

THE COMMERCIALIZATION OF PRINTED ELECTRONICS

CREATING THE FOCAL POINT FOR THE INDUSTRY

The Applications, The Users, The Materials, The Technologies



Printed
Electronics
EUROPE09



PHOTOVOLTAICS
BEYOND CONVENTIONAL SILICON
EUROPE 09



••••• 2 Great events from IDTechEx, under one roof! •••••

PRINTED ELECTRONICS EUROPE 2009 7-8 APRIL 2009, DRESDEN, GERMANY

Join **600+ attendees** and **60+ exhibitors** at the world's largest dedicated event for organic and inorganic thin film electronics

We will be covering the full **plethora of technologies** - From printed inorganics and organics to exciting new materials including meta materials and fullerenes

ATTRACTING END USERS FROM NEW SECTORS:

- ✓ Consumer goods brands, retailers
- ✓ Pharmaceuticals and healthcare providers
- ✓ Consumer electronics companies
- ✓ Advertising and media companies

REGISTER BY 19 DECEMBER TO SAVE 40%
AND receive access to the IDTechEx market report
*Organic and Printed Electronics in Europe**



IDTechEx

Visit www.IDTechEx.com/peEUROPE

WHY ATTEND?

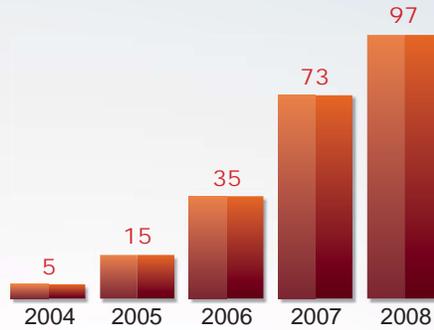
THE LARGEST PRINTED ELECTRONICS EVENT IN EUROPE

Combined attendance at the IDTechEx Printed Electronics events

NUMBER OF ATTENDEES



NUMBER OF EXHIBITORS



EXPLORING APPLICATION NEEDS:

END USER COMPANIES IN THE FOLLOWING VERTICAL MARKET SEGMENTS WILL COVER THEIR NEEDS AND EXPERIENCES FROM PRINTED ELECTRONICS:

- Outdoor media/advertising
- Indoor signage and promotions
- Consumer electronics
- Brands & Consumer Packaged Goods (CPG)
- Healthcare & pharmaceuticals
- Toys and promotions
- Renewable energy
- Architecture/design
- Packaging & printing
- Consumer displays (TV, mobile phone, other)
- Government and military

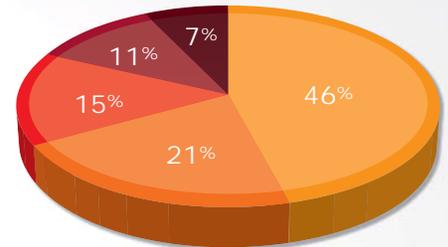
CO-LOCATED EVENTS

The definitive printed and thin film electronics experience.



THE ULTIMATE EVENT NETWORKING

Previous Printed Electronics events attendees by job title



CEO/DIRECTOR	46%
VP & BUSINESS DEVELOPMENT	21%
RESEARCHER/ANALYST	15%
SCIENTIST	11%
ENGINEER	7%

THE WORLD'S
#1 EVENT

There are more organizations working on printed electronics in Europe than in any other territory in the world. The IDTechEx Printed Electronics Europe 2009 event is the most comprehensive, industry-smart event in Europe in 2009, providing the best value for your money with the biggest exhibition, attendee list and range of new contacts.

IDTechEx

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BOOK NOW AT www.IDTechEx.com/peEUROPE