



edge lab
- LIVE -



electronica

NOVEMBER 10-13, 2026
MUNICH, GERMANY

OPEN EDGE COMPUTING: OUT OF THE LAB AND INTO THE FIELD.

edge lab LIVE at electronica 2026



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A truly connected conference, **edge lab LIVE** brings together a cross-section of industry engineering management, technical leadership, and practicing developers to discuss practical ways to leverage today's open-source and open-standards-based technologies.

edge lab LIVE is designed for engineering leaders up to the director level who remain actively involved in architecture and development. This includes **system architects, engineering managers, and professional embedded and application software developers** working at OEMs, systems integrators, and end market solution suppliers. These stakeholders are seeking **open-source, open-standard and off-the-shelf technologies** to accelerate innovation, reduce cost and time-to-market, and gain a competitive edge in vertical market offerings.

Hands-on technical sessions, world-class networking and industry-leading partnerships are just the beginning of how edge lab LIVE is connecting the edge computing ecosystem:



HANDS-ON INSIGHTS

in more than 35 technical sessions and interactive demos that deliver practical guidance on today's edge computing hardware, software and tools.



HIGH-VALUE NETWORKING

connect with decision-makers and implementers from across the edge ecosystem.



ECOSYSTEM COLLABORATION

industry organizations such as PICMG, SGeT, the Linux Foundation and the Edge AI Foundation are invited to host meetings and workshops alongside the program.



STAGE PROGRAM

a dedicated stage seats 100+ attendees for keynotes, panels and 35+ curated sessions.



EXHIBIT SPACE

more than 30 exhibition booths allow sponsors to showcase solutions and meet qualified prospects.



CONNECTED SCAVENGER HUNT

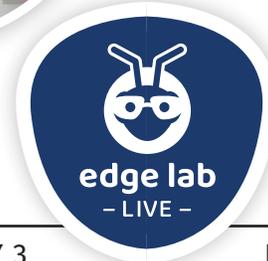
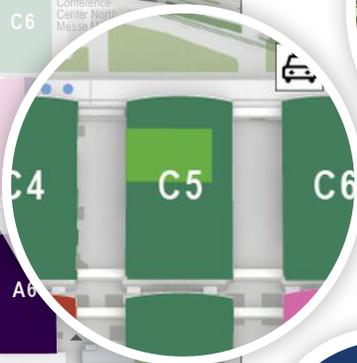
a bespoke web app powers a one-of-a-kind scavenger hunt that ties the on-site experience together and drives booth traffic.

ThroughPut

electronica.de

BRANDON LEWIS, CONFERENCE DIRECTOR
ELECTRONICA@THROUGHPUT.AGENCY

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	DAY 1 Edge Computing	DAY 2 Embedded Software	DAY 3 Silicon to Cloud	DAY 4 Industry Meetups
START TIME	Tuesday, November 10, 2026	Wednesday, November 11, 2026	Thursday, November 12, 2026	Wednesday, November 13, 2026
CHAIR	TO BE ANNOUNCED	Iain Menzies-Runciman EDGE COMPUTING WORKBENCH / SILICON BLADE CONSULTANTS	TO BE ANNOUNCED	N/A
9:30	Technical Keynote TO BE ANNOUNCED	Technical Keynote TO BE ANNOUNCED	Technical Keynote TO BE ANNOUNCED	OPEN
10:00	Far Edge Track LED BY JOSEF HOLZMAYR, MENDER.IO	Far Edge Track TO BE ANNOUNCED	Far Edge Track TO BE ANNOUNCED	OPEN
12:15	Near Edge Track LED BY GABOR KISS-VAMOSI, LVGL	Near Edge Track LED BY MICHAEL OPDENACKER, ROOTCOMMIT	Near Edge Track TO BE ANNOUNCED	OPEN
15:15	HPEC Track TO BE ANNOUNCED	HPEC Track TO BE ANNOUNCED	HPEC Track LED BY AFZAL MANGAL, HELLOTHINGS	OPEN
18:00	IoT Stars HOSTED BY MARC POUS & LAUREN SLATS	N/A	N/A	OPEN

Booth PACKAGES

edge lab LIVE offers booth packages that combine stand space with far-reaching awareness.

PACKAGE SIZE	PRICE*	KEY INCLUSIONS**
3 m ² STAND	6,490€	<ul style="list-style-type: none">• Connected Scavenger Hunt Participation• Press Release (~500 words, 2 revisions) written & distributed to ~1,000 industry editors in North America & EMEA
9 m ² STAND	8,900€	All 3 m ² inclusions plus a larger footprint
12 m ² STAND	12,900€	All 3 m ² inclusions plus a larger footprint
18 m ² STAND		Contact for more information



*Prices exclude VAT.

**All packages include RFID/QR-code badge scans to tally leads.

Conference PACKAGE

A turnkey option that maximizes your visibility at **edge lab LIVE** and **electronica 2026**.



- 👁 Includes everything in the **Hands-On Workshop Sponsorship**.
- 👁 An **18 m² exhibition booth** in the edge lab LIVE area.
- 👁 Branding on all physical and digital conference signage and collateral.
- 👁 A sponsor seat on the **IoT Stars** panel, including advertising benefits of IoT Stars sponsorship.

Get INVOLVED

edge lab LIVE takes place during **electronica 2026**, 10–13 November 2026 in Munich, Germany. Space is limited – contact us today to secure your booth package, conference package or hands-on workshop and connect with the people shaping the edge computing future.

INVESTMENT

25,000 €

Hands-on Workshop

SPONSORSHIP

edge lab LIVE's hands-on workshops help your hardware and software stand out. Collaborate with a renowned developer to build a functioning application that integrates your solution with approved third-party technologies.

YOU PROVIDE: Development Boards & Software *(optional)*

Field Application Engineers *(recommended to support participants)*

WE PROVIDE: 75-90 Minute Workshop *(for 100 pre-vetted attendees)*

Expert Developer

- 🔧 Creates session content around your solution and selected partner technologies.
- 🔧 Delivers the workshop live at electronica 2026, guiding participants through a working demo.
- 🔧 Contributes the example project to the Edge Computing Workbench GitHub repository so attendees can fork and build on it.
- 🔧 Promotes the session to an existing developer following for added pre-event exposure.

Deliverables:

- 🔧 **Getting Started Guide**
Written by the developer evangelist, hosted on the edge lab LIVE website and promoted in the Edge Computing Workbench newsletter
- 🔧 **Board hosted on the Edge Computing Workbench**
Promotions via edge lab LIVE, IoT Stars & a media partner of your choice
- 🔧 **Post-electronica Webinar***
Based on the workshop (additional webinars available)
- 🔧 **Promotion to electronica Audience (80,000+)**

*Additional fee applies



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IoT Stars EXCLUSIVE NETWORKING EVENT

IoT Stars hosts an exclusive networking event on **Tuesday evening, November 10** for the top 200 professionals in IoT, embedded computing, and edge AI. As part of **edge lab LIVE**, the event presents a carefully curated program featuring keynote speakers, expert panels, and product launches.

Join in to connect with decision-makers, engage in thoughtful conversations, and enjoy an inspiring night with great food, drinks, and the right people.

PACKAGE	PRICE*	KEY INCLUSIONS**
BRONZE	3,000 €	Pitch to demonstrate/launch product or service
SILVER	4,000 €	Seat on the panel session with 2-3 other industry leaders
GOLD	6,000 €	Keynote slot or fireside chat

*Prices exclude VAT.

**Online promotion before and after the event across the IoT Stars channels.



For more information about IoT Stars at **electronica**, visit iotstars.com/events/electronica26.

WHAT IS IoT Stars?

IoT Stars is a vibrant community that unites **IoT professionals, industry leaders and innovators.**

Through our exclusive in-person and online event series, we connect the right people, facilitate unique discussions and foster inspiration.

IoT Stars hosts networking events during relevant tech events such as **Embedded World North America , electronica, Mobile World Congress.**

No hassle, no organisation, just a great opportunity to connect your brand with **Global IoT innovators** and expand your visibility.

HOSTING EVENTS SINCE 2015



I · O · T — S · T · A · R · S

MEETING WITH IOT PROFESSIONALS AT KEY EVENTS SINCE 2015.



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3,486

Exhibitors from
58 COUNTRIES

76% INTERNATIONAL
EXHIBITORS

80,203

Visitors from
**113 COUNTRIES/
REGIONS**

54% INTERNATIONAL
VISITORS

364

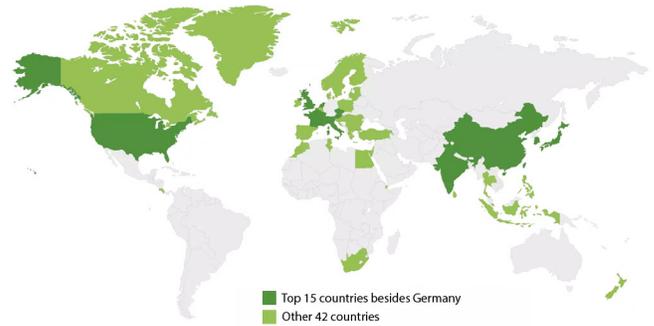
Press Representatives from
27 COUNTRIES

TOP COUNTRIES BY VISITORS



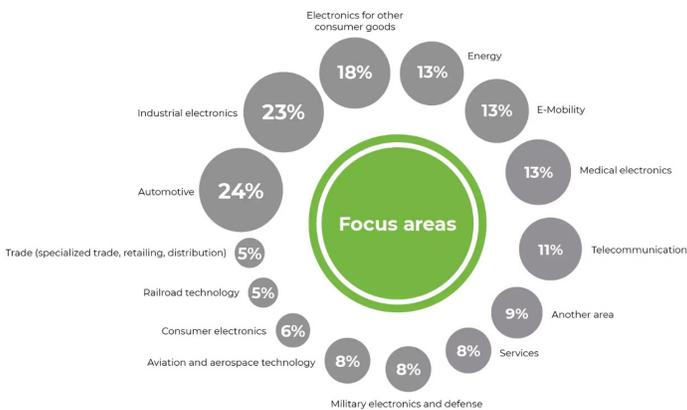
- ① China ② Taiwan ③ USA ④ Hong Kong ⑤ UK ⑥ Italy ⑦ France
- ⑧ Switzerland ⑨ Netherlands ⑩ India ⑪ South Korea ⑫ Japan
- Austria ⑬ Czech Republic ⑭ Spain

TOP COUNTRIES BY EXHIBITORS



- ① Italy ② China ③ France ④ Austria ⑤ UK ⑥ Switzerland ⑦ USA
- ⑧ Spain ⑨ Netherlands ⑩ Poland ⑪ Czech Republic ⑫ Sweden
- ⑬ Israel ⑭ Slovenia ⑮ Turkey

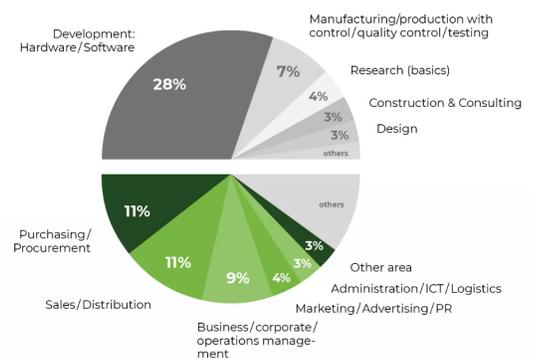
FOCUS AREAS



FOCUS OF THE AREA OF RESPONSIBILITY

49%
technical

40%
commercial



FACTS & 2024 FIGURES

MEETING PLACE FOR DECISION MAKERS



therof 19% in
1st Management Level

AREAS VISITED BY 80,000 VISITORS

- 44% Semiconductors
- 33% Passive Components
- 31% Embedded Systems
- 30% Sensor Technology
- 29% Power Supplies
- 28% Test & Measurement
- 27% PCBs & Other Circuit Carriers
- 26% Automotive
- 25% EMS
- 24% Displays
- 24% Electronic Design
- 19% Wireless
- 19% Electromechanics & System Periphery
- 14% Micro- & Nano-systems
- 14% System Components/Assemblies & Subsystems
- 12% Services & Start-ups

99%
POSITIVE
OVERALL
RATING

VISITORS FROM ALL INDUSTRIES

ABB ▶ Airbus ▶ Amazon ▶ Apple ▶ Ariane Group ▶ B&R Industrial Automation ▶ Bang & Olufsen ▶ Baxter
Beckhoff Automation ▶ BMW ▶ Bosch ▶ Brainlab ▶ BYD ▶ Cisco Systems ▶ Daiichi Sankyo Europe ▶ Daimler Truck
Deutsche Bahn ▶ Deutsches Zentrum für Luft- und Raumfahrt (DLR) ▶ DIEHL ▶ DMG Mori ▶ Emerson ▶ FERRARI ▶ Ford
Foxconn ▶ GE ▶ General Motors ▶ Google ▶ Hilti ▶ Honda ▶ Honeywell ▶ HYUNDAI MOTORS ▶ IBM ▶ ifm
Johnson & Johnson MedTech ▶ Krones ▶ KUKA ▶ LG Energy Solution ▶ Liebherr ▶ Lufthansa ▶ Maersk ▶ Mercedes Benz
Microsoft ▶ Mitsubishi Electric ▶ NVIDIA ▶ Philips Medical Systems International ▶ Porsche ▶ Procter & Gamble ▶ Roche
Rockwell Automation ▶ Rolls Royce ▶ Schaeffler Schneider Electric ▶ Siemens ▶ Space X ▶ Stellantis ▶ Tesla
Toyota Motor Europe ▶ Vaillant Group ▶ Vestas Wind Systems ▶ Volkswagen ▶ Yokogawa



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samtec



SGeT

STANDARDIZATION
GROUP FOR
EMBEDDED
TECHNOLOGIES



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