



Messe München

Connecting Global Competence



Talent meets Industry Sponsorship

electronica Experience for students

electronica Experience for high school students



electronica 2018

components | systems | applications | solutions
World's leading trade fair and conference for electronics
Messe München | November 13–16, 2018 | electronica.de

Sponsoring Talent meets Industry



Image building and Employer branding – stand out!

In 1997, Steven Hankins coined the term "war for talent" in a McKinsey study. Today, 21 years later, almost all companies are facing this increasing competitive pressure in the fight for young talent. And there is still no end in sight.

People rely heavily on their emotions when buying a product and candidates do so even more when deciding on an employer. Companies, who score points in this respect and set themselves apart from their competitors, have a higher chance of attracting trainees and exceptionally talented specialists, and also of retaining those that they want.

The emotionalization of products is already a standard practice in classic brand marketing. This emotional approach, however, is just as significant in employer branding. Employer branding is therefore becoming increasingly important. A strong employer brand will help you most effectively in your acquisition of skilled and young talent. Inspiring these target groups with your company is an important step on the way to successful recruiting.

With the premiere of the **electronica experience** **electronica's new 4-days-Electronics Experience and Career Event** you will find an innovative format to help you make a name for yourself and to emotionalise both your company and your products.

As a sponsor of electronica experience you promote your image as an employer, your credibility and your competitiveness in the "war for talent" and you gain additional increased visibility towards your target groups.

*Sponsorship e-Experience **Students**: Pages 3 - 6*

*Sponsorship e-Experience **High School Students**: Pages 7 – 9*

employer marketing: see electronica Careers featuring Job Area, Job Exchange and online as well as offline ads

Platinum package (1 sponsor per day or 4-days-Platinum exclusive sponsorship)

1-day/daily package

- ✓ 18 sqm-turnkey-booth at electronica Experience for all four days (if you already are an exhibitor at electronica Experience the amount of Euro 4,000 will be deducted from the total price of sponsorship stated below)
- ✓ The Discovery Stage is available for your personal raffle campaign, presentation or lecture (30 mins once/ on the day(s) of your sponsorship)
- ✓ A bistro table with your company logo as a tabletop display or a roll-up (max 1m x 3m) in the area near the stage itself (once/ on the day(s) of your sponsorship)
- ✓ Max. 20 student job advertisements online at electronic-careers.com (run time from September to December 2018)
- ✓ Your online employer profile will be posted at careers-electronica.de (from September to December 2018)
- ✓ Logo on welcome wall at entrances to electronica Experience (on day of sponsorship)

Additional benefits for 4-days-Platinum exclusive sponsorship

- ✓ Your company logo will appear online on
 - the electronica Experience landing page for students
 - electronica Experience site at electronica.de and electronic-careers.com
- ✓ Your company logo will appear in the electronica 2018 Career Guide (part of the electronica Visitor Guide)
- ✓ Your company logo will appear on the students-bag or lunch-pack
- ✓ Your information material and giveaways will be given to the students on all days
- ✓ prominent sponsorship-Logo on welcome wall at entrances to electronica Experience (four days) and in the Experience-spot on the big screens at Entrances East and West

1 day/ per day:

EUR 8,400 (if already present with a booth at e-Experience)

EUR 14,400 (incl. booth)

4 days introductory rate: EUR 16,800 (if already present with a booth at e-Experience)
(four for two)

EUR 22,800 (incl. booth)

Gold package (for 5 sponsors per day or 4-days packages):

1-day/daily sponsorship package

- ✓ 9 sqm-turnkey-booth at electronica Experience for all four days (if you already are an exhibitor at electronica Experience the amount of Euro 4,000 will be deducted from the total price of sponsorship stated below)
- ✓ Participate in the daily panel discussion. Participation limited to five people/day
- ✓ A bistro table with your company logo as a tabletop display near the Discovery Stage
- ✓ Max. 20 student job advertisements online at electronic-careers.com (run time from September to December 2018)
- ✓ Your online employer profile will be posted at careers-electronica.de (from September to December 2018)
- ✓ Your information material and giveaways will be given to the students on the day of your sponsorship
- ✓ Logo on welcome wall at entrances to electronica Experience (on day of sponsorship)

Additional benefits for 4-days-sponsorship package

- ✓ Your company logo will appear online on
 - the electronica Experience landing page for students
 - electronica Experience site at electronica.de and electronic-careers.com
- ✓ Your company logo will appear in the electronica 2018 Career Guide (part of the electronica Visitor Guide)
- ✓ Your company logo will appear on the students-bag or lunch-pack
- ✓ Your information material and giveaways will be given to the students on all days
- ✓ sponsorship-Logo on welcome wall at entrances to electronica Experience (four days)

1 day/ per day:

EUR 4,750 (if already present with a booth at e-Experience)

EUR 8,750 (incl. booth)

4 days introductory rate: (four for two)

EUR 9,500 (if already present with a booth at e-Experience)

EUR 12,400 (incl. booth)

Silver package (for 14 sponsors per day or 4-days package)

1-day/daily package

- ✓ A bistro table with your company logo as a tabletop display near the Discovery Stage
- ✓ Max. 20 student job advertisements online at careers-electronica.de (run time from September to December 2018)
- ✓ Your online employer profile will be posted at electronic-careers.com (from September to December 2018)
- ✓ Your information materials and giveaways will be given to the students on the day of your sponsorship

Additional benefits for 4-days-sponsorship package

- ✓ Your company logo will appear online on
 - the electronica Experience landing page for students
 - electronica Experience site at electronica.de and electronic-careers.com
- ✓ Your company logo will appear in the electronica 2018 Career Guide (part of the electronica Visitor Guide)
- ✓ Your information material and giveaways will be given to the students on all days
- ✓ sponsorship-Logo on welcome wall at entrances to electronica Experience (four days)

1 day/ per day: EUR 2,500

2 days: EUR 4,100

**4 days introductory rate: EUR 5,000
(four for two)**

For booking of Students-Sponsorship kindly contact



Mr. Raymon Respress
SchuhEder Consulting GmbH
Karl-Böhm-Strasse 109 | 85598 Baldham
Tel: 08106 / 3684-3 | Fax: 08106 / 3684-45
respress@schuh-eder.com

Sponsoring **eXperience** High School Students

Elektronik-Erlebnis und Karriere-Event



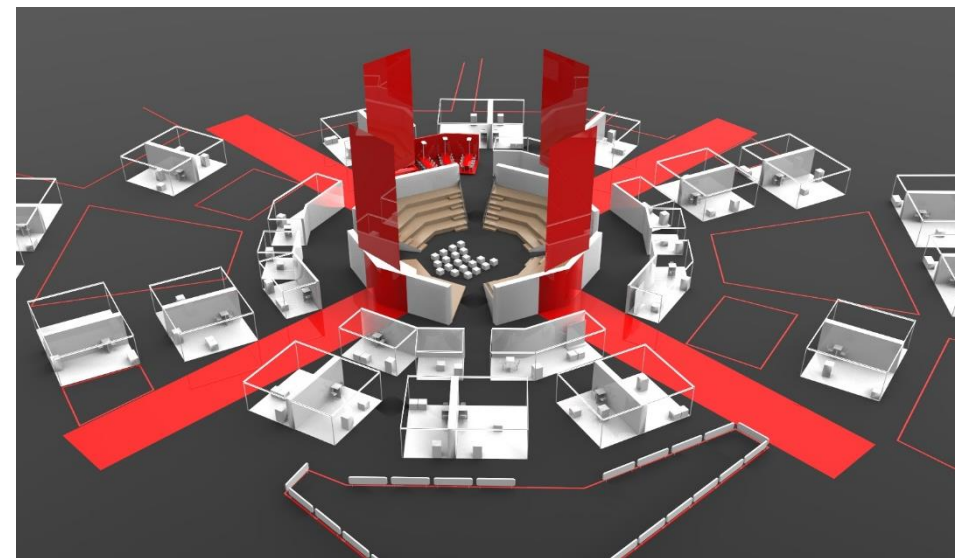
Europe and Germany in particular stand for quality and innovation. To make sure it stays that way, it is important for the electronics sector to attract and train young people. Ongoing technological development and the long-term risks associated with demographic change are driving up demand for electronics professionals.

In 2018 electronica launches electronica Experience in Hall C6 in conjunction with the ZVEI. It specifically addresses high-school students and is supposed to get them interested in careers in the electronics industry.

electronica Experience got it's own specific marketing concept and the Bavarian Ministry of Education and Cultural Affairs will invite teachers of engineering- and technology-oriented secondary schools and vocational schools in the greater Munich area to attend.

The possibility to actually experience electronics and try out latest technology in combination with short presentations, reports from educational practice and insights at the exhibition stands are used to make a career in engineering as transparent and attractive as possible for the young people. Afterwards, all of the students have the chance to get a guided tour through electronica exhibition halls that are accessible for registered trade visitors only.

You are invited to make a footprint with young talent by means of your presence at electronica Experience and through your sponsorship that will enable school classes to take part in electronica Experience without much hassle.



Sponsoring **eXperience** High School Students

Elektronik-Erlebnis und Karriere-Event



electronica grants sponsorship opportunities to a limited number of especially dedicated companies. Sponsorship will be used to cover schools' costs for travel and catering during the high-school students' stay at electronica. Sponsorships will only be granted to exhibitors at electronica Experience

Diamond Sponsorship for all 4 electronica days includes

for Classes of High School Students

- contribution to travel and catering during excursion
- free access to electronica Experience
- free access and participation in program on Discovery Stage
- bag including sponsors' information material
- guided tour through electronica (B2B halls)
- information on vocational training and studies
- participation in „scavenger hunt“ at electronica Experience

**introductory rate:
EUR 1,850,-**

for Sponsors

- your logo in electronica media (visitor guide, catalogue, website, dedicated landing page)
- your logo in ZVEI visitor information
- your logo on onsite-sponsors' board
- inclusion in PR regarding electronica Experience
- participation in on-stage program as per specification in Discovery Stage Program
- inclusion of one question regarding your company and/or demo in onsite-“scavenger hunt“
- inclusion of your information material in bag for high school students
- inclusion of your information in digital information package sent to teachers in preparation of trip



Sponsoring **eXperience** High School Students

Elektronik-Erlebnis und Karriere-Event



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Individualised Full Sponsorship for classes of High School Students / Sole sponsorship

Are you interested in becoming the sole full sponsor for one or several classes attending electronica Experience?

Do you have special ideas regarding your sponsorship for High School Students?

Get in touch with us! By email or phone. We will be happy to discuss your ideas and suggestions.



Sponsoring **eXperience** High School Students

Elektronik-Erlebnis und Karriere-Event



electronica Experience - Program Discovery Stage for High School Students on Nov. 14 and 15, 2018

Program for High School Students Block 1

From 09:00 Hrs.	Arrival Individual exploration of electronica Experience
09:30 - 09:45 Hrs.	Welcome and brief introduction to the trade fair electronica (ZVEI)
09:45 - 10:00 Hrs.	Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI)
10:00 - 10:30 Hrs.	From Practice: Apprentices/Students/Young Engineers give an insight (Sponsors)
10:30 - 10:45 Hrs.	Q&A, Discussion: High School Students Companies Association
10:45 - 12:00 Hrs.	Guided Tour through electronica (B2B-Halls) – Information on the Industry and Trends
From 12:00 Hrs.	Individual exploration of electronica Experience

13:45 - 14:45 Hrs.	"How does this work?" Tear-Down of an Electronic Device
After 14:45	Individual exploration of electronica Experience

Program for High School Students Block 2

From 09:00 Hrs.	Arrival Individual exploration of electronica Experience
11:00 - 11:15 Hrs.	Welcome and brief introduction to the trade fair electronica (ZVEI)
11:15 - 11:30 Hrs.	Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI)
11:30 - 12:00 Hrs.	From Practice: Apprentices/Students/Young Engineers give an insight (Sponsors)
12:00 - 12:15 Hrs.	Q&A, Discussion: High School Students Companies Association
12:15 - 13:30 Hrs.	Guided Tour through electronica (B2B-Halls) – Information on the Industry and Trends

13:45 - 14:45 Hrs.	"How does this work?" Tear-Down of an Electronic Device
After 14:45 Hrs.	Individual exploration of electronica Experience

electronica Experience - Program Discovery Stage for High School Students on Nov. 16, 2018

Program for High School Students Block 1

From 09:00 Hrs.	Arrival Individual exploration of electronica Experience
09:30 - 09:45 Hrs.	Welcome and brief introduction to the trade fair electronica (ZVEI)
09:45 - 10:00 Hrs.	Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI)
10:00 - 10:30 Hrs.	From Practice: Apprentices/Students/Young Engineers give an insight (Sponsors)
10:30 - 10:45 Hrs.	Q&A, Discussion: High School Students Companies Association
10:45 - 12:00 Hrs.	Guided Tour through electronica (B2B-Halls) – Information on the Industry and Trends
From 12:00 Hrs.	Individual exploration of electronica Experience

13:45 - 14:45 Hrs.	"How does this work?" Tear-Down of an Electronic Device
From 14:45 Hrs.	Individual exploration of electronica Experience

Program for High School Students Block 2

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13:45 - 14:45 Uhr	"How does this work?" Tear-Down of an Electronic Device
From 14:45 Hrs.	Individual exploration of electronica Experience

For booking of High School Students-Sponsorship kindly contact



Mr. Bernd Künstler
ZVEI-Services GmbH (ZSG)
Lyoner Str. 9
D-60528 Frankfurt am Main
Phone: +49 (0)69-6302-461
Kuenstler@zvei-services.de