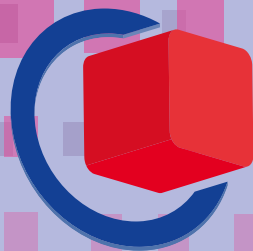


Nuremberg, Germany
25–27.2.2020



embeddedworld

Exhibition&Conference

... it's a smarter world

INFORMATION ON YOUR

PARTICIPATION IN THE EXHIBITION

NÜRNBERG / MESSE



Programmed for success

If you aim to successfully position your company in the dynamically expanding global market for embedded systems, then make plans now to showcase your brand at the **embedded world Exhibition&Conference 2020**, the engine of IoT and a driving force behind Industry 4.0.

Engage with your audience and join who's who of the industry at the end of February 2020 when the largest annual gathering of the global embedded community takes place at the NürnbergMesse fair grounds.

Experience the cutting-edge exhibition and top-notch conferences that make embedded world the undisputed No.1 worldwide event

within the embedded industry. Take advantage of a highly focused environment for knowledge sharing and an international platform where networking, innovation and vision take center stage.

Be where your customers are. Round about 31,000 thought leaders, decision makers, innovators and industry newcomers from all over the world visit the exhibition, its special focus areas and conference presentations. Exhibiting at embedded world provides a solid foundation for your success.

We look forward to welcoming you!

For further information please visit:
embedded-world.de/en

The future is calling

The **embedded world Conference** – a highlight in the European calendar of conferences – combines practice and theory at the highest professional level. High-calibre presenters and keynote speakers share their expertise on the latest technical solutions and research results with an international audience, providing the ideal complement to a successful exhibition.

For more information visit: [▶ embedded-world.eu](https://www.embedded-world.eu)

Learn about future developments and the range of applications for electronic displays at the **electronic displays Conference**, Europe's most significant B2B platform for display technologies.

For more information visit: [▶ electronic-displays.de](https://www.electronic-displays.de)



As in previous years, the **embedded award** will be presented during the exhibition. All exhibitors are eligible to enter their innovative, unique and pioneering products and developments

into the running for this coveted accolade in the categories Hardware, Software, Tools, Embedded Vision and Start-ups.

[▶ embedded-world.de/en/award](https://www.embedded-world.de/en/award)

Success in figures (2019)

Profile

30,895 trade visitors
from **84** countries

1,991 conference participants
from **46** countries

298 journalists
from **21** countries

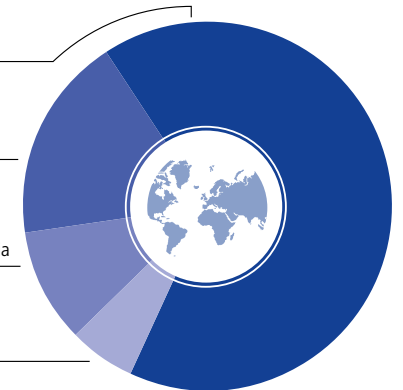
Origin of visitors (international)

66 % European Union

17 % Rest of Europe

10 % Asia | Africa |
Australia | Oceania

7 % America



Exhibitor satisfaction

93 % reached their most important target groups.

93 % were satisfied with the calibre of the visitors.

92 % were satisfied with their participation.

94 % established new business relationships.

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.

The complete show report is available at: [▶ embedded-world.de/review](https://www.embedded-world.de/review)



Register today and reap the benefits

One step closer to success. Register prior to **30 June 2019** to qualify for our attractive **early booking discount and save EUR 18/m²**.

Eliminate planning stress and enjoy the benefits of our **ALL-INCLUSIVE packages** for 9 or 12 m² spaces. Reserve completely furnished stands that include construction, marketing services, electricity and more.

For more details visit:

➤ embedded-world.de/application

Where start-ups take off

Young and innovative businesses enhance every trade show. embedded world has a range of services for companies in this category.

The **start-up Area** is dedicated to international newcomers. Spend three days introducing yourself and your products, acquire new customers and potential business partners and become part of the embedded systems community.

Find out more:

➤ embedded-world.de/en/start-ups

Be the centre of attention

Exhibition presentation & services

Whether you require a modular or custom stand, we are happy to help you design and build your exhibition booth.

In addition, we have around 30 service partners who can assist you in achieving a successful exhibition appearance.

➤ embedded-world.de/standconstruction

Exhibition marketing

Maximise your exhibiting results with individually tailored marketing measures that draw attention to your company before, during and after the exhibition.

Learn more at:

➤ embedded-world.de/en/marketing

Overview of the trade show

UPDATE

List of Products

- Hardware, systems, distribution, services
- Tools, systems, distribution, services
- Application software, systems, distribution, services

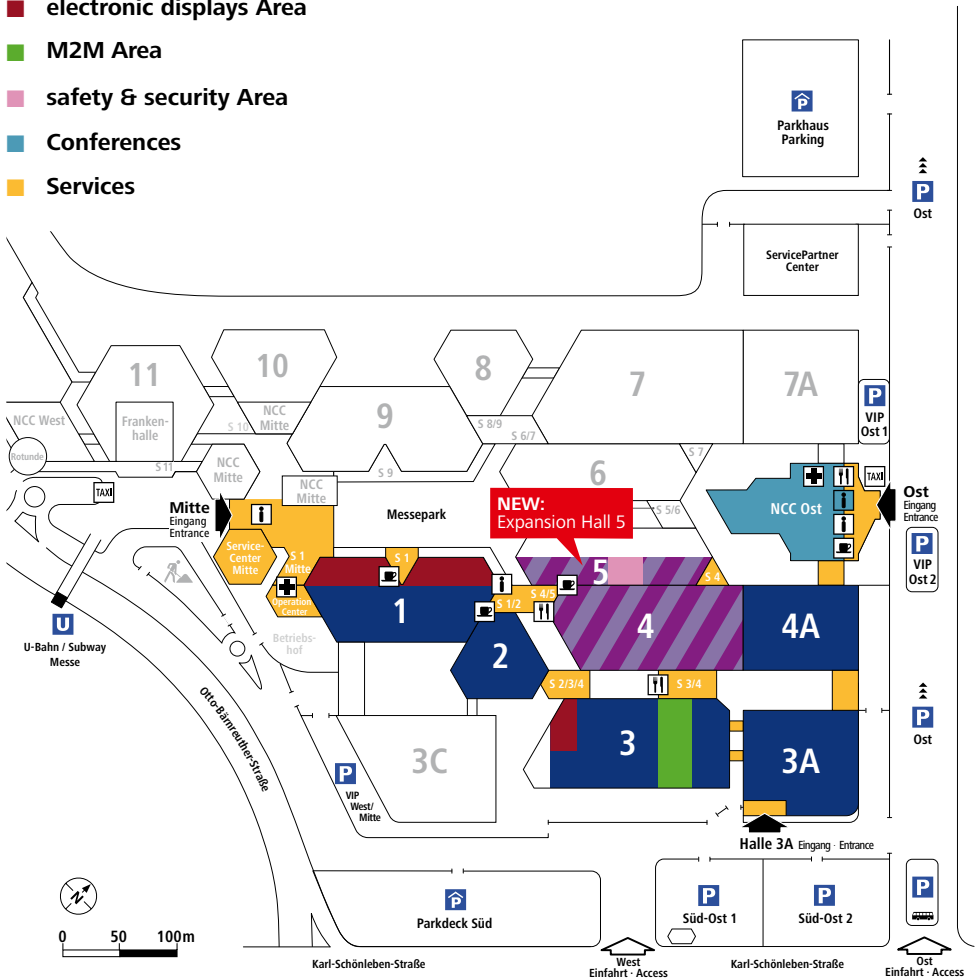
■ **electronic displays Area**

■ **M2M Area**

■ **safety & security Area**

■ **Conferences**

■ **Services**





At a glance

Venue and date

Exhibition Centre Nuremberg
Tue. 25 – Thur. 27 February 2020

Opening times

Tue. and Wed. 9:00 – 18:00
Thur. 9:00 – 17:00

Exhibition organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg, Germany
embedded-world@nuernbergmesse.de
embedded-world.de/en

Conference organizer

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