

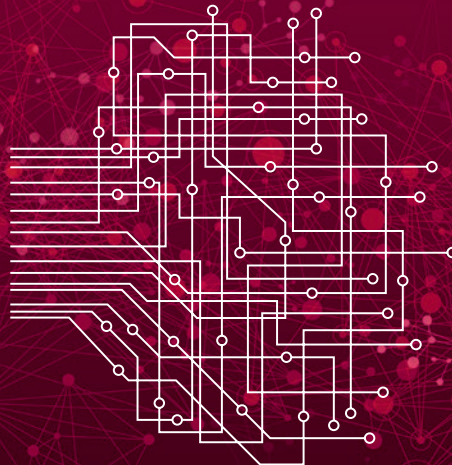
smt hybrid packaging

International Exhibition and Conference
for System Integration in Micro Electronics

Exhibitor information

Nuremberg, 26 – 28 April 2016
smt-exhibition.com

The place to be!



Be part of it!



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Messe Frankfurt Group

At a glance

Date/Regular cycle 26 – 28 April 2016/annually
Location Exhibition Centre Nuremberg
Germany

Space rental
Row stand: EUR 199.00/sqm
Corner stand: EUR 218.00/sqm (from 60 sqm EUR 215.00/sqm)
Head stand: EUR 223.00/sqm (from 80 sqm EUR 220.00/sqm)
Island stand: EUR 228.00/sqm (from 100 sqm EUR 225.00/sqm)

Prices exclude sales tax and AUMA fee*
* An additional surcharge of EUR 0.60 per sqm plus sales tax will be charged on behalf and account of the Association of the German Trade Fair Industry (AUMA).

Rental stand: EUR 92.50/sqm + VAT

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Organizer

mesago

Messe Frankfurt Group

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and

NÜRNBERG MESSE

Representatives in USA/Canada
Kallman Associates, Inc.
Mr. Peter Kallman
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Exhibitor statements

»SMT 2015 was one of the best exhibitions for us in terms of existing and especially new contacts and their quality. So we're already looking forward to participating again at the SMT next year.«*

Freddy Weber, Owner, Elektrotechnik Weber

»To us, Osai Automation Systems GmbH, SMT represents one of the most important marketing activities, if not the most important, that we undertake. It offers us the best chance to introduce our company and our systems to new customers, to inform existing customers of our latest products and to revitalise old contacts. There is no other exhibition where the agreement of our customers, including potential customers with visitors is as high as at SMT.«*

Dirk Striebel, Sales Manager, Osai Automation Systems GmbH

»SMT Hybrid Packaging 2015 convinced us primarily by the relevance of its visitors. It is still an important forum for electronics production and associated sectors as well as their customers. After 20 years of taking part in SMT we can confirm that participation at this trade fair is an absolute must for our company.«*

Stefan Meißner, Corporate Communications, ULT AG

»We have exhibited at SMT for many years, as it is an excellent opportunity for us to meet our customers and get new leads. So we shall continue to do so in the years to come.«

Pete Molenaar, Marketing Manager, TOWA Europe Europe B.V

* translated from German

The world of electronic manufacturing comes together

SMT Hybrid Packaging is Europe's leading event for System Integration in Micro Electronics. The exhibition is accompanied by an international conference with tutorials and workshops. Being established in Europe for 28 years, SMT Hybrid Packaging is the international meeting point for decision makers and experts.

Inspiration, Innovation, Information.

Exhibition topics

- Assembly
- Components
- Design and development
- Electrical and optical tests
- Electronic manufacturing services (EMS)
- PCB production
- Packaging
- Screen printing
- Soldering
- And much more

Showcase your company's activities – become an exhibitor!

Facts and Figures 2015

	From Germany	From abroad	Total
Exhibitors	303	167	470
Visitors	10,651	4,351	15,002



5 reasons for you to take part

Five reasons why it's worth to exhibit at the SMT Hybrid Packaging:

- 1 Acquire new leads**
79% of exhibitors in 2015 stated that up to half of their contacts were first contacts.*
- 2 Increase your awareness**
Meet exactly the right audience to increase your visibility and to strengthen your market position.
- 3 Present innovations**
77% of visitors come to the trade fair to catch up on innovations and new products among others.*
- 4 Manage your existing customers**
The significant platform is an important annual date for your customers. Do not let the opportunity pass to intensively cultivate personal contacts. »Face to Face« instead of email, phone calls and mailing.
- 5 Provide individual solutions**
The SMT Hybrid Packaging is more than just a product show. Hold expert talks and discuss solutions with the visitors.

* Source: Visitor and exhibitor survey 2015

Our marketing services for you:

Complimentary advertising material | Exhibitor directory and online entry | Co-exhibitors free of charge | Complimentary vendor presentation | Sponsoring | Press activities

The visitors – Your target group

4,351 from the total of 15,002 visitors are from abroad.

- 83% of the visitors are involved in the decision making of purchasing new products
- 46% of the visitors are looking for concrete solutions
- 92% of the visitors are already planning to return next year
- 94% of the visitors recommend the exhibition to other

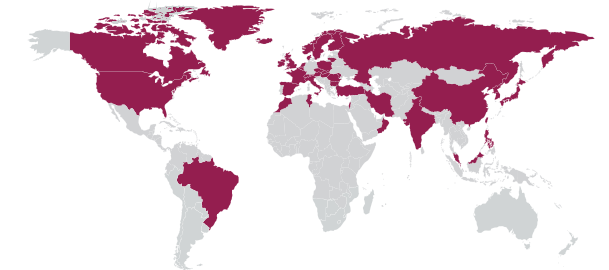
(Source: Visitor survey 2015)

Visitor structure according to business department

(Source: Visitor survey 2015; multiple details possible)

Production	27%
Executive management	13%
Sales	13%
Technical department	7%
Research	6%
Production planning	5%
Design	5%
Quality assurance	3%
Purchasing	3%
Project management	2%
Marketing	2%
Other	14%

International trade visitors by country in 2015



Top 15 of the visitors country of origin with the exception of Germany: Czech Republic | Austria | Italy | Switzerland | Hungary | Poland | United Kingdom | France | Spain | Denmark | Sweden | Rumania | Slovenia | Belgium