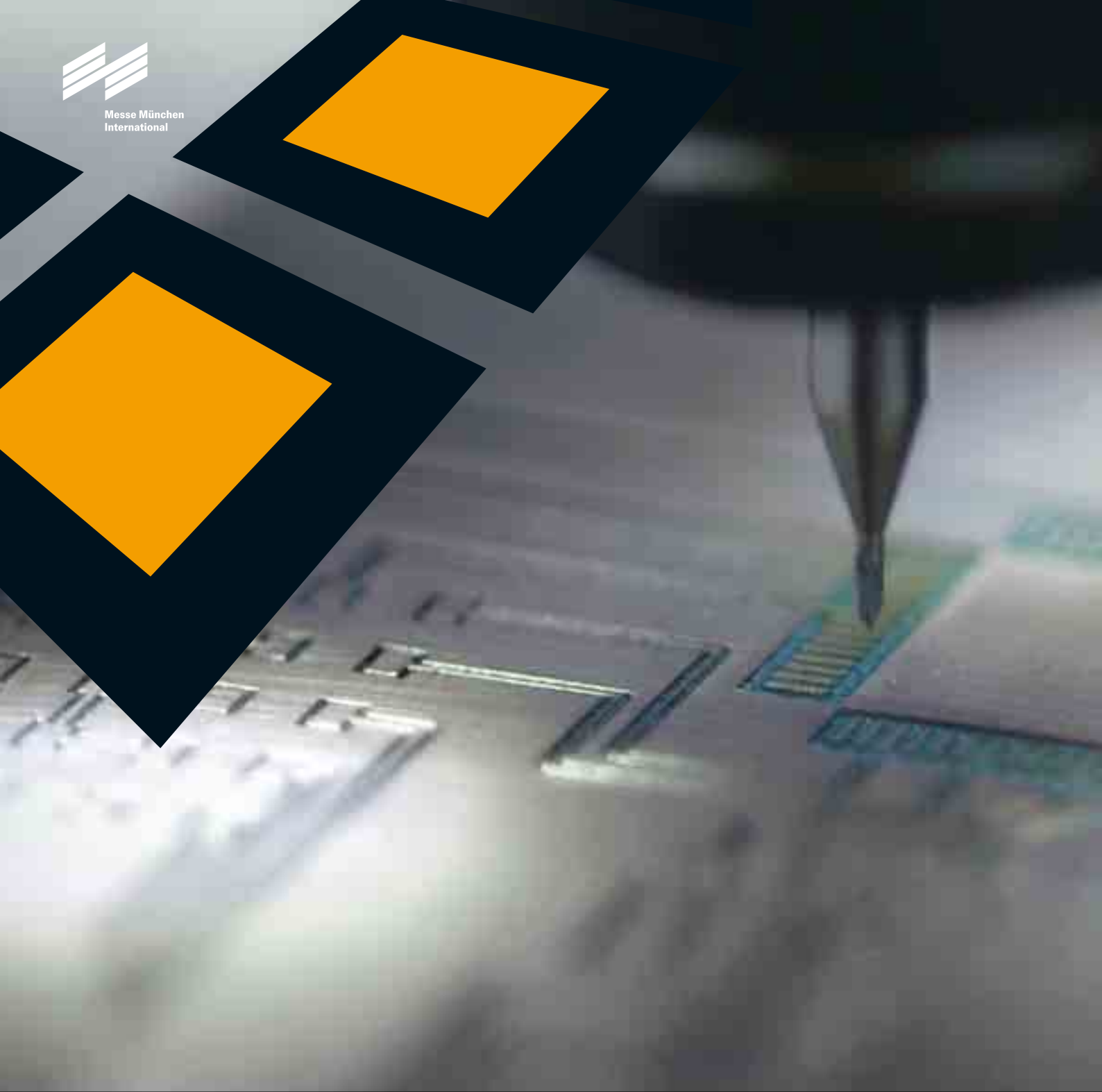




Messe München
International



information for exhibitors

innovation all along the line





new munich trade fair centre
november 15-18, 2011
www.productronica.com



productronica 2011

19th International Trade Fair
for Innovative Electronics Production



“productronica is our company’s most important trade fair. No other event gives users and decision-makers such concentrated access to all of the technical information that they need.”

Eberhard Schmauch, Managing Director,
LTI ELECTRONICS, Visitor in 2009

bundled strength

Dealing with the current market situation calls for several things: reason, courage, thinking and acting like an entrepreneur and, above all, a reliable partnership. As the world’s leading trade fair for electronics production, productronica not only gives you an opportunity to present your company and your products effectively and at the highest level. It is also a strong partner that can help you to reach your objectives—so that you can look forward to a successful future with added strength. So let’s combine our strengths and achieve more together.

We have made a few important changes for 2011:

- **Vouchers for one-day tickets** (formerly guest tickets): Invite your entire circle of customers to your exhibition stand—without any additional costs, guaranteed! That is because, in the future, an unlimited quantity of vouchers for one-day tickets are included in your participation fee.
- **Partnership marketing:** We support you and your exhibit in the widest variety of ways, each of which has just one objective: your success.
- **Highlight topics:** Photovoltaic manufacturing, manufacturing software, electronic manufacturing services (EMS) and organic electronics: Each day features a difference highlight in addition to our classic exhibition sectors.
- **Early-bird discount:** Save money! Register by November 30, 2010 and receive a 5% discount on the rental fee for stand space.

The path to more growth and success is much shorter together. We look forward to having you participate in productronica 2011.

Sincerely yours,
The productronica Team

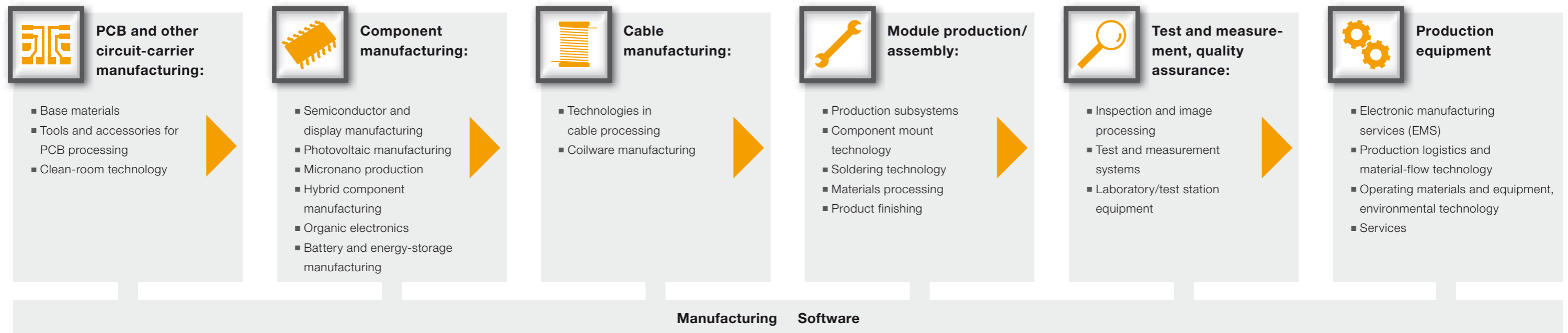
the world of electronics production.

and your company in the middle of it all.

productronica is the only place in the world where you will find the entire value chain for electronics manufacturing under a single roof. For visitors, that means a complete overview of the market. For you as an exhibitor, it means precision placement in your sector.

“In my eyes, productronica is an outstanding platform for our company. Why? For one thing, it depicts the sector for electronics manufacturing in its entirety and presents the latest industry developments. For another, productronica allows us to reach our domestic and international target groups with an unusually high level of quality and quantity.”

Günter Lauber, CEO of the global SIPLACE Teams



Take advantage of your opportunities! Present your products and your company to an interested audience in a sector that was made for you—with the best prospects for new sales potential.

concentrated trade-fair expertise, and why it is so important.

Together with you, we have the best reasons for you to participate in the fair and can create the best prospects for making your exhibit a success.



We have electronics production.

No other trade fair gives you such a comprehensive look at the global market for electronics production as productronica. This is the perfect place to present your products and your company.



We have the future.

Up to date, innovative and featuring the technologies of the future for every aspect of the production process—experience and understand them all in person. That is how to give your company a big boost.



We have internationality.

As an international trade fair for electronics production, productronica brings together all domestic and international participants in the industrial, research and media sectors. That gives you the best possible choice of new partners and potential new customers from around the world.



We have the best visitor quality.

Visitor statistics prove it: productronica's trade visitors are highly qualified and come from the widest variety of sectors and every corner of the earth. That gives you a unique opportunity to make interesting contacts at the highest level and generate new business.



We have strong team workers.

Among other things, productronica's outstanding quality is the result of our strong alliances and valuable partnerships: VDMA, ZVEI, Fraunhofer Institute, IET, IPC and SMTA are partners who improve the quality of the fair considerably, especially for you as an exhibitor.



We have more than a trade fair.

The program of related events gives visitors and exhibitors more than just an information platform. The munich electronics summit brings key industry executives together for dialog. And productronica university gives both entry-level employees and highly qualified experts know-how and sheds light on the market's background information.



We have outstanding service.

As the only certified trade-fair center in the world, we offer our exhibitors and visitors a comprehensive range of services—from planning to marketing activities. Year after year, the TÜV Service Tested Seal is our confirmation and your guarantee that investing in your exhibit is a wise choice.



everyday a highlight.

and we make you the center of attention.



In the future, we will add new highlights to each event. Each day of the fair will focus on and pay special attention to a different sector. Each sector is selected based on current and future industry developments, its growing importance and the role it plays in the manufacturing process or showcasing new markets. For exhibitors, this is the perfect opportunity to prominently present your company in appropriate surroundings and address visitors in specific target groups.

Highlight themes in 2011:

Photovoltaics manufacturing

The global upswing of photovoltaics markets is causing demand for machines to increase and putting manufacturers of photovoltaics manufacturing equipment at the center of attention.

Manufacturing software

Efficiency in manufacturing, improved quality and traceability are just a few examples of things that have become possible thanks to manufacturing software such as MES, ERP, etc.

Electronic manufacturing services

Outsourcing in times of anticipated bottlenecks and promising new branches of business are increasing the demands that the EMS industry places on production.

Organic electronics

This is a developing industry with growth that will become noticeable in the production sector in the future, which is why it needs its own platform at the leading trade fair for electronics production.



Good reasons for you to participate:

Address visitors in your target groups

We use aggressive media work before the fair even begins to ensure that our highlight topics generate attention in all relevant domestic and international media and that we address visitors in key target groups.

Strong partners

Our partners ensure in-depth media coverage before, during and after the fair. They include trade associations (VDMA, ZVEI), research organizations as well as domestic and international media outlets. This also guarantees you targeted communication and more potential visitors at your stand.

Various presentation alternatives

As an exhibitor, there are a number of ways that you can present your products, innovations and technologies to the audience of trade visitors. In keeping with the highlight theme, various forums, panel discussions and special exhibits are available.

Additional attention at the fair

We ensure that our highlight-theme exhibitors are extremely visible to visitors. Profit from a theme-oriented stand location, integration into a special visitor flyer and prominent signs indicating the locations of the visitors' stands.

Take advantage of the prominent **Highlight Days** platform for your company and profit from our activities. And since the platform is embedded in the overall value chain, visitor popularity is guaranteed.

the gathering for experts. and how you can profit from them.

| munichelectronicssummit |



munich electronics summit.

Future forecasts are easy to come by. But you have to be at the right source to recognize how to profit from them. The munich electronics summit at productronica is an expert platform for electronics manufacturing. It brings together people who belong together—at the top level and in a format that is in a league of its own. With participants that include CEOs from leading international companies, the munich electronics summit shows which developments are worthwhile and creates space for coming up with and discussing the industry's visions.

Topics:

The future's changing challenges

How will the industry develop after the crisis?

New requirements in electronics production

Silicon—the new currency of the future?

Outsourcing or in-sourcing

Where is electronics production headed?

Future technologies in electronics production

What is changing for individual companies?

Status: July 2010

productronica university

In conjunction with its partners, once again productronica university will present a program of related events in 2011 that features founded information on the industry's latest hot topics. The latest developments in electronics production will be presented in a special exhibit, hands-on sessions and a variety of forums.

The 2009 fair featured more than 100 lectures and presentations, 90% of which received a rating of good to excellent. Take advantage of the superior quality of this information for your business and showcase your company to a group of outstanding experts.

productronica in numbers. what you can expect.

Nothing at a trade fair is more vital than the satisfaction of its exhibitors and visitors. That is why we place so much importance on the opinions and evaluations of all participants. And what better way to convince you than with numbers that speak a clear language.

Exhibitor ratings in 2009 (good to excellent)



productronica 2009 was very convincing: 91% of all exhibitors plan to return in 2011. So take advantage of the number one industry gathering for your business success.

Visitors from all important branches of industry were represented at the fair.

- Industrial electronics manufacturing
- Automotive electronics manufacturing
- Communications and consumer electronics manufacturing
- Medical electronics manufacturing
- Military electronics manufacturing
- Semiconductor manufacturing
- PCP manufacturing
- Electrical engineering
- Machine and equipment manufacturing
- Measurement, control and automation technology
- Aviation and aerospace
- Automotive industry
- Chemicals industry
- Other manufacturing industries
- Other

Visitors: a league of their own

28,579 visitors total
10,938 foreign visitors
98% trade visitors
83% decision-makers
56% hold management positions

Strong interest at home and abroad demonstrates how perfectly productronica meets visitors' needs.



we are pleased to support you.
so you profit even more.

8 steps to success.
what you can expect from us.

The success of your exhibit is at least as important to us as it is to you. That is why we support you with comprehensive measures before, during and after the fair. Secure yourself maximum support with minimum effort.

Unlimited vouchers for one-day tickets

As an exhibitor, what matters to you most is the quality and the number of visitors at your stand. To support you to the greatest extent possible, effective immediately vouchers for one-day tickets are now **included in your participation fee and available in unlimited quantities.** This means that, in the future, you can invite all existing and potential new customers to your exhibition stand by e-mail or regular mail and create perfect prerequisites for direct dialog and to cultivate your contacts—for maximum business success.



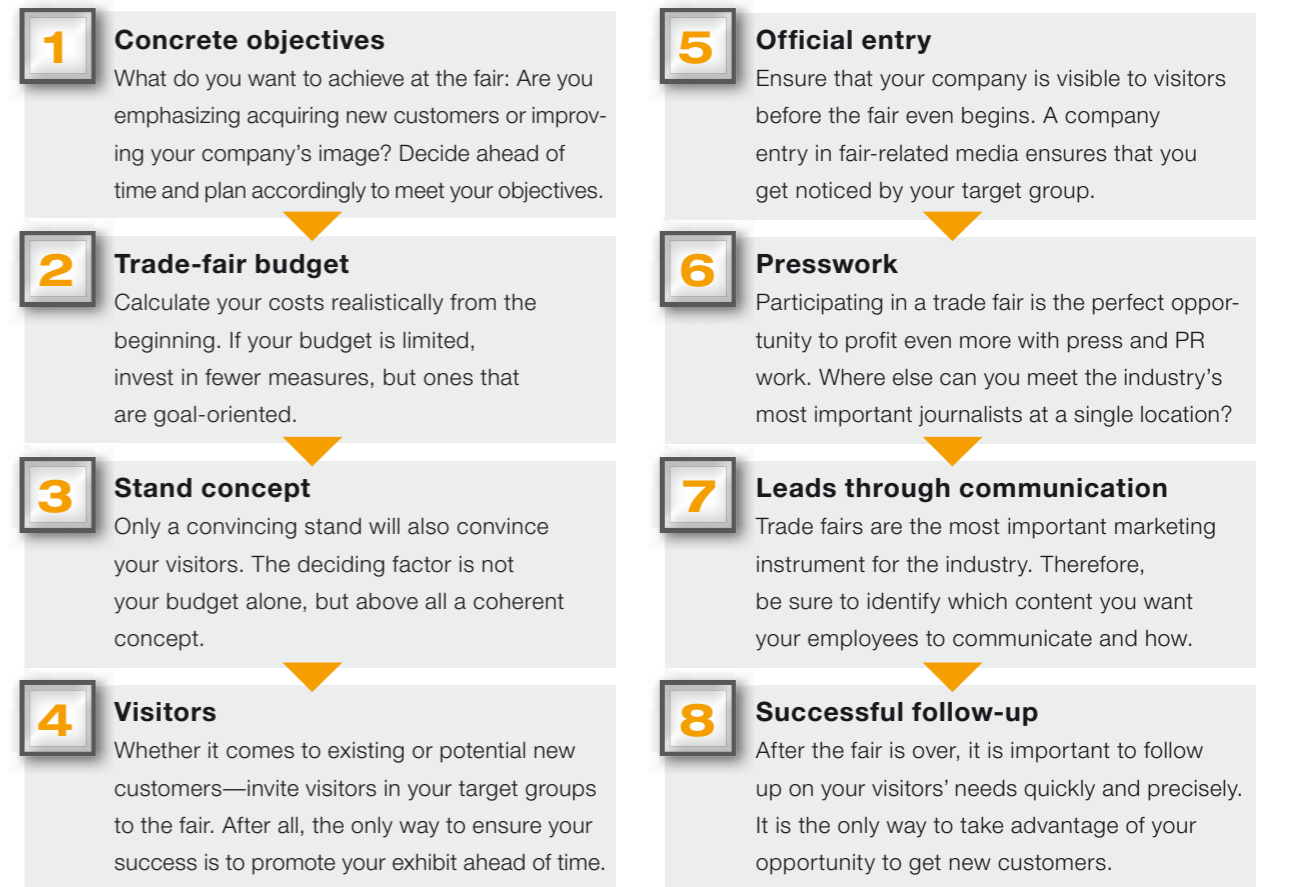
Partnership marketing

Partnership marketing is how we work together with you to ensure that the fair is a complete success. It is the most effective way to reach more qualified visitors, cultivate contacts with existing customers and optimize news coverage surrounding your company. These are just a few examples of how we provide the support that you need to find and strengthen contacts with members of your target group.

- **Public relations:** With target-group-oriented coverage in relevant media, we ensure that your company is recognized and associated with specific topics before, during and after productronica.
- **productronica Newsletter:** Your company and your product innovations will be profiled in detail and presented to a broad-based audience. The newsletter goes out on a regular basis and is the perfect place to generate attention among interested visitors and potential partners.
- **www.productronica.com:** Showcase yourself as an exhibitor at the fair's website. Posting a detailed company profile at the site prior to the fair is an effective way to call attention to your exhibition highlights or post expert reports on specific topics.

➤ **Together we can achieve more! Profit from collaborating with the productronica Team and cultivate your contacts with potential customers before, during and after the fair.**

Every successful exhibit is preceded by precise planning. After all, clear objectives and professional execution are the only way to ensure that participating in the fair is also a success. To ensure that your planning process is as simple and transparent as possible, we provide you valuable practical tips.



➤ **With professional marketing support and comprehensive communication measures, we can work together to ensure that productronica 2011 is a complete success for you.**

your exhibition stand.

stand design and stand concepts.

Stand concepts including stand space.

Building your stand is in professional hands, and you receive an affordably priced and attractive solution for your exhibition stand.

Stand type	20 m ² All-inclusive Package Aluminum design, plastic-coated white walls, 2.5 m high, wall elements facing aisle in beech, total height 3 m, only available as row stand.	12 m ² Start-up Package Aluminum design, plastic-coated white walls, 2.5 m high, total height 3 m (see application forms)	20 m ² – 36 m ² Column Aluminum design, plastic-coated white walls, 2.5 m high, total height 4 m, only available as row or corner stand with 20–36 m ² .
Stand setup and dismantling (including stand space)	■	■	■
Stand cleaning	■	■	
Carpeting (color of choice)	■	Orange	■
3 KW electrical connection including electricity	■	■	■
Lighting (1 spotlight per 3 m ²), 2 outlets	■	■	■
1 closet with lockable door and coat hooks	■	■	■
1 information counter, open, with 1 barstool	■	■	■
1 table (70 x 70 cm) with 4 chairs	■	■	■
1 brochure holder	■		■
1 wastebasket	■	■	■
1 built-in showcase (50 x 50 x 250 cm, partial glass)	■	■	
Signboard lettering with max. 15 letters (Helvetica)	■	■	■
1 press compartment	■	■	
2 press releases and 2 photos posted on the Internet	■	■	
AUMA fee	■	■	
Company entry including 2 entries in product/service directory worth EUR 435. Basic entry appears in online exhibitor database, visitor information system at the fair and in official catalog.	■	■	
Price	EUR 8,350	EUR 5,480	Row stand: EUR 335/m² Corner stand: EUR 359/m²

All participation fees are subject to VAT.



Self-built stand

You take care of planning your stand (including design and setup) yourself and rent the corresponding amount of space for your exhibition stand.

Stand space only as basis for self-built stands:

Row stand One side open EUR 219/m ²	Corner stand Two sides open EUR 242/m ²	End stand Three sides open EUR 252/m ²	Island stand Four sides open EUR 259/m ²
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Stand-building solution

Do you have an idea about how you want your stand to look, but want to have it completely implemented by a stand-building expert? MEPLAN, our experienced service partner for stand solutions, will design your exhibition stand according to your specifications and budget stipulations, and of course take care of setup and dismantling. Whether you want a simple exhibit or an extravagant exhibition stand: MEPLAN can provide the widest variety of solutions. Simply request your individual offer.

Contact

MEPLAN Stand-building Service
Tel. (+49 89) 9 49-2 49 80
Fax (+49 89) 9 49-2 49 89
info@meplan.de
www.meplan.de



All important information regarding productronica 2011



- A1** Test and measurement, quality assurance
- A2** Production logistics and material-flow technology
- A2** Component mount technology
- A3** Soldering technology
- A4** Product finishing
- B1** PCB and other circuit carrier manufacturing
- B2** Electronic manufacturing services (EMS)
- B2** Photovoltaic manufacturing, batteries and energy storage
- B3** Semiconductor/display manufacturing
- B3** Hybrid components manufacturing
- B3** micronano-production
- B3** Materials processing, LED production and discrete devices
- B3** Organic and printed electronics, polytronics
- B4** Technologies in cable processing
- B4** Coilware manufacturing
- A1** Forum
- B2** Forum
- NEW: Manufacturing software**
Production subsystems, general operating aids/equipment, environmental-protection technology, services

Dates and venue

November 15–18, 2011
New Munich Trade Fair Centre

Hours

Tuesday–Thursday, 9 a.m.–6 p.m.
Friday, 9 a.m.–5 p.m.

Stand allocation begins:

January 17, 2011

Organizer

Messe München GmbH
Messegelände
81823 München

Additional information is available at our website: www.productronica.com

Book now and profit from the innovation platform productronica 2011.

innovation all along the line



productronica 2011

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for Innovative Electronics Production

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