



pcim

09. – 11.06.2026  
NÜRNBERG



mesago

# MARKETING SOLUTIONS PORTFOLIO

Power up your presence

Messe Frankfurt Group

## PCIM Marketing Solutions: More Visibility, Higher Quality Leads

Boost the ROI of your trade show presence with our tailored marketing solutions.

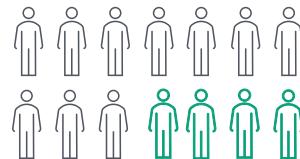
In 2024, the exhibitors who worked with us generated 39% more leads on average than those who didn't.\*

Maximize your visibility, generate better contacts and make this years PCIM the best one yet.

\*Based on the analysis of our lead capture program "Lead & Track" conducted during PCIM Expo & Conference 2024.

# 39 %

more leads for our customers in 2024.



## Hear from our Partners

*"The versatile marketing solutions around PCIM provide us with additional touchpoints with our target audience. ROHM gains extensive visibility among trade fair visitors through these tailored activities and welcomes not only familiar faces but also interesting new contacts to its booth each year."*

**Jana Falk**  
ROHM Semiconductor Europe



*"The PCIM Marketing Solutions are a crucial component for us to position Littelfuse among trade show visitors and effectively showcase our products. Our long-standing partnership has significantly strengthened our brand over time."*

**Sascha Boska**  
Littelfuse



*"Over the years the PCIM team has offered us diverse promotional options and keeps on developing it further. Their proactive support, flexibility in tailoring solutions to our needs, and reliability in delivering on promises make my work easier. It's a pleasure working with such a dedicated team!"*

**Mirkka Rissa**  
Vincotech



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# Exhibition

01

# Entry Areas

## Entrance NCC Mitte



### Subway Display

Width x Height	528 x 54 cm 2.112 x 216 px
Price	EUR 2,900



### Sign Spinner\*

Includes board in your chosen branding

Price	EUR 5,200
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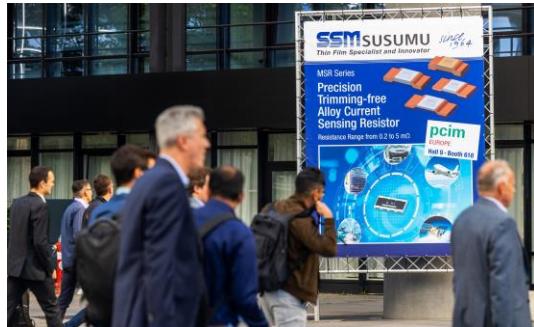
\*Limited to one exhibitor per entrance.



### Video on Outdoor LED Wall

Width x Height	720 x 440 cm
Video length	15 seconds
Price	EUR 5,900

## Entrance NCC Mitte



### GigaFrame Junior

Width x Height | 273 x 360 cm

Price | EUR 9,500



### Advertising Tower

Width x Height | 300 x 500 cm

Price | EUR 10,490



### GigaFrame Max\*

Width x Height | 1200 x 800 cm

Price | EUR 26,500

\*Limited to one exhibitor.

## Entrance NCC Ost



### Glass Balustrade Branding (Five Panels)

Width x Height	97 x 82 cm
Price	EUR 1,900



### Display to Hall 4A

Width x Height	7.680 x 1080 px
Price	EUR 3,200



### Advertising Banner

Width x Height	579,5 x 359,5 cm
Price	EUR 6,200

## Entrance NCC Ost



### Zeppelin with brand message\*

Width x Height	200 x 75 cm
Placement	Both Entrances possible
Price	EUR 9,500

\*Limited to one exhibitor per entrance.



### RiggBanner

Width x Height	800 x 1,750 cm
Placement	NCC Ost
Price	EUR 10,500

# Halls & Transitions

## Transition Areas: Expand your reach beyond your own hall



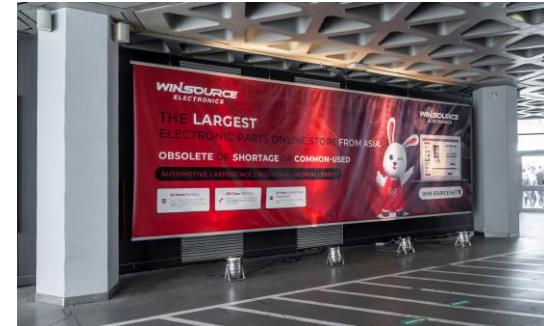
### LightBox

Width x Height	150 x 250 cm
Placement	Entrances & Transitions
Price	EUR 4,300



### Promotion

Placement	Entrances & Transitions
Price	EUR 5,400



### MegaBanner

Width x Height	800 x 250 cm
Placement	Between Halls 9 & 7
Price	EUR 6,200

## Wayfinding: Step by step to success



### Logo on Venue Plan\*

Placement	Both Entrances
<b>Price</b>	EUR 2,590

\*Limited to ten exhibitors.



### Floor Graphic

Width x Height	300 x 300 cm
Placement	Entrances & Transitions
<b>Price</b>	EUR 3,700



### Footprints\*

Width x Height	40 x 16 cm
Placement	Entrances & Transitions
<b>Price</b>	EUR 5,995

\*Limited to one exhibitor per Hall.

## NEW: Coffee Cup Sponsorship



Description	
A strong presence to go: With 5,000 branded coffee cups, you'll place your brand right into the hands of our visitors.	
Includes	<ul style="list-style-type: none"><li>• 5,000 coffee cups in your design, distributed in all on-site restaurants.</li><li>• Announcement in a visitor mailing.</li><li>• Social media post.</li><li>• Push notification in the PCIM app.</li></ul>
Location of our Restaurants	<ul style="list-style-type: none"><li>• NCC Mitte</li><li>• Hall 9</li><li>• Transition between Halls 6 &amp; 7</li></ul>
Price	EUR 5,200

\*Limited to one exhibitor.

## NEW: After Work Beer-Sponsoring



### Description

Your brand where connections are made: As sponsor of the PCIM After Work Beer, you'll shape the most popular networking event of the exhibition.

Includes	<ul style="list-style-type: none"><li>• Title sponsorship integrated into all event communications</li><li>• 2,000 beer bottles in your design</li><li>• Announcement in a visitor mailing</li><li>• Social media post</li><li>• Push notification in the PCIM app</li></ul>
Price	EUR 7,200

\*Limited to one exhibitor.

## Stages: Put yourself into the spotlight

Stage	Description
E-Mobility & Energy Storage Stage	Showcase your product portfolio and the latest developments in e-mobility and energy storage.
Exhibitor Stage	Present your latest innovations in 20-minute presentations to a professional audience.
Technology Stage	The exclusive platform for scientific presentations and panel discussions. Share your research and development expertise in power electronics.



For more information about the stages, click [here](#).

## E-Mobility & Energy Storage-Stage

Packages	Premium Plus	Premium	Classic	Basic
Limitation	1 exhibitor	3 exhibitors	9 exhibitors	16 exhibitors
Presentation on the E-Mobility & Energy Storage stage including Q&A	3 x 20 min over three days	3 x 20 min over the days	2 x 20 min over two days	1 x 20 min
Video contribution (approx. 3 minutes) Published on the PCIM website and social media	✓			
Bench branding on the stage	✓	✓		
Exhibitor interview in the PCIM magazine	✓	✓		
Logo placement and promotion in the PCIM magazine	✓	✓	✓	
Logo on floor graphics at both entrances	Big logo	Big logo	Small logo	
Price	EUR 8,190	EUR 5,390	EUR 3,890	EUR 3,190

↗ Secure your spot [here](#).

# Conference

02

## Young Talent Award

Position yourself as a supporter of young talent and showcase your commitment to the international power electronics community. This puts your company in the spotlight as an attractive employer and driver of innovation.

### Award Sponsorship Package\*

Young Engineer Award, Young Researcher Award

Price	EUR 6,590
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\*Limited to one exhibitor per award.

### Integration in award ceremony

- Mention as sponsor of the respective award
- Award presented by a representative of the sponsor
- Your logo on the constantly visible presentation backdrop in
- Conference Room Brüssel 1
- Broadcast of your commercial (15 seconds) during breaks

### Comprehensive presence with conference attendees

Logo placement and mention as a sponsor:

- On the PCIM website
- In the Conference guide and conference flyer
- In the program overview in NCC Mitte
- On the program screen in front of the conference rooms

### Press and public relations

Mention as sponsor

- In a press release
- On the PCIM social media channels (incl. links to your company profiles)
- In a mailing to potential conference and exhibition attendees

## Young Talent Award

Get involved in innovations and actively shape the future of power electronics. With our Award Sponsorship, you position your company as a key driver of the industry.

### Award Sponsorship Package\*

Best Paper Award (3x)

Price	EUR 6,590
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\*Limited to one exhibitor per award.

### Integration in award ceremony

- Mention as sponsor of the respective award
- Award presented by a representative of the sponsor
- Your logo on the constantly visible presentation backdrop in
- Conference Room Brüssel 1
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## Further Sponsoring Opportunities



### Water Sponsorship

Offer conference attendees refreshments with your individually branded drinking containers.

Price	EUR 1,900
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\*Limited to one exhibiting company.  
Excluding drinking containers.



### Lunch Sponsorship

- Branded buffet back panels
- Buffet signage with logo and slogan
- Logo placement and acknowledgement as sponsor
- Mention in a mailing to attendees

Price	EUR 4,900
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Print

03

## PCIM Magazine

Focus on trends and innovations across the entire value chain, interviews with industry experts, and the latest research findings in power electronics.

**Circulation:** 5,000 copies, distributed at the entrances, in visitor areas, at the stages, and in the Media Zone.

Format	Size Width x Height in mm	Price	!	Additional 3 mm bleed applies on all sides.
2nd / 4th Cover Page	210 x 297	EUR 2,800		
3rd Cover Page	210 x 297	EUR 2,300		
Full Page Ad	210 x 297	EUR 2,100		
Half Page Ad	210 x 145	EUR 1,300		
1/3 Third Page Ad	58 x 297	EUR 900		
Advertisement Insert	By Arrangement	EUR 2,300		
Logo in Hall Plan		EUR 1,490		

## PCIM Magazine

A tailored editorial contribution with minimal effort on your part. Together with our editorial team, we define your objectives and the desired topic, such as your latest product innovations. You provide the content in the form of an interview or existing materials – and let us take care of the rest.

Format	Price
Full Page (incl. two images)*	EUR 2,100
Half Page (incl. one image)*	EUR 1,500

\*Text creation including one revision round, layout, and English translation. Additional revision rounds will be charged based on effort and invoiced separately. The assumption of third-party costs (e.g. image licensing fees) is excluded.



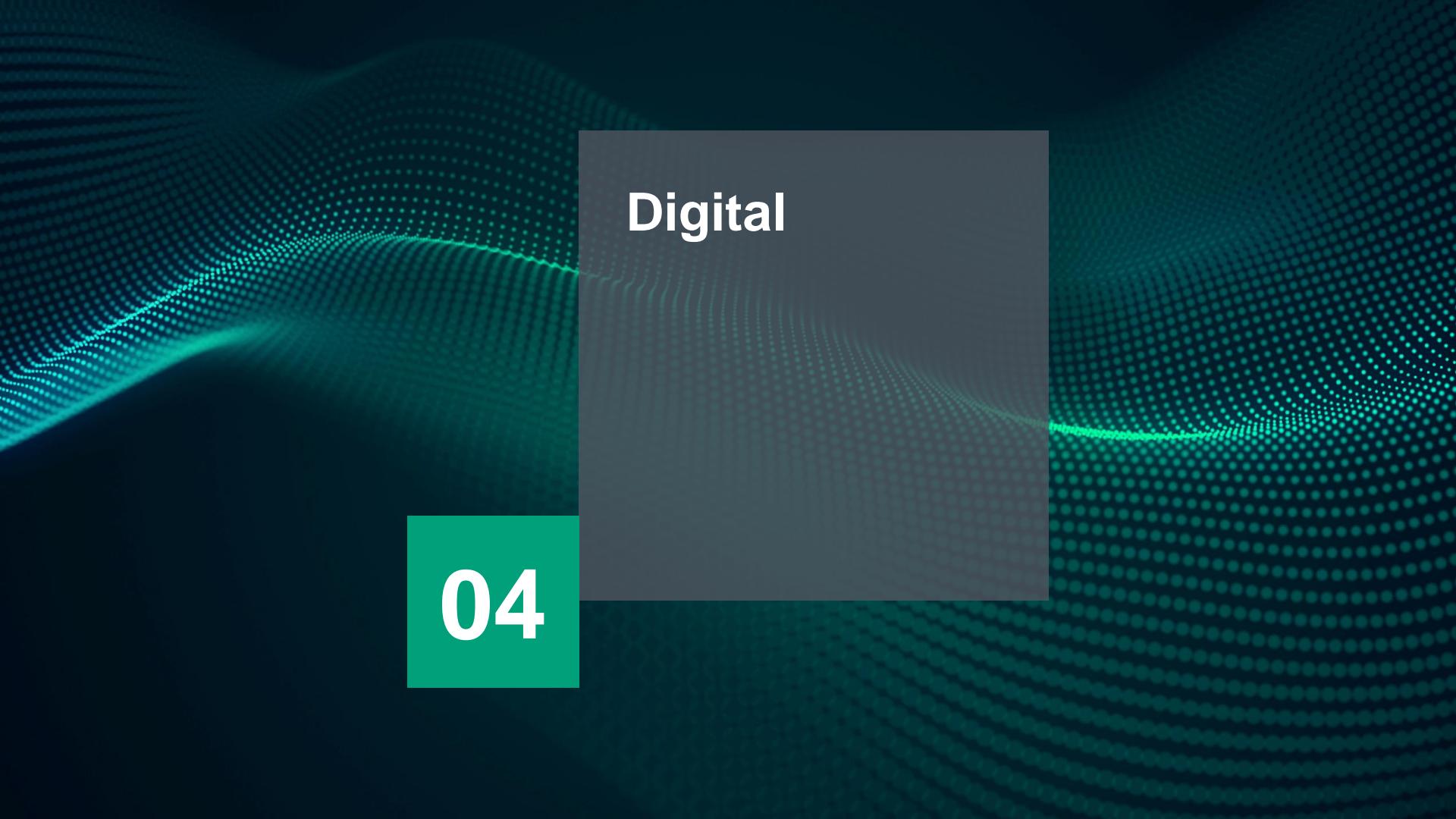
## Conference Guide

Central information medium of the PCIM Conference for researchers, developers, and technical decision-makers. Includes the conference program, detailed information about our speakers and much more.

**Circulation:** 900 copies, placed in all conference attendees' bags.

Format	Size Width x Height in mm	Price
2nd Cover Page	210 x 297	EUR 1,990
Full Page Ad	210 x 297	EUR 1,490





Digital

04

## Website Advertising

On our website, visitors can find all of our exhibitors – make sure you're at the very top.

### Searchbox Super Banner\*

Width x Height	1.140 x 114 px
Placement	Above the exhibitor search bar on the PCIM website
Run Time	From delivery of your advertising material until July 2026
<b>Price</b>	EUR 2,800

### Homepage Billboard Ad\*

Width x Height	1.140 x H 285 px
Placement	On the PCIM homepage
Run Time	From delivery of your advertising material until July 2026
<b>Price</b>	EUR 3,200

\*Limited to two exhibitors.

\*Limited to four exhibitors.

## Newsletter Advertising

Place your message directly in the personal inboxes of more than 20,000 registered and potential visitors.

### Banner in Visitor Mailing

Width x Height	875 x 225 px
Dispatch Date	By Arrangement
Price	EUR 1,200

### TextAd in Visitor Mailing

Specifications	<ul style="list-style-type: none"><li>Image: 200 x 200 px</li><li>Header: 20 Characters</li><li>Body text: 200 characters</li></ul>
Dispatch Date	By Arrangement
Price	EUR 2,200

### Interested?

We're happy to provide you with examples and data from previous years.

## PCIM App

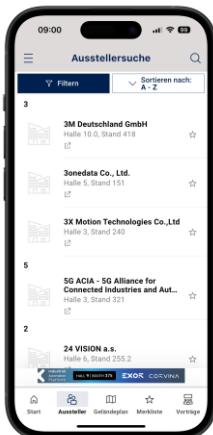
Our entire revised PCIM app offers you a brand-new touchpoint with our visitors.



Splash Screen



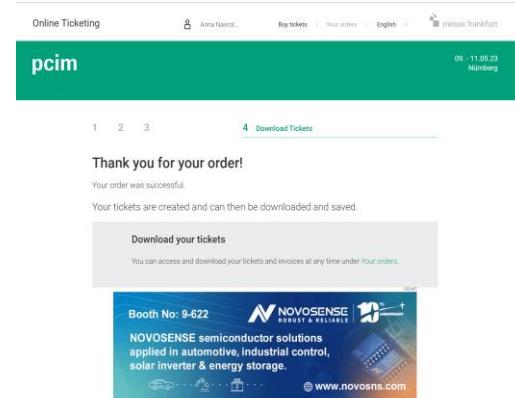
Banner in Hall Plan / Exhibitor Search



Format	Size Width x Height	Price
Splash Screen	1.200 x 2.400	EUR 3,200
Banner in Hall Plan	1.200 x 200	EUR 1,900
Banner in the Exhibitor Search	1.200 x 200	EUR 1,900
Banner in Stage Program	1.200 x 200	EUR 1,900

## Ticket TakeOver

Become impossible to miss – your message on every single visitor ticket.



### Ticket TakeOver\*

Format	auf Anfrage
Placement	<ul style="list-style-type: none"> <li>• Ticketshop</li> <li>• Messe ticket</li> </ul>
Run Time	Until July 2026
Price	EUR 8,900

\*Limited to one exhibitor.

## Media Package Manager

Most visitors research online in advance. A well-maintained company profile is therefore essential. With the upgrades available in the Media Package Manager (MPM), you can maximize its impact.

### Top of Search\*

Contains	First position in search results by keywords
<b>Price</b>	EUR 1,590

\*Limited to eight exhibitors.

### Top of Product Group\*

Inhalt	First position in search results when filtering by product groups
<b>Price</b>	EUR 525

Limited to two exhibitors per product group.

### NEW: Pole Position\*

Contains	Top position on the exhibitor search homepage
<b>Preis</b>	EUR 2,490

\*Limited to three exhibitors.

### Awareness Package\*

25% combo discount

**Price:** EUR 3,450

## PCIM News Platform – Power & Beyond

The English-language PCIM content platform for market insights and trends in power electronics. It features expert articles, web conferences, and industry news covering technology trends and market developments.

- ✓ Over 35,000 subscribers to the weekly newsletter
- ✓ Over 25,000 registered users on the platform
- ✓ Up to 238,000 page impressions and 104,000 visits per month

Use the platform to generate high-quality leads through web conferences, mailings, and additional advertising formats, or to strategically strengthen your brand awareness.

Find further information and our media kit [here](#).

Discover PCIM  
News Platform  
now!



# Deadlines

## Deadlines

Produkt	Deadline Buchung	Sprache
<b>Exhibition</b>		
Physical Advertising	11 April 2026	English recommended.
Digital Signage	25 April 2026	
E-Mobility-Stage	27 February 2026	
Exhibitor Stage	27 February 2026	
Technology Stage	27 February 2026	
<b>Conference</b>		
Award Sponsorship Package	28 March 2026	English recommended.
Water Sponsoring	28 March 2026	
Lunch Sponsoring	28 March 2026	

Produkt	Deadline Buchung	Sprache
<b>Print</b>		
PCIM Magazine	11 April 2026	English recommended.
<b>Digital</b>		
Website Advertising	25 April 2026	Both German & English possible.
Mailing Advertising	Seven working days prior to dispatch	
Ticket TakeOver	25 April 2026	
Media Package Manager	Possible anytime.	

# Get in Touch

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