



electronica Experience excels as a combination of first-hand experience and information that inspires curiosity in its participants first and foremost with your demo. The hall's central and defining feature is that it enables live demos of your product's applications. Making you an attraction for your target market and the focus of their attention:

- ▶ you have the best starting position for successful employer branding and effective recruiting,
- ▶ you generate attention and interest from trade visitors that would probably not have visited your main stand,
- ▶ you give specialist and general media the images and stories they require for their coverage.

Introductory Rates:

Stand Options and Participation Costs

At the premiere of electronica Experience, you receive special rates when booking your additional presence. The space prices included in the electronica Experience packages **equate to 50% of the regular electronica rate.**

Stand Packages

- ▶ White rear walls, **3 m high**
- ▶ Stand space with carpet color of your choice
- ▶ White lighting system consisting of profiles with integrated lighting
- ▶ 4 bar stools, 1 body (lockable) as a standing table
- ▶ Power supply connection, 3kW alternating current, incl. consumption

Small-9 m²: € 3,928.00 | Medium-18 m²: € 6,076.00 | Large-27 m²: € 8,216.00

For rear walls of **4m height** please ask for a quotation

Live-Demo-Area

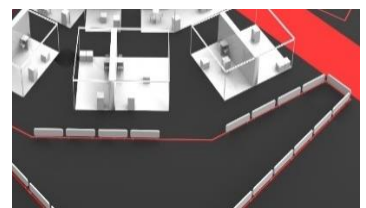
For all live demos with an increased need for space (e.g. because they are best presented or tested while in motion), book special demo areas directly adjacent to your stand. These will be delineated by colored floor markings unless they need firm boundaries.

Up to 50 sqm: € 60.00/sqm incl. floor marking
for larger presentations please ask for special conditions

Note: All participation prices will be subject to a 15% increase after 31 May 2018.

Plus AUMA charges of 0,60 €/m², plus advance payment for services of 20 €/m², plus fixed rate disposal fee of 4,00 €/m², subject to VAT

**Early bird rates
apply
till 31 May 2018**





Additional Services:

Branding, boundaries, Discovery Stage

Branding graphics on rear wall: Digital print includes lamination. Preparation of print data is not included. Print data are to be provided: 70,00 €/m²

Firm boundaries with/without branding: Demo areas that require a firm boundary for reasons of security or because of the need to restrict access, offer you even more opportunities for branding and extra visibility with respect to young professionals, trade visitors and the media.

- ▶ Division by demarcation barriers without branding: € 70/piece
- ▶ including branding (slip cover): € 182/piece

Use of Discovery Stage: If you wish to contribute to the accompanying program by using the Discovery Stage for a company/product/employer or else presentation you are welcome to book a slot at the Discovery Stage. In case you consider doing something out of the ordinary or would like to use the stage for your own press conference or an evening event please contact us.

- ▶ Presentation Slot at Discovery Stage: € 395/30 min



Application type

- sqm Stand package, rear wall 3m height ☐ rear wall white ☐ rear wall branded
- sqm Stand package, rear wall 4m height ☐ rear wall white ☐ rear wall branded
- sqm Live-Demo-Area incl. floor marking
- sqm Live-Demo-Area incl. firm boundary ☐ plain ☐ incl. branding
- Slot(s) at Discovery Stage (please specify by attachment to this application)

Presentation of your exhibit

Please illustrate what exactly you will present to the trade fair visitors (by attachment if needed)

.....

Please illustrate the interactive elements of your presentation (by attachment if needed)

.....

**Please complete
in full and return:**

Fax: +49 89 949-20339
management@electronica.de

This application is **only valid for registered exhibitors** at electronica 2018. In case you have not yet applied for space please do not forget to do so.

This application is **only valid for registered exhibitors** at electronica 2018 for an additional presence at electronica experience. By signing this application you **accept the General and Special Terms of Participation** for electronica 2018.

Exhibitor	Contact Person	Phone
E-mail	Place and date	Signature