



# Sponsor Packages 2018

## Sponsor Packages



The startup and maker scenes are changing the electronics landscape. More and more innovations are coming from new players in the electronics sector. Through the Fast Forward Award, **e**lectronica and Elektor jointly enable aspiring young entrepreneurs and start-ups to gain worldwide access to markets and capital for PR and wide-area marketing.

The first edition of the **e**lectronica Fast Forward Awards powered by Elektor in 2016 drew 35 participants from 16 countries. The pioneer edition of this innovation and startup initiative attracted more talents and technologies than expected, so it is being massively expanded for **e**lectronica 2018. If you are looking for information on last year's edition, please feel free to download our **e**lectronica Fast Forward Start-Up Guide [here](#).

**e**lectronica 2018 will again bring together the world market, Innovative technologies and an international media presentation.

Do you share our interest in helping innovate newcomers and fostering innovation, while at the same time generating lots of good will and significant impact?

Then we invite you to sign up as a sponsor of the **e**lectronica Fast Forward: the start-up platform powered by Elektor at the **e**lectronica 2018 trade show.

# DIAMOND PACKAGE

85.000 € (available 3x)

**electronica/Elektor Media campaign (starts with booking – December 2018)**

## **International Contest with your own development Kit**

- ▶ Participants use the development kit, by participating the e-ffwd: start-up platform powered by Elektor
- ▶ Target (for instance): develop a new application with your development kit
- ▶ The Contest Participants will need to agree to Terms & Conditions and submit their entries under a permissive open source license
- ▶ You will receive the surveys and you will make a selection of the participation forms
- ▶ Elektor will assist in filtering the incoming participation forms for serious submissions
- ▶ You will dispatch the hardware and software to the participants
- ▶ We advise a specific topic for the content of the Contest on your forum (English language)
- ▶ From the Elektor-fast forward website, there will be a link to the forum (hosted by you)
- ▶ To motivate the participants, a few interesting prizes need to be offered
- ▶ Elektor will continuously (in print and online) motivate and stimulate the participants to send in their ideas, designs as well as technical papers
- ▶ You will pick out the 3 best winning ideas and invite them to the exhibition electronica, where they can participate the „electronica fast forward: the start-up-platform powered by Elektor“
- ▶ International contest award - you will take care of an own award for the ceremony

# DIAMOND PACKAGE

85.000 € (available 3x)

**electronica/Elektor Media campaign (starts with booking – December 2018)**

## On-site

- ▶ Logo Full Screen displayed on the Mega Screens at all Entrances
- ▶ Logo on the welcome wall at e-ffwd

## Websites & Social Media

- ▶ Logo on “eElectronica Fast Forward Award powered by Elektor” website
- ▶ Logo on the eElectronica Fast Forward Section on [www.electronica.de](http://www.electronica.de)
- ▶ Logo on the eElectronica Start-Up Partner Site
- ▶ Company portrait on the eElectronica blog
- ▶ 1 x Premium eElectronica Newsletter - distributed over the German (20.000 addresses) and/or English (15.000 addresses) eElectronica mailing list

- ▶ Inclusion in editorial article about the eElectronica Fast Forward in the eElectronica daily (1/1 page)
- ▶ Native Content in the international Elektor Newsletter (distribution, worldwide, 4 languages)
- ▶ 5 x editorial articles on the eElectronica blog in section “Featured Articles”
- ▶ 2 x Banners in Elektor Newsletter E-Zine (4 languages)
- ▶ 1 x Half-Size banner in 1 eElectronica Newsletter
- ▶ 1 x Banner on Elektor website
- ▶ Interview with Elektor Chief editor in the Elektor Bulletin TV, incl. broadcasting
- ▶ Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- ▶ 1 x Online-Press box on [electronica.de](http://electronica.de)
- ▶ 6 x Postings on all international Elektor Social Media channels (EN, G, NL, F)

# DIAMOND PACKAGE

## 85.000 € (available 3x)

**electronica/Elektor Media campaign (starts with booking – December 2018)**

### In print general

- ▶ Logo placement in flyers, articles, program and posters
- ▶ Logo printed on Fast Forward Award bag
- ▶ Materials included in Fast Forward Award bags (max. 3 items)
- ▶ Exclusive editorial article about your Sponsorship
- ▶ Editorial article in the e-ffwd Guide (2/1 page)
- ▶ Advertisement page in the e-ffwd Guide
- ▶ Press release in the e-ffwd Guide

### In print & digital Elektor Magazine

- ▶ 2 x Placements of advertisements in Elektor Magazine (1/1 page: EN, G, F, NL)
- ▶ 2 x Placements of advertisements in Elektor Business Magazine (1/1 page)

### Advertising

- ▶ Inclusion in Elektor Newsletter, E-Zine regarding e-ffwd
- ▶ Exclusive press releases about Sponsorship

### Audience

- ▶ Member of the Jury
- ▶ Presentation with award ceremony
- ▶ Up to 12m<sup>2</sup> dedicated presentation area to be designed by the Sponsor
- ▶ Your company will be highlighted at the auditorium during breaks (logo on the screens)
- ▶ Every day 5 min. performance by one of your employees at the e-ffwd booth

### Free Tickets

- ▶ 4 Four-day tickets



# PLATINUM PACKAGE

50.000 € (available 2x)

**electronica/Elektor Media campaign (starts with booking – December 2018)**

## On-site

- ▶ Logo Full Screen displayed on the Mega Screens at all Entrances
- ▶ Logo on the welcome wall at e-ffwd

## Websites & Social Media

- ▶ Logo on “electronica Fast Forward Award powered by Elektor” website
- ▶ Logo on the electronica Fast Forward Section on [www.electronica.de](http://www.electronica.de)
- ▶ Logo on the electronica Start-Up Partner Site
- ▶ Company portrait on the electronica blog
- ▶ Press Release in Newsletter electronica

- ▶ Inclusion in editorial article about the electronica Fast Forward in the electronica daily
- ▶ Company presentation on e-ffwd powered by Elektor Website “selected pages”
- ▶ Native Content in the international Elektor Newsletter (distribution, worldwide, 4 languages)
- ▶ 5 x editorial articles on the electronica blog in section “Featured Articles”
- ▶ 2 x Banners in Elektor Newsletter E-Zine (4 languages)
- ▶ Complete “dedicated” Newsletter – Partnermailing worldwide
- ▶ 1 x Half-Size banner in 1 electronica Newsletter
- ▶ 1 x Banner on Elektor website
- ▶ Interview with Elektor Chief editor in the Elektor Bulletin TV
- ▶ Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- ▶ 1 x Online-Press box on [electronica.de](http://electronica.de)
- ▶ 4 x Postings on all international Elektor Social Media channels (EN, G, NL, F)

# PLATINUM PACKAGE

50.000 € (available 2x)

**electronica/Elektor Media campaign (starts with booking – December 2018)**

## **In print general**

- ▶ Logo placement in flyers, articles, program and posters
- ▶ Logo printed on Fast Forward Award bag
- ▶ Materials included in Fast Forward Award bags (max. 3 items)
- ▶ Exclusive editorial article about your Sponsorship
- ▶ Editorial article in the e-ffwd Guide (2/1 page)
- ▶ Advertisement page in the e-ffwd Guide
- ▶ Press release in the e-ffwd Guide

## **In print & digital Elektor Magazine**

- ▶ 2 x Placements of advertisements in Elektor Magazine (1/1 page: EN, G, F, NL)
- ▶ 2 x Placements of advertisements in Elektor Business Magazine (1/1 page)

## **Advertising**

- ▶ Inclusion in Elektor Newsletter, E-Zine regarding e-ffwd
- ▶ Exclusive press releases about Sponsorship

## **Audience**

- ▶ Member of the Jury
- ▶ Presentation with award ceremony
- ▶ Up to 12m<sup>2</sup> dedicated presentation area to be designed by the Sponsor
- ▶ Your company will be highlighted at the auditorium during breaks (logo on the screens)
- ▶ Every day 5 min. performance by one of your employees at the e-ffwd booth

## **Free Tickets**

- ▶ 4 Four-day tickets

# GOLD PACKAGE

25.000 € (available 2x)

**electronica/Elektor Media campaign  
(starts with booking – December 2018)**

## On-site

- ▶ Logo displayed on the Mega Screens at all Entrances
- ▶ Logo on the welcome wall at e-ffwd

## Websites & Social Media

- ▶ Logo on “electronica Fast Forward Award powered by Elektor” website
- ▶ Logo on the electronica Fast Forward Section on [www.electronica.de](http://www.electronica.de)
- ▶ Logo on the electronica Start-Up Partner Site
- ▶ Company portrait on the electronica blog
- ▶ Inclusion in editorial article about the electronica Fast Forward in the electronica daily
- ▶ Company presentation on e-ffwd powered by Elektor Website “selected pages”
- ▶ 3 x editorial articles on the electronica blog in section “Featured Articles”
- ▶ Press Release in Newsletter electronica
- ▶ Interview with Elektor Chief editor in the Elektor Bulletin TV
- ▶ Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- ▶ 1 x Online-Press box on [electronica.de](http://electronica.de)
- ▶ 3 x Postings on all international Elektor Social Media channels (EN, G, NL, F)



# GOLD PACKAGE

25.000 € (available 2x)

**electronica/Elektor Media campaign (starts with booking – December 2018)**

## In print general

- ▶ Logo placement in flyers, articles, program and posters
- ▶ Logo printed on Fast Forward Award bag
- ▶ Materials included in Fast Forward Award bags (max. 2 items)
- ▶ Editorial article in the e-ffwd Guide (1/1 page)
- ▶ Advertisement page in the e-ffwd Guide
- ▶ Press release in the e-ffwd Guide

## In print & digital Elektor Magazine

- ▶ 2 x Placements of advertisements in Elektor Magazine (1/2 page: EN, G, F, NL)
- ▶ 2 x Placements of advertisements in Elektor Business Magazine (1/2 page)

## Advertising

- ▶ Inclusion in Elektor Newsletter, E-Zine regarding e-ffwd
- ▶ Exclusive press releases about Sponsorship

## Audience

- ▶ Member of the Jury
- ▶ Presentation with award ceremony
- ▶ Up to 12m<sup>2</sup> dedicated presentation area to be designed by the Sponsor
- ▶ Your company will be highlighted at the auditorium during breaks (logo on the screens)

## Free Tickets

- ▶ 3 Four-day tickets

# SILVER PACKAGE

12.500 € (available 3x)

**e**lectronica/Elektor Media campaign (starts with booking – December 2018)

## On-site

- ▶ Logo displayed on the Mega Screens at all Entrances
- ▶ Logo on the welcome wall at e-ffwd

## Websites & Social Media

- ▶ Logo on “e
- ▶ Logo on the e
- ▶ Logo on the e
- ▶ Company portrait on the e
- ▶ Inclusion in editorial article about the e
- ▶ Company presentation on e-ffwd powered by Elektor Website “selected pages”
- ▶ 2 x editorial articles on the e
- ▶ Complete “dedicated” Newsletter – Partnermailing worldwide
- ▶ Interview with Elektor Chief editor in the Elektor Bulletin TV
- ▶ Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- ▶ 1 x Online-Press box on e
- ▶ 2 x Postings on all international Elektor Social Media channels (EN, G, NL, F)

# SILVER PACKAGE

12.500 € (available 3x)

## electronica/Elektor Media campaign (starts with booking – December 2018)

### In print general

- ▶ Logo placement in flyers, articles, program and posters
- ▶ Logo printed on Fast Forward Award bag
- ▶ Material included in Fast Forward Award bags (1 item)
- ▶ Editorial article in the e-ffwd Guide (1/2 page)
- ▶ Advertisement page in the e-ffwd Guide (1/2 page)
- ▶ Press release in the e-ffwd Guide

### In print & digital Elektor Magazine

- ▶ Placement of advertisements in Elektor Magazine (1/2 page: EN, G, F, NL)
- ▶ Placement of advertisements in Elektor Business Magazine (1/2 page)

### Advertising

- ▶ Inclusion in Elektor Newsletter, E-Zine regarding e-ffwd
- ▶ Exclusive press releases about Sponsorship

### Audience

- ▶ Member of the Jury
- ▶ Presentation with award ceremony

### Free Tickets

- ▶ 2 Four-day tickets

# BRONZE PACKAGE

7.500 € (available 4x)

**e**lectronica/Elektor Media campaign (starts with booking – December 2018)

## On-site

- ▶ Logo displayed on the Mega Screens at all Entrances
- ▶ Logo on the welcome wall at e-ffwd

## Websites & Social Media

- ▶ Logo on “**e**lectronica Fast Forward Award powered by Elektor” website
- ▶ Logo on the **e**lectronica Fast Forward Section on [www.electronica.de](http://www.electronica.de)
- ▶ Logo on the **e**lectronica Start-Up Partner Site
- ▶ Company portrait on the **e**lectronica blog
- ▶ Inclusion in editorial article about the **e**lectronica Fast Forward in the **e**lectronica daily
- ▶ Company presentation on e-ffwd powered by Elektor Website “selected pages”
- ▶ 1 x editorial article on the **e**lectronica blog in section “Featured Articles”
- ▶ Complete “dedicated” Newsletter – Partnermailing worldwide
- ▶ Interview with Elektor Chief editor in the Elektor Bulletin TV
- ▶ Elektor Newsroom: Brochure display – Integration of a corporate image film – Publication of every press release
- ▶ 1 x Posting on all international Elektor Social Media channels (EN, G, NL, F)

# BRONZE PACKAGE

7.500 € (available 4x)

**e**lectronica/Elektor Media campaign (starts with booking – December 2018)

## In print general

- ▶ Logo placement in flyers, articles, program and posters
- ▶ Logo printed on Fast Forward Award bag
- ▶ Advertisement page in the e-ffwd Guide (1/4 page)
- ▶ Press release in the e-ffwd Guide

## In print & digital Elektor Magazine

- ▶ Placement of advertisements in Elektor Magazine (1/4 page: EN, G, F, NL)
- ▶ Placement of advertisements in Elektor Business Magazine (1/4 page)

## Advertising

- ▶ Inclusion in Elektor Newsletter, E-Zine regarding e-ffwd
- ▶ Exclusive press releases about Sponsorship

## Audience

- ▶ Presentation with award ceremony

## Free Ticket

- ▶ 1 Four-day ticket



<b>Sponsorpackages „electronica fast forward: Die start-up-platform powered by Elektor“</b>	<b>DIAMOND</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Price:	€ 85.000,00	€ 50.000,00	€ 25.000,00	€ 12.500,00	€ 7.500,00
Time period:	starts with booking – December 2018	starts with booking – December 2018	starts with booking – December 2018	starts with booking – December 2018	starts with booking – December 2018
Number of exclusivity:	3	2	2	3	4
<b>INTERNATIONAL CONTEST WITH YOUR OWN DEVELOPMENT KIT!!!!</b>	X	-	-	-	-
participants use your development kit, by participating the e- ffwd	X	-	-	-	-
Target (for instance): develop a new application with your development kit!	X	-	-	-	-
participation form filled in by interested participants	X	-	-	-	-
Agreement to Terms & Conditions and submit their entries under a permissive open source license.	X	-	-	-	-
make a selection out of the incoming forms	X	-	-	-	-
Elektor will assist with the selection	X	-	-	-	-
dispatch the hardware and software to the participants.	X	-	-	-	-
Advise to use a specific topic for the content of the Contest on your forum (English language).	X	-	-	-	-
link to the forum on the e-ffwd website	X	-	-	-	-
offer interesting prizes to make yourself interesting					
Elektor will motivate companies to send their ideas (online&print)	X	-	-	-	-
picking out the three best from the selection: invite them to the electronica; invite them to the e-ffwd (as a participant)	X	-	-	-	-
International contest award - you will take care of an own award for the ceremony	X	-	-	-	-

<b>Online</b>					
Logo on the Mega Screens at all Entrances	full screen	full screen	X	X	X
Logo on the welcome wall	X	X	X	X	X
<b>Websites &amp; Social Media</b>					
Logo on e-ffwd website	X	X	X	X	X
Logo on the eelectronica Fast Forward Section on www.electronica.de	X	X	X	X	X
logo on eelectronica Start-up Partner Site	X	X	X	X	X
company portrait on the eelectronica blog	X	X	X	X	X
company presentation on e-ffwd website "selected pages"				X	X
Premiumnewsletter eelectronica	X	-	-	-	-
Press Release eelectronica Newsletter (DE & EN eelectronica mailing list)	X	X	X	-	-
Inclusion in editorial article about the e-ffwd in the eelectronica daily	1/1 page	1/1 page	X	X	X
editorial articles on the eelectronica blog in section "Featured Articles"	5	5	3	2	X
Banners in the international Elektor Newsletter E-Zine (4 languages)	2x	2x	-	-	-
Native content in the international Elektor Newsletter (distribution, worldwide, 4 languages)	1x	1x	-	-	-
Half-Size banner in eelectronica Newsletter	1x	1x	-	-	-
Banner on Elektor website	X	X	-	-	-
Interview with Elektor Chief editor in the Elektor Bulletin TV incl. broadcasting	1	1	1	1	1
Elektor Newsroom: Brochure display, Integration of a corporate image film, Publication of every press release	X	X	X	X	X
Online-Press box on electronica.de	1	1	1	1	-
Postings on all international Elektor as well as eelectronica Social Media channels (EN, G, NL, F)	6	4	3	2	1

<b>In print general</b>					
Logo placement in flyers, articles, program and posters e-ffwd	X	X	X	X	X
Logo printed on e-ffwd bag	X	X	X	X	X
Materials included in e-ffwd	max 3	max 3	max 2	1	-
Exclusive editorial article about your firm / sponsorship in Elektor Business Magazine	X	X	-	-	-
Editorial article in the e-ffwd – Guide	2/1 page	2/1 page	1/1 page	1/2 page	-
advertisement page in the e-ffwd - Guide	1/1 page	1/1 page	1/1 page	1/2 page	1/4 page
press release in the e-ffwd - Guide	X	X	X	X	X
<b>In print &amp; digital Elektor Magazine</b>					
Advertisement in Elektor Magazine (DE, EN, FR & NL)	2 x 1/1 page	2 x 1/1 page	2 x 1/2 page	1/2 page	1/4 page
Advertisement in Elektor Business Magazine	2 x 1/1 page	2 x 1/1 page	2 x 1/2 page	1/2 page	1/4 page
<b>Advertising</b>					
Inclusion in Elektor Newsletter E-Zine regarding e-ffwd	X	X	X	X	X
Exclusive press releases about your Sponsorship	X	X	X	X	X
<b>Audience</b>					
MEMBER OF THE JURY	X	X	X	X	-
Presentation with award ceremony	X	X	X	X	X
Up to 12 sqm dedicated presentation area to be designed by the Sponsor	X	X	X	-	-
company will be highlighted at the auditorium during breaks (logo on the screens)	X	X	X	-	-
every day 5 min. performance by one of your employees at the e-ffwd booth	X	X	-	-	-
<b>Free Tickets</b>					
Four-day Guest tickets	4	4	3	2	1



# APPLICATION FORM



Please complete and send via Fax: +49 89 949 20339 - MESSE MÜNCHEN  
or email to: andrea.eisenschink@messe-muenchen.de

CONTACT NAME \_\_\_\_\_

JOB POSITION \_\_\_\_\_

NAME OF COMPANY \_\_\_\_\_

DEPARTMENT/  
BUILDING/ROOM \_\_\_\_\_

VAT NUMBER \_\_\_\_\_

P.O. NUMBER \_\_\_\_\_

ADDRESS \_\_\_\_\_

POST CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-Mail \_\_\_\_\_

Alternative billing address:

CONTACT NAME \_\_\_\_\_

JOB POSITION \_\_\_\_\_

NAME OF COMPANY \_\_\_\_\_

DEPARTMENT/  
BUILDING/ROOM \_\_\_\_\_

VAT NUMBER \_\_\_\_\_

P.O. NUMBER \_\_\_\_\_

ADDRESS \_\_\_\_\_

POST CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-Mail \_\_\_\_\_



**electronica** 2018

components | systems | applications | solutions  
World's leading trade fair and conference for electronics  
Messe München | November 13–16, 2018 | [electronica.de](http://electronica.de)

# APPLICATION FORM

Please complete and send via Fax: +49 89 949 20339 - MESSE MÜNCHEN  
or email to: andrea.eisenschink@messe-muenchen.de

## We would like to purchase the following package:

please tick the package you would like to purchase, prices (excl. VAT)

SPONSOR PACKAGE	PRICE
<input type="checkbox"/> Diamond (3 available)	85.000 €
<input type="checkbox"/> Platinum (2 available)	50.000 €
<input type="checkbox"/> Gold (2 available)	25.000 €
<input type="checkbox"/> Silver (3 available)	12.500 €
<input type="checkbox"/> Bronze (4 available)	7.500 €

We have read the General Terms and Conditions of participation at electronica and agree to observe and be bound by them.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# CONTACT



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Exhibition Director

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