



Messe München

Connecting Global Competence

November 13–16, 2018

Connecting everything – smart, safe & secure

Now with 17 halls and
a new site layout



Visitor Information



co-located event



electronica 2018

components | systems | applications | solutions
World's leading trade fair and conference for electronics
Messe München | November 13–16, 2018 | electronica.de

electronica 2018: Get connected.

"Connecting everything – smart, safe & secure" is the motto for the largest electronica ever.

The world's leading trade fair and conference for electronics awaits with many improvements that will make your trade fair or conference visit even more enjoyable and beneficial. electronica presents the technology of today and tomorrow, as well as the foundations for the Internet of Everything, and connects exhibitors and attendees.

This is ensured through networking events, such as the opening ceremony, various conferences and forums, as well as electronica Experience and electronica Fast Forward, the start-up platform powered by Elektor.

Your professional networking will be made even easier by the electronica app and electronica Connect, both of which make use of social media.

Get connected with the latest technologies, exciting exhibitors, and international attendees. We look forward to seeing you!

The electronica Team



The New Features at a Glance

- **More halls:** In 17 outstandingly structured halls, you'll discover the latest components, systems, applications, and solutions.
- **More knowledge:** A high concentration of expertise awaits you in 16 subject-specific forums as well as four conferences.
- **More experiences:** In the brand-new hall C6, electronica Experience makes its first appearance ever with live demos, the Discovery Stage, and IMPACT–Design for a Cause.
- **More career options:** electronica Careers offers the perfect platform for anyone wishing to enter a new profession, make a switch, or take the next step.
- **More guidance:** The new site layout also calls for a new guidance system. You'll have no problem finding your way thanks to the color-coding system whereby the color of the walkway carpets matches that of the halls on the plan of the grounds. The electronica app will assist you with clear indoor navigation and event info. A shuttle and the Expressway that runs across the upper floor of the halls will bring you quickly to your destination.

At a Glance:

You'll find a clearly-arranged map of the new site layout on pages 14/15.



Showcase for Technologies and Trends in Electronics

At electronica, experience the full spectrum of components, systems, applications, and solutions within the electronics industry.

- Automotive
- Displays
- Electromechanics/system peripherals
- Electronics design (ED/EDA)
- Embedded systems
- EMS Electronic manufacturing services
- Semiconductors
- Printed circuit boards and other bare circuit carriers
- Test and measurement
- Micro- and nanosystems
- Passive components
- Sensor technology
- Services
- Power supplies
- System components
- Wireless



co-located: SEMICON Europa



A4

co-located with electronica for the First Time

With SEMICON Europa and electronica taking place concurrently for the first time ever, electronica has found the perfect partner.

With approximately 400 exhibitors from the semiconductor manufacturing sector as well as the printed and organic electronics branches, SEMICON Europa is the leading European microelectronics trade fair and conference for industry and research in the fields of flexible hybrid electronics, smart manufacturing, medical technology, and power electronics.

SEMICON Europa provides valuable information, training activities, and guidance for the launch of innovations and products.

Experience this unique platform for exchanging ideas and networking with over 6,000 engineers, executives, and decision-makers.

Find out more: electronica.de/en/semicon



electronica Highlight Topics

Guide for Technologies and Trends in Electronics

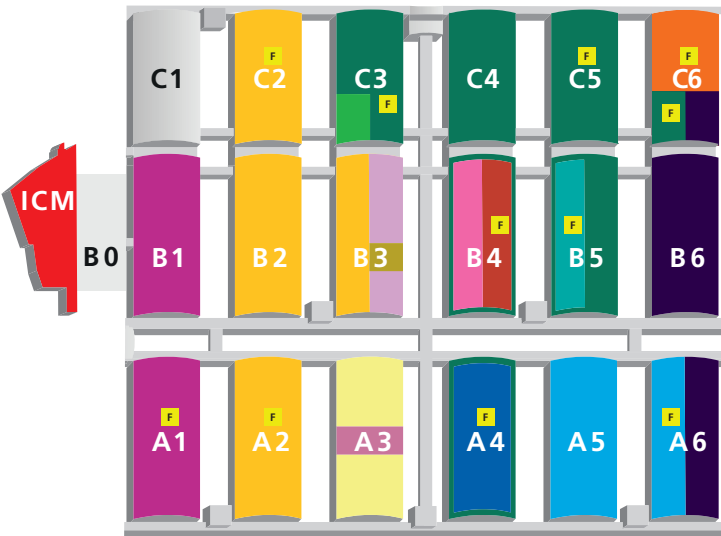
The highlight topics of electronica pick up on important issues and trends in the industry, and thus set special focal points within the trade fair and its lecture events. For each highlight topic, a free forum is held in the trade fair halls in order to impart knowledge and inspiration, and enable the exchange of specialist expertise.

- Automotive
- Cyber security
- Embedded systems
- Industrial IoT
- LED/SSL
- Medical electronics
- New: artificial intelligence
- New: smart grids/smart energy

Expertise to Go

F The Forum Program Featuring “TechTalk”

electronica’s forums shed light on the highlight topics by way of informative lectures, exciting podium discussions, and top-quality round table talks. Within the trade fair halls you’ll have the opportunity to discuss current market and technology topics with experts and colleagues.



B4 Automotive Forum | Stand B4.321

Technologies ranging from piloted driving and connectivity with the outside world, to the new convenience functions in vehicle cabins.

C3 Cyber Security Forum | Stand C3.534 | Wed.–Thur., mornings

Hardware and software solutions for maximum security.

C6 Discovery Stage | electronica Experience

The centerpiece of electronica Experience offers brief lectures on new technologies and current buzzwords, as well as the daily HR Evening Brief.

C2 Electrical Connectors' Forum | Stand C2.209 | Wed.–Thur., afternoons

Topics and challenges in the usage of connectors in industry electronics, medical technology, automation technology, as well as automotive, telecommunications, and data technology.

C5 e-ffwd Forum powered by Elektor | Stand C5.225

Among other topics, lectures and workshops address the collaboration between start-ups and established businesses.

B5 Embedded Forum | Stand B5.239

Technologies, trends, and product innovations related to chips, components, tools, software, boards, and modules.

A2 Exhibitor Forum | Stand A2.225

New products, solutions, and services from the exhibitors.

C3 IIoT Forum | Stand C3.534 | Tue.–Thur., afternoons

Hardware and software for the IIoT and its use in applications.

C2 LED Trends Forum | Stand C2.209 | Tue.–Fri., mornings

The LED Trends Forum introduces important current developments, such as those in the horticultural lighting and increased color-rendering branches.

C6 Market Insights | Stand C6.125

Information on how to develop international markets.

C3 Medical Electronics Forum | Stand C3.534 | Fri., mornings

The use of electronics in medicine.

C2 Obsolescence Forum | Stand C2.209 | Tue., afternoons

Dealing with hardware and software components that are no longer available.

A1 PCB & Components Marketplace | Stand A1.263

New products and solutions from the printed circuit board, components, and EMS industries.

A6 Power Electronics Forum | Stand A6.158

Wide-bandgap semiconductors, renewable energies, smart grids, and energy storage.

A1 Printed Electronics Forum powered by LOPEC | Stand A1.263 | Wed.–Thur., afternoons, PCB & Components Marketplace

Insight into the complete value chain, from research and development to the concrete application of printed electronics.

A4 SEMICON Europa TechARENAS

electronica Conferences

ICM

Know-how at its best

Renowned experts speak about highly topical issues and challenges for electronic devices and their applications.

Use this opportunity to inform yourself about current market trends, technical questions, and innovative solutions, to exchange ideas and to take new inspiration away with you.

electronica Automotive Conference (eAC)

International Conference on Technologies and Strategies for Automotive Electronics and Components

Date: November 12, 2018

Conference language: English

Location: ICM – Internationales Congress Center München

Find out more: [electronica.de/en/eAC](https://www.electronica.de/en/eAC)

electronica Embedded Platforms Conference (eEPC)

The International Communication Platform for Suppliers of Components, Tools, Software and Solutions

Date: November 14–15, 2018

Conference language: English

Location: ICM – Internationales Congress Center München

Find out more: [electronica.de/en/eEPC](https://www.electronica.de/en/eEPC)

electronica Medical Electronics Conference (eMEC)

International Conference on Electronics in Medicine and e-health

Date: November 15, 2018

Conference language: English

Location: ICM – Internationales Congress Center München

Find out more: [electronica.de/en/eMEC](https://www.electronica.de/en/eMEC)

Wireless Congress – Systems & Applications

International forum for the exchange of knowledge and experience among wireless professionals

Date: November 14–15, 2018

Conference language: English

Location: ICM – Internationales Congress Center München

Find out more: [electronica.de/en/wlc](https://www.electronica.de/en/wlc)



Talent meets Industry

Innovation and quality are the cornerstones of the electronics industry. To ensure this remains the case, electronica created Talent Meets Industry back in 2016.

Professionals, pupils, students and start-ups, established businesses, and investors—electronica brings them all together. The initiative helps provide guidance, connects newcomers and professionals with top employers, and generates lots of attention for innovative start-ups. In short: electronica presents, connects, and supports talented people.

C6

electronica Careers

Make your next career move at electronica. electronica Careers informs you about job openings, offers career and job advice, and provides you with an easy way to get in touch with your next employer.

Find out more: electronica.de/en/careers

C5

e-ffwd



electronica Fast Forward, the electronica start-up platform powered by Elektor, and the prestigious electronica Fast Forward Award build bridges between prototypes and start-ups on the one hand, and established businesses on the other. Discover smart, pragmatic, and pioneering solutions developed by start-ups from more than 18 countries.

Find out more: electronica.de/en/e-ffwd



electronica Experience: Inspiration through Live Demos, Trends, and Innovation

A mix of demos of the latest applications and developments, workshops, lectures on trends, discussions, pitches, and other live formats make the world of electronics come alive and provide a glimpse of the future.

The large Discovery Stage, the Panorama Walk, and the Experience Café provide an attractive framework for networking, inspiration, and the professional exchange of ideas. Engineers, CEOs, developers, trade visitors, young people, and junior employees are cordially invited to participate.

Find out more: electronica.de/en/experience

Discovery Stage: Get connected with Technologies and Specialists

The Discovery Stage is the focal point of electronica Experience. Many event types await you there: exciting lectures, presentations, and panel discussions on trends and topics of the future, such as block chain, smart factory, cryptocurrencies, and artificial intelligence.

electronica Experience: Opening Keynote

Wait and see what surprises are in store when Jeremy Rifkin, world-famous economist, EU advisor, author, and activist for technological change in society and the work environment takes to the Discovery Stage on November 13, 2018 at 09:30.

Live Formats: Live Demos and Workshops

Experience trends for yourself. With live demos of exciting applications, companies such as Avnet, Bosch, Conrad Electronics, Murata, NXP, RS Components, and Würth EiSos provide a glimpse into the future of electronics. Meet the innovators of tomorrow.

IMPACT—Design for a Cause

Join IMPACT, Avnet's new community-driven live event at electronica 2018. Meet the top startups and purpose-driven engineers who are working to make the world a better place—from environment protection and renewable energy to creature well-being and meaningful innovation. This brand new event will be the best platform at electronica 2018 to connect with a new generation of engineers who will showcase their work, receive recognition, win fun prizes and seek serious business partners.

The App: Your **e**lectronica Insider

A More Mobile Trade Fair Guide with Real Benefits

electronica 2018's new app now offers you more information and services, and even gives you tips for your own trade fair visit:

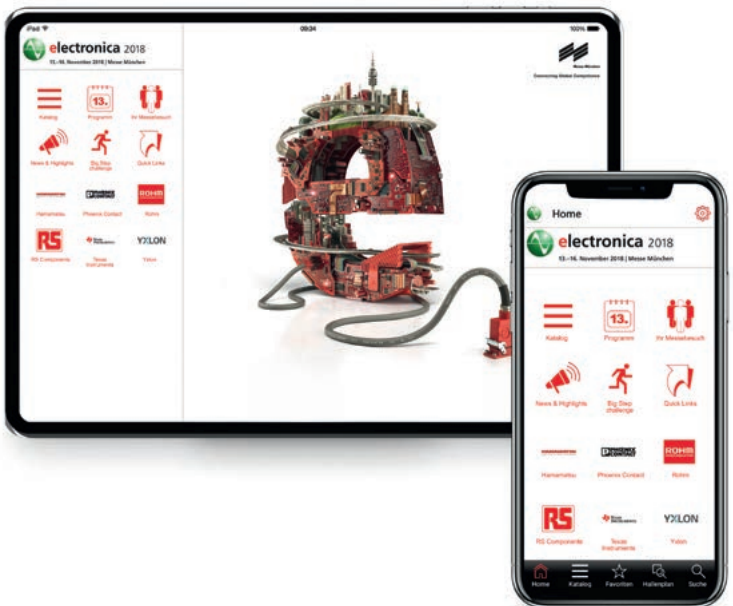
all you have to do is select your interests in the app. Subsequently, you'll receive suggestions for events and highlights that match your areas of interest.

Each time you enter a hall, you'll receive tips on product highlights for all of the exhibitors. That way you'll ensure that nothing important escapes your notice.

The indoor navigation helps you find the shortest route between two locations. What's more, to ensure that every step is doubly worthwhile, this year we will be holding the first ever electronica Big Step Challenge powered by RS, which gives you the chance to win prizes for a good cause.

But that's not all: Of course, the electronica app also offers you all the things you would expect from a trade fair app. That means exhibitor information, hall plans, matchmaking, conference and forum programs, the possibility of documenting and editing notes, the transfer of contacts from your personal address book, multi-sync, and much more. It will feel like your visit to the trade fair has organized itself.

Download it now: **electronica.de/en/app**



Organize Your Trade Fair Visit with Digital Tools

electronica Matchmaking: Your Personal Trade Fair Planner

Make the best use of your time at electronica. With electronica Matchmaking, you'll find the right contact person before the trade fair even begins. Quickly and easily make contact with exhibitors, send out cooperation offers, ask questions about a product, or arrange an appointment. Create a personal profile of your interests and you'll automatically receive a display of all the exhibitors that are relevant for you. You can also use the contact form to get in touch directly with the appropriate contact person.

Find out more: electronica.de/en/matchmaking

electronica Connect

For the first time ever, you will be able to network with other attendees of electronica before, during, and after the world's leading trade fair and conference for electronics.

The networking function from electronica and LinkedIn enables you to directly get in touch with other trade fair participants:

- Find other trade fair participants who are relevant for you even before the event begins.
- Network with acquaintances and future business partners directly at the trade fair.
- Swap ideas with like-minded people and find common solutions.
- Stay in touch after electronica via LinkedIn.

Join in the discussion on LinkedIn by using the hashtag #ele18.

Posts and videos will then be visible to other participants and the greater LinkedIn community.



Plan of the fair grounds

- A1
B1

EMS Electronic Manufacturing Services, Leiterplatten und andere unbestückte Schaltungsträger / EMS Electronic manufacturing services, PCBs and other circuit carriers
- A2

Elektromechanik und Systemperipherie, Gehäusetechnik, Relais, Schalter, Tastaturen / Electromechanics and system peripherals, casing technology, relays, switches, keyboards
- A3

Messen und Prüfen / Test and measurement
- A3

ED/EDA
- A4 B4-5
C3-6

Halbleiter / Semiconductors
- A4

SEMICON Europa 2018

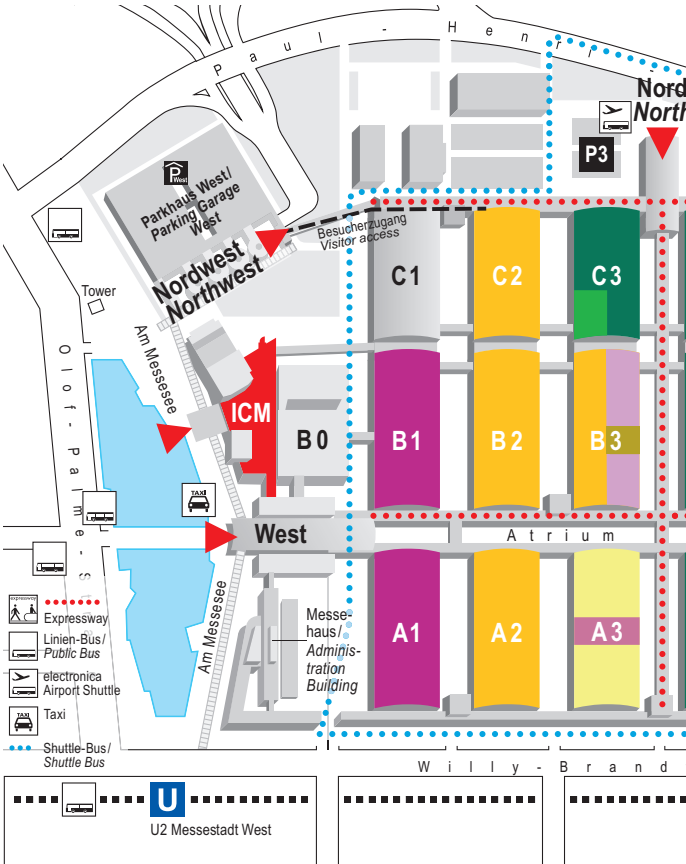
SEMICON®
EUROPA

semi
- A5
A6

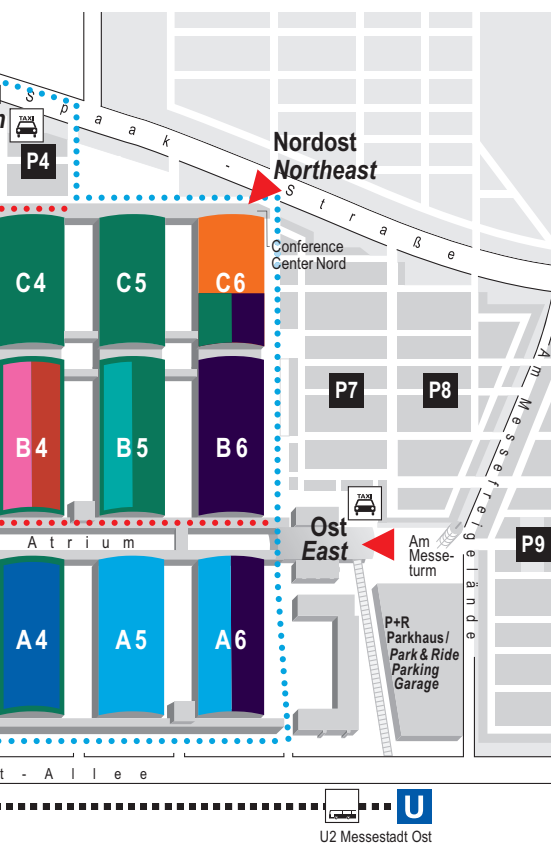
Stromversorgung / Power supplies
- A6 B6
C6

Passive Bauelemente / Passive components
- B2-3
C2

Elektromechanik und Systemperipherie, Verbindungskomponenten/-systeme / Electromechanics and system peripherals, Interconnection components/-systems



- | | |
|---|---|
| B3 | Sensorik, Mikro- und Nanosysteme (NEMS, MEMS) / Sensor technology, micro- and nanosystems (NEMS, MEMS) |
| B3 | Servotechnik / Servo-technology |
| B4 | Displays |
| B4 | Automotive |
| B5 | Embedded |
| C3 | Wireless |
| C6 | electronica Experience: Elektronik-Erlebnis und Karriere-Event DEMO/Applikationen / electronica Experience: Electronics Event and Career Fair DEMO/Applications |
| <div style="background-color: #dc143c; color: white; padding: 5px; width: 60px; text-align: center; float: left;">ICM</div> <div style="margin-left: 10px;"> Konferenzen / Conferences:
 eAC (electronica Automotive Conference)
 eEPC (electronica Embedded Platforms Conference)
 eMEC (electronica Medical Electronics Conference)
 Wireless Congress – Systems & Applications </div> | |



Planungsstand /
Planning status as of:
08/2018

Partners of **e**lectronica

Cooperation Partners (extract)



Premium Partners



Shortcuts

At electronica you can quickly reach the areas that are offering what you're looking for, thanks to:

- Five entrances
- Expressway on the upper floor of the halls
- Shuttle buses
- Color-coding: walkway carpets match the hall colors shown on the plan of the grounds

electronica Big Step Challenge powered by RS

Take Part and Win

Download the electronica app and participate in the electronica Big Step Challenge powered by RS: there are great prizes on offer.

The Challenge

electronica is attended by electronics enthusiasts from over 80 countries. The sum total of the distances traveled by electronica attendees between the 80 capital cities and Munich is enormous. Will the attendees cover the same, or an even greater distance during the trade fair? With the electronica app, we will be able to measure the distances covered by the (anonymized) trade fair participants over the course of the four days.

Donation to a Worthy Cause

If the distance covered by the participants is equal to or greater than the distance between the 80 capital cities and Munich, RS Components and electronica, as organizers of the challenge, will donate a prize to a technology charity.

It's Easy to Participate

Simply download the electronica app and get started. There you will also have the chance to enter great prize draws.



At a Glance: Things to Know

electronica: World's leading trade fair and conference for electronics

November 13–16, 2018

electronica Automotive Conference (eAC)

November 12, 2018

electronica Medical Electronics Conference (eMEC)

November 15, 2018

electronica Embedded Platforms Conference (eEPC)

November 14–15, 2018

Wireless Congress – Systems & Applications

November 14–15, 2018

Opening Times

Tuesday to Thursday

09:00–18:00

Friday

09:00–17:00

Organizer

Messe München GmbH | Messegelände | 81823 München

Tel. +49 89 949-11458 | Fax +49 89 949-11459 | info@electronica.de

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Tel. +49 69 9588-3616

messe-muenchen@tradefairs.com

Overview of Ticket Prices

Tickets	at the venue	Online registration
One-day ticket	EUR 34.50	EUR 27.50
2-day ticket	EUR 58.00	EUR 46.50
Full event pass	EUR 78.00	EUR 63.00
Reduced one-day ticket	EUR 24.00	–
Group ticket	EUR 27.50	–

Book your ticket now:
electronica.de/tickets

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