Embedded
COMPUTING DESIGN

MARKETER'S GUIDE TO
embedded world 2026

Each year, Embedded Computing Design works with more than 150 exhibitors at embedded world on creating marketing strategies to generate leads, drive traffic to your booth, and create awareness of your products and services.

NEW in 2026!
Live Podcasting on show floor
YouTube Shorts – Ask the Expert
Dev Zone Speaking Opportunities

embedded world
Exhibition&Conference

Marketer's Guide Table of Contents

Learn how to get your content on our **embedded world channel**

Let us help you offer editorially aligned content and video storytelling.

Largest media partner covering the embedded space, reaching over 100,000 design engineers

embeddedcomputing.com

Let us help you plan for embedded world. Here are six recommendations to help increase your exposure and support your marketing initiatives before, during and after the show.

1. Plan your product launch strategy.

- Best in Show: Submit your new product for review.
- Product Photo on the Cover: Feature your product on Embedded Computing Design Special embedded world distributed to over 20k subscribers as well as 1k at the show.
- Product Showcase: Turnkey content produced on Embedded Computing Design editorial team, promoted across multiple platforms.
- Social Media Amplification: Expand your product news across social channels.

2. Plan your pre-show strategy.

- Road to embedded world Blog Series: Contribute to the embedded world blog series highlighting your booth offerings, new products and booth theme. Make sure the engineers' path comes to your booth. Complete this form to participate.
- Submit news or product press release here. Your press releases and product news will be picked up by the Embedded Computing Design news feed.
- Social Media Amplification: Expand your product news across social channels.

3. Drive traffic to your booth.

- Top Things to See Email Blast
- Entrance Sponsorship
- Scavenger Hunt
- Social Media Amplification
- Dev Kit Zone

4. Plan your video strategy.

- **NEW!** YouTube Short: Ask the expert.
- In-Booth Video: Showcase your demos.
- Embedded Executives Video: Brand your spokesperson.

5. Position your subject matter expert as a thought leader.

- **NEW!** Live podcasting with your Spokesperson
- Dev Kit Zone: Speaking opportunity to showcase your latest dev kit.

6. Coordinate your lead generation strategy.

- Scavenger Hunt
- T-Shirt Survey
- Entrance Sponsorship
- Dev Kit Zone

Don't forget to schedule a pre-show or show floor meeting.

Email your meeting request to President Patrick Hopper to coordinate a meeting with one of our editors before or during the event.

Want to build awareness and increase your exposure? We've got options to support your marketing efforts.

Embedded Computing Design Best-in-Show

Showcase your new products alongside other leading solutions at embedded world.

Embedded Computing Design editorial team will:
- Review entries and selects winners one week before the show
- Promote winners on social media to over 35k global followers:
  - Feature in Top Thing to See at embedded world 2026 email blast to 20k European and U.S. design engineers
  - Present recognition certificate to winners on the show floor
- Write a blog on winners that is featured in the Embedded Daily eNewsletter (10k circulation)

Submission/material deadline: 20 February 2026; go to bestinshow.embeddedcomputing.com
Entry fee: $815

Road to/Road from embedded world Blog

Offer attendees a preview of your booth activities, product demos, and announcements at embedded world.

Embedded Computing Design editorial team will:
- Write a blog (400-700 words) detailing your show/booth highlights
- Host blog on Embedded Computing Design's embedded world Channel as sponsored content
- Feature blog in the Embedded Daily eNewsletter
- Promote blog on social media channels

Submission/material deadline: 9 February 2026 (to guarantee posting prior to show)
Go to Road to embedded world 2026
Submission fee: $815; $1,500 for both Road To & Road From Blogs

Top Things to See/Missed at embedded world

Help show attendees plan and navigate their day.

- Deploys each day of show at 9:00AM CET
- Targets to 20k European and U.S. embedded design engineers
- Only ten spots per day (on a first come first served basis)

Booking/material deadline: 23 February 2026
$1,300/day ($1,100/multi-day rate)

embedded world Social Media Optimization

Expand your social media reach to global followers.

Boosted push to 5k engineers targeting embedded world (@embedded_comp, 28k followers)

Booking/material deadline: 27 February 2026
$700/social push ($650/multi-day rate)

Leverage different lead-generating vehicles to help feed your sales funnel and nurture and grow your database.

embedded world Scavenger Hunt

Let Embedded Computing Design influence more traffic to your booth.

- Attendees receive a card featuring your logo and instructed to visit your booth
- Your booth representative engages with attendee and stamps the card
- The attendee brings the stamped card back to Embedded Computing Design's booth
- Embedded Computing Design verifies stamps and scans attendee badge
- Attendee wins a Raspberry Pi
- Company name and/or logo included in digital promotions
- Receive all leads (~500+ single opt-in) one week after conclusion of embedded world

Booking deadline: 10 February 2026
Material deadline: High-res four-color logo

$3,100/sponsorship; $4,125/sponsorship with leads

embedded world T-Shirt Survey

Receive leads to educate, nurture and grow your database.

- Provide one yes/no question
- Logo featured on T-shirt (limited to five sponsors; T-shirt given as incentive to participants)
- Company name and/or logo included in digital promotions
- Receive all leads (~400-500 single opt-in) and data from survey question one week after conclusion of embedded world

Booking deadline: 27 January 2026
Material deadline: High-res one color logo

$2,000/T-Shirt Sponsorship; $3,000/T-Shirt sponsorship with leads

Custom Exhibitor Survey Raffle

Gain insight from engineers and get leads.

- Provide **two** yes/no questions
- Company name and/or logo included in digital promotions
- Survey participants entered into lottery drawn by Embedded Computing Design at the end of each day
- Receive all leads (~400-500 single opt-in) and data from survey questions one week after conclusion of embedded world

Booking deadline: 10 February 2026
Material deadline: To be determined

$5,650/survey topic

Custom Lead-Gen Campaign

Need leads? We can help.

Let Embedded Computing Design customize a nurture a program for you to generate up to 5k leads.

Contact us for details.

Showcase your subject matter expert live on show floor with our podcast interview to answer the show's most compelling question "What technological innovations are you highlighting this year at embedded world?"

NEW! GOLD: Video Podcast / Print Sponsorship

- Embedded Executive Video Podcast Live (5-10 min) from the show floor
- 10k video views guaranteed
- Executive Q&A Advertorial (600-words) in Embedded Computing Design Special embedded world Issue
- Thumbnail of CEO on the cover
- Embedded Computing Design Cocktail Party photo opportunity

Booking/material deadline: 30 January 2026
$3,500/GOLD Sponsorship
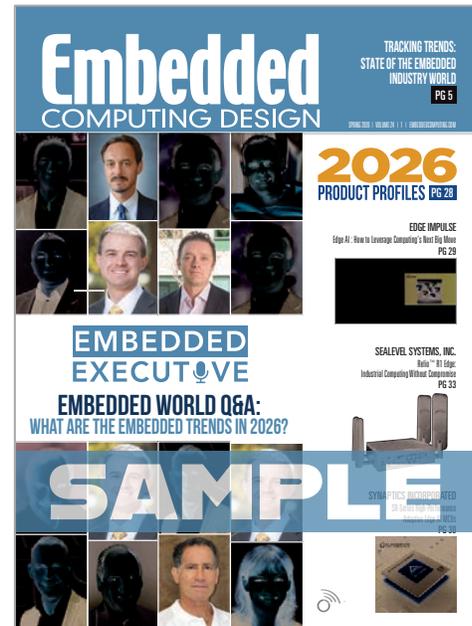
SILVER: Video Podcast Sponsorship

- Embedded Executive Video Podcast live (5-10 min)
- 10k video views guaranteed
- Embedded Computing Design Cocktail Party photo opportunity

Booking/material deadline: 20 February 2026
$2,000/SILVER Sponsorship

Reserve your podcast space; go to
https://opensysmedia.formstack.com/forms/embeddedworldpodcast

All Embedded Executive Video Podcasts receive the following promotional elements:

- Feature on Embedded Computing Design YouTube Channel
- Feature your podcast as a segment in the Embedded Insiders or Embedded Executives podcast series after embedded world.
- List on Apple Podcasts, Amazon Music, Spotify, Pocket Casts, and Overcast.
- Promote on social media to 35k global followers
- Feature in one issue of Embedded Daily eNewsletter after embedded world.

The Embedded Computing Design Special embedded world issue is distributed to over 20k subscribers with 1k copies distributed at the show.

Showcase your dev kit in Embedded Computing Design's Dev Kit Zone and educate attendees on your kit's latest features.

Dev Kit Zone Sponsorships

Increase your product exposure.

The Dev Kit Zone will be a key destination for engineers (and students on Thursday). Contribute your latest dev kit to be displayed in Embedded Computing Design's booth (Hall 1-500). Your subject matter expert is welcome to unbox your dev kit to a live audience, educate attendees on its features and benefits, and even host a lottery to raffle your kit. Embedded Computing Design booth personnel will distribute flyers daily at each entrance directing engineers to the Dev Kit Zone.

The Dev Kit Zone will be promoted in the:
- Top Things to See at embedded world email blast each day of show
- Scavenger Hunt (see page 5 for details)
- Social media channels each day of show

Completion of **Dev Kit Zone Submission Form** requires model #, 10-15 description, 100-word description, and URL link back to site. Board must be delivered to booth Monday, 27 February 2026.

Booking/material deadline: 12 February 2026

Sponsorship Inclusions	Premium	Standard	Basic
Premium branding on/in Embedded Computing Design, Dev Kit Zone, and promotional materials	SOLD OUT		
Branding on Embedded Computing Design pull-up banner		●	
Dev Kit Zone listing hosted on embeddedcomputing.com embedded world page with vendor link	●	●	
1-2-minute video by Editor in Chief Ken Briodagh showcasing dev kit features and benefits; video hosted on Embedded Computing Design Live YouTube channel	●	●	●
QR code included with vendor dev kit display	●	●	●
Speaking session (up to 15 minutes) at Embedded Computing Design booth prior to dev kit lottery	●	●	
All leads from Dev Kit Zone and Scavenger Hunt (500+ leads)	●		
Leads for the day of your speaking session		●	
Post-event email blast with leads to 5k embedded world subscribers	●		
* Sponsors encouraged to supply dev kits for daily raffle at ECD booth.	$10,000	$5,000	$1,500

Grab the attention of attendees as they enter the exhibition floor. We can help drive lead generation and increase brand visibility.

Increase your exposure and direct attendees to your booth.

Promotional Details

Dedicated personnel to:

Option 1: Hand out your company flyers directing engineers to your booth

Option 2: Host a survey with scanner (recommend also offering a give-away)

   * Note: Lanyards and bags are ineligible for distribution.

Sponsorship Opportunities (Tuesday, Wednesday or Thursday)

- **Full-Day – With Leads:**
  - Dedicated booth personnel at the entrance with a scanner, survey and giveaway (recommend 2,500)
  - One pull-up banner with your logo, booth number and graphics

  $8,750/Full-Day

- **Full-Day – No Leads:**
  - Dedicated booth personnel at the entrance with your flyer or corporate swag (recommend 2,500)
  - One pull-up banner with your logo, booth number and graphics

  $6,700/Full-Day

- **Shared Half-Day – With Leads:**
  - Dedicated booth personnel with two dedicated event staff people at the entrance with a scanner, survey and giveaways (recommend 1,500)
  - One shared pull-up banner with your logo, booth number and graphics

  $5,150/Half Day Morning; $4,000/Half-Day Afternoon

- **Shared Half-Day – No Leads:**
  - Dedicated booth personnel at the entrance with your flyer or corporate swag (recommend 1,500)
  - One shared pull-up banner with your logo, booth number and graphics

  $4,125/Half-Day Morning; $3,000/Half-Day Afternoon

Booking/material deadline: 2 February 2026
(positions filled on a first come first served basis)

Need your flyers printed?

We can help.
We offer services for single/double-sided prints (A4 size).

Materials deadline: 2/20 (no extensions)

$1,050/1k copies

QNX

QNX Everywhere Workshop:

Build a Live QNX OS 8.0.2 application & Run on Raspberry Pi 5

Want to elevate your brand?

We can help distribute your corporate swag.

Collateral Handout

Expand your reach to drive show attendees to your booth.

Embedded Computing Design personnel distribute your **flyer** or **corporate swag** with booth number to attendees at our booth Hall 1-500.

Booking/material deadline:
1 March 2026

$2,575/handout per day

Want to build awareness and increase your exposure? We've got options to support your marketing efforts.

Reveal and amplify your show announcements and booth demos to engineers globally.

NEW! YouTube Shorts

30-60-second video interview of your Expert answering the question "What's your biggest innovation at embedded world" with 5k video views guaranteed.

Booking deadline: 20 February 2026; complete **In Booth Video Registration Form**

$995/YouTube Short

In-Booth Video – BASIC*

Up to 3-minute video interview with an Embedded Computing Design editor and one [1] interviewee to showcase your product demos and announcements.

Booking deadline: 20 February 2026; complete **In Booth Video Registration Form**

$2,060/In-Booth Video

In-Booth Video – PREMIUM*

Up to 5-minute video interview with an Embedded Computing Design editor and two [2] interviewees (one per frame) and up to two frames, to showcase your product demos and announcements.

Booking deadline: 20 February 2026; complete **In Booth Video Registration Form**

$3,600/In-Booth Video

Embedded Executives Video*

5-6-minute video interview with your Executive live from the embedded world show floor.

Booking deadline: 20 February 2026; complete **In Booth Video Registration Form**

$2,700/Embedded Executive Video

* Video Promotional Elements

All videos will receive the following exposure:

- Host and promote on YouTube Channel
- Feature as sponsored content in Embedded Daily eNewsletter (10k+ global subscribers)
- Promote on social media channels to 35k global followers

All embedded world Nuremberg In-Booth and Embedded Executives Videos guarantees 5k video views.

Increase awareness before, during, and after the show.

embedded world Daily Newsletter

- Display ad featured in newsletter over course of week
- Deploys daily to 13.3k engineers globally

Materials deadline: Five business days prior to the publish date

$815-$1,625/Leaderboard
$1,625/Premium Spotlight
$815-930/Text Ad
$815/Product Spotlight
$815/Sponsored Content

Embedded Europe eNewsletter (February & March)

- Display ad featured in monthly newsletter
- Deploys to 13.2k European engineers

Materials deadline: Five business days prior to the publish date

$815-$1,625/Leaderboard
$815-930/Text Ad
$815/Product Spotlight
$815/Sponsored Content

* Availability offered on a first come first serve basis.
  Newsletter material due two weeks prior to deployment date.

High Impact Banner Ads*

Super Leaderboard	2000 x 200 and 800 x 400	$2,700/week
Welcome Ad	640 x 480	$2,575/bi-weekly
Premium Leaderboard	970 x 90 or 970 x 250	$1,625/week
Static Banner	Up to 25 words, image with no text, link	$1,625/week

Banner Ad Retargeting

Gold: 100,000 impressions; 50,000 ROS, 50,000 retargeted, 10,000 bonus impressions	• Leaderboard 728x90 • Medium rectangle 300x250 • Wide skyscraper 160x600 • URL link	$3,785
Silver: 50,000 impressions; 25,000 ROS, 25,000 retargeted, 5,000 bonus impressions		$1,895
Bronze: 20,000 impressions; 10,000 ROS, 10,000 retargeted, 2,000 bonus impressions		$800

- Retargeted impressions run independent of impressions on embeddedcomputing.com.
- Logo on banners must match website link.

 * Availability offered on a first come first serve basis. Banner ad material due one week prior to deployment date.

Educate embedded world attendees and contacts on your solutions, product launches, and announcements with these high-impact digital offerings.

embedded world Product Showcase

Educate engineers on your latest products with an editorial write-up by the Embedded Computing Design content team; write-ups are promoted across multiple platforms to support your marketing objectives.

- Completely turnkey … we do all the work
- Host on Embedded Computing Design's embedded world Channel as sponsored content
- Feature as sponsored content in the Embedded Daily eNewsletter sent to over 10k global subscribers
- Promote on social media channels to 35k global followers
- Deliver 10k impressions guaranteed
- **Includes product entry into Best-in-Show**
- Limited to up to 10 sponsors per week (first come first served basis):
    - Pre-show week, 2-6 March
    - During week, 9-13 March
    - Post-show week, 16-20 March

Booking/material deadline: 16 February 2026
$2,700/product showcase

Native Ad

Help prepare engineers for embedded world with a preview of what they will learn from you.

- Host as sponsored content on Embedded Computing Design's embedded world Channel
- Promote across multiple platforms (websites, digital newsletters, social media)
- Deliver 15k social impressions guaranteed
- 3-5% CTR on average

Deadline: 13 February 2026
$2,165/native ad; $3,785/ghost-written native ad

Email Blasts

Reach engineers directly with 100% mindshare.

Provide your custom content supplied in HTML format with subject line to be deployed to 10k subscribers meeting your target audience criteria.

Booking/material deadline: Two weeks prior to launch date
$270/CPM; $375/CPM with leads

Engage with and influence show attendees.

Build Your Own Embedded System (BYOES) Hands on Workshop
Engineers come to learn – Leave as your customers

Why Participate?

There are not many better ways to turn a prospective customer into an actual customer than putting real hardware into their hands, letting them download your software or tools from your third-party partners, and walking them through the various parts of their application.

It's this exact scenario that we will create at the three-hour Build Your Own Embedded System (BYOES) workshop at embedded world Nuremberg. You bring the hardware and software and your team of experts, and we will supply everything else, including a roomful of eager design engineers. Those engineers will leave the workshop with their application ported to your hardware platform.

Sponsorship Opportunities
(Four workshops available; two in the AM and two in the PM)

Workshop Description
- Two half-day hands-on workshops hosted by Embedded Computing Design
- Designed for engineers wishing to learn how to build an AI prototype, using your development board; attendees will:
    - Meet industry experts.
    - Learn how to design with available hardware and software.
    - Be strongly encouraged to bring their laptops.
    - Receive hardware, software, tools, and code to begin their designs.
    - Three hours of expert instruction, lecture, and hands-on training.

Sponsors to provide:
- Approximately 40 development boards/kits
- One expert instructor/speaker
- Multiple FAE-type experts to assist attendees
- Receive all leads

Booking deadline: 9 December 2025
$17,000/BYOES Workshop

WHEN
March 11th and 12th

DURATION
Morning Session 9:30-12:30
Afternoon Session 1:30-4:30

WHERE
Nuremberg Messe
Location TBD

ATTENDEES PER SESSION
Approximately 40

*Beverage services will be provided for attendees.

Amplify your leadership and product solutions ... showcase your expertise in the signature industry resource, with 1k copies distributed on the show floor, as well as to over 20k subscribers.

Cover Sponsorship

Product Profiles*

Advertorial

Branding Options

Executive Q&A (600-word advertorial with CEO on cover)	**$1,750**
Cover Sponsorship (Product photo on cover and half-page Product Profile)	**$3,245**
Full-Page Advertorial (1 hi-res photo, 600 words, by-line)	**$2,000**
Half-Page Advertorial (1 hi-res photo, 300 words, by-line)	**$1,190**
Full-Page Product Profile*	**$1,600**
Half-Page Product Profile*	**$1,030**

Ad Size and Specifications

Full Page*	8" X 10-7/8"	**$5,625**
½ Page Horizontal	7" X 4-7/8"	**$2,945**
½ Page Island	4-5/8" X 7"	
½ Page Vertical	3-3/8" X 10"	
⅓ Page Vertical	2-1/8" X 10"	**$2,080**
⅓ Page Square	4-5/8" X 4-7/8"	
¼ Page	3-3/8" X 4-7/8"	**$1,700**

* Please include 1/8" bleed on all sides. **Ads close 1/30/26; material deadline 2/5/26.**

Product Profile

Full-page product profile detailing product features and benefits.

- **Step 1:** Complete online **Reservation Form**
- **Step 2:** Select category for your product(s)
- **Step 3:** Select sponsorship level and profile size(s)
- **Result:** Embedded Computing Design production team creates profile and sends proof for review.

Starts at $1,030; deadline 1/30/26

Want leads with your profile?

Pick a package ...

Gold	• Full-page product profile • Cover photo on cover • Embedded Data Sheet email blast with leads	**$8,115**
Silver	• Full-page product profile • Cover photo on cover • Multi-vendor Embedded Data Sheet email blast with leads	**$5,435**
Bronze	• Half-page product profile • Multi-vendor Embedded Data Sheet email blast with leads	**$2,870**

Content geared to attendees is critical to driving booth and website traffic during the show. We recommend publishing content at least once a month for four months leading up to the event. We can help.

Guest Blog Series

Three [3] ghost-written blogs by Embedded Computing Design editors on technologies, market trends, or related topics to your core initiatives.

Production timeline: 2-3 weeks prior to launch date

$5,850/blog (400-700 words; one revision)

Blog Re-write

Embedded Computing Design editor rewrites existing content while optimizing SEO for use across multiple outlets.

Production timeline: 2-3 weeks prior to launch date

$750/re-write (one revision)

Press Release

Ghost-written press release by Embedded Computing Design editors.

Production timeline: 2-3 weeks prior to launch date

$1,300/press release (400-700 words; one revision)

White Paper

Embedded Computing Design editors highlights the rationale behind your product and/or solution in a ghost-written, extended format article geared towards lead generation.

Production timeline: 4-6 weeks prior to launch date

Starts at $4,150/unformatted white paper (1,200 words; two revisions)
$5,675/formatted into a PDF that adheres to your branding requirements
$10,500/white paper premium lead gen campaign

Case Study

Embedded Computing Design editor describes how your solution is used in a real-world application.

Production timeline: 4-6 weeks prior to launch date

$1,840/case study (800 words; two revisions)

Embedded Computing Design created several packages that pass some savings to you.

PACKAGE	PROMOTIONAL ELEMENTS	COST
Budget Conscious	• The Road to embedded world Blog • Best in Show • YouTube Short	$2,500
Product Launch	• The Road to embedded world Blog • Best-in-Show • Top Things to See at embedded world Email Blast • Cover Sponsorship (product photo on cover + product profile) • In-Booth Video - BASIC • Social Media Optimization	$8,050
Drive Traffic	• The Road to embedded world Blog • Top Things to See at embedded world Email Blast • Scavenger Hunt (no leads) • Entrance Sponsorship – Half-Day, Morning (no leads) • Social Media Optimization (three days)	$10,250
Awareness	• Road to embedded world Blog • Best in Show • Top Things to See Email Blast • GOLD Embedded Executive Live Podcast + Executive Q&A • T-Shirt Survey Sponsorship • In-Booth Video	$9,500
Lead Generation	• Entrance Sponsorship – Half-Day, Morning (with leads) • Scavenger Hunt (with leads) • T-Shirt Survey Sponsorship (with leads) • Dev Kit Zone – PREMIUM (all leads)	$20,000
Digital Branding	• embedded world Embedded Daily eNewsletter • Retargeted Banner – SILVER Package (55k impressions) • Road to embedded world Blog • Top Things to See at embedded world Email Blast • YouTube Short • Product Showcase	$8,500
Bronze	• Best-in-Show • Social Media Optimization • Top Things to See Email Blast • In-Booth Video – BASIC	$4,375
Silver	• The Road to embedded world Blog • Top Things to See at embedded world (email blast) • Best-in-Show • Social Media Optimization • YouTube Short • Scavenger Hunt (no leads)	$7,000
Gold	• The Road to embedded world Blog • Best-in-Show • Social Media Optimization (three days) • In-Booth Video – BASIC • T-Shirt Survey (500 leads) • The Road to embedded world Blog	$9,000

PACKAGE	PROMOTIONAL ELEMENTS	COST
Thought Leadership	• The Road to embedded world Blog • Best-in-Show • GOLD Embedded Executive Live Podcast + Executive Q&A • Top Things to See at embedded world (email blast) • Social Media Optimization • Embedded Executives Video	**$9,650**
Branding	• Top Things to See at embedded world (email blast) • Best-in-Show • T-Shirt Survey (500 leads) • Flyer/Swag Handout • Product Showcase • Social Media Optimization • In-Booth Video – Basic • Embedded Computing Design Product on Cover	**$14,750**
Non-Exhibitors	• Dev Kit Zone – Silver Sponsorship • Flyer Handout • Embedded Computing Design Product Profile (full-page) • Product Showcase • Social Media Optimization	**$11,500**
Content	• The Road to embedded world Blog • GOLD Embedded Executive Live Podcast + Executive Q&A • Product Showcase • Turnkey Native Ad • In-Booth Video – PREMIUM • Embedded Computing Design Product Profile (full-page)	**$14,500**

Don't see a package that fits your needs?
We can help … contact your Account Manager today!