

embeddedworld2022

Exhibition & Conference

... it's a smarter world

EMBEDDED.

INTELLIGENT. SYSTEMS.

JOIN THE GLOBAL PLATFORM

OF THE EMBEDDED COMMUNITY

15 – 17.3.2022

20
years
2003 - 2022

NÜRNBERG / MESSE

HOLD THE FUTURE IN YOUR HANDS

There are many dates to keep in mind, however there is only one event that hosts the entire embedded community in one place: embedded world – where experts meet every year to develop ideas and concepts.

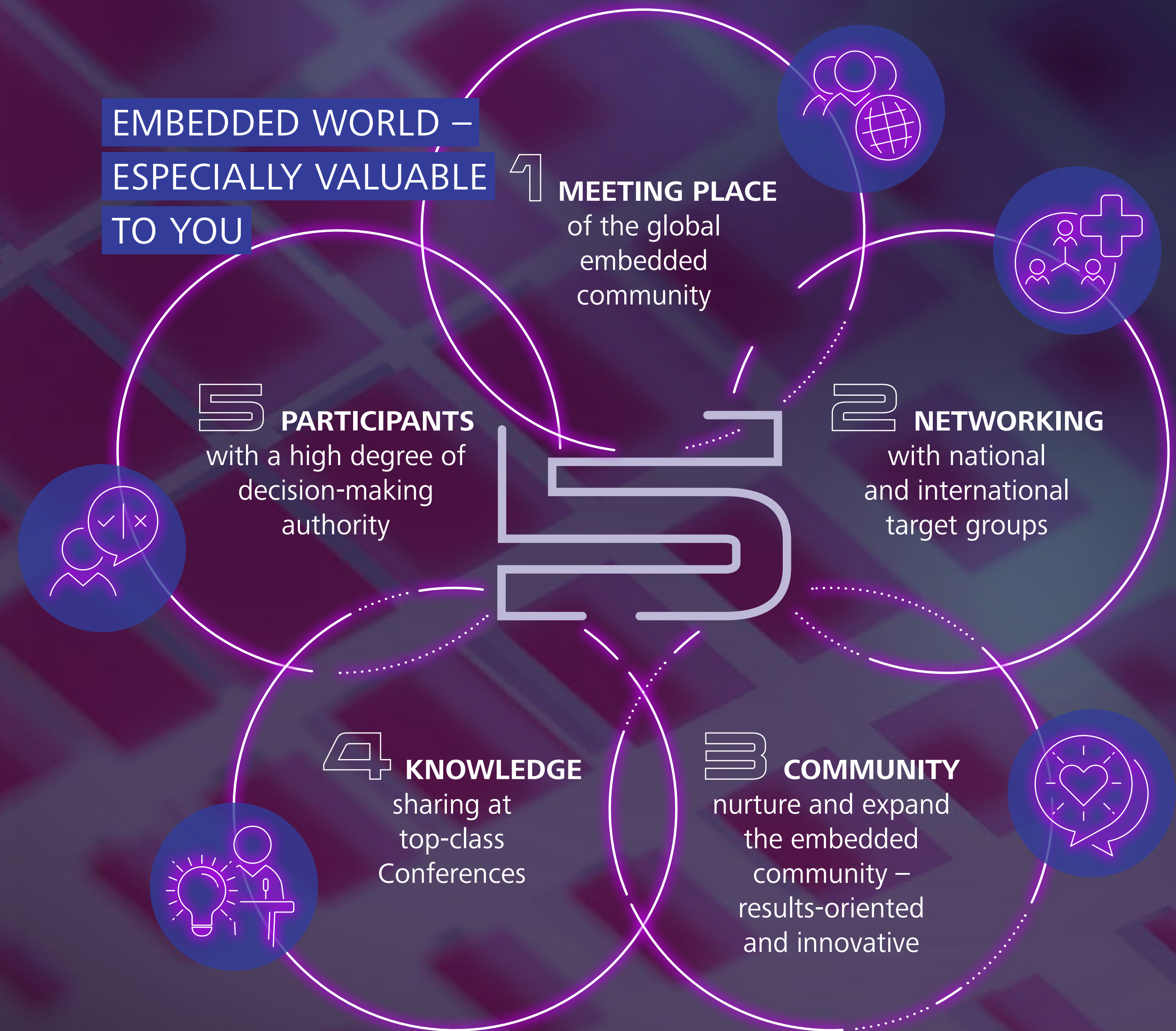
What counts at embedded world Exhibition&Conference are results and constructive discussions – face to face and at eye level. Be a part of the dialogue!



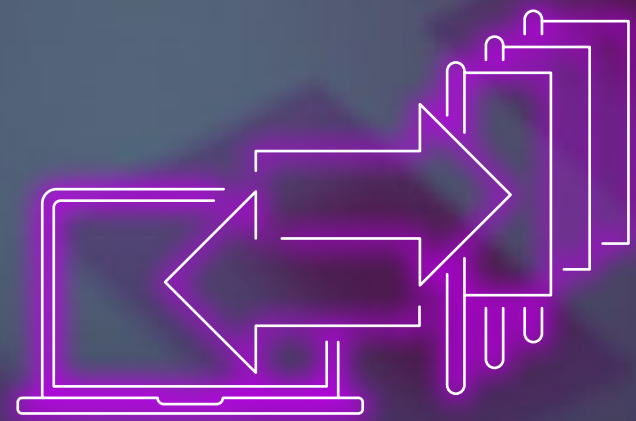
NETWORKING. IN PERSON IS BEST.

REAL EXCHANGE – REAL ADDED VALUE:

- Secure business deals by presenting your company at the industry's showcase event
- Meet your customers in person again in Nuremberg – alternatively you have the option of participating in an innovative, purely digital concept
- Increase your global visibility with our digital components and expand your network



EXHIBITION: BUT SAFETY FIRST.



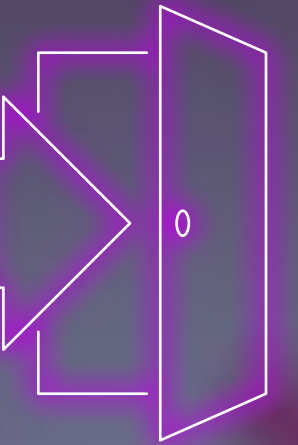
DYNAMIC CONCEPT

Whether as a hybrid or a purely digital concept: embedded world will definitely take place because the community's desire to attend is huge.



EXTENDED CANCELLATION DEADLINE

FREE



You can cancel your participation until the end of October free of charge – for extra planning security.

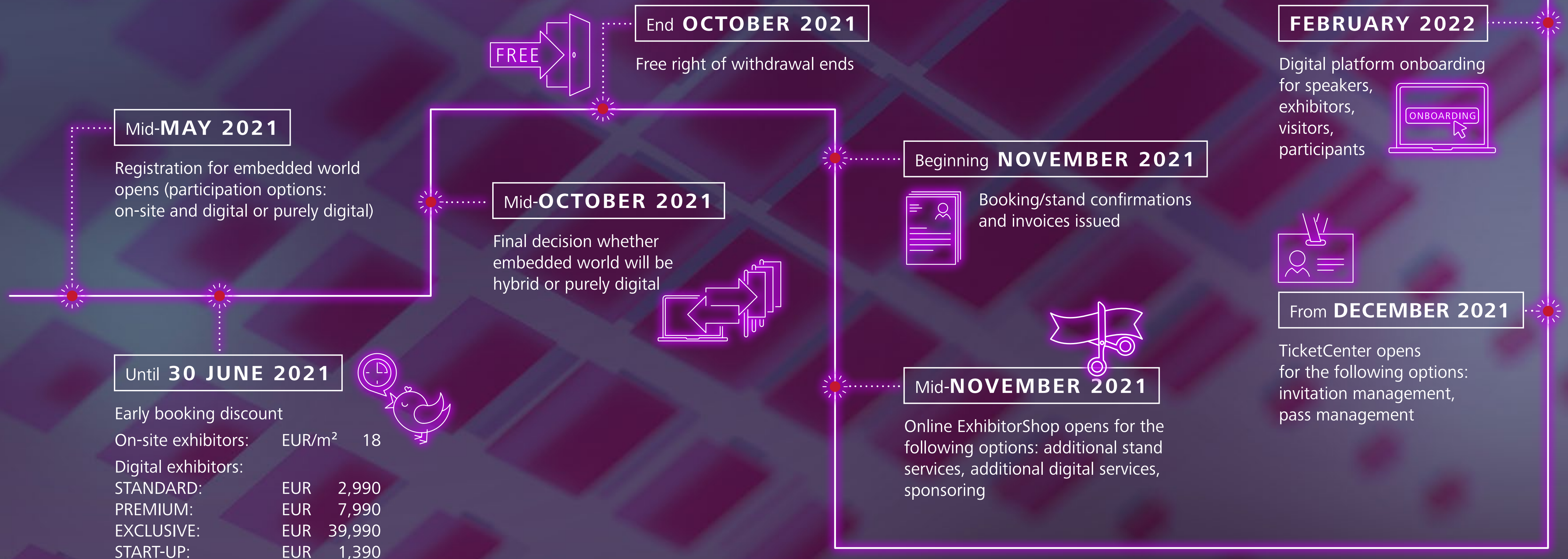
THOROUGH HYGIENE CONCEPT

Your health is dear to our hearts: Our hygiene concept ensures that you are safe during the exhibition.



TRANSPARENCY FOR EXHIBITION PLANNING PURPOSES

MILESTONES UNTIL EMBEDDED WORLD



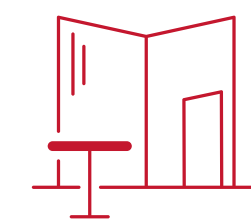
EMBEDDED WORLD 2022:

A DYNAMIC AND SECURE CONCEPT

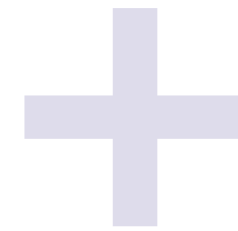
The global embedded community's annual reunion will definitely take place!
You have two options for participating:

1. HYBRID PARTICIPATION

Exhibit on-site with a stand and a digital exhibitor package (STANDARD included free of charge). You can upgrade to PREMIUM or EXCLUSIVE to expand your digital presence.



STAND SPACE



STANDARD

PREMIUM UPGRADE

EXCLUSIVE UPGRADE

2. PURELY DIGITAL PARTICIPATION

Exhibit on the digital platform and choose from four exhibitor packages:
START-UP, STANDARD, PREMIUM, EXCLUSIVE.

START-UP



STANDARD



PREMIUM



EXCLUSIVE

Book your participation now
via the online registration at
embedded-world.de/application

▷ Further additional services can be booked in the Online ExhibitorShop!

EXHIBITOR PACKAGES – HYBRID PARTICIPATION

STAND SPACE PRICES

Inline stand	(1 side open)	EUR 296/m²
Corner stand	(2 sides open)	EUR 336/m²
Peninsula stand	(3 sides open)	EUR 355/m²
Island stand	(4 sides open)	EUR 369/m²

Early booking discount

EUR 18/m² (for complete applications received by the organizer by 30 June 2021)

AUMA fee of EUR 0.60/m²
Waste disposal service at a cost of EUR 3.50/m²

START-UP PACKAGE (EUR 2,490 regular, EUR 2,290 early booking discount)

- Stand space (stand allocation on the shared booth depends on the date of application)
- Stand construction: basic furniture, lighting, power supply/consumption, daily cleaning and waste disposal service during the event, AUMA fee, logo branding etc.
- Marketing services
- Start-up pitch during start-up session in the Exhibitor Forum
- Possibility to submit an abstract for the embedded award category Start-up (the three best submissions will win a joint media budget of EUR 45,000 in WEKA FACHMEDIEN media channels)
- Start-up Coaching (by BayStartUP)

MARKETING SERVICES (EUR 990)

Obligatory entry in official print and digital media

- Inclusion in the exhibitor database on the website
- Entry in the exhibition guide (includes stand number for on-site exhibitors)

TicketCenter

- Pass management: registration of exhibitor passes
- Invitation management: free use and redemption of voucher codes to invite customers; email templates for marketing campaigns
- Voucher monitoring: reporting on voucher codes redeemed, pre-registered visitors and no-shows before, during and after the event

Social Media Package

- Social media assets (for on-site and digital exhibitors or start-ups)

Other marketing services

- Branding TicketShop
- Display/upload of press information in the (digital) press center
- Online banner (for on-site and digital participation)

Exhibitor passes (valid for on-site + digital)

- Exhibitors with stand space: amount depends on stand size

DIGITAL EXHIBITOR PACKAGE STANDARD INCLUDED FOR ON-SITE EXHIBITORS

► [Please click here for the service contents](#)

If, due to the general conditions, embedded world 2022 has to take place purely digitally the regular package price would be due.

DIGITAL EXHIBITOR PACKAGE STANDARD

PACKAGE PRICE: EUR 3,990 – EARLY BOOKING DISCOUNT: EUR 2,990

DIGITAL EXHIBITOR PROFILE

Company

- Includes company description (max. 10,000 characters), logo, contact info, links (social media, website)
- Unlimited classification in the product directory
- Option of updating the profile/support when setting up the profile
- Media/file library:
two each – images/videos/documents + teaser image

Products/Services

- **Five** products/services each with image/video/document
- Possibility to highlight new products

NETWORKING

- Access to virtual matchmaking
- Integrated chat feature and option to engage in live 1:1 video meetings
- Arrange virtual meetings
- Participation in jump-in discussions
- Lead report employees
(document with GDPR compliant leads)

MARKETING SERVICES

Obligatory entry in official print and digital media

- Inclusion in the exhibitor database on the website
- Entry in the exhibition guide (includes stand number for on-site exhibitors)

TicketCenter

- Pass management: registration of exhibitor passes
- Invitation management: free use and redemption of voucher codes to invite customers; email templates for marketing campaigns
- Voucher monitoring: reporting on voucher codes redeemed, pre-registered visitors and no-shows before, during and after the event

Social Media Package

- Social media assets (for on-site and digital exhibitors or start-ups)

Other marketing services

- Branding TicketShop
- Display/upload of press information in the (digital) press center
- Online banner (for on-site and digital participation)

Exhibitor passes (valid for on-site + digital)

- Exhibitors with stand space: amount depends on stand size
- Purely digital exhibitors: Assignment of **five** employees to the exhibitor profile as contact person

DIGITAL EXHIBITOR PACKAGE PREMIUM

PACKAGE PRICE: EUR 8,990 – EARLY BOOKING DISCOUNT: EUR 7,990

DIGITAL EXHIBITOR PROFILE

Company

- Includes company description (max. 10,000 characters), logo, contact info, links (social media, website)
- Unlimited classification in the product directory
- Option of updating the profile/support when setting up the profile

- + Media/file library:
five each – images/videos/documents + teaser image

Products/Services

- + **Ten** products/services each with image/video/document
- + Possibility to highlight new products

- + Performance dashboard for monitoring

NETWORKING

- Access to virtual matchmaking
- Integrated chat feature and option to engage in live 1:1 video meetings
- Arrange virtual meetings
- Participation in jump-in discussions
- Lead report employees (document with GDPR compliant leads)

- + Direct video call feature (Live video calls)
- + Tracking data exhibitor profile (document with GDPR compliant leads)
- + One speaking slot in the Exhibitor Forum + livestream including list of participants (30 min)

MARKETING SERVICES

Obligatory entry in official print and digital media

- Inclusion in the exhibitor database on the website
- Entry in the exhibition guide (includes stand number for on-site exhibitors)

TicketCenter

- Pass management: registration of exhibitor passes
- Invitation management: free use and redemption of voucher codes to invite customers; email templates for marketing campaigns
- Voucher monitoring: reporting on voucher codes redeemed, pre-registered visitors and no-shows before, during and after the event

Social Media Package

- Social media assets (for on-site and digital exhibitors or start-ups)

Other marketing services

- Branding TicketShop
- Display/upload of press information in the (digital) press center
- Online banner (for on-site and digital participation)

Exhibitor passes (valid for on-site + digital)

- + Exhibitors with stand space: amount depends on stand size
- + Purely digital exhibitors: Assignment of **ten** employees to the exhibitor profile as contact person

DIGITAL EXHIBITOR PACKAGE EXCLUSIVE

PACKAGE PRICE: EUR 44,900 – EARLY BOOKING DISCOUNT: EUR 39,990

limited to 10 exhibitors

DIGITAL EXHIBITOR PROFILE

Company

- Includes company description (max. 10,000 characters), logo, contact info, links (social media, website)
- Unlimited classification in the product directory
- Option of updating the profile/support when setting up the profile

+ Media/file library:
ten each – images/videos/documents + teaser image

Products/Services

- + **Twenty** products/services each with image/video/document
- + Possibility to highlight new products

+ Performance dashboard for monitoring

NETWORKING

- Access to virtual matchmaking
- Integrated chat feature and option to engage in live 1:1 video meetings
- Arrange virtual meetings
- Participation in jump-in discussions
- Lead report employees (document with GDPR compliant leads)

- + Direct video call feature (Live video calls)
- + Tracking data exhibitor profile (document with GDPR compliant leads)

- + Virtual roundtables – individual sessions on your profile page (1/day)
- + Three speaking slots in the Exhibitor Forum + livestream including list of participants (each 30 min)

MARKETING SERVICES

Obligatory entry in official print and digital media

- Inclusion in the exhibitor database on the website
- Entry in the exhibition guide (includes stand number for on-site exhibitors)

TicketCenter

- Pass management: registration of exhibitor passes
- Invitation management: free use and redemption of voucher codes to invite customers; email templates for marketing campaigns
- Voucher monitoring: reporting on voucher codes redeemed, pre-registered visitors and no-shows before, during and after the event

Social Media Package

- Social media assets (for on-site and digital exhibitors or start-ups)

Other marketing services

- Branding TicketShop
- Display/upload of press information in the (digital) press center
- Online banner (for on-site and digital participation)

Exhibitor passes (valid for on-site + digital)

- + Exhibitors with stand space: amount depends on stand size
- + Purely digital exhibitors: Assignment of **twenty** employees to the exhibitor profile as contact person

BRANDING PACKAGE

- + Partnership: Highlighted as an exclusive partner in communication before, during and after the event.
- + Logo placement (website, virtual platform, participant marketing)
- + Exclusive interview
- + Presentation in social media

DIGITAL EXHIBITOR PACKAGE START-UP

PACKAGE PRICE: EUR 1,490 – EARLY BOOKING DISCOUNT: EUR 1,390

DIGITAL EXHIBITOR PROFILE

Company

- Includes company description (max. 10,000 characters), logo, contact info, links (social media, website)
- Unlimited classification in the product directory
- Option of updating the profile/support when setting up the profile
- Media/file library:
two each – images/videos/documents + teaser image, e.g. integration of a pitch film

Products/Services

- **Five** products/services each with image/video/document
- Possibility to highlight new products

NETWORKING

- Access to virtual matchmaking
- Integrated chat feature and option to engage in live 1:1 video meetings
- Arrange virtual meetings
- Participation in jump-in discussions
- Lead report employees (document with GDPR compliant leads)
- Start-up pitch during start-up session in the Exhibitor Forum

MARKETING SERVICES

Obligatory entry in official print and digital media

- Inclusion in the exhibitor database on the website
- Entry in the exhibition guide (includes stand number for on-site exhibitors)

TicketCenter

- Pass management: registration of exhibitor passes
- Invitation management: free use and redemption of voucher codes to invite customers; email templates for marketing campaigns
- Voucher monitoring: reporting on voucher codes redeemed, pre-registered visitors and no-shows before, during and after the event

Social Media Package

- Social media assets (for on-site and digital exhibitors or start-ups)

Other marketing services

- Branding TicketShop
- Display/upload of press information in the (digital) press center
- Online banner (for on-site and digital participation)

Exhibitor passes (valid for on-site + digital)

- Assignment of **three** employees to the exhibitor profile as contact person

CONDITIONS OF PARTICIPATION

- Company younger than 5 years
- Business model in the field of embedded systems (product/solution/idea/service)
- Offer valid max. three times (for companies who have not participated as a direct exhibitor on-site or with STANDARD, PREMIUM, EXCLUSIVE packages to date)
- For national and international start-ups

EXHIBITOR PACKAGES AT A GLANCE

	START-UP	STANDARD	PREMIUM	EXCLUSIVE
PRICES				
Price for stand space	included	Inline stand EUR 296/m ² Corner stand EUR 336/m ² Peninsula stand EUR 355/m ² Island stand EUR 369/m ² Early booking discount EUR 18/m ²		
Price for exhibitors with stand space – regular	EUR 2,490	included	EUR 5,000	EUR 41,000
Price for exhibitors with stand space – early booking discount	EUR 2,290	included	EUR 5,000	EUR 37,000
Price for purely digital exhibitors – regular	EUR 1,490	EUR 3,990	EUR 8,990	EUR 44,990
Price for purely digital exhibitors – early booking discount	EUR 1,390	EUR 2,990	EUR 7,990	EUR 39,990
DIGITAL EXHIBITOR PROFILE				
Company description, logo, contact info, links (social media, website)	✓	✓	✓	✓
Unlimited classification in the product directory	✓	✓	✓	✓
Upload of images/videos/documents in the media/file library (number varies depending on the package)	each 2 + teaser image	each 2 + teaser image	each 5 + teaser image	each 10 + teaser image
Presentation of products / services incl. possibility to highlight new products (number varies depending on the package)	5	5	10	20
Option of updating the profile/support when setting up the profile	✓	✓	✓	✓
NETWORKING				
Access to virtual matchmaking	✓	✓	✓	✓
Integrated chat feature, option to engage in live 1:1 video meetings, arrange virtual meetings	✓	✓	✓	✓
Jump-in discussions	✓	✓	✓	✓
Performance dashboard for monitoring	-	-	✓	✓
Direct video call feature (live video calls)	-	-	✓	✓
Lead reports	employees	employees	employees + tracking exhibitor profile	employees + tracking exhibitor profile
Virtual roundtables for individual sessions on your profile page	-	-	-	1/Tag
Speaking slot in the Exhibor Forum + livestream (number varies depending on the package) including list of participants	Start-up Pitch during Start-up Session	-	1 speaking slot for 30 min.	3 speaking slots for 30 min.
BRANDING PACKAGE	-	-	-	✓
MARKETING SERVICES	✓	✓	✓	✓

DETAILED INFORMATION ON DIGITAL EXHIBITOR PACKAGES CAN BE FOUND IN THE GLOSSARY.

► [Please click here!](#)

[embedded world 2022](#)

[Exhibit safely](#)

[Milestones](#)

[Exhibitor packages](#)

[Contact](#)

WE ARE HERE FOR YOU

**INTERESTED IN BECOMING AN
EXHIBITOR? YOUR PERSONAL
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DATE

15 – 17 March 2022

YOU'RE A REGISTERED EXHIBITOR AND HAVE QUESTIONS?

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WE LOOK FORWARD TO
A SUCCESSFUL
EMBEDDED WORLD 2022
WITH YOU! #ew22

