

How to get the most from your visit to electronica 2010

The 24th biennial electronica trade show will take place November 9-12, 2010 in Munich, Germany. We want to make sure that the show provides a high value for those who attend. This white paper identifies show resources that you may not have been aware of, and reveals responses from previous visitors to help you plan your visit to electronica.

1. Start planning early

It seems obvious, but early planning allows a better selection of hotels, less expensive transportation costs, better use of your time at the show and, best of all, more peace of mind. There are a number of details that can be addressed early on.



Main (West) entrance to the Messe München trade fairgrounds

2. Find most show information on the electronica website

This is the most convenient and comprehensive source of show information. From this website you can find a vast array of information, much of which is summarized

for quick [reference](#) [1].

3. Use the visitor hotline

If you can't find the information you need on the website, try the visitor hotline. It's staffed 9AM to 5PM EST, Monday to Friday. You will be connected to a friendly, knowledgeable assist, eager to help make your experience a good one.

Telephone: +1 212 974 1880

Fax: +1 212 262 6519

Email: info@munich-tradefairs.de [2]

Languages: English and German

Examples of information available on the hotline: show prices, events, opening time, how to find a hotel, shopping locations, how to register a company, exhibitor help, how to order a show catalog, driving directions, making restaurant reservations, shuttle bus questions, customer service, failed to get a voucher, confirmation of the voucher, information on free access to Munich public transportation, and the fairgrounds.

4. Sign up for the free newsletter

The [newsletter](#) [3] contains details on the trade show that could be important to planning a successful visit. Typical content includes news from the trade fair network, highlights of upcoming conferences and forums, product innovations, market trend analyses, and "Business Life" - news and articles covering different a more personal side of business such as how to make sure your meetings are run efficiently or how to cope with stress.

5. Research the online database

The electronica 2010 exhibitor database is [online](#) [4]. It will give you details about the numbers and types of companies that will exhibit at the show.

6. Register online before leaving

Online registration provides a number of benefits:

1. Discount admission price
2. Avoid large on-site registration lines
3. Free use of Munich public transportation

Online registration is currently live. Enter your user name and a password to set up your personal trade fair account. Answer a few questions, complete the ordering process and print out your print@home ticket. This is your entry pass for the fair as well as a pass entitling you to free use of all Munich public transport services to the trade fair centre. It also allows you to pick up a free exhibition catalog (valid only on site during the event, as long as supply lasts). [Register online here](#) [5].

Most exhibitors invite their customers by sending them vouchers for a one-day ticket. They are available as printed vouchers or electronically. Visitors who have

such a voucher can also register online. They simply type in their voucher number and receive a print@home ticket after registration. The exhibitor who sent the invitation will pay for the ticket.

7. Develop a show plan to take advantage of all the show's features

Getting the most from the show involves understanding what this immense event has to offer, starting with the fairgrounds layout.

electronica is held on the grounds of a converted airport. The exhibits and conferences are held in 12 different very large buildings, methodically laid out in a logical grid pattern. [Download the map](#) [6] and make a walking plan. The area is large, and even rugged can become fatigued with all the necessary walking. On the first floor of the B-Halls there is an express way running from B1 to B6. Using this cuts down the time to go from hall B1 to hall B6 to about five minutes. A-halls are also accessible via this express way.

There is a coat check facility inside the west and east entrances. Use it to store excess pamphlets and brochures that you collect so that you don't have to walk around with a lot of additional weight. The fairgrounds include several good - and large - onsite restaurants. Most are buffet-style. The Riem Arkaden, a shopping mall with a food court, is within walking distance of the fairgrounds.

8. Focus on growth markets

electronica 2010 will focus closely on the growth markets in electronics:

- Automotive
- e-Mobility and power electronics
- Displays and e-Signage
- Embedded systems and software
- Medical electronics and MEMS
- Photovoltaics and other renewable energy.

Automotive with the main theme of electromobility, displays and e-signage or digital signage, embedded systems with hardware and software, medical electronics, MEMS, photovoltaics and other renewable energy are just some of the topics that will dominate this year's trade fair.

electronica will cover the entire spectrum of technologies, products and solutions in the electronics industry: semiconductors, sensors, measuring and testing, electronics design, passive components, power supply, PCBs and other non-mounted circuit carriers, EMS and more!

The exhibition itself, conferences and forum programs on the show floor will display the latest products and solutions.

9. Conferences

electronica automotive conference

This two-day conference entitled "electronics meets automotive" begins one day

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before electronica 2010 on November 8th, 2010 and highlights future automotive trends. High-level representatives of leading car manufacturers, their suppliers and the electronics industry will discuss the future of automotive electronics.

The electronica automotive conference is part of a multi-faceted program for the automobile – electronics industry. Together with an automotive exhibition and electronica automotive forum, electronica provides a rich learning environment for visitors to experience the latest developments of modern automotive electronics. Focus areas are electromobility, driver assistance systems and communication growth markets. [Download the conference program schedule](#) [7].

Wireless conference

Wireless technology is constantly delivering higher performance and becoming more complex. Join show organizers Elektronik Magazine, the German Electrical and Electronic Manufacturers' Association (ZVEI) and Messe München for the Wireless Congress 2010: Systems & Applications. [More information](#) [8].

10. Events

electronica will have over 200 events during the four days of the show. They are grouped by type, or “rubric”, and will be available online. The website will include an interactive database as the show draws closer to help you find events that you might want to attend. Here’s a first preview of what to expect:

General interest

- electronica.TV – video of selected presentations
- CEO Round Table – panel discussion industry leaders. On the podium: Rich Beyer, CEO, Freescale Semiconductor; Carlo Bozotti, CEO, STMicroelectronics; Peter Bauer, CEO, Infineon Technologies.

Forums

- Automotive Forum
- Embedded Forum
- electronica Forum
- ZVEI Forum
- Display Forum with e-Signage exhibits

Conferences in the International Congress Center Munich (ICM)

- electronica automotive Conference 2010 from November 8th to 9th, 2010
- Wireless Congress 2010 -Systems & Applications from November 10th to 11th, 2010

11. Travel and accommodations

This paper is not meant to cover all travel and accommodation options in detail. At

best, it provides a sampling of the various ways to travel to and stay in Munich.

If you have never been to Munich, find a way to get from the airport to city center (Marienplatz). From there, the transportation options lead to almost anywhere you need to go. Take advantage of Munich's excellent busses, taxis, trains, S-Bahn (public light-rail train) and U-Bahn (underground public transportation). The public transportation system is so good and safe that you shouldn't need to rent a car.

The S-Bahn is the quickest and least expensive way to get to the city center. There are also shuttle that connects the airport and the New Munich Trade Fair Center during every big trade show.

To get to the show, take the U-Bahn (U2) and stop at Messestadt West or Messestadt Ost, the entrances to the electronica trade show.

12. Planning information sources

Official websites

[The official electronica 2010 website](#) [9]

[Messe München's official website](#) [10]

[Messe München's US office , with extensive trip planning information](#) [11]

[electronica 2010 hall arrangement](#) [12]

[Munich's \(city\) official website](#) [13]

[Munich airport's official website](#) [14]

International travel

[Documents needed for traveling in the EU](#) [15]

[Customs information](#) [16]

[Currency converter](#) [17]

[German Foreign Office \(entry requirements, visa\)](#) [18]

How to get around in Munich

[MVV](#) [19] (Munich's Public Transport system)

[Taxis in Munich, Transportation, Mobility, Train, Transportation guide](#) [20]

[City guide](#) [21]

[Route planner](#) [22]

[Munich International Trade Fairs](#) [11] (US office) guide to Munich, including

Hotel Guide, Munich Airport,

Interactive Street Map, City Transit Map (S-Bahn and U-Bahn), City Guide, Munich

Weather, Currency

Conversion, Private Tours in Munich, Eat and Drink and Attractions

[Emergency](#) [23]

Reference

[Bilingual dictionary online](#) [24] (LEO)

[Telephone directory](#) [25]

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Links:

- [1] <http://www.electronica.de/en/home>
- [2] <mailto:info@munich-tradefairs.de>
- [3] <http://www.electronica.de/en/home/h/Newsletter/~/?sourceld/19646627>
- [4] <http://www.electronica.de/link/en/19862161>
- [5] <http://www.electronica.de/en/home/visitor/prices-registration/online-ticket-registration>
- [6] <http://www.electronica.de/en/home/visitor/hall-assignments>
- [7] <http://www.electronica.de/en/home/congress-events/conferences/automotive-conference#19748804>
- [8] <http://electronica.de/en/home/congress-events/conferences/wireless-congress>
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- [10] <http://www.messe-muenchen.de/en>
- [11] <http://www.munichtradefairs.com/>
- [12] <http://www.electronica.de/link/en/19651805>
- [13] <http://www.muenchen.de/home/60093/Homepage.html>
- [14] <http://www.munich-airport.de/de/consumer/index.jsp>
- [15] http://europa.eu/index_en.htm
- [16] http://www.zoll.de/english_version/index.html
- [17] <http://www.xe.com/ucc/>
- [18] <http://www.germany.info/Vertretung/usa/en/Startseite.html>
- [19] <http://www.mvv-muenchen.de/de/home/index.html>
- [20] http://www.muenchen.de/verticals/Traffic_Transport/227515/index.html
- [21] <http://www.muenchen.de/Tourismus/6942/index.html>
- [22] <http://www.viamichelin.co.uk/tpl/hme/MaHomePage.htm?redirect=true>
- [23] http://www.muenchen.de/Stadtleben/Essential_Information/Emergency_Help/76808/index.html
- [24] http://www.leo.org/leo_home_en.html
- [25] <http://www1.dastelefonbuch.de/english.html?&cilist=&sp=0>