

# Electronica 2016 Munich Show Special

## November 8-11 Messe München



November 8-11, 2016  
Messe München

4 days  
12 halls  
133,000 square meters of exhibition space  
2,725 exhibitors from 52 countries  
73,189 visitors from 87 countries

### EE World electronica 2016 show daily

**GOLD:**  
Single Placement specification (1 of 5 placements):

- Headline
- 125x90 Image
- 40 words copy
- URL

**PLATINUM** includes a total of ALL 5 placements on left rail and a video promotion.

The screenshot shows the EE World Online website interface for the Electronica 2016 show. It features a 'DAILY SHOW SPECIAL' banner, a 'Top story of the day' section with an image of people at a trade show, and several article teasers including 'ADAS Sensor Interconnect board', 'Power solutions for eCall Applications Solution Guide', 'Automotive Camera Module Reference Design', and 'Bi-directional power in a dual battery 1248V automotive design'. A video player for 'EE World Videos' is also visible at the bottom.

Pre-show Edition: Oct. 31  
Materials Due Date: Oct. 17

Daily Editions: Nov. 9 & Nov. 10  
Materials Due Dates: Oct. 26

Post-Show Edition: Nov. 14  
Materials Due Date: Oct. 31

EE World Online will feature an electronica 2016 custom enews distribution 'from the show floor' daily that will focus on technology, the latest products and leading trends. The Show Special will reach a global audience of over 200,000 professionals in the electronics engineering markets, and be syndicated through the EE World Online network of sites including EDABoard.com

### electronica 2016 Show Special

- Platinum Package: \$4750**
- Exclusive Sponsor on one day of the Show E-news - Logo + 5x placements & video promotion. Each placement includes 125x90 image, headline, 40 words of copy and URL.
- Gold Package: \$1250**
- Single Text Based Ad in Show Daily. Placement includes 125x90 image, headline, 40 words of copy and URL.

### Editor AIMEE KALNOSKAS — From the Show Floor



Aimee Kalnoskas serves as an editor for EEWorldOnline and WTWH online communities — EDABoard.com and Electro-Tech-Online.com.

Aimee has 30+ years of experience in electronics and technology publishing operations. She's managed several online communities for engineers including the Texas Instruments E2E Community where she also served as the Digital Content Editor. Aimee has served as a speaker and panelist at numerous industry events and as moderator for many webcasts serving the electronics industry.

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