



electronica 2026

World's leading trade fair and conference for electronics
Trade Fair Center Messe München | November 10–13, 2026



MESSE
MÜNCHEN

OUR NEW OFFER

Stage and conference sponsorship

Strengthen your brand presence and position your
Thought Leadership among the relevant target groups.

Right there where decisions are made

Become a sponsor and join the industry's content stage.

THE TRADE FAIR

electronica is the world's leading trade fair for electronics—this is where the industry meets and decisions are made.

As a **sponsor of the two stages centrally located in the halls**, you position your brand in **the middle of the visitor flow** and in the immediate context of innovation, technology, and application.

YOUR BENEFITS AT A GLANCE:



100 % Visibility: Every visitor perceives the stages



Relevant target group: Decision-makers from development, management and purchasing



Content instead of scatter loss: Your brand stands for expertise, not just presence



Credible positioning: Link to innovation, orientation and future topics

The stages are not an add-on – they are **part of the trade fair experience.**



10.-13.11.2026

Stage Sponsoring



On two central stages you have the opportunity for stage sponsorship

SMART MOBILITY STAGE



- approx. 80 seats
- **Key topics:** Automotive, Quantum technology, Printed Electronics
- Placement within the key topics
Location: Hall B4, stand 445
- 1,700 visitors*

FUTURE TECH STAGE



- approx. 100 seats
- **Key topics:** Embedded, Semiconductors
- Placement in the center of the semiconductor hall
Location: Hall C6, stand 501
- 1,590 visitors*



Duration of the fair:

November 10th to 13th 2026



High visibility through open stage design and prominent placement



Relevant placement within the specific subject areas



Large reach among pre-informed and spontaneous visitors

Find the right package for your appearance:

□
BASIC

2.800 €

- ✓ **1 lecture** - 30 minutes
- ✓ **Logo** in the area of the respective stage incl. production

Availability:
2 sponsors / day and stage

+
BASIC PLUS

5.700 €

- ✓ **1 lecture** - 30 minutes
- ✓ **Logo** in the area of the respective stage incl. production
- ✓ **Logo presence** on the website electronica.de in the supporting program section
- ✓ **Display of company brochures or giveaways** (excl. production) at the information counter of the respective stage

Availability:
2 sponsors / day and stage

🔗
NETWORKING

11.300 €

- ✓ **1 lecture** - 30 minutes
- ✓ **Logo** in the area of the respective stage incl. production
- ✓ **Logo presence** on the website electronica.de in the supporting program section
- ✓ **Networking Area** in the Meet the Speaker Lounge, e.g. 2 bar tables and 1 roll-up (excl. production), details by arrangement
- ✓ **1 advertising spot** on the stage screen (video with max. 25 seconds with sound) Multiple playbacks during the program breaks
- ✓ **1 push notification** with a reference to the presentation in the **electronica app**

Availability:
1 Sponsor / Tag and Stage

THE BASIC PACKAGE

The ideal introduction to targeted visibility: Present your company with a presentation on one of our stages

The package includes:

- **1 lecture** - 30 minutes
- **Your logo** in the area of the respective stage incl. production

2.800 €

Availability: 2 sponsors per day and stage



You would like to book this package?

Contact us at management@electronica.de

THE BASIC PLUS PACKAGE

Expanding your presence: be remembered by your target groups with additional brand space and giveaways

The package includes:

- **1 lecture** - 30 minutes
- **Your logo** in the area of the respective stage incl. production
- **Logo presence** on the website electronica.de in the supporting program section
- **Display of company brochures or give-aways** (excl. production) at the information counter of the respective stage

5.700 €

Availability: 2 sponsors per day and stage



You would like to book this package?

Contact us at management@electronica.de

THE NETWORKING PACKAGE

Maximum impact: build lasting contacts through exclusive networking and communication opportunities

The package includes:

- **1 lecture** - 30 minutes
- **Your logo** in the area of the respective stage incl. production
- **Logo presence** on the website [electronica.de](https://www.electronica.de) in the supporting program section
- **Networking Area** in the Meet the Speaker Lounge, e.g. 2 bar tables and 1 roll-up (excl. production), details by arrangement
- **1 advertising spot** on the stage screen (video with max. 25 seconds with sound) Multiple playbacks during the program breaks
- **1 push notification** with a reference to the presentation in the electronica app

11.300 €

Availability: 1 sponsor per day and stage



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electronica Automotive Conference

Conference sponsorship



Be there when leading experts from the international automotive and electronics industries come together

THE CONFERENCE

Monday, November 9th, 2026
ICM – Internationales Congress Center
München

The electronica Automotive Conference is the **established conference** for automotive electronics and electronic mobility solutions.

EXCERPT PARTICIPANTS 2025:

Audi, BMW, Fraunhofer-Institut, Kabelwerk, Honda, Iav
Infineon Technologies, JPW Asia Consulting, Marelli,
Mektec Europe, Mercedes-Benz AG, Microsoft Automotive,
Nexperia, NXP Semiconductors, Robert Bosch,
STMicroelectronics, TU Munich, ...

YOUR BENEFITS AS A CONFERENCE SPONSOR:



Exclusive specialist target group: Around 200 participants – developers, system designers, project managers, sales and supply chain managers from specific automotive development projects



Proximity in content and credibility : 3-track conference program with approx. 35 speakers, keynotes, CTO talks and final discussions on current industry topics



Strong positioning: Visibility of your brand in the high-quality conference environment of the ICM – where technological challenges are discussed and solutions are classified

As a sponsor, you become part of the industry's professional dialogue – visible, relevant and credible.

Find the right package for your participation:

□
BASIC

7.800 €

- ✓ 2 Conference tickets
- ✓ 2 tickets to the „CEO Roundtable Networking Event“
- ✓ Display of **company brochures** or **give-aways** (excl. production) on the conference tables in the lecture hall
- ✓ **Company logo** on the **signs** for the electronica Automotive Conference leading to the ICM - International Congress Center Munich
- ✓ **Company logo** on the **stage banner** in the lecture hall
- ✓ **Company logo** on the **conference website**

Availability:
4 Sponsorship Slots

🔗
NETWORKING

9.700 €

- ✓ 2 Conference tickets
- ✓ 2 tickets to the „CEO Roundtable Networking Event“
- ✓ Display of **company brochures** or **give-aways** (excl. production) on the conference tables in the lecture hall
- ✓ **1 Presentation and networking area** in the ICM (near the lecture halls - e.g. Two bar tables & banners)
- ✓ **Company logo** on the **signs** for the electronica Automotive Conference leading to the ICM - International Congress Center Munich
- ✓ **Company logo** on the **stage banner** in the lecture hall
- ✓ **Company logo** on the **conference website**

Availability:
4 Sponsorship Slots

🌟
MAIN SPONSOR

13.300 €

- ✓ 2 Conference tickets
- ✓ 2 tickets to the „CEO Roundtable Networking Event“
- ✓ **1 Presentation and networking area** in the ICM (near the lecture halls - e.g. Two bar tables & banners)
- ✓ **Company logo** on the **conference ticket**
- ✓ Content displayed on the **information screen** in the catering area (video with a maximum length of 25 seconds, without sound)
- ✓ **Company logo** on the **signs** for the electronica Automotive Conference leading to the ICM - International Congress Center Munich
- ✓ **Company logo** on the **stage banner** in the lecture hall
- ✓ **Company logo** on the **conference website**

Availability:
1 Sponsorship Slot

THE BASIC PACKAGE

The Beginner's Package: join the conference and increase your company's visibility

The package includes:

- **2 Conference tickets**
- **2 tickets** to the „CEO Roundtable Networking Event“
- **Display of company brochures or give-aways** (excl. production) on the conference tables in the lecture hall
- **Company logo** on the **signs** for the electronica Automotive Conference leading to the ICM - International Congress Center Munich
- **Company logo** on the **stage banner** in the lecture hall
- **Company logo** on the **conference website**

7.800 €

Availability: 4 Sponsorship Slots



You would like to book this package?

Contact us at management@electronica.de

NETWORKING

More proximity to decision-makers: Combine brand presence with targeted networking opportunities with this package

The package includes:

- **2 Conference tickets**
- **2 tickets** to the „CEO Roundtable Networking Event“
- Display of **company brochures** or **give-aways** (excl. production) on the conference tables in the lecture hall
- **1 Presentation and networking area** in the ICM (near the lecture halls - e.g. Two bar tables & banners)
- **Company logo** on the **signs** for the electronica Automotive Conference leading to the ICM - International Congress Center Munich
- **Company logo** on the **stage banner** in the lecture hall
- **Company logo** on the **conference website**

9.700 €

Availability: 4 Sponsorship Slots



You would like to book this package?

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MAIN SPONSOR

The strongest presence at the conference: become a central partner with the best visibility and maximum reach

The package includes:

- **2 Conference tickets**
- **2 tickets** to the „CEO Roundtable Networking Event“
- **1 Presentation and networking area** in the ICM (near the lecture halls - e.g. Two bar tables & banners)
- **Company logo** on the **conference ticket**
- Content displayed on the **information screen** in the catering area (video with a maximum length of 25 seconds, without sound)
- **Company logo** on the **signs** for the electronica Automotive Conference leading to the ICM - International Congress Center Munich
- **Company logo** on the **stage banner** in the lecture hall
- **Company logo** on the **conference website**

13.300 €

Availability: 1 exklusive Sponsorship Slot



You would like to book this package?

Contact us at management@electronica.de

Would you like to book a sponsorship package? Or do you have any questions?


Contact us!



YOUR CONTACT PERSON

Kristina Blidon

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