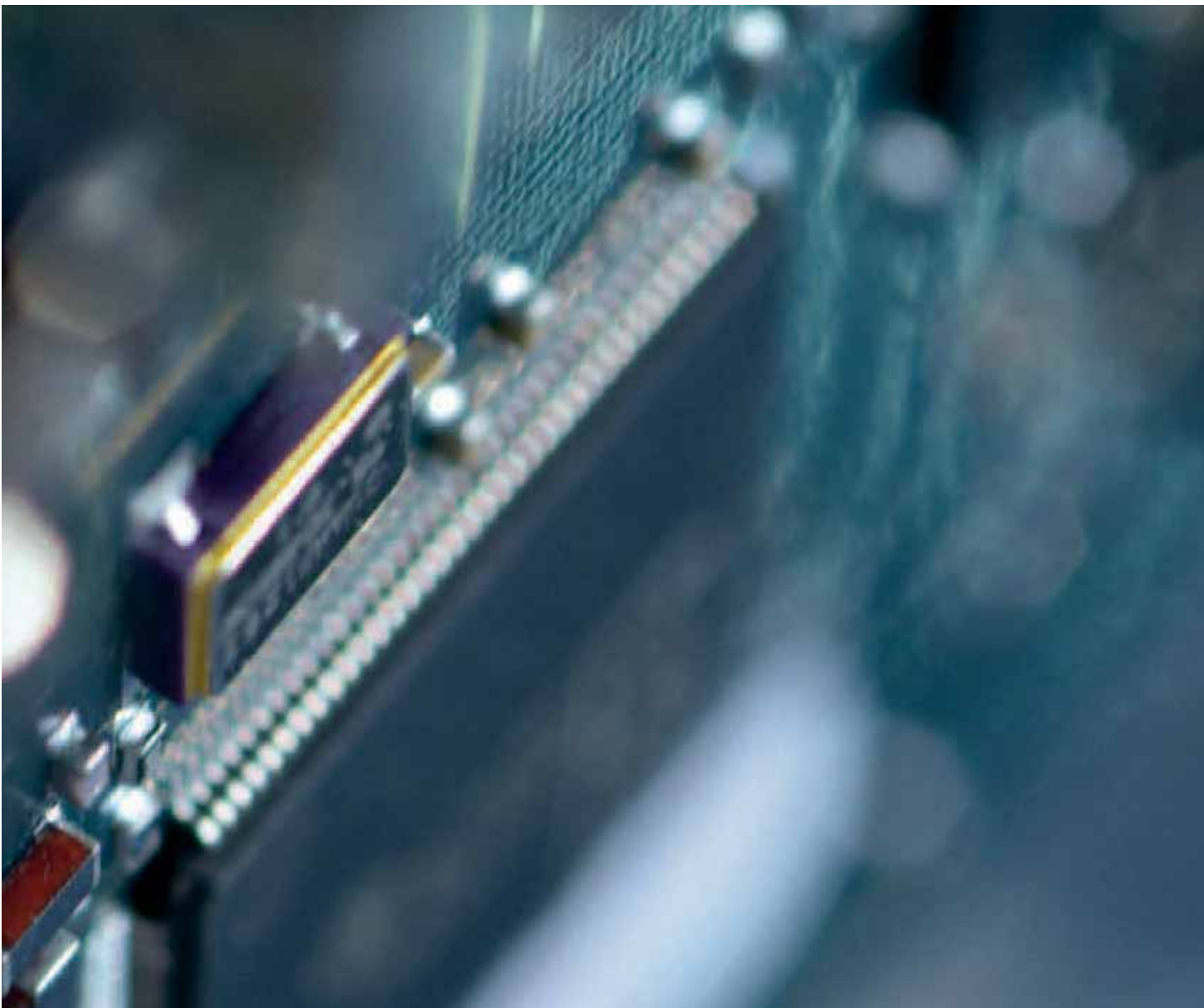
VISITORS' JOB POSITIONS**

- Management positions: **52%**
- Of which, uppermost echelon: **20%**

A MEDIA EVENT WITH ADDED VALUE:

GLOBAL PRESS RESPONSE WITH MILLIONS OF CONTACTS

- 720** journalists from
- 34** countries
- 2,550** press reports worldwide



“electronica 2008 was a huge success for TI in that it allowed us to work more closely with customers, which is our number one priority. In one venue, TI was able to demonstrate products and solutions, hold in-depth meetings, have conversations, and essentially show customers how TI can help them be more successful. And of course the international atmosphere attracted a diverse population—from design engineers to our customers’ management teams—allowing TI to effectively spend time with customers across different levels, cultural backgrounds, and interests.”

Dirk Rathsack, Channel Management and Communications, Texas Instruments

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wide variety of themes: nothing is missing, and it's all under a single roof

INTERDISCIPLINARY EXHIBITION THEMES:

- Semiconductors
- Embedded systems
- Displays
- Micronano-systems
- Sensors
- Test and measurement
- Electronic design (ED/EDA)
- Passive components
- Electromechanics and system periphery
- Power supplies
- PCBs, other circuit carriers and EMS
- System components
- Automotive
- Wireless
- IT and services

Detailed list of exhibition themes:
www.electronica.de/exhibitionfields

The range of exhibits covers the electronics industry's technologies, products and solutions in their entirety. The fair's systematic nature and structure ensure absolute transparency and clarity, which makes it easy for visitors to find the exhibitors they are looking for and to quickly identify their product/service profiles.

In addition, the diverse range of products and services on display at **e**lectronica creates valuable cross-selling potential that exhibitors can successfully activate to generate interest and acquire new customers in other sectors and branches of industry.

DYNAMIC AND INNOVATIVE SECTORS:

- Photovoltaics and renewable energies
- E-mobility and power electronics
- Displays and e-signage
- Embedded systems and software
- Medical electronics and MEMS
- Automotive



Held at the same time as **e**lectronica: hybridica

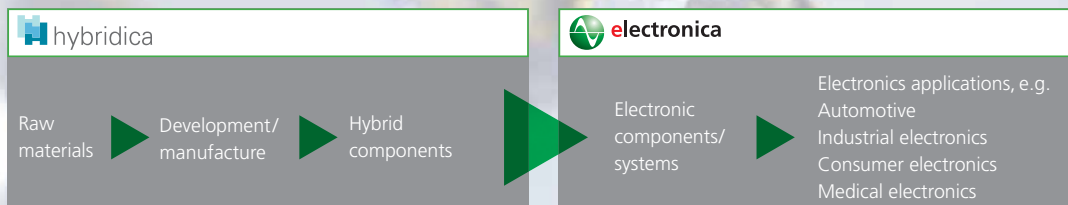
Components made from metal-plastic composites have unique prospects for the future. hybridica, the trade fair for the development and manufacture of hybrid components that is held at the same time as **e**lectronica, depicts all of the processing steps in the value-added chain for hybrid components. In doing so, it demonstrates the strength of the impact that this field of technology is already having on the electronics industry. Additional information: www.hybridica.de

“**e**lectronica allows us to exhibit our extensive range of products and technologies—from automotive electronics to aviation and aerospace, telecommunications and consumer electronics—in its entirety. As far as Tyco Electronics is concerned, **e**lectronica is one of the most important target-group-oriented exhibitions in the world.”

Konrad Nikisch, Director Marketing Communications, Global Automotive Division, Tyco Electronics Ltd.

“**e**lectronica 2008 gave us the opportunity to meet customers, prospects and partners at the highest levels of the industry, and to demonstrate our technology across many areas. **e**lectronica has maintained its position as an effective, ‘must-attend’ event for the electronics industry.”

Pascal Cerruti, Director of Marketing Programs, Europe, Analog Devices



Value-added chain for hybrid and electronic components



electronica is based on three strong pillars, i.e. the exhibition itself, the program of related events and the conferences. Together, they create a unique, tried-and-test platform that allows exhibitors to optimally present their entire product/service portfolios and effectively showcase their companies. At the same time, this three-pillar concept includes several professional networking opportunities for making extensive contacts and successful business ties.

RELATED-EVENTS PROGRAM: FOCUSING ON INNOVATION AND EXCELLENCE

electronica's forums are special platforms that are reserved for innovative technologies and applications. More than 165 individual events were attended by thousands of visitors in 2008.

Forums at eelectronica 2010:

- **automotive Forum**
- **embedded Forum**
- **e-Signage Forum**
- **electronica Forum**
- **ZVEI Forum**

While other forums generally focus on specific themes, the eelectronica Forum covers a selection of the most important development and technology fields such as **MEMS, medical electronics, wireless, organic electronics** and **photovoltaics**. The forums are located at the heart of the exhibition halls, which makes them popular attractions that are impossible for visitors to overlook.

Additional information: www.electronica.de/supporting-program

For the first time ever, the **munich electronics summit** is being held in conjunction with eelectronica. This unique, leading event is certain to become a new highlight.

The **CEO Round Table**, which is part of the munich electronics summit, is particularly noteworthy. It is where the uppermost echelon of executives gathers to publicly exchange ideas and opinions. This exclusive roundtable event gives attendees a chance to gain rare insights into how management responsibility is perceived at the highest level.

Promoting future professionals—an obligation: eelectronica familiarizes high-school and college students with technology and advises entry-level employees in career planning. In addition, a **job exchange** created especially for the fair will mediate between supply and demand on the job market.

"eelectronica 2008 was a great success for us. We were able to network at all levels, to intensify our business ties with customers, suppliers, media representatives and potential development partners, and to generate new customer contacts. Visitors pre-



CONFERENCES: GATHERING FOR STRATEGIES AND EXPERT KNOW-HOW

Conferences and roundtable discussions with first-rate panels of international speakers examine how technologies, systems and applications are developing and where they are headed. They focus on potential and synergies, ties to suppliers, manufacturers and consumers, cooperation and cost—and not least of all on the concrete future of entire industry segments.

The two-day **electronica automotive conference** is an outstanding example. Strategy lectures from leading managers in the semiconductor, supply and automotive industries will dominate the first day. The second day is reserved for pioneering technology developments, which makes it indispensable, especially for executives and technical experts. It gives representatives of the automotive industry, OEMs, component manufacturers and software developers access to valuable insights and perspectives as well as necessary orientation and decision-making security. 300 participants from 23 countries profited from the conference in 2008.

The **Wireless Congress**, where recognized specialists take an in-depth look at key aspects of current and future wireless technologies, is also noteworthy. It is organized in conjunction with "Elektronik" magazine and ZVEI (German Electrical and Electronic Manufacturers' Association).

dominantly included managing directors, engineers and buyers. For us, **electronica** is the perfect platform for presenting new products and technologies to the public and to our business partners."

Matthias Weber, Managing Director EMEA and Global Sales Director, Delphi Connection Systems



Innoizze forq

also a secret to the fair's success: professional exhibitor services

Before, during and after the fair: We offer a comprehensive range of services to ensure that your exhibit is perfect. Regardless of what, when or how—we provide individual support that covers nearly any needs. Experienced exhibition professionals and efficient service partners would be pleased to assist you, provide detailed advice and fill your orders as quickly as possible, allowing you to focus all of your energy on fair-related activities and your success.

A SELECTION OF ATTRACTIVE SERVICES:

Invitation and contact management

Professional concepts for your visitor advertising. Guest-tickets with a cost ceiling and absolute transparency in the entire invitation process.

Marketing services:

From advertising to press contacts and online presence—and our web shop makes everything easy to call up and order.

Custom stand designs

Various stand-design concepts and stand sizes, stands located in specific sectors, various equipment and furnishing alternatives, or even a turnkey custom solution.

Event services

Whether it comes to catering, excursions or entertainment—we can help you plan, organize and actually hold your customer events and other events at or in conjunction with the fair.

Hotel and room reservations

Specialists with access to various room offers and hotel contingents—the quick, easy and reliable way to get the accommodations that you want.

Detailed information:

www.electronica.de/exhibitorservice

www.electronica.de/growthinitiative

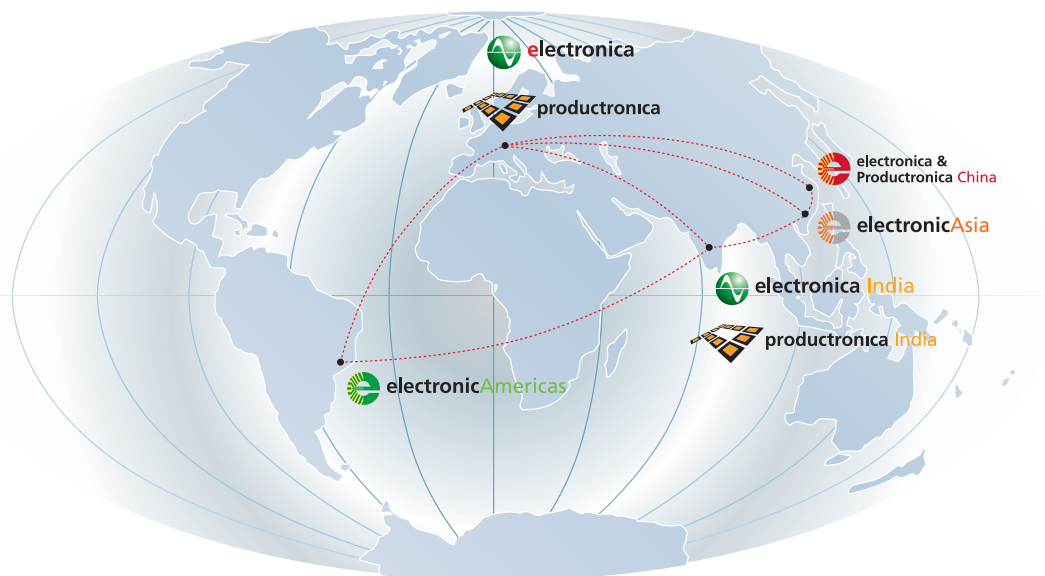


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a fair that is at home—worldwide

Exhibition network links rapidly growing electronics markets

Besides **e**lectronica, Messe München International (MMI) organizes other leading electronics exhibitions in Asia and South America. This network creates synergy which, thanks to collaboration with local specialists, ensures optimally developed and perfectly organized exhibitions. As a result, exhibitors and visitors in other regions of the global electronics market also profit from MMI's extensive know-how.



Support from foreign representatives at the local level

With six foreign subsidiaries and 66 foreign representatives serving 90 countries, Messe München International (MMI) has a global network.

An up-to-date list of addresses is available at www.electronica.de > Exhibitor > Contact

Organizations that collaborate with **e**lectronica

- CCPIT (China Council for the Promotion of International Trade)
- ERA (Electronics Representatives Association)
- TAITRA (Taiwan External Trade Development Council)
- VDE (German Association for Electrical, Electronic and Information Technologies)
- ZVEI (German Electrical and Electronic Manufacturers' Association)

Official **e**lectronica 2010 partners

- CEIEC (China National Electronics Import and Export Corporation)
- GIXEL
- Hong Kong TDC
- intellect
- iSuppli
- secartys
- semica careers



I&Ebi

Organizers thought of everything and left nothing to chance. That is why everything at the New Munich Trade Fair Centre—one of the most modern trade-fair centers in the world—is perfect: the smooth-running events, its communications capabilities and the service.

FACTS AND FIGURES

- 180,000 m² of hall space, 360,000 m² outdoor site, very easy to reach
- 17 state-of-the-art halls, 16 of which offer vehicle access for setup/dismantling
- Friendly, inviting architecture and generous public thoroughfares
- Exemplary technical infrastructure and comprehensive utility coverage
- Diverse range of easy-to-reach service facilities to meet any needs
- Fully integrated, highly modern International Congress Centre Munich (ICM)
- Easy, reliable orientation for exhibitors and visitors from around the world
- Built in accordance with extensive ecology concepts that meet global standards

“**e**lectronica 2008 was a great success for AT&S. Although the economic crisis was already setting in, visitor interest was high and we even managed to increase the number of contacts that we had by 20%. For AT&S, **e**lectronica is the most important exhibition that our industry has. It gives us an opportunity to showcase our company as a leading manufacturer of PCBs with a wide range of technologies, solutions and services. That is why we have been exhibiting at **e**lectronica regularly for several years now.”

Dr. Ernst Strasser, Global Director Sales & Marketing, AT&S



if one could improve on "ideal," it would be these exhibition halls



- A1 Electronic design (ED/EDA)
- A1 Test and measurement
- A2 Micronano-systems
- A2 Servo-technology/drive elements
- A2 Sensor technology
- A3 Displays
- A3 A4 A5 A6 Semiconductors
- A4 Wireless
- A6 Automotive
- A6 Embedded systems
- B1 PCBs, other circuit carriers and EMS
- B2 Power supplies
- B3 B4 B5 C3 Electromechanics/system peripherals
 - Interconnection components/systems
 - Switches, relays, keyboards
 - Casing technology
- B5 B6 Passive components
- C4 Joint national exhibits from Asia:
 - Passive components
 - Electromechanics/system peripherals
- in all halls Information gathering and services, Assemblies and subsystems

electronics automotive

- ICM electronics automotive conference
- A6 electronics automotive Forum Exhibition

electronics embedded

- A6 electronics embedded Forum Exhibition
- A2 electronics Forum
- A3 e-Signage Forum
- B4 ZVEI Forum

- ICM Wireless Congress Systems & Applications

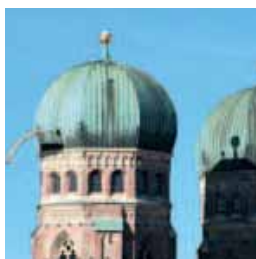
hybridica



ytberd

munich: always a metropolis, and high-tech with heart for quite some time

EXHIBITION VENUE AND EXHIBITION—YOU’LL FEEL AT HOME



On the one hand: an endearing city with open-minded people, characterized by a unique lifestyle, by art and culture, and by unique sights worth seeing. Add to that surroundings whose charm and diversity are captivating. On the other: Munich is highly modern and dynamic, and its appeal as an economic hub extends far beyond local borders.

Intqren

other helpful information

Exhibition

09–12 November 2010

Hours:

Tuesday–Thursday, 9 a.m.–6 p.m.

Friday, 9 a.m.–5 p.m.

New Munich Trade Fair Centre, Germany

Setup

From Wednesday, 03 November 2010 (8 a.m.)

to Monday, 08 November 2010 (6 p.m.)

24 hours a day

Dismantling

From Friday, 12 November 2010 (6 p.m.)

to Tuesday, 16 November 2010 (6 p.m.)

24 hours a day

Your direct contact

Exhibition management: Nicole Schmitt

Kristina Röbbel (+49 89) 9 49-2 03 31

Anke Grüning (+49 89) 9 49-2 03 13



venue: munich

ON THE ONE HAND: URBAN APPEAL, DYNAMIC DIVERSITY AND AN UNFORGETTABLE EXPERIENCE FOR PEOPLE FROM AROUND THE WORLD—THE TYPE OF LOCATION A TRADE FAIR WOULD WANT.

trade^e-fair standard

ON THE OTHER: A GATHERING OF GLOBAL SIGNIFICANCE, IMPETUS FOR ECONOMIC GROWTH AND PROGRESS—A TRADE FAIR THAT NOTICEABLY ENHANCES THE LOCATION.



electronica

LOOKING FORWARD

Organizer/Information

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