



Messe München

Connecting Global Competence



productronica

fast forward

powered by Elektor

the startup platform

Sponsorship Packages 2019



Sponsorship Packages



The startup and maker scenes are changing the electronics landscape. More and more innovations are coming from new players in the electronics sector. Through the Fast Forward Award, Contestants have a chance to present their innovations to more than 250,000 Elektor community members, as well as 45,000 estimated attendees who will visit productronica 2019 in Munich (12–15 November 2019).

The ongoing activities with electronica Fast Forward - the start-up platform powered by Elektor in 2018 is a great example for the good working concept. electronica Fast Forward powered by Elektor drew 32 teams from 10 countries in 2018. The second edition of this innovation and start-up initiative attracted a great deal of talent and technology. To enhance the Fast Forward concept, productronica and Elektor are joining forces.

As a productronica Fast Forward sponsor, you will receive a comprehensive media campaign comprising on-site productronica promotions, magazine advertising, online banners and more. A variety of sponsorship packages are available to meet your needs.

Platinum package € 20,000

(available 1x)

MEDIA VALUE
> € 40,000

productronica/Elektor Media campaign
(starts now)

On-site

- Logo Full Screen displayed on the Mega Screens at Entrance West
- Logo on the welcome wall at Fast Forward start-up platform

Websites & Social Media

- Logo on elektormagazine.com in the section of productronica Fast Forward
- Logo on productronica.com in the section of productronica Fast Forward powered by Elektor
- Press Release in productronica newsletter

- Inclusion in the editorial article about productronica Fast Forward in the productronica daily
- Company presentation elektormagazine.com in the section of productronica Fast Forward
- Interview with Elektor's Chief editor in the Elektor TV
- Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- 1 x Online-Press box on productronica.com
- 3 x Postings on all international Elektor Social Media channels (EN, DE, NL, FR)

Platinum package € 20,000

(available 1x)

MEDIA VALUE
> € 40,000

productronica/Elektor Media campaign
(starts now)

In print general

- Logo placement in flyers, articles, program and posters
- Logo printed on productronica Fast Forward bag
- Materials included in productronica Fast Forward bags (max. 2 items)
- Exclusive editorial article about your sponsorship
- Editorial article in the Start-up Guide (1/1 page)
- Advertisement page in the Start-up Guide (1/1 page)
- Press release in the Start-up Guide

In print & digital Elektor Magazines

- 1 x Placements of advertisements in ElektorLabs Magazine (1/1 page: EN, DE, NL, FR)
- 1 x Placements of advertisements in Elektor industry Magazine (1/1 page)

Advertising

- Native content in the international Elektor Newsletter (worldwide distribution in 4 languages)
- Inclusion in Elektor newsletter, E-Zine regarding productronica Fast Forward
- Exclusive press releases about sponsorship
- Audience
- Member of the jury
- Presentation within the award ceremony
- Up to 12 sqm dedicated presentation area to be designed by the sponsor
- Your company will be highlighted at the auditorium during breaks (logo on the screens)

Free Tickets

- 4 Four-day tickets

Gold package € 10,000

(available 4x)

MEDIA VALUE
> € 20,000

productronica/Elektor Media campaign
(starts now)

On-site

- Logo displayed on the Mega Screens at Entrance West
- Logo on the welcome wall at Fast Forward start-up platform

Websites & Social Media

- Logo on elektormagazine.com in the section of productronica Fast Forward
- Logo on productronica.com in the section of productronica Fast Forward powered by Elektor
- Press Release in productronica newsletter
- Inclusion in the editorial article about productronica Fast Forward in the productronica daily

- Company presentation elektormagazine.com in the section of productronica Fast Forward
- Interview with Elektor Chief editor in the Elektor TV
- Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- 1 x Online-Press box on productronica.com
- 2 x Postings on all international Elektor Social Media channels (EN, DE, NL, FR)

Gold package € 10,000

(available 4x)

MEDIA VALUE
> € 20,000

productronica/Elektor Media campaign
(starts now)

In print general

- Logo placement in flyers, articles, program and posters
- Logo printed on productronica Fast Forward bag
- Materials included in productronica Fast Forward bags (max. 1 items)
- Editorial article in the Start-up Guide (1/2 page)
- Advertisement page in the Start-up Guide (1/2 page)
- Press release in the Start-up Guide

In print & digital Elektor Magazines

- 1 x Placements of advertisements in ElektorLabs Magazine (1/3 page: EN, DE, NL, FR)
- 1 x Placements of advertisements in Elektor industry Magazine (1/3 page)

Advertising

- Inclusion in Elektor newsletter, E-Zine regarding productronica Fast Forward
- Exclusive press releases about sponsorship

Audience

- Member of the jury
- Presentation within the award ceremony

Free Tickets

- 4 Four-day tickets

Silver package € 5,000

(available 5x)

MEDIA VALUE
> € 10,000

productronica/Elektor Media campaign
(starts now)

On-site

- Logo displayed on the Mega Screens at Entrance West
- Logo on the welcome wall at Fast Forward start-up platform

Websites & Social Media

- Logo on elektormagazine.com in the section of productronica Fast Forward
- Logo on productronica.com in the section of productronica Fast Forward powered by Elektor
- Press Release in productronica newsletter
- Inclusion in the editorial article about productronica Fast Forward in the productronica daily

- Company presentation elektormagazine.com in the section of productronica Fast Forward
- Interview with Elektor Chief editor in the Elektor TV
- Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- 1 x Online-Press box on productronica.com
- 1 x Postings on all international Elektor Social Media channels (EN, DE, NL, FR)

Silver package € 5,000

(available 5x)

MEDIA VALUE
> € 10,000

productronica/Elektor Media campaign
(starts now)

In print general

- Logo placement in flyers, articles, program and posters
- Advertisement page in the Start-up Guide (1/3 page)
- Press release in the Start-up Guide

In print & digital Elektor Magazines

- 1 x Placements of advertisements in ElektorLabs Magazine (1/4 page: EN, DE, NL, FR)
- 1 x Placements of advertisements in Elektor industry Magazine (1/4 page)

Advertising

- Inclusion in Elektor newsletter, E-Zine regarding productronica Fast Forward
- Exclusive press releases about sponsorship

Audience

- Presentation within the award ceremony

Free Tickets

- 4 Four-day tickets

Bronze package € 3,000

(available 7x)

MEDIA VALUE
> € 6,000

productronica/Elektor Media campaign
(starts now)

On-site

- Logo on the welcome wall at Fast Forward start-up platform

Websites & Social Media

- Logo on elektormagazine.com in the section of productronica Fast Forward
- Logo on productronica.com in the section of productronica Fast Forward powered by Elektor
- Inclusion in the editorial article about productronica Fast Forward in the productronica daily
- Company presentation elektormagazine.com in the section of productronica Fast Forward

- Interview with Elektor Chief editor in the Elektor TV
- Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- 1 x Online-Press box on productronica.com
- 1 x Postings on all international Elektor Social Media channels (EN, DE, NL, FR)

Bronze package € 3,000

(available 7x)

MEDIA VALUE
> € 6,000

productronica/Elektor Media campaign
(starts now)

In print general

- Logo placement in flyers, articles, program and posters
- Press release in the Start-up Guide

In print & digital Elektor Magazines

- 1 x Placements of advertisements in ElektorLabs Magazine (1/8 page: EN, DE, NL, FR)
- 1 x Placements of advertisements in Elektor industry Magazine (1/8 page)

Advertising

- Inclusion in Elektor newsletter, E-Zine regarding productronica Fast Forward

Audience

- Presentation within the award ceremony

Free Ticket

- 4 Four-day ticket

Sponsorship packages: productronica Fast Forward - the startup platform powered by Elektor	Platinum	Gold	Silver	Bronze
Price:	€ 20,000	€ 10,000	€ 5,000	€ 3,000
Available Sponsorships:	1	4	5	7

On-site

Logo on the Mega Screens at Entrance West	•	•	•	-
Logo at the productronica Fast Forward platform	•	•	•	•

Websites & Social Media

Logo on elektormagazine.com in the section of productronica Fast Forward	•	•	•	•
Logo on productronica.com in the section of productronica Fast Forward	•	•	•	•
Company presentation elektormagazine.com in the section of productronica Fast Forward	•	•	•	•
Press Release productronica newsletter (DE & EN productronica mailing list)	•	•	•	-
Inclusion in editorial article about productronica Fast Forward in the productronica daily	•	•	•	•

Sponsorship packages: productronica Fast Forward - the startup platform powered by Elektor	Platinum	Gold	Silver	Bronze
Interview with Elektor Chief editor in the Elektor TV incl. broadcasting	1	1	1	1
Elektor Newsroom: Brochure display, Integration of a corporate image film, Publication of every press release	•	•	•	•
Online-Press box on productronica.com	1	1	1	1
Postings on all international Elektor as well as productronica Social Media channels (EN, DE, NL, FR)	3	2	1	1

In print general

Logo placement in flyers, articles, program and posters productronica Fast Forward	•	•	•	•
Logo printed on productronica Fast Forward bag	•	•	-	-
Materials included in productronica Fast Forward bag	2	1	-	-
Exclusive editorial article about your firm / sponsorship in Elektor industry Magazine	•	-	-	-
Editorial article in the Start-up – Guide	1/1 page	1/2 page	-	-
Advertisement page in the Start-up - Guide	1/1 page	1/2 page	1/4 page	-
Press release in the Start-up - Guide	•	•	•	•

In print & digital Elektor Magazine

Advertisement in Elektor Labs Magazine Magazine (EN, DE, NL, FR)	1 x 1/1 page	1 x 1/3 page	1 x 1/4 page	1 x 1/8 page
Advertisement in Elektor industry Magazine (DE, EN)	1 x 1/1 page	1 x 1/3 page	1 x 1/4 page	1 x 1/8 page

Sponsorship packages: productronica Fast Forward - the startup platform powered by Elektor

Platinum

Gold

Silver

Bronze

Advertising

Inclusion in Elektor Newsletter E-Zine regarding p-ffwd	•	•	•	•
Exclusive press releases about your sponsorship	•	•	•	-
Native content in the international Elektor Newsletter (worldwide distribution in 4 languages)	•	-	-	-

Audience

MEMBER OF THE JURY	•	•	-	-
Presentation within the award ceremony	•	•	•	•
Up to 12 sqm dedicated presentation area to be designed by the sponsor	•	-	-	-
Company will be highlighted at the auditorium during breaks (logo on the screens)	•	-	-	-

Free Tickets

Four-day tickets	4	4	4	4
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Application form

Please complete this form and send it via Fax to +49 89 949 20339 or email to management@productronica.com (Lena Haushofer, Messe München GmbH).

CONTACT NAME _____
JOB POSITION _____
NAME OF COMPANY _____
DEPARTMENT/
BUILDING/ROOM _____
VAT NUMBER _____
P.O. NUMBER _____
ADDRESS _____
POST CODE _____
COUNTRY _____
TELEPHONE _____
FAX _____
E-MAIL _____

Alternative billing address:

CONTACT NAME _____
JOB POSITION _____
NAME OF COMPANY _____
DEPARTMENT/
BUILDING/ROOM _____
VAT NUMBER _____
P.O. NUMBER _____
ADDRESS _____
POST CODE _____
COUNTRY _____
TELEPHONE _____
FAX _____
E-MAIL _____

Application form

Please complete this form and send it via Fax to +49 89 949 20339 or email to management@productronica.com (Lena Haushofer, Messe München GmbH).

We would like to purchase the following package (prices excl. VAT):

SPONSOR PACKAGE	PRICE
<input type="checkbox"/> Platinum (1 available)	€ 20,000
<input type="checkbox"/> Gold (4 available)	€ 10,000
<input type="checkbox"/> Silver (5 available)	€ 5,000
<input type="checkbox"/> Bronze (7 available)	€ 3,000
<input type="checkbox"/> We have read the General Terms and Conditions of participation at productronica and agree to observe and be bound by them.	

Signature _____

Date _____

Contact



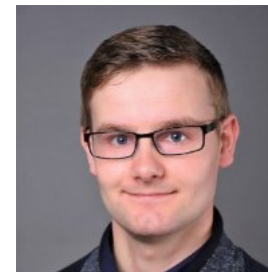
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