

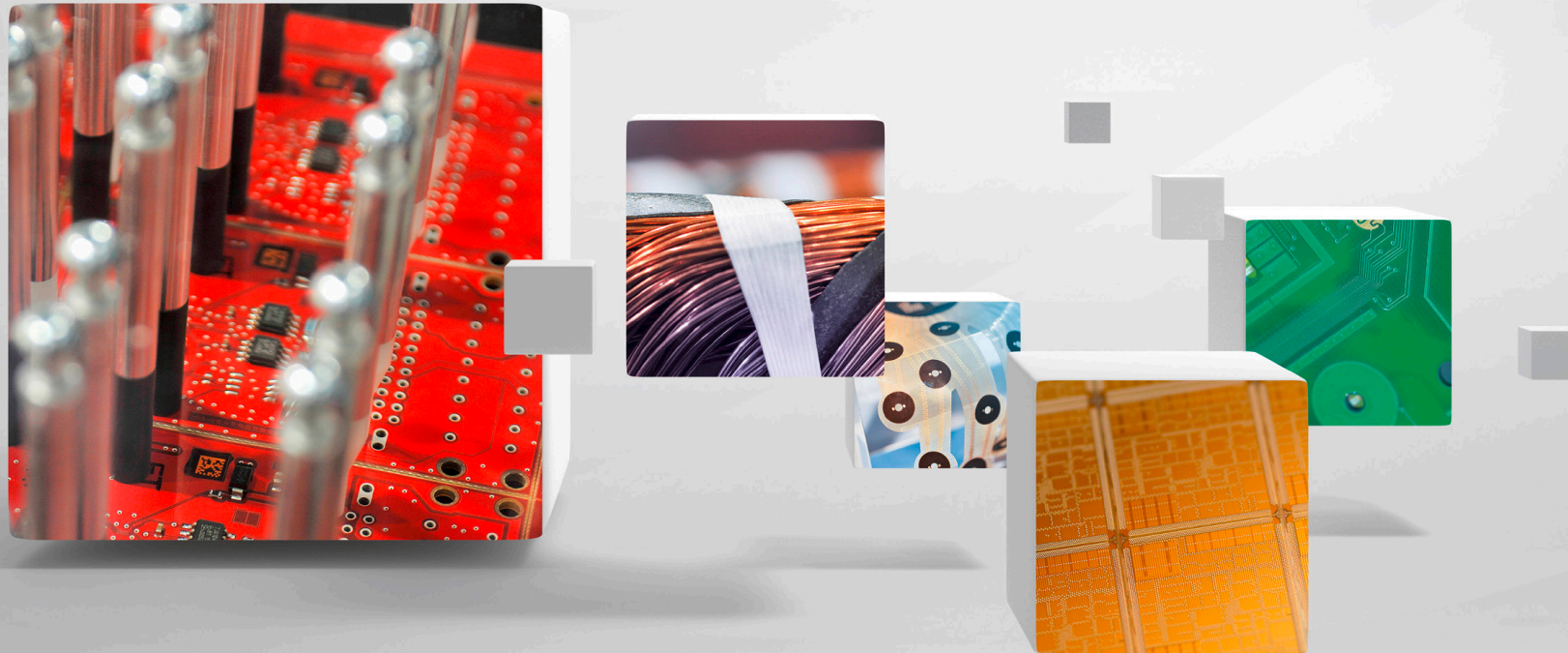


Messe München  
International

Connecting Global Competence

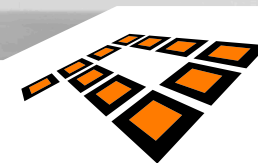
# SEE THE BIG PICTURE IN THE SMALLEST DETAIL.

EXHIBITOR FACTSHEET.



World's leading trade fair for electronics development and production.  
40 years of innovation.

November 10–13, 2015  
Messe München  
[www.productronica.com](http://www.productronica.com)



**productronica** 2015

innovation all along the line

# THE HOME OF INNOVATIONS.

Innovations need room. Which is exactly what productronica provides: By giving visitors a unique overview of the entire value chain in electronics production.

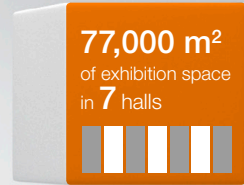
It ranges from technology and components to software and services. But that is not the only reason why you and your company should demonstrate your presence at productronica 2015 and profit from its unique atmosphere.

Only productronica allows precision placement within your area of expertise. In addition, bundling the entire sector for electronics manufacturing at a single location increases its appeal to visitors and opens up a diverse range of highly interesting prospects for your company's success.



*"We even signed a major contract on the first day of the fair. It was four highly motivated and successful days at the fair for the entire Fuji family."*

**Klaus Gross, Managing Director, Fuji Machine Europe, Germany**



**TOP 15 VISITOR COUNTRIES:**  
Germany, Italy, Switzerland, Austria, Czech Republic, Great Britain and Northern Ireland, France, Poland, Hungary, Russian Federation, Sweden, Slovenia, Israel, Netherlands, Spain

Secure your market position and acquire new customers from more than 80 countries at productronica 2015. Take advantage of our various forums to network and profit from the support of our strong partners. The World's Leading Trade Fair for Electronics Development and Production will surpass your expectations and give your business the kind of momentum that one can only experience at productronica.



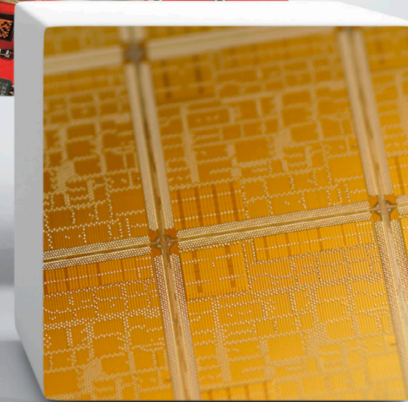
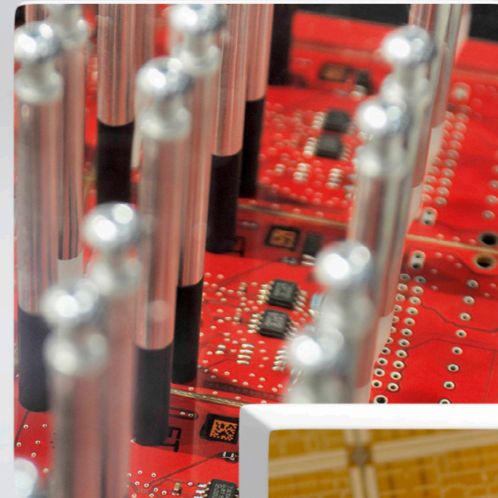
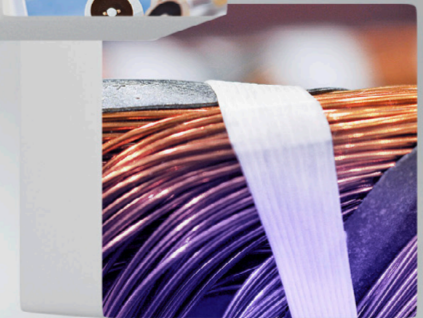
# OUR CLAIM: SEE THE BIG PICTURE IN THE SMALLEST DETAIL.

The new cluster structure of productronica 2015 makes it even easier to be at the right place at the right time. It also ensures that visitors have a unique overview of the entire value chain for electronics production at all times.

To make it easier to stay oriented and communicate with your target group, we have broken the fair down into five new clusters, i.e. PCB & EMS, SMT, Cables, Coils & Hybrids, Semiconductors and Future Markets. This new structure will be rounded out by a sector for Overall Production Support, which covers services and products that can be used in all clusters.

*"productronica is an outstanding event. The quality of trade visitors is very high. For LPKF, productronica is the most important trade fair in the world."*

Britta Schulz, Senior Vice President Rapid PCB Prototyping,  
LPKF Laser & Electronics AG, Germany



*"Given the industry's increasing globalization, the growing share of international visitors is an asset for productronica."*

Michael Pawellek,  
Managing Director, Eltroplan, Germany

# OUR NEW CLUSTERS FOR YOUR SUCCESS.

## PCB & EMS CLUSTER

- PCB and other circuit carrier manufacturing
- Electronic manufacturing services (EMS)

[>> Find out more](#)

**productronica 2013:**  
281 exhibitors, 15,879 visitors

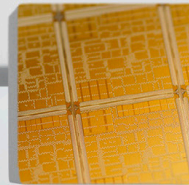


## SEMICONDUCTORS CLUSTER

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

[>> Find out more](#)

**productronica 2013:**  
310 exhibitors, 13,611 visitors



## FUTURE MARKETS CLUSTER

- IT to Production, Industry 4.0
- Technologies for batteries and electrical energy storage
- Organic and printed electronics
- 3D printing, additive manufacturing

[>> Find out more](#)

**productronica 2013:**  
115 exhibitors, 6,805 visitors

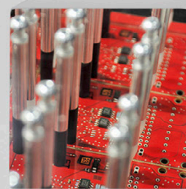


## SMT CLUSTER

- Component mount technology
- Soldering and joining technology for PCBs
- Test and measurement, quality assurance
- Product finishing
- Production subsystems
- Production logistics and material-flow technology

[>> Find out more](#)

**productronica 2013:**  
883 exhibitors, 28,356 visitors

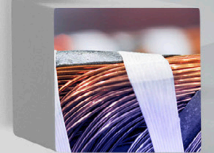


## CABLES, COILS & HYBRIDS CLUSTER

- Technologies for cables processing and connectors
- Coilware production
- Hybrid component manufacturing

[>> Find out more](#)

**productronica 2013:**  
225 exhibitors, 12,477 visitors



## OVERALL PRODUCTION SUPPORT

Operating supplies, operating equipment, environmental technology, services

[>> Find out more](#)

# THE 4 DIMENSIONS OF YOUR TRADE-FAIR SUCCESS.

## INNOVATION CALLS FOR COMMUNICATION.

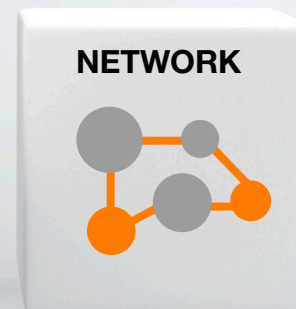
Innovative exhibitors and knowledgeable visitors from around the world are the foundation. We ensure that various event formats are available for dealing with the latest trends. They include:

- Forums
- Student Day
- Roundtable discussions
- Job Area
- Special shows
- Awards
- IT2Industry Conference

## 40 YEARS, AND STILL A TRENDSETTER.

Over the past 40 years, productronica has developed into a leading international trade fair because it always focuses on all relevant innovations and has always managed to adapt to changing markets. It is also a success because:

- Global players as well as small and medium-sized enterprises all feel at home
- It creates a forum for doing good business
- It depicts the entire value chain for electronics manufacturing
- It constantly adapts its product index to include the latest topics
- The fair collaborates closely with trade associations and industry representatives



## SERVICES THAT ARE WORTHWHILE.

At productronica 2015, we will make sure that everything that belongs together comes together. We call it match-making. You define your target group, and we bring you together. In addition, the “Your Key to Trade Fair Success” initiative gives you valuable support—from theoretical trade-fair know-how to training courses, a trade-fair budget planner and lead management. And it’s free of charge! You also profit from services such as:

- **Unlimited vouchers** for one-day tickets (free for exhibitors)
- **productronica Industry News** (free for exhibitors)
- **Marketing services:** Innovative presentation and advertising opportunities
- **Scan2Lead:** Our lead-management service makes trade-fair contacts available more quickly

## A TRADE-FAIR NETWORK THAT UNITES.

Over the past 40 years, productronica has evolved into a unique network of trade fairs that can open many doors for you. As an exhibitor, you profit from the synergies that are created by our global presence.

- [productronica](#)
- [productronica India](#)
- [productronica China](#)
- [electronica](#)
- [electronica India](#)
- [electronica China](#)

# EXPERIENCE TODAY WHAT EVERYONE WILL BE TALKING ABOUT TOMORROW.

## THE HIGHLIGHT DAYS. AN ABSOLUTE MUST.

Anyone who wants to keep up on the latest trends and appreciates valuable insider knowledge should plan to attend the Highlight Days at productronica from the beginning.

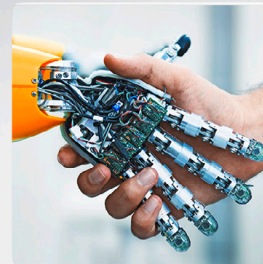
After all, this is not just where the latest innovations are put to the test. When you are here, you are directly at the source and on the pulse of the industry, which gives you a valuable know-how edge over the competition. In other words, the Highlight Days are the part of productronica that focus on the latest hot topics.

When it comes to the Highlight Days, taking the initiative is worthwhile because they are such an effective way to make new contacts and create a new platform in the process. So starting next spring, be sure to visit our website at [productronica.com](http://productronica.com). By then, it will feature more concrete information about the focus topics of the Highlight Days at productronica 2015.



## THE PCB & EMS MARKETPLACE

Electronics manufacturing is not the only thing characterized by continuous change. productronica is constantly finding new ways to bring exhibitors and visitors closer together. That is how we came up with the idea for the PCB & EMS Marketplace in 2011, and by 2013 it had developed into a central gathering for the circuit board and EMS industry.



At the heart of the exhibition sector, the industry's latest hot topics are discussed in the Speakers Corner and debated in depth in the networking areas. And with a great deal of success: The 186 exhibitors at the PCB & EMS Marketplace were met by 19,282 visitors. In other words, every other visitor at productronica 2013 took advantage of this offer. 83% of the exhibitors and 95% of the visitors gave the marketplace a rating of good, very good or excellent.

## EXPERIENCE THE STATE OF THE ART LIVE!

Anyone who wants to experience electronics production at productronica should definitely plan on also attending the special shows and numerous hands-on sessions. This is where innovations become interactive and tangible. As an exhibitor, you can also be an important part of the supporting program by presenting the latest technologies to productronica's first-rate audience of professionals in a format other than your exhibition stand. Or you can get involved in the forums and explain where future developments are headed from your point of view.

## OUR PARTNERS.



# THE ENTIRE VALUE CHAIN AT A GLANCE.

## DATES AND VENUE

November 10–13, 2015  
Messe München

## OPENING HOURS

Tuesday–Thursday: 9:00–18:00  
Friday: 9:00–16:00

## SPACE ALLOCATION BEGINS

January 12, 2015

## EARLY BIRD PRICE

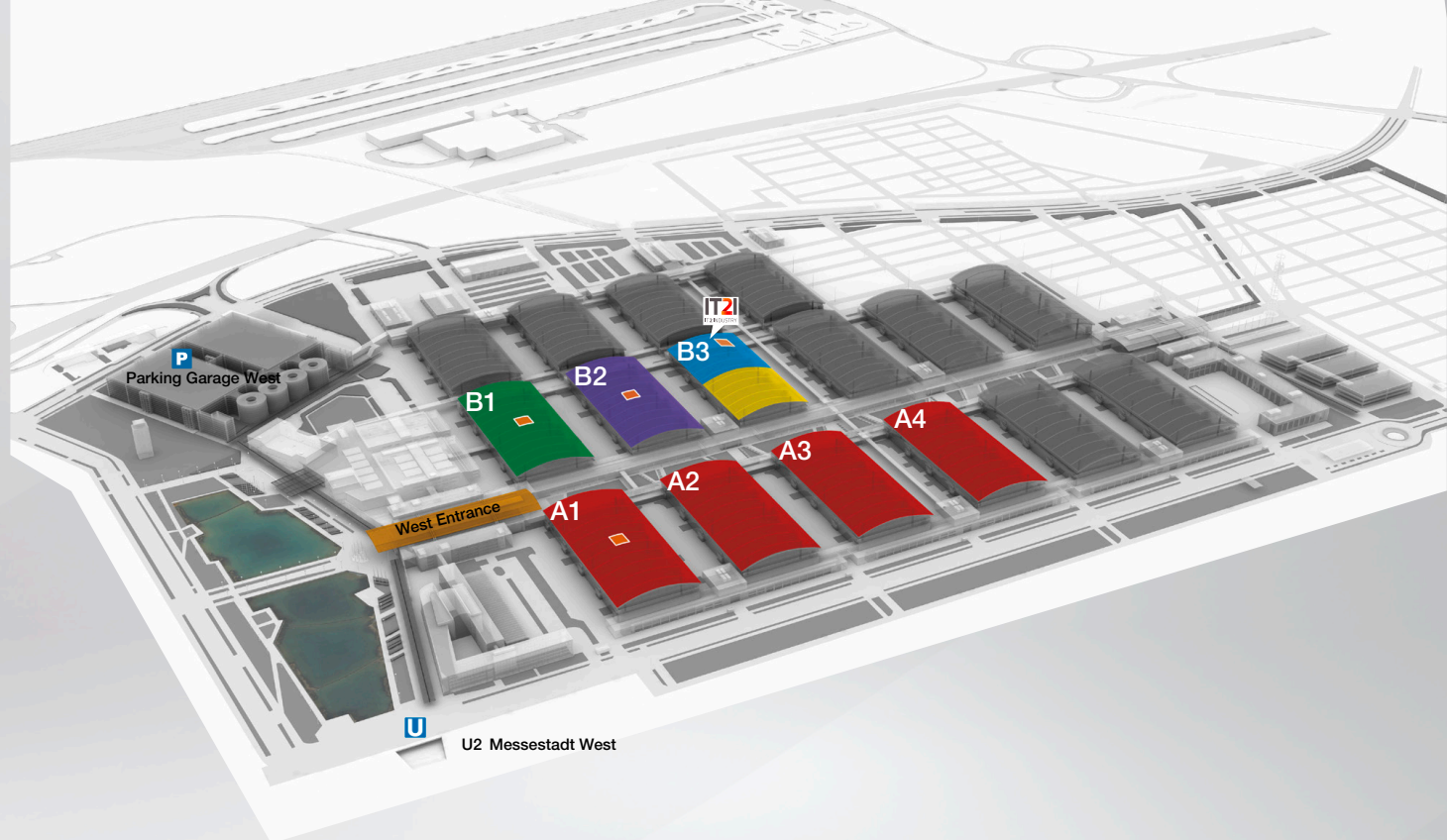
Until November 30, 2014

Secure your Early Bird price now.



## QUESTIONS?

Contacts are available here.



- 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

- B1 PCB & EMS cluster**  
PCB and other circuit carrier manufacturing  
Electronic manufacturing services (EMS)  
■ PCB & EMS Speakers Corner
- B2 Cables, Coils & Hybrids cluster**  
Technologies for cables processing and connectors  
Coilware production  
Hybrid component manufacturing  
■ Cables, Coils & Hybrids Speakers Corner

- B3 Future Markets cluster**  
IT2Industry IT2  
IT to Production, Industry 4.0  
Technologies for batteries and electrical energy storage  
Organic and printed electronics  
3D printing, additive manufacturing
- B3 Semiconductors cluster**  
Semiconductor manufacturing  
Display manufacturing, LEDs and discrete devices  
Photovoltaics manufacturing  
Micro-/nano-production  
Cleanroom technology  
Materials processing  
■ Innovation Forum

**In all halls**  
Overall Production Support  
Production subsystems, operating supplies and equipment, environmental technology, services

Conceptual sponsor



All statistics and statements regarding ratings of productronica 2013 were taken from a TNS Infratest survey of exhibitors and visitors at productronica 2013. Published by Messe München GmbH, Munich; Aussteller Factsheet E / 08-2014. Subject to possible mistakes and printing errors. Supplies limited. Only available while supplies last. All prices subject to VAT. Last update: 08/14