



13.11.2026

electronica Young Talents Day Sponsorship - Options



One Generation. Your opportunity to position yourself

Young Talents Day is electronica's program for emerging talent—designed for students, college students, and young professionals.

What is Young Talents Day?

- Young Talents Day is a special event within electronica 2026.
- It brings the next generation of engineers, developers, and technology enthusiasts directly to the exhibition grounds—into an environment that combines learning, experiencing, and networking.
- Expansion of individual formats to two days.
- Interactive. Personal. Networking.

KEY BENEFITS AT A GLANCE:



Maximum attention – Active participation instead of passive trade show attendance



no audience wastage – highly targeted, tech-savvy audience



Early brand loyalty – Your brand shapes their first professional experiences



Emotional context – enthusiasm, learning, teamwork

Well-established concept – successfully implemented at electronica 2024.

Highlights: Makeathon & Education Workshops & Career Shots

MAKEATHON



- **Participants:** Students
- **Key topics:** AI, robotics, electronics, and sustainability
- **Format:** 2-day Makeathon with overnight stay at the fairground; Organized and run with our partner ITQ.
- **Content:** Solving technical problems—hands-on and with creativity, culminating in final pitches

EDUCATION WORKSHOPS



- **Participants:** School students
- **Key topics:** Electronics, mechanics, programming, IoT
- **Format:** Interactive technology workshops in 90-minute sessions; 1-day-event (Friday)
- **Content:** Hands-on workshops with illustrative demos



Duration:

November 12 and 13, 2026



Location

electronica Hackathon-
und Education Hub

Halle A5, Booth 160



Target Audience

Students, School students,
and graduates



Your Benefit as a sponsor:

Employer Branding +
Thought Leadership



Wide reach among the
relevant target audience

Highlights: Makeathon & Education Workshops & Career Shots



Duration:

November 12 and 13, 2026



Locations

electronica Career Area
Halle C2, Booth 401 (Thursday)

Makeathon- und Education-
Hub
Halle A5, Booth 160 (Friday)



Target Audience

Students, graduates, visitors



Your Benefit as a sponsor:

Employer Branding +
Thought Leadership



Wide reach among the
relevant target audience

CAREER SHOTS



- **Participants:** Students, graduates visitors to electronica
- **Format:** Two days, tailored to the target audience in different areas
 - 📍 electronica Career Area (Thursday)
 - 📍 Makeathon- und Education-Hub (Friday)
- **Content:** Free professional headshot, sent directly via email

Find the right involvement for your brand:



PRESENTING PARTNER

11,250 €

- ✓ **Brand mention** in the title: „Young Talents Day – presented by [Brand],“
- ✓ **Logo** on all communication materials (print and on-site)
- ✓ **Branding** in relevant areas
- ✓ **1 Slot** at the Makeathon (approx. 30 min., keynote presentation, workshop, hardware provided)
- ✓ **Appearance** during the Makeathon's final pitches
- ✓ **Logo visibility** in the electronica app and on electronica.de

Availability:
1 Sponsor



PROGRAM PARTNER

4,200 € – 9,400 €
(depending on the program)

- ✓ **Optional modul:**
 - ✓ Makeathon
 - ✓ Education Hub
 - ✓ Career Shots
- ✓ **Brand mention:** „electronica [program name] – powered by [Brand]“
- ✓ **Branding** on the program area
- ✓ **Opening remarks on stage** for Makeathon / Education Hub partners
- ✓ **Workshop-Slot** for Makeathon / Education Hub partners
- ✓ **Logo visibility** in the electronica app and in the program on electronica.de
- ✓ **Adding to** Presenting Partner (or bookable as a standalone option)

Availability:
1 Partner / per Program



WORKSHOP SLOT

1,950 €

- ✓ **Makeathon** Workshop / Keynote presentation (approx. 30 min) / Hardware provided
- ✓ **Brand mention:** „Workshop – powered by [Brand]“ in the program and on signage
- ✓ **Adding to** Presenting Partner (or bookable as a standalone option)

Availability:
3 -5 Slots (Thursday and Friday)

PRESENTING PARTNER

Maximum visibility: Position your brand as the host of the electronica Young Talents Day.

The package includes:

- ✓ **Brand mention** in the title: "electronica Young Talents Day – presented by [Brand]"
- ✓ **Appearance** during the Makeathon's final pitches
- ✓ **Logo** on all communication materials (print and on-site)
- ✓ **Branding** in relevant areas*
- ✓ **1 Workshop-Slot / Keynote** included (20–30 min., topic to be determined in consultation)
- ✓ **Logo visibility** in the electronica app, including 1 push notification, and on electronica.de

*Design to be determined by mutual agreement

Availability: 1 Sponsor

11,250 €



Are you interested in booking this package?

Contact us at management@electronica.de

PROGRAMM PARTNER

Maximum Exposure: Bring your brand directly to the highlights of electronica's Young Talents Day

Makeathon:

- ✓ **Brand mention:** „electronica MAKEATHON – powered by [Brand]" on all communication materials
- ✓ **Branding** in the program area (backdrop, signage, materials)*
- ✓ **Opening** on the Makeathon stage
- ✓ **Workshop slot / Keynote / Hardware provision** (in coordination with our partner ITQ)
- ✓ **Digital logo visibility** in the electronica app and on electronica.de

*Design to be determined by mutual agreement

9,400 €

Availability: 1 Partner per Programm

Education Hub:

- ✓ **Brand mention:** „electronica EDUCATION HUB – powered by [Brand]" on all materials
- ✓ **Opening** for the Education Hub
- ✓ **Workshop-Support** (in coordination with our partner ITQ)
- ✓ **Digital logo visibility** in the electronica app and on electronica.de

4,200 €

Career Shots:

- ✓ **Brand mention:** „electronica CAREER SHOTS – powered by [Brand]" on all materials
- ✓ **„powered by"-Branding** on the information counter and side panel of the photo booths*
- ✓ **2 days, 2 locations, double visibility**
- ✓ **Digital logo visibility** in the electronica app and on electronica.de

*Design to be determined by mutual agreement

5,700€



Are you interested in booking this package?

Contact us at management@electronica.de

WORKSHOP SLOT – MAKEATHON

Direct approach: Position your company as a learning partner for the next generation of engineers.

The package includes:

- ✓ **Workshop Slot** at the Makeathon
- ✓ **Name mention:** „Workshop – powered by [Brand]" in the program and on the signage
- ✓ **Custom content / Workshop / Keynote / Hardware supply** (20–30 min., topic to be determined in consultation)
- ✓ **Own moderation** or speaker possible
- ✓ **Digital logo visibility** in the electronica app and on electronica.de

Verfügbarkeit: 1 Sponsor / Slot | Mehrere Slots (Do. und Fr.) buchbar

1,950 €



Are you interested in booking 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

Tanja Wohllaib

EXHIBITION MANAGER ELECTRONICA

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