

The Pulse of Innovation

**Visibility. Expertise.
Relevant Connections.
Sponsorship at productronica 2027**

November 16–19, 2027

productronica Sponsoring

Be present where decisions are made.

The Trade Fair

productronica in Munich is the world's leading trade fair for electronics manufacturing, covering the entire value chain – from technologies and machinery to software, automation and services. It is where the industry showcases its latest innovations and world premieres.

As a productronica sponsor, you combine visibility, relevant content and personal connections.

Before, during and after the event.



Added Value

Become a sponsor and take your place on the industry's content stage.



What sets productronica apart

- **International trade fair** for electronics manufacturing
- **Relevant target groups** from development, management and procurement
- Technologies, machinery, software, automation and services
- **Presentation** of innovations and real-world applications
- **Visibility:** Presence across digital and physical touchpoints

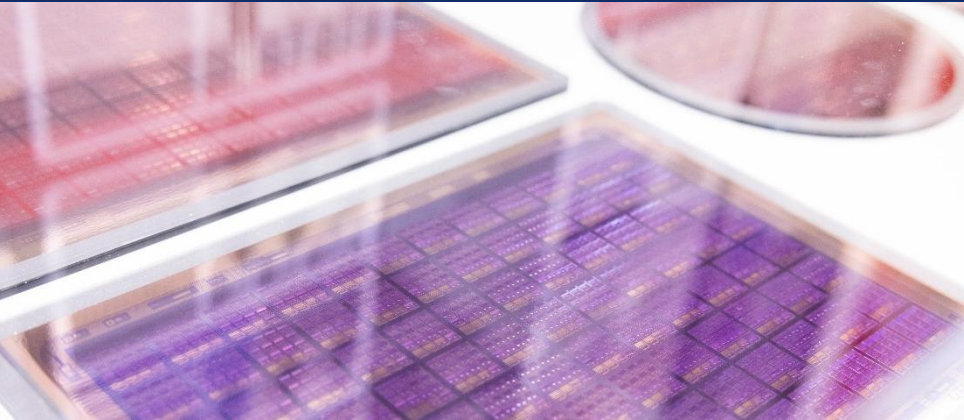


Your added value as a sponsor

- **Relevance:** Position your brand alongside relevant topics and target groups
- **Expertise:** A platform for your solutions and innovations
- **Connections:** Digital lead capture – depending on the package
- **Measurability:** Reach, contact and performance reporting



An international decision-maker community with extensive reach



> 1.600

Exhibitors

52

Countries represented
by exhibitor

> 47.000

Visitors

96%

Presence of
market leaders

> 108.000

Exhibition Space

57%

Decision-Makers

43%

In management positions

2.056.140

Visits to the
productronica website*

Top 10 visitor countries in 2025, excluding Germany:
Italy, Austria, France, United Kingdom, Switzerland, China, Poland, Spain, Netherlands,

*May 2025–May 2026 (six months before and after the event)

Three Sponsorship Packages

– the right lever for your objectives

Three different packages to engage your target audiences before, during and after the trade fair.

 BRAND IMPACT max. 3 sponsors Visibility, Stage Presence and Networking Performance Report KPIs: Digital reach and engagement, visitor structure, lead performance Your benefits: ▪ Platform for your innovations ▪ Sponsorship of the Exhibitor Get-together ▪ Maximum digital visibility ▪ Qualified leads, measurable reach ▪ Performance report from €12,600	 DIGITAL INFLUENCE max. 5 sponsors Thought Leadership and Digital Reach Performance Report KPIs: Digital reach and engagement, visitor structure, lead performance Your benefits: ▪ Digital visibility ▪ Platform for your innovations ▪ Digital presence across all halls ▪ Qualified leads, measurable reach ▪ Performance report €13,400	 VISITOR CONNECT max. 3 sponsors Visitor Engagement and Lead Generation Performance Report KPIs: Digital reach and engagement, visitor structure, lead performance and visitor volume Your benefits: ▪ Digital visibility ▪ Presence in a high-traffic location ▪ Direct visitor engagement through bar sponsorship ▪ Strong on-site brand presence ▪ Qualified leads, measurable reach ▪ Performance report from €21,300
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Brand Impact

For companies looking to increase their brand visibility within the productronica environment, showcase their solutions on stage and engage directly with exhibitors.

- **Digital Visibility, Web, App and Push Notification**

Benefit from digital visibility across all productronica channels and draw targeted attention to your trade fair presence.

- **30-Minute Presentation Slot at the Forum**

Receive a dedicated presentation slot to showcase your solutions and innovations.

- **Brand Presence in the Event Environment and Listing in the Online Press Box**

Benefit from prominent logo placement at the respective forum and position your brand among the press.

- **Sponsorship of the Exhibitor Get-together**

Showcase your brand at the Exhibitor Get-together. The sponsorship already includes visible brand presence in the catering area. Additional add-ons*, such as a photo booth, sponsor pull-ups or food picks, can be booked optionally.

- **Digital Lead Capture**

Receive a Smart Product license for digitally capturing your contacts.

- **Performance Report**

Receive an evaluation of the reach and impact of your sponsorship activities.

Package Price from

€12,600



Digital-Influence : Your Expertise on the Content Stage

For companies looking to explain innovations, position their expertise and maintain visibility through digital touchpoints across all halls.

- **Enhanced Exhibitor Profile**
Receive a comprehensive digital presence across all directories, hall plans and on the productronica website.
- **30-Minute Presentation Slot at the Forum**
Receive a dedicated presentation slot to showcase your solutions and innovations.
- **Brand Presence in the Event Environment and Listing in the Online Press Box**
Benefit from prominent logo placement at the respective forum and position your brand among the press.
- **Branding on Digital Signage Across All Halls**
Gain visibility on all digital signage screens with a 20-second clip played in rotation.
- **Digital Lead Capture**
Receive a Smart Product license for digitally capturing your contacts.
- **Performance Report**
Receive an evaluation of the reach and impact of your sponsorship activities.

Package Price

€13,400



Visitor Connect: More Relevant Visitor Contacts at Key Touchpoints

For companies looking to leverage high-traffic areas, engage visitors personally and capture contacts digitally.

- **Enhanced Exhibitor Profile**

Receive a comprehensive digital presence across all directories, hall plans and on the productronica website.

- **Digital Presence at Entrance West**

Receive a spot on the digital display at Entrance West, one of the event's high-traffic access points.

- **Sponsorship of the productronica Bar**

Present your brand as a sponsor of the productronica Bar from 4:00 p.m. to 6:00 p.m. – including staff, setup and dismantling, equipment, transport and beverages.

- **Brand Presence in the Entrance Area**

Choose between counter branding (6x) or banner flags (5x) at Entrance West.

- **Digital Lead Capture**

Receive a Smart Product license for digitally capturing your contacts.

- **Online Press Box**

Receive an online press box to provide your press and company information.

- **Performance Report**

Receive an evaluation of the reach and impact of your sponsorship activities.

Package Price from

€21,300

Your Sponsorship at productronica 2027

- What are your objectives at productronica?
- Brand awareness, thought leadership, visitor engagement or maximum visibility?
- We will be happy to advise you on the sponsorship format that best fits your goals.

Next Step:

Schedule a consultation and check availability.



Team Partnerships:

E-Mai: partner-productronica@messe-muenchen.de