



**embeddedworld**

Exhibition&Conference

**CONNECTING THE EMBEDDED COMMUNITY**

March 10 – 12, 2026

NUREMBERG | GERMANY

# CONFERENCE SPONSORING OPPORTUNITIES 2026



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CONNECTING THE EMBEDDED COMMUNITY

## GLOBAL PLATFORM FOR THE EMBEDDED COMMUNITY

Established in Nuremberg back in March 2003, the **embedded world Conference** is now going into **its 24rd edition in 2026**. The original concept of a unique combination of an exhibition for engineers and technical management on one hand and a world-leading conference at the intersection of applied research and industrial applications on the other hand has proven extremely successful.

**embedded world Exhibition & Conference** is driven by technology as well as applications with a strong focus on system and cross domain aspects. And it is driven by the embedded community – and its annual meeting point.

Its expertise and sharp focus on technologies, processes and future-oriented products make it unparalleled in international comparisons – and **THE must-attend event** for developers, system architects, product managers and technical management.

BECOME A SPONSOR AT

EMBEDDED WORLD CONFERENCE



[www.embedded-world.eu/sponsors](http://www.embedded-world.eu/sponsors)

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Exhibition&Conference

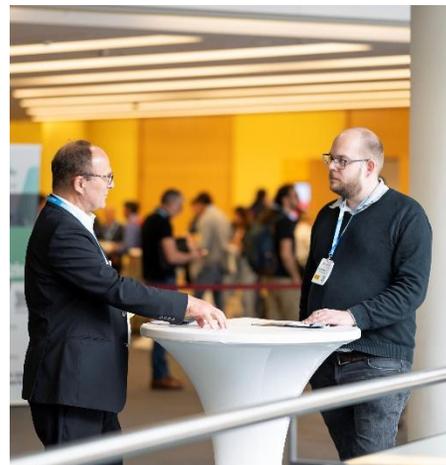
CONNECTING THE EMBEDDED COMMUNITY



## IMPRESSIONS AND REVIEW

### Success numbers of 2025

**1,464** conference participants  
from **47** countries



**1** keynote  
**80** sessions  
**20** classes



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## WHY BECOME A SPONSOR?



### Targeted Audience Access

The **embedded world Conference** is one of the world's leading events for embedded technologies. It attracts developers, engineers, product managers, decision-makers, and researchers from the fields of embedded systems, IoT, cybersecurity, software, and hardware design. As a sponsor, you gain direct access to a highly specialized community that matches your customer or partner profile.



### Positioning as a Technology Leader

Sponsors position themselves as innovation leaders in the embedded sector. You send a clear message: "We actively shape the future of embedded systems and IoT." This strengthens trust, visibility, and credibility in a globally relevant industry.



### Thought Leadership and Visibility

Sponsors receive prominent visibility through: conference website, presentations and promotional materials, on-site branding: banners, roll-ups, etc



### Networking with Industry Decision-Makers

The ewC provides excellent opportunities for networking with OEMs, suppliers, startups, research institutions, and global tech players.



### Long-Term Brand Building

Consistent presence at the ewC helps you embed your brand deeply in the minds of your target audience over time.



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## PLATINUM SPONSORING

LIMITED

19,500 EUR

### Choose from page 6

- ✓ Ad in Conference Booklet
- ✓ Customized Conference Bag / Lanyards
- ✓ Logo integration on Keynote Screen
- ✓ Lightbox in the Catering Area
- ✓ 3 Full Conference Session Tickets
- ✓ Branded Networking Area
- ✓ Logo Integration in all MarCom Measures + Booklet

## GOLD SPONSORING

LIMITED

8,500 EUR

### Choose from page 7

- ✓ Sponsoring Coffee or Lunch Break / Pens & Notepads
- ✓ Logo on Lightbox in an exposed Position
- ✓ Rollup
- ✓ 2 Full Conference Session Tickets
- ✓ Logo Integration in all MarCom Measures + Booklet

## SILVER SPONSORING

3,500 EUR

### Choose from page 8

- ✓ Product Flyer / Sweet Advertising / Branded Giveaway / Rollup
- ✓ 1 Full Conference Session Ticket
- ✓ Logo Integration in all MarCom Measures

# PLATINUM SPONSOR OPPORTUNITIES

Take advantage of embedded world's exclusive conference sponsoring and put your company in the focus of conference participants

FULL SERVICE

## CONFERENCE BAG EXCLUSIVE

"Pocket your customers' attention in a bag!"

As a sponsor, secure maximum visual presence and brand awareness during and long after the event.



OR

## LANYARDS EXCLUSIVE

"Always in view"

Every participant wears the badge on the lanyard exclusively designed with you.



+

## CONFERENCE BOOKLET LIMITED

"Be always in view"

Place your ad on the inside cover of the conference booklet.

The booking deadline ends on **5. February 2025**



## LIGHTBOX EXCLUSIVE

"Can't be missed!"

The bright light automatically attracts the attention of participants – plus they lead the way.



+

## NETWORKING AREA LIMITED

"The ideal place for making new business contacts"

Position one branded advertising display and product flyer in an eye-catching way.



# GOLD SPONSOR OPPORTUNITIES

Take advantage of embedded world's exclusive conference sponsoring and put your company in the focus of conference participants.

FULL SERVICE

## COFFEE / LUNCH BREAK LIMITED

“Relaxation and enjoyment – and participants turn their thoughts to you!”

Personalize coffee or lunch break with tabletop displays, branded displays, product flyers and/or branded coffee mugs.



OR

## PENS & NOTEPADS EXCLUSIVE

“Advertising and benefit combined in one”

Make the everyday life of your target group easier and advertise at the same time.



+

## LOGO ON LIGHTBOX LIMITED

“Can’t be missed!”

The bright light automatically attracts the attention of participants – plus they lead the way.



## ROLLUP LIMITED

“Advertising at Eye Level”

Showcase your company on a display at the conference area.



# SILVER SPONSOR OPPORTUNITIES

Take advantage of embedded world's exclusive conference sponsoring and put your company in the focus of conference participants.

## PRODUCT FLYER IN BAG LIMITED

“Find a direct place in the customer's everyday life”

Put targeted advertising in the right place with small promotional items in the congress bag.



OR

## SWEET ADVERTISING LIMITED

“The way to a man's heart is through his belly”

Put targeted advertising like Gummy bears, cookies, or chocolate in the right place.



OR

## BRANDED GIVEAWAY IN BAG LIMITED

“Find a direct place in the customer's everyday life”

Put targeted advertising in the congress bag.



OR

## ROLLUP LIMITED

“Advertising at Eye Level”

Showcase your company on a display banner in our exhibition, at the entrance, or in front of the conference rooms.



OR

## OWN IDEAS OR WISHES FEEL FREE TO CONTACT US

“Whether energy drinks, wireless charger, umbrellas, bottle opener, folding rule, and much more”

**We are open to your ideas and look forward to a successful cooperation.**



# BOOKING FORM

Organizer:  
Componeers GmbH  
Richard-Reitzner-Allee 2  
85540 Haar  
Germany



**Nicole Wawrzinek**

Sales Manager Events

+49 89 25556-1087

[nwawrzinek@componeers.net](mailto:nwawrzinek@componeers.net)

PLEASE CHECK	SPONSORING	*All prices plus VAT	
<input type="checkbox"/>	PLATINUM SPONSORING	<input type="checkbox"/>	CONFERENCE BAG
		<input type="checkbox"/>	LANYARDS
<input type="checkbox"/>	GOLD SPONSORING	<input type="checkbox"/>	COFFEE BREAK
		<input type="checkbox"/>	LUNCH BREAK
		<input type="checkbox"/>	PENS & NOTEPADS
<input type="checkbox"/>	SILVER SPONSORING	<input type="checkbox"/>	PRODUCT FLYER
		<input type="checkbox"/>	SWEET ADVERTISING
		<input type="checkbox"/>	BRANDED GIVEAWAY IN BAG
		<input type="checkbox"/>	OWN IDEAS

## BILLING ADDRESS

Company

First-/Last Name

Phone

Email

Street, No

ZIP, City, Country

**PO Number**

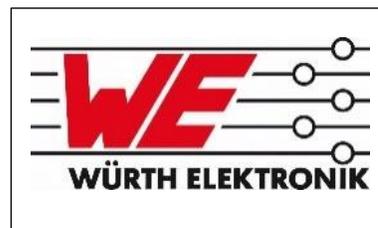
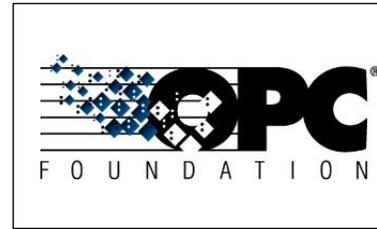
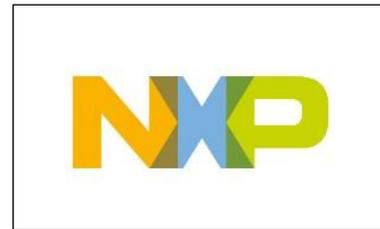
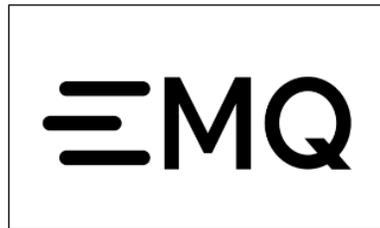
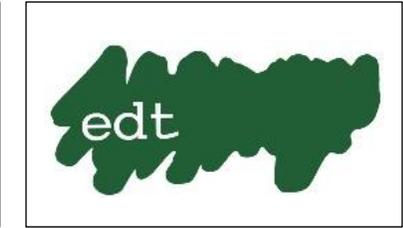
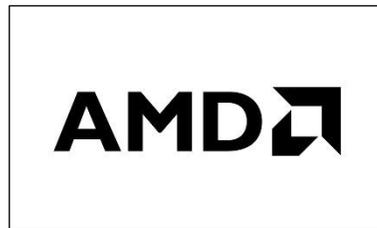
**VAT Number**

Place / Date

Signature / Company stamp

# REFERENCES

Conference Sponsors 2020 - 2025



# GENERAL TERMS AND CONDITIONS OF BUSINESS

## for the booking of exhibition/sponsoring/advertising at events



### § 1 Scope of application

The following general terms and conditions of business regulate the booking of exhibition space, sponsoring or advertising by exhibitors and sponsors [hereinafter referred to as "exhibitor/sponsor"] at trade shows, seminars, workshops, congresses, conventions, conferences and other events [hereinafter referred to as "event"] of Componeers GmbH [hereinafter referred to as "organizer"]. Participation in events as an exhibitor/sponsor is ruled solely by the following terms and conditions of business. Terms and conditions proposed by the customer, other than these, will not be recognized by the organizer, which is unless the latter has expressly confirmed their application in writing.

In addition to the general terms and conditions of business (including stipulations specific to a particular event) for exhibitors/sponsors, the contractual framework for participation in events as an exhibitor/sponsor includes the house rules of the operator of the locality of an event, the organizational (e.g. exhibitor information), technical and other stipulations received by an exhibitor/sponsor before the commencement of an event.

### § 2 Registration, confirmation of registration

Registration for events as an exhibitor/sponsor is possible by letter, fax or e-mail. A registration becomes legally binding through a written online or offline confirmation of registration on the part of the organizer. A registration becomes binding for an exhibitor/sponsor upon its receipt by the organizer. Should events have limited exhibiting/sponsoring capacity, registrations will be ordered by their date of receipt.

### § 3 Services rendered

The terms and conditions for exhibiting, sponsoring and advertising at a particular event and the services included are regulated in the conditions specific to the event. The fees are in euros per event plus value-added tax.

The exhibitor/sponsor is responsible for the punctual delivery of correct copy, enclosures or for the punctual delivery of materials required for exhibiting, sponsoring or advertising. In the case of digital copy, the exhibitor/sponsor undertakes to deliver orderly copy, corresponding in particular to the format or technical requirements of the organizer, in due time before the closing deadline for copy. All services on the part of the organizer are rendered subject to due fulfillment and performance of obligations and assistance on the part of the exhibitor/sponsor.

The organizer reserves the right to substitute other speakers for those announced, and to make necessary amendments to the program while maintaining the overall character of an event. The organizer reserves the right to alter the date, scale and location of an event for due cause.

Should it not be possible to conduct an event for reasons of force majeure (strike, lockout, business disruptions, etc), because of the cancellation of an important part of an event, because of disturbance at the location of an event or because of an inadequate number of participants, exhibitors/sponsors will be informed immediately. In such cases the ready paid fee for exhibiting, sponsoring or advertising will be refunded, that is unless the organizer has already rendered advance performance for exhibiting, sponsoring or advertising. Further claims, e.g. for the reimbursement of traveling expenses, cost of overnight accommodation and non-productive time, are excluded, that is unless

they stem from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

Travel to and from an event and overnight accommodations are to be organized, booked and paid for by the exhibitor/sponsor.

### § 4 Exhibition space, exhibits, advertising

The organizer puts exhibition or advertising space at the disposal of the exhibitor/sponsor; further services are regulated from event to event. The exhibition floor plan is created according to given technical and space factors, otherwise placement is package-related and in the order in which bookings are received. The registration of co-exhibitors is possible only with the written approval of the organizer.

Exhibitors/sponsors may only set up, show and use their exhibits, advertising material and printed matter in or on the exhibition or advertising space allocated them by the organizer. All exhibits and advertising material must clearly relate in subject to the particular event. Exhibits violating German regulations on protection of industrial property (unlicensed copies) are prohibited. All exhibits shown must satisfy technical, in particular fire protection requirements, and accident prevention regulations.

### § 5 Time to erect and dismantle

The times to erect and dismantle for exhibitors are binding and are indicated for the particular event in the exhibitor information. Costs incurred through non-adherence to the times to erect and dismantle will be charged to the exhibitor.

### § 6 Due date and payment, default, compensation

The fee for exhibiting, sponsoring, advertising is due for payment, in full and with no deductions, within ten (10) days of the date of the invoice. If the customer is in default of payment, the organizer is entitled to demand a late fee per annum of 5% above the prime lending rate issued by the European Central Bank. Should the organizer verifiably suffer higher damages through late payment, they are entitled to claim them for them. Payment is made on account. The invoice must be paid before the commencement of an event. No claim may be made to allocated space until an invoice is paid in full. It is the responsibility of the exhibitor to produce evidence of payment.

### § 7 Cancellation

In as much as the exhibitor/sponsor is not entitled to a mandatory legal right of withdrawal or right of termination, cancellation of participation free of charge is possible up to ten (10) days after receipt of confirmation of registration. The entire fee for exhibiting, sponsoring or advertising is due upon later cancellation or non-appearance. Should the organizer succeed in otherwise renting a cancelled exhibition, sponsoring or advertising space, the exhibitor/sponsor will be invoiced 50% of the fee. Cancellation is to be in writing and is not valid unless confirmed in writing by the organizer.

### § 8 Copyright

The printed and electronic material of an event is protected by copyright. Said material may not be reproduced, passed on to others or used in any other way without the express written approval of the organizer and the particular author. The organizer assumes no responsibility or liability of any kind for any incorrectness in the content of papers, presentations and documentation.

The organizer is entitled to have photographs, film and sound recordings

produced of an event, of exhibition booths and the exhibits, and to use them as advertising or for press releases without requiring the approval of an exhibitor/sponsor. This also applies to recordings produced by the press or television direct with the approval of the organizer. Photography, film and sound recordings require the express approval of the organizer.

### § 9 Liability

The exhibitor/sponsor occupies and uses the exhibition space at their own risk. The organizer accepts no liability for damage, loss, accidents, costs or expenses caused by the representatives of the exhibitor, by exhibition objects or by event participants, or caused the exhibitor.

The exhibitor/sponsor is responsible for supervision and security of their exhibition booth. This also applies during the times of erection and dismantling, pauses and interruptions in an event.

The exhibitor/sponsor is responsible to the organizer for any damage to rental furniture or loaned items (exhibition booth walls, etc).

### § 10 Limitations of liability

In as much as events take place in the rooms and on the premises of third parties, the organizer cannot be held liable by the exhibitor/sponsor for accidents, loss of or damage to property, that is unless the claim results from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

### § 11 Data protection

The organizer will protect the personal data of exhibitors/sponsors and undertake all necessary measures for their security. Data will be collected by the organizer in observance of the regulations of the General Data Protection Regulation (GDPR), the Federal Broadcast Media Act (TMG) and other applicable data protection regulations and used to manage, support, assess and optimize the events that are offered, but not made known to third parties. Exhibitors, sponsors and joint organizers do not rate as third parties but are nevertheless also subject to the above regulations. An exhibitor/sponsor can revoke the use of their data for purposes of information at any time in writing with Componeers GmbH, Richard-Reitzner-Allee 2, 85540 Haar, Germany, [datenschutz@componeers.net](mailto:datenschutz@componeers.net), or require changes of address to be made.

### § 12 Court of jurisdiction

The court of jurisdiction is the place of business of the organizer if the customer is a merchant in the sense of the German Commercial Code, a legal person under public law or a special fund under public law. The same applies in as much as the customer, upon taking legal action, has a place of business or habitual residence in the Federal Republic of Germany.

### § 13 Severability clause

Should the provisions for exhibitors/sponsors be or become unenforceable, in whole or in part, the validity of the remaining provisions as well as the contract shall remain unaffected. In such a case the parties to the agreement shall endeavor to replace the unenforceable or inadequate provision by one that best reflects the economic purpose of the parties to the agreement.