November 12–15, 2019

Accelerating Innovation

Factsheet—Exhibitor Information

co-located event

productronica 2019
World’s Leading Trade Fair for Electronics Development and Production
November 12–15, 2019, Messe München
productronica.com
productronica 2019 in Munich:
Helping to shape the future of electronics production

As the largest international event for the electronics production industry, productronica is the only trade fair worldwide to cover the entire value chain. It combines all elements of the innovative development and production of electronics and is the most important platform for innovations and world premieres—from technologies to software to services.

Make your presence felt at the largest event of your industry
Participate as an exhibitor at the most important industry event and present the manufacturing processes of tomorrow to a unique specialist audience from industry, research and the media.

This is how you benefit from productronica:
Networking meets decision-making
productronica offers unique opportunities for the exchange between exhibitors and trade visitors at top decision-making level: international players with strong investment potential from various industries are looking for innovations and offer future-proof business options. Here you will find the time and space to initiate and expand business relationships.

Take advantage of the exclusive supporting program to exchange ideas with experts
productronica unites the leading international innovators of the industry and plays a pioneering role in the field. The trends and markets of the future become a palpable reality in a high-class supporting program: in forums, special shows and hands-on sessions. Take the opportunity to actively draw attention to your company and your portfolio.

1,560 exhibitors from 43 countries
44,987 visitors from 96 countries
88,000 m² of exhibition space
Approx. 3,400 forum attendees
58% international visitors
46% of exhibitors from abroad
77% of visitors have decision-making authority

figures productronica 2017, incl. SEMICON Europa
We are very pleased that Yamaha’s presence at productronica 2017 was so productive and successful. We were able to sign numerous contracts and had many interesting conversations with a large number of new potential customers.

productronica exhibitor of 2017, Ichiro Arimoto, General Manager Yamaha Motor Europe
The profile of productronica at a glance

The relevant clusters of electronics development and production shape the structure of the trade fair. The subdivision of productronica ensures that with your stand you are represented in a quality environment; it also helps visitors to find their way around and target the right contacts.

PCB & EMS Cluster
PCB and other circuit carrier manufacturing, electronic manufacturing services (EMS)

SMT Cluster
Component mount technology, soldering technology, test and measurement/quality assurance, product finishing, production subsystems, production logistics and material-flow technology

Cables, Coils & Hybrids Cluster
Manufacturing technologies for cables processing and connectors, coilware production and hybrid component manufacturing

Semiconductors Cluster
Semiconductor manufacturing, display manufacturing, LEDs and discrete devices, photovoltaics manufacturing, micro-/nano-production, cleanroom technology, materials processing

Future Markets Cluster
IT to Production, Industry 4.0, technologies for batteries and electrical energy storage, organic and printed electronics, 3D printing

The Overall Production Support area is the ideal spot for exhibitors of products and services that are relevant for the entire value chain to present themselves.

Details:
productronica.com/exhibition-sectors
The supporting program focuses on inspiration, expert knowledge and dialog
The main topics of the supporting program are technologies, trends, markets and solutions. Exhibitors, partners, international associations and media representatives are actively involved in the exchange of knowledge and showcase their innovations and visions in special shows. Participate in the exchange—new stimuli inspire.

Details: productronica.com/supporting-program

Co-event offers added value for exhibitors and visitors: SEMICON Europa

Your innovations are award-worthy? Then why don’t you compete in the Innovation Award?
For the third time at productronica, the Innovation Award will be presented for the most innovative new products and production processes. An independent jury of experts will select the most groundbreaking entries in six categories and select the winners on the first day of the fair. Submit your innovation and compete for the industry’s most prestigious award.

Details: productronica.com/en/innovationaward

Since 2017, SEMICON Europa, the European platform for the semiconductor manufacturing industry, has been held in Munich in conjunction with productronica and electronica. The close integration of SEMICON Europa and productronica offers trade fair visitors an even greater range of information.

As an annual event, SEMICON Europa focuses on everything relating to semiconductor production and also offers industry representatives an extensive supporting program with various conferences.

Details: productronica.com/semicon
Exactly the right specialist audience for your company

At productronica, you can reach trade visitors from almost all sectors and industries, including your relevant target audience. The trade fair sets standards in terms of quality and quantity.

According to the survey among exhibitors and visitors, the benefits of and the satisfaction with productronica 2017 is correspondingly high.

Exhibitors gave a rating of “good” to “excellent”

- 94% for productronica overall
- 87% for Fair’s leading character/role
- 91% for Internationality of visitors
- 92% for Quality of visitors
- 87% for Quality of exhibitor services
- 94% of exhibitors said that they probably will definitely participate in the next productronica

Visitors gave a rating of “good” to “excellent”:

- 97% for productronica overall
- 95% for Fair’s leading character/role
- 95% for Presence of market leaders
- 95% for Internationality of the exhibitors
- 96% for Completeness and scope of exhibits
- 94% for Transparency of arrangement/break-down by industries

Focal sectors

productronica’s visitors come from the following sectors:

- Industrial electronics manufacturing
- Automotive electronics manufacturing
- Communication and consumer electronics manufacturing
- Medical electronics manufacturing
- Military electronics manufacturing
- Semiconductor manufacturing
- PCB manufacturing
- Electrical engineering
- Precision mechanics and optics
- Micro-/nano-production
- Battery-/energy-storage manufacturing
- Machine/equipment manufacturing
- Measuring, control and automation technology
- Aviation/aerospace industry
- Automobile/vehicle manufacturing
- Metal industry, paper and printing industry, chemicals industry

All data and statements on assessments, interests and countries of origin etc. are based on the productronica exhibitor and visitor survey 2017 by GMM (Gelzus Messe-Marktforschung). Multiple answers are possible in some cases.
Top 15 visitor countries
The visitors came from 85 countries on all continents. These are the top 15:

1. Germany
2. Italy
3. Austria
4. Switzerland
5. Great Britain
6. Croatia
7. France
8. Russia
9. Czech Republic
10. USA
11. Hungary
12. Romania
13. Poland
14. Turkey
15. Netherlands

Interest in the clusters
Visitors were interested in/were looking for the following exhibition sectors:

- Semiconductor Cluster: 56%
- PCB & EMS Cluster: 43%
- SMT Cluster: 60%
- Cables, Coils & Hybrids Cluster: 26%
- Future Markets Cluster: 36%

Details:
productronica.com/facts-figures
For your trade fair presence to have a lasting effect

You can rely on our active support for everything from concept development to implementation. We have some 90 specialists from a wide range of sectors who distinguish themselves through their expertise and reliability and will ensure that every aspect of your participation in the trade fair runs smoothly. Add to that short distances and immediate reachability at the fair.

- Event services for your trade fair and related activities
- Discount fares from Deutsche Bahn and Lufthansa
- Shuttle service from the airport to the exhibition grounds
- Exhibitor Shop where you can obtain services quickly and conveniently
- Hotel and accommodation service for suitable accommodations
- and much more

Free vouchers for your visitors

Invite important existing customers and potential new customers to the trade fair in an easy and targeted way—online or by mail. We will provide you an unlimited number of ticket vouchers to do so. You can view the visitor data relating to the redeemed vouchers in the Exhibitor Shop before or after the fair.

Reach your customers online all year round

TrustedTargeting lets you reach your target group which you also meet at the trade fair—online, anytime and anywhere, even when there is no ongoing exhibition.

Our performance marketing technology supports you in targeting B2B decision-makers on the Internet—no matter what website they visit. You simply provide us with your online advertising materials.

We implement the online campaign based on our B2B data and potential customers visit your website.

Details:
productronica.com/trusted-targeting

You can count on it: we are there for you

productronica’s “Your key to trade-fair success” initiative will support you in making your trade fair participation perfect. From technical services to marketing services. And not just before and during the fair—even after the fair is over.

Among other things, our services include:
- Assistance planning your stand
- Lead management solutions
- Exhibitor workshops
- Practical tips and checklists
- Reminder service
- Trade fair budget planner
- Further services on demand

Details:
productronica.com/trade-fair-success
Get your own stand easily—starting from EUR 6,980

If you do not want to manage your exhibition stand yourself, our partner MEPLAN can offer you attractive system stand solutions that you can customize individually. Just as your budget allows.
For 6,980 euros you can already get the all-inclusive package Connect with 20 m²! We will be happy to provide you with more detailed information.

Details: productronica.com/prices

Attractive participation opportunities
Whether it is constructing your stand under your own direction, complete packages including assembly and dismantling or combined packages—at productronica, it is up to you to decide. Our participation opportunities offer you the greatest possible flexibility.

“productronica is a great opportunity for us to network with our existing customers, to present our company and to explain our instruments to new contacts. productronica 2017 is fantastic, we have closed numerous deals and had many conversations with potential customers.”

Andrea Doldini, Market Segment Manager Keysight Technologies
For your orientation: Plan of the trade fair grounds and exhibition areas

The West Entrance will be open for productronica 2019 and SEMICON Europa 2019. The East Entrance will be used for productronica 2019 and the parallel event InPrint 2019.

Last update: 09/2018

A1  SMT Cluster
Test and measurement, quality assurance
- SMT Speakers Corner

A2  SMT Cluster
Test and measurement, quality assurance
Component mount technology
Production logistics and material-flow technology

A3  SMT Cluster
Component mount technology

A4  SMT Cluster
Soldering and joining technology for PCBs
Product finishing

A5  Cables, Coils & Hybrids Cluster
Technologies for cables processing and connectors
Coilware production
Hybrid components manufacturing

A6  InPrint 2019
November 12–14, 2019

B1  SEMICON Europa 2019
November 12–15, 2019

B2  Future Markets Cluster
IT to Production, Industry 4.0
Technologies for batteries and electrical energy storage
Organic and printed electronics
3D printing, additive manufacturing
- Innovation Forum

B2  Semiconductors Cluster
Semiconductor manufacturing
Display manufacturing, LEDs and discrete devices
Photovoltaics manufacturing
Micro-/nano-production
Cleanroom technology
Materials processing

B3  PCB & EMS Cluster
PCB and other circuit carrier manufacturing
Electronic manufacturing services (EMS)
- PCB & EMS Speakers Corner
**Worldwide service network**

Take advantage of the worldwide service network of Messe München to establish business contacts all over the world: our subsidiaries and foreign representatives serve over 123 countries.

The current addresses can be found at: productronica.com/service-network

**The international productronica cluster**

productronica and its partner events take place not only in Germany but also in China and India. Take the opportunity to establish contacts at the international counterparts of the world’s leading trade fair at an early stage and to tap into new markets.

productronica.com/globalnetwork

---

**productronica** is looking forward to seeing you

- Present your innovative strength to the global electronics manufacturing market.
- Talk to investment decision-makers from virtually all industries and segments.
- Meet highly qualified and highly satisfied participants.

We will help you to achieve your trade fair success.
Contacts Germany

Dominik Eri
Sales Manager
Tel. +49 89 949-20556
Fax +49 89 949-9720556
dominik.eri@messe-muenchen.de

Oliver Bittl
Sales Consultant
Tel. +49 89 949-20553
Fax +49 89 949-9720553
oliver.bittl@messe-muenchen.de

Erich Winter
Sales Director
Tel. +49 89 949-20554
Fax +49 89 949-9720554
erich.winter@messe-muenchen.de

Event
November 12–15, 2019

Opening hours:
Tuesday to Thursday, 09:00–18:00
Friday, 09:00–16:00

Book your stand at productronica 2019 now:
productronica.com/application
Get the early bird rate until November 30, 2018

Organizer and information:
Messe München GmbH
Messegelände
81823 München, Germany
Tel. +49 89 949-11438
Fax +49 89 949-11439
management@productronica.com

Contact worldwide
productronica.com/service-network

Conceptual and technical advisor:

VDMA
Productronic

twitter.com/productronica
youtube.com/productronica
linkedin.com/company/productronica-messe

Published by Messe München GmbH, Munich; Factsheet 09/2018 Errors and misprints excepted. As of 09/2018