

Night of Electronics++

Powered by

Markt&Technik
DIE ZEITUNG FÜR ELEKTRONIK, KI UND INFORMATIONSTECHNIK

Elektronik

Elektronik
automotive

Elektronik
•medical

elektroniknet.de

✖ compeers

Thursday, 7 May 2026

Jagd- und Fischereimuseum München

nightofelectronics.com

Why become a PARTNER?

- Exclusive visibility
- Premium networking
- Content & PR



Night of Electronics⁺⁺



„ The Night of Electronics was a fantastic experience and brought together important people from the industry and politics.“

*Marie-Pierre Ducharme,
Vice President, EMEA Marketing &
Business Development,
Mouser Electronics*

THE EXCLUSIVE GALA FOR EXECUTIVES IN THE ELECTRONICS INDUSTRY



„ The Night of Electronics brought the industry and its people together in a unique way. For me personally, it resulted in many interesting ideas and new meetings. I can only say: well done! Thank you.“

*Hermann W. Reiter,
Managing Director, DigiKey Electronics*



REACH TARGET GROUP

- C-level decision-makers
- Sales and channel managers
- Innovators & thought leaders



„A truly impressive event that gave our industry visibility, relevance and a strong image. The exchange was valuable, the energy palpable – for us, one thing is clear: we will be back in 2026. “

*Holger Ruban,
Chief Executive Officer, Bürklin GmbH & Co. KG*



Night of Electronics

22. Mai 2025, München

AGENDA

More than just a networking event

From CEOs to researchers – the who's who of the electronics world meets with representatives from politics and science.

Presentation of the prestigious awards

Markt&Technik Manager of the Year and

Elektronik Distributor of the Year

Followed by an after-show party

Many thanks to Componeers for the fantastic Night of Electronics! A unique location, special guests, and an outstanding team made it a truly wonderful evening. It is an honor to receive the Distributor of the Year award. Thank you to everyone who contributed to this achievement — your support, dedication, and teamwork made this success possible.

*Birgit Punzet,
Head of Marketing & Communications, CODICO*

PARTNER PACKAGES 2026

Become part of the Night of Electronics – as an exclusive partner!

Make a strong impression on a night full of innovation, excellence and networking. Our partner packages offer you the stage your brand deserves – right in front of the decision-makers in the electronics and IT industry. Whether as a co-host, initiator or strategic supporter: choose your package, secure your presence – and help shape the future.

**Become a partner now.
Make an impact now.**

PLATIN

€15.000

Ideal for companies that want to reach decision-makers in a targeted manner and position their brand visibly.

Your brand as part of our **video story 'What moves the industry'!** Interview as part of the digital follow-up reporting

Your brand with impact – in our attention-grabbing **MarCom campaigns²**

Your brand in the **spotlight** – visibility with your company logo **on stage / photo wall**

Table for 10

Three-course menu with wine and choice of beverages

DIAMOND

- exclusiv -

Night of
Electronics⁺⁺
Powered by⁺⁺

€25.000

Ideal for market leaders and visionaries who want to emphasise their role as catalysts for change.

Your brand as **presenting partner!** With the title 'powered by', your company will be listed as co-host of the Night of Electronics.

Executive Spotlight – Your leadership personality as a thought leader in the industry in an interview distributed via our media brands

Your brand as part of our **stage story!**
Logo visibility on stage with TOP placement

Your brand with impact – in our attention-grabbing **MarCom campaigns²**

Table for 10

Three-course menu with wine and choice of beverages

GOLD

€7.500

Ideal for agile companies that want to achieve a strong impact with a smart budget.

Your brand as part of our **picture story 'Moments that last'!** Digital advert within the picture gallery on elektroniknet.de

Your brand with impact – in our attention-grabbing **MarCom campaigns²**

Your brand in the **spotlight** – visibility with your company logo **on stage / photo wall**

Table for 8

Three-course menu with wine and choice of beverages

EXCELLENCE PACKAGES*

More presence. More impact. Focus on your brand.

Would you like to increase your visibility even further? Our Excellence Packages can be booked in combination with the Partner Packages and offer you an even stronger brand presence – right where your target group is looking. Whether it's award sponsorship, extended branding or sponsorship of the after-show party – these options perfectly complement your Partner Package and ensure sustained attention.

| | | | |
|--|---|--|---|
| <p>Champagne reception on the red carpet</p> <p>€3.000 <i>exclusiv</i></p> <p>Brand presence on 2 light boxes, signature cocktail including logo swirl</p> | <p>Signature Tasting</p> <p>€3.900 <i>exclusiv</i></p> <p>Brand presence on neon sign, tasting of your choice (e.g. cigars or whisky), announcement by presenter in the programme</p> | <p>The Circle of Fame</p> <p>€4.900 <i>exclusiv</i></p> <p>The 360° Spin Booth creates spectacular videos that guests can share immediately on social media – with your logo in every video.</p> | <p>Dinner Experience</p> <p>€2.500 <i>exclusiv</i></p> <p>Brand presence in the form of table displays, in the printed program and as a sweet extra</p> |
| <p>Spotlight Moments</p> <p>€4.250 <i>exclusiv</i></p> <p>Short, surprising show interlude (e.g. artist) between the awards with brand presence and mention by the presenter</p> | <p>„[Brand] welcomes you“</p> <p>€2.500 <i>exclusiv</i></p> <p>Brand presence on 1 lightbox, at the counter and in the form of a folder / brochure / ad magazine at the cloakroom</p> | <p>Event Countdown on elektroniknet.de</p> <p>€4.900 <i>exclusiv</i></p> <p>Exclusive advertising form on the home page. Your logo with link until 7 May 2026</p> | <p>Snapshot of the Night</p> <p>€4.900 <i>exclusiv</i></p> <p>Your brand becomes part of the most memorable moments of the evening: the photo booth captures emotions that guests take home with them – your logo on every picture.</p> |

*Additional packages can only be booked in combination with the Gold, Platinum or Diamond package.



Tailor-made
rather than off-the-peg?

Together we'll craft an image that
perfectly complements your brand.

SPONSORING PACKAGES



Welcome logo - €1.950 *limited*

Your brand with impact – your logo prominently displayed on two light boxes at the main entrance to the gala venue and in our eye-catching MarCom campaigns².

Logo on photo wall + 2 Tickets - €2.950 *limited*

Your brand in the spotlight with logo placement in the Sponsor category on the photo wall and a three-course meal with wine and drinks for two people

Guest experience for 2 - €1.500

Three-course meal with wine and drinks selection for two people and your logo in the Sponsor category in our high-profile MarCom campaigns²

Illuminated cubes on show staircase + 1 Ticket - €1.950 *limited*

Your logo displayed on an LED cube (30x30cm) on the show staircase to the reception and participation in the event with a three-course menu and a selection of wines and beverages for one person.

Secure your place in the spotlight

Get in touch now!

Night of
Electronics⁺⁺



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2 MarCom activities at a glance

Cross-media integration of your company in reporting before/during/after the Night of Electronics

| | Print - Logo placement | | | | Online - Logo placement | | | | PR - Mention | | Social Media | |
|------------------|---|--|---|-------------------------------|--|--|--|--------------------|--|--------------------------------------|--------------|----------------------------|
| | Advertisements Print | Advertisements in the trade fair newspaper "The Official Daily" embedded world 2026, (print / e-paper) for bookings made by 16 February 2026 | Flyers at Compeoneers events and the embedded world trade fair when booking by 16 February 2026 | Testimonial 1/3 Advertisement | on website from booking | Brief introduction on website upon booking | on banners on elektroniknet.de with a term of 01-05/2026 | in our newsletters | Thank you email to all customers | Article about the event online/print | Logo | Partner Spotlight with Tag |
| Partner | | | | | | | | | | | | |
| Diamond | 5 | 3 | 1 | 5 | 1 | 1 | 1 | 4 | 1 | 4 | 5 | 1 |
| Platin | 5 | 3 | 1 | 3 | 1 | 1 | 1 | 2 | 1 | 4 | 4 | 1 |
| Gold | 5 | 3 | 1 | | 1 | 1 | | 2 | 1 | 4 | 4 | |
| Sponsors | | | | | | | | | | | | |
| Welcome | 1 | 1 | | | 1 | | | | | | 2 | |
| Photo wall | | | | | 1 | | | | | | | |
| Guest experience | 1 | 1 | | | 1 | | | | | | 2 | |
| Show staircase | | | | | 1 | | | | | | | |
| Range | Markt&Technik 41.606* / 26.190** * Range / **E-Paper Elektronik 55.708* / 40.308** Elektronik automotive 20.082** Elektronik medical 11.932** Readers per copy 3.4 (Source: Copytest, ifag Institute) | | | | Page views* per year: >5,8 Mio. *Source: IVW 01.09.2024 - 31.08.2025 Click rates for image galleries Night of Electronics 2025: 34.914 Newsletter recipients: Elektronik: ca. 13.000 Elektronik automotive: ca. 9.000 Elektronik medical: ca. 6.000 elektroniknet: ca. 14.000 International: ca. 36.000 Markt&Technik: ca. 13.000 Karriere: ca. 8.000 | | | | Posts Night of Electronics on average with 3.500 impressions on LinkedIn, Markt&Technik 4.500 Follower, Elektronik 3.700 Follower, Compeoneers 2.100 Follower (as at 05.10.2025) | | | |

Terms and conditions for partner and sponsorship packages as part of Night of Electronics 2026

- ❖ All prices quoted are final prices.
- ❖ Production, manufacturing and similar costs for special requests arising from sponsorship (e.g. for special advertising materials, individual installations or technical implementations) are not included in the sponsorship packages and will be charged additionally.
- ❖ Bookings are binding and will be processed in the order in which they are received.
- ❖ Compreneers reserves the right to reject an order if there are several interested parties for an exclusive package.
- ❖ Sponsors and partners grant Compreneers the right to use their logo for event advertising.
- ❖ Sponsor and partner logos will be placed in MarCom campaigns according to category and booking receipt.
- ❖ Sponsors and partners are responsible for the timely delivery of advertising materials.
- ❖ The booking deadline is 31 March 2026.
- ❖ Compreneers reserves the right to make changes to the event concept.
- ❖ If the event is cancelled due to force majeure, there will be no refund, but a credit note for a subsequent event.
- ❖ The terms and conditions of Compreneers GmbH (<https://www.compreneers.net/agb/>) apply.

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nightofelectronics.com

 compreneers

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•medical

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