



PRESS RELEASE

December 2018

Premiere: start-up area at embedded world

- **The perfect fit for start-ups and young companies**
- **Start-up package offers comprehensive services**

For the first time there will be a start-up area at the embedded world Exhibition&Conference, the leading international fair which will take place at Exhibition Centre Nuremberg from 26 to 28 February 2019. The special presentation area at the heart of the trade fair offers young companies from the embedded technology sector an excellent opportunity to present themselves to the international embedded community.

“Our trade visitors want more fresh ideas from young innovative companies. And that’s exactly what we are giving them by creating the start-up area for the next embedded world. Already, we are more than satisfied by the number of young entrepreneurs who have registered. This clearly shows us that the already very innovative and agile embedded sector offers great potential to start-up founders,” says Benedikt Weyerer, exhibition director of embedded world at NürnbergMesse.

The start-up area is located at the heart of the trade fair action in Hall 3A, which was designed by Zaha Hadid Architects and is one of the newest halls at the Nuremberg exhibition venue. “The start-up area is an ideal match for the cutting edge ambience of Hall 3A, one of our most contemporary halls,” Weyerer continues.

The perfect fit for start-ups and young companies

Companies less than five years old and with no more than 20 employees that wish to introduce their innovative products, solutions, ideas and/or services to an audience of international professionals from the embedded community are invited to present themselves in the start-up area. The special presentation area for German and international start-ups is designed exclusively for new exhibitors.

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The start-up area package

The package comprises stand area at the pavilion, stand construction with high-quality basic fit-out like furniture, lighting, power supply and consumption, cleaning and waste disposal during the event, the AUMA fee and a whole lot more. It also includes marketing services, a presentation slot in the exhibitor forum and the opportunity to submit an entry to the start-up category of the embedded award. The best three submissions will receive a media budget of EUR 45,000 in total.

Overview – the success story of embedded world!

The embedded world fair is a genuine success story. From the very start, the exhibition and conferences have been growing continuously and the prospects are also excellent for 2019. The event is growing yet again and the stand area booked already substantially exceeds that of 2018.

There are also some new features at the next embedded world. “To make it even easier to get visitors to the exhibitors' stands there will be an additional entrance to Hall 3A that is readily accessible from the car parks and also one of the regular stops on the shuttle bus route,” says Weyerer.

Moreover, as well as the established discussion platforms “Safe for the Future” and “Embedded Vision”, there will be two new panels on the topics “RISC-V” and “Embedded Intelligence”. The discussions among high-calibre professionals take place in the exhibitor forums.

Free entry to embedded world 2019

Using the voucher code **ew19PR**, trade fair visitors can already secure their free ticket to embedded world 2019. The code can be redeemed at **www.embedded-world.de/gutschein**. After registering you will immediately receive an electronic ticket for fast, direct access to embedded world.

Registration for conferences

You can also register online for the embedded world and electronic displays conferences. If interested, please click the following link: **www.embedded-world.de/conferences**

For all information and tips on embedded world 2019 such as floor plans, detailed congress programmes, the latest exhibitor and product directory and travel advice please go to: **www.embedded-world.eu**

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