



SPONSOR
PACKAGES
2022

information memorandum

sponsor package

Startups continue to change the face of electronics. The Fast Forward startup platform by electronica and Elektor has given a stage to dozens of aspiring young startups on the world's leading trade fair. But for 2022's 5th edition, electronica Fast Forward is gearing up to be faster than ever before!

For its first anniversary edition in 2022, Fast Forward will showcase the impact of startups by inviting the 'crème de la crème', the most interesting and innovative young entrepreneurs. We will offer a stage to successful startups and young scaleups that will attract a crowd on their own. Fast Forward 2022 focusses on the success rather than the promise.

If ever there was a moment to be part of the electronica Fast Forward startup platform, 2022 is the one! A young, vibrant and innovative platform will emerge in the heart of Messe München this November, and you can be part of it. Join us in inviting the future of our industry to electronica and make an impact for these young innovators and the industry at large!

In this information memorandum we created four standard packages of sponsorship as an outline of the possibilities, but **we do invite you to contact us so we can make sure to make your goals fit our possibilities**. Nothing is impossible at the Fast Forward startup platform at electronica 2022!



quick overview of the biggest changes

As said in 2022 the electronica Fast Forward startup platform will be a new and improved version. Here are the biggest changes:

- › We will invite only the most attractive start-ups to be present in 2022.
- › Innovative start- and scale-ups that attract a crowd on their own.
- › We recruit them on platforms like Kickstarter, Hackster, other events, etc.
- › Elektor will recruit, select and invite the absolute most interesting ones.
- › To receive a 'golden ticket' and invite to be present at electronica 2022.
- › Where all that join are already certain to be a prize winners.
- › >> Additionally we will invite attractive universities or student challenges, like the solar cup winners or the robot soccer cup winners.

WHAT THIS MEANS FOR OUR SPONSORS:

- › The proposition to our sponsors will improve greatly from this.
- › 1: a sponsor is directly related to startups getting a stage on earths biggest trade show.
- › 2: the new approach will attract even more people to the e-ffwd booth.
- › This improved formula is beneficial to all startups as well as sponsors.
- › All this leads to more exposure, future leads and a better overall impression.

Please find sample packages on the next sheets. These are only examples! If you would like to sponsor the e-ffwd, we invite you to contact us so we can make sure to make your goals fit our possibilities. Nothing is impossible!



one exclusive slot available (1/2)

diamond package €45,000

media value
more than
€85,000

Possibilities include

› **Co name branding of the Fast Forward event**

As the diamond sponsor of the Fast Forwards award your brand can be closely associated with the Fast Forward startup platform. We envision a 'Powered by' tag but are open for other approaches. Either way your involvement will be known to all.

› **+ Name sponsorship of an award**

The Diamond Sponsorship also includes giving your name to one of the awards given to one of the startups attending the Fast Forward awards show. Obviously, there are possibilities to add extra value to the prize itself, but in the basis, this has already been taken care of.

› **+ Exclusive: Recruitment of one selected startup**

Only the Diamond Sponsor can invite an additional startup or university to Munich. Are you working closely with a young innovator? This is an ideal opportunity to invite and tell the story of your involvement to the world.

› **+ Speaker slot at WEEF***

As Elektor is hosting this year the second edition of the highly appreciated World Ethical Electronics Forum at electronica 2022, this Diamond sponsor package offers a unique speaker slot to tell the story of the Ethical Journey of your company.

› **+ Full branding package online, on site as well as in print see sheet 8)**

An extensive package of communication on site, online and in print is included. A full overview can be found in sheet 8.

› **+ Exclusive: one BIG creative campaign in the Elektor media (see next slide)**

+ Do contact us for a truly custom creative approach - nothing is impossible!

one exclusive slot available (2/2)

diamond package €45,000

media value
more than
€85,000

Included exclusively in the Diamond Sponsorship is a Big creative campaign in the Elektor media:

One example we can imagine is an international contest like we have done successfully in the past with companies like Maxim, Intel and Microchip. Below are the rough outlines of what such a contest could look like, for purpose of demonstration of the scope of our creative campaigns.

International Contest with your products!

- › Participants use your development kit in this international contest
- › arget (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
- › This way you will receive all participations forms GDPR proofed
- › Elektor will filterthe incoming participation forms for serious submissions
- › You will deliver the hardware and software to the participants
- › From the Elektor-fast forward website, there will be a link to the form
- › To motivate the participants, interesting prizes need to be offered
- › Elektor will continuously motivate and stimulate (in print and online) the participants to send in their ideas, designs as well as technical papers
- › You can demonstrate the best ideas / applications at the fast forward booth
- › International contest award - you can produce an award for the ceremony

three slots available

gold package €25,000

media value
more than
€45,000

Possibilities include

› **Strong brand relation to the event**

Obviously your brand will be taken along in nearly all correspondence about the Fast Forward startup platform and the awards. Except for the name which is exclusive to the Diamond Package, your brand will be communicated everywhere (see also the next bullet).

› **+ Extensive branding package online, on site as well as in print (see sheet 8)**

A complete package of communication on site, online and in print is included. The full overview of everything that is included in the Gold Sponsor Package can be found in the sheet on page 8 of this handout.

› **+ Name sponsorship of an award**

The Platinum Sponsorship also includes giving your name to one of the awards given to one of the startups attending the Fast Forward awards show. Obviously there are possibilities to add extra value to the prize itself, but in the basis this has already been taken care of.

+ Do contact us for a truly custom creative approach - nothing is impossible!

five slots available

silver package €10,000

media value
more than
€15,000

Possibilities include

› **Strong brand relation to the event**

Your brand will be part of most of the correspondence about the Fast Forward startup platform and the awards. With some elements exclusive to the bigger packages there is still a very complete communication for the Silver Sponsor Package (see also the next bullet).

› **+ Extensive branding package online, on site as well as in print see sheet 8)**

A complete package of communication on site, online and in print is included. The full overview of everything that is included in the Silver Sponsor Package can be found in the sheet on page 8 of this handout.

+ Do contact us for a truly custom creative approach - nothing is impossible!

	DIAMOND	GOLD	SILVER
Logo on the Mega Screens at all Entrances	fullscreen	•	•
Logo on the welcome wall	•	•	•
WEBSITES & SOCIAL MEDIA			
Logo on e-ffwd website powered by Elektor	•	•	•
Logo on the electronica Fast Forward Section on www.electronica.de	•	•	•
Logo on electronica Start-up Partner Site	•	•	•
Premium newsletter electronica distributed over the German (6.200 addresses) and/or English (5.200 adresses) electronica mailing list	•	-	-
Press Release electronica Newsletter (DE & EN electronica mailing list)	•	•	-
Inclusion in editorial article about the e-ffwd in the electronica daily	•	•	•
Banners in the international Elektor Newsletter E-Zine (4 languages)	2	-	-
Expert Paper in the international Elektor Newsletter (distribution worldwide, 4 languages)	3	1	-
Dedicated partner mailing to engineers / designers	120	50	
Half-Size banner in electronica Newsletter	2	-	-
Banner on Elektor magazine website (worldwide, 4 languages)	1 month	-	-
Interview with Elektor Chief editor in the Elektor Bulletin TV incl. broadcasting	1	1	1
Elektor Newsroom: Brochure display, Integration of a corporate image film, publication of every press release	4 languages	2 languages	1 language
Online-Press box on electronica.de	1	1	1
Postings on Elektor as well as electronica Social Media channels (Facebook and Twitter) (EN, G, NL, F)	6	3	2

	DIAMOND	GOLD	SILVER
IN PRINT GENERAL			
Logo placement in flyers, articles, program and posters e-ffwd	•	•	•
Logo printed on e-ffwd bag	•	•	•
Materials included in e-ffwd bag	max 3	1	1
Exclusive editorial article about your sponsorship in Elektor Industry Magazine	2/1 page	-	-
Editorial article in the e-ffwd – Guide	2/1 page	1/1 page	1/2 page
Advertisement page in the e-ffwd - Guide	1/1 page	1/2 page	1/3 page
Press release in the e-ffwd - Guide	-	-	-
IN PRINT & DIGITAL ELEKTOR MAGAZINE			
Advertisement in Elektor Magazine (DE, EN, FR & NL)	2 x 1/1 page	1/2 page	1/3 page
Advertisement in Elektor Industry Magazine (DE, EN, NL)	1/1 page	1/2 page	1/3 page
ADVERTISING			
Inclusion in Elektor Newsletter E-Zine regarding e-ffwd	•	•	•
AUDIENCE			
Member of the jury	•	-	-
Presentation with award ceremony	•	•	•
FREE TICKETS			
Four-day Guest tickets	4	3	2

application form

Please complete this form and send it via Fax to +49 89 949 20339 - MESSE MÜNCHEN
or email to: caroline.pannier@messe-muenchen.de.com

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 _____

application form

Please complete this form and send it via Fax to +49 89 949 20339 - MESSE MÜNCHEN
or email to: [caroline.pannier@messe-muenchen.de.com](mailto:caroline.pannier@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 1 (available)	€45,000
<input type="checkbox"/> Gold (2 available)	€25,000
<input type="checkbox"/> Silver (3 available)	€10,000

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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