



Messe München

Connecting Global Competence

International Dispensing & Adhesive Technology Innovation Forum



Fusion, building a smart future



productronica **China** 2020

International Trade Fair for Electronics
Development and Production.

July 3-5, 2020

National Exhibition and Convention Center (NECC), Shanghai

productronica-china.com

Strategic Partner



General Information

Date: July 4, 2020

Venue: On-site Forum Area B in Hall 5.1, National Exhibition and Convention Center (Shanghai)

Organizer: Messe München

Language: Chinese or English, no simultaneous interpretation (Non-Chinese speakers are recommended to use bilingual slides)

Slot price: CNY 25,000/slot (About 30mins, including Q&A)

Material Submission Deadline: Bilingual info of subject and speaker, presentation abstract of 250 words: April 15, 2020

Complete PPT Submission Deadline: May 15, 2020



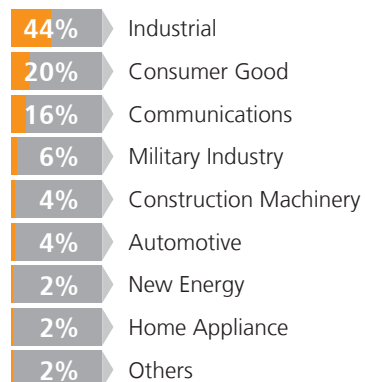
Topics

- Adhesive and dispensing technology trends and the current status in the electronics industry
- New adhesive and dispensing technology development
- Case study and the challenge of adhesive and dispensing technology in automotive electronics, portable equipment (smart phone, tablet, wearable devices and etc.) and communication industry
- Adhesive and dispensing empower advanced-packaging
- Adhesive technology: underfill, conformal coating, encapsulation, thermal conductivity, electrical conductivity, potting, dispensing and plasma surface treatment (plasma, corona) and etc.

2019 Audience Analysis

Attendance audience: 321

By Industry



By Job function



2019 Sample List

Huawei Technologies Co., Ltd.
 Nanjing Ericsson Panda Communications Co., Ltd.
 FiberHome Technologies Co., Ltd.
 Hisense Communication Co., Ltd.
 Axis Communications Ltd.
 Simcom Co., Ltd.
 Bosch Automotive Components (Suzhou) Co., Ltd.
 CRRC Times Electric Vehicle Co., LTD.
 Webasto China
 RoboSense Co., Ltd.
 Shanghai Comnex Signal Co., Ltd.
 Goertek Technologies Co., Ltd.
 CSMC Technologies Co., Ltd.
 Micro-power System (Beijing) Co., Ltd.
 HIGHLY New Energy Co., Ltd.
 Hanwha Q CELLS Limited
 Hanzhou Hikvision Digital Technology Co., Ltd.
 Xiamen Weiya Technology Co., Ltd..
 Foxconn Technology Group
 Tech-Front (Shanghai) Computer Co., Ltd.
 Flextronics Technology (Shanghai) Co., Ltd.
 Enics Electronics (Beijing) Co., Ltd.
 The Second Institute of China Electronics Technology Group Corporation
 10th Research Institute of China Electronics Technology Corporation
 Beijing Automation Control Equipment Institute
 Shanghai Marine Diesel Engine Research Institute
 Shanghai Academy of Spaceflight Technology

2019 Speaker Team



Infinite Flex GmbH/
Sixonia Tech

Dr. Kankai Ma
CEO/VP



DOW Chemical

Rogier Reinders
Global Marketing
Director



AXxon

Yemy Zhang
Product Manager



Scheugenpflug Resin
Metering Technologies
(SIP) Co., Ltd.

Edwin You
Director



Hoenle UV Technology
(Shanghai) Trading
Co., Ltd.

Dr. Shao Jianyi
Managing Director



Techstorm Advanced
Material Co., Ltd.

Danny Ji
R&D Director



Zhejiang Link
Tech Silicone
Material Ltd.

Yi Zhao
VP of Technology



Nordson ASYMTEK

Eric Gu
Market Development
Manager-Asia

Forum Sponsorship Packages

Benefits	Platinum Sponsor CNY 30,000	Gold Sponsor CNY 20,000	Speech Sponsor CNY 10,000
During the show			
Slot price (about 30 min, including Q&A)	✓	✓	✓
Poster / Roll-up (production excluded)	✓	✓	
Logo on backdrop	✓	✓	
Gift Sponsorship (production excluded and distribution time arranged by organizer)	✓	✓	✓
Speech Brochure distribution	✓	✓	
Advertisement on the visitor guide (it is free of charge and nearly every visitor who attends the fair uses it to have a better orientation)	Inside page, 1/1 (4c)	Inside page, 1/2 (4c)	
Sponsors' advertising video will be shown during lunch time or before the forum (five mins at most, only two exhibitors)	✓		
Desktop exhibit	✓		

Before the show

Newsletter with the information of sponsor (more than twice)	✓	✓	
Newsletter with the information of speech	✓	✓	✓
Speech information promotion on the WeChat group	✓	✓	✓
Speech information promotion on the conference page of official website	✓	✓	✓
Tailor-made email delivery (once)	✓		
Press release publish via WeChat (once)	✓		
Banner on conference webpage	✓		

Single Sponsorship

Benefits	Price
Tailor-made email deliveries to the pre-registrants	CNY3,000
Logo on backdrop	CNY5,000
Desktop exhibit, one table per sponsor (placed outside the venue)	CNY8,000
Gift sponsorship (production excluded)	CNY3,000
Poster / Roll-up (production excluded)	CNY3,000
Speech brochure distribution (production excluded)	CNY5,000
Conference stationery sponsorship (production excluded)	CNY5,000
Tote bag sponsorship (production excluded)	CNY5,000

Contact

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