



embedded world North America

2026 Event Prospectus

September 22-24, 2026 Anaheim, CA



embeddedworld North America
Exhibition & Conference

embedded world North America is the **premier event** for the embedded systems community.

Designed specifically for engineers, developers and technical decision-makers, embedded world North America brings together the full ecosystem of embedded technologies.

Our audience attends with purpose: to evaluate technologies, compare suppliers and make informed sourcing decisions. embedded world North America is where meaningful technical conversations happen, partnerships are formed, and purchasing pipelines begin.

From components and modules to complete systems, software, security, IoT, Edge AI, connectivity, and beyond, you'll find it all at embedded world North America.

- Hardware
- Systems
- Edge AI
- IoT
- Semiconductors
- Embedded Vision
- Security
- Tools
- Displays
- And much more

Why exhibit at embedded world North America

Exhibiting at embedded world North America positions your company directly in front of qualified buyers and influencers within the embedded systems ecosystem.

Access a Highly Targeted Audience

- Connect with engineers, developers, and decision-makers
- Engage with buyers actively sourcing embedded technologies
- Meet attendees with defined projects and purchasing timelines

Generate High-Quality Leads

- Engage in technical discussions that accelerate sales cycles
- Demonstrate products in a hands-on environment
- Capture leads from attendees actively evaluating solutions

Strengthen Market Position

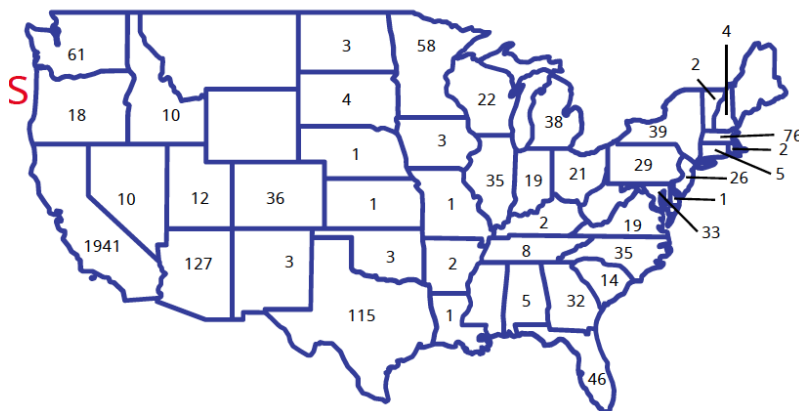
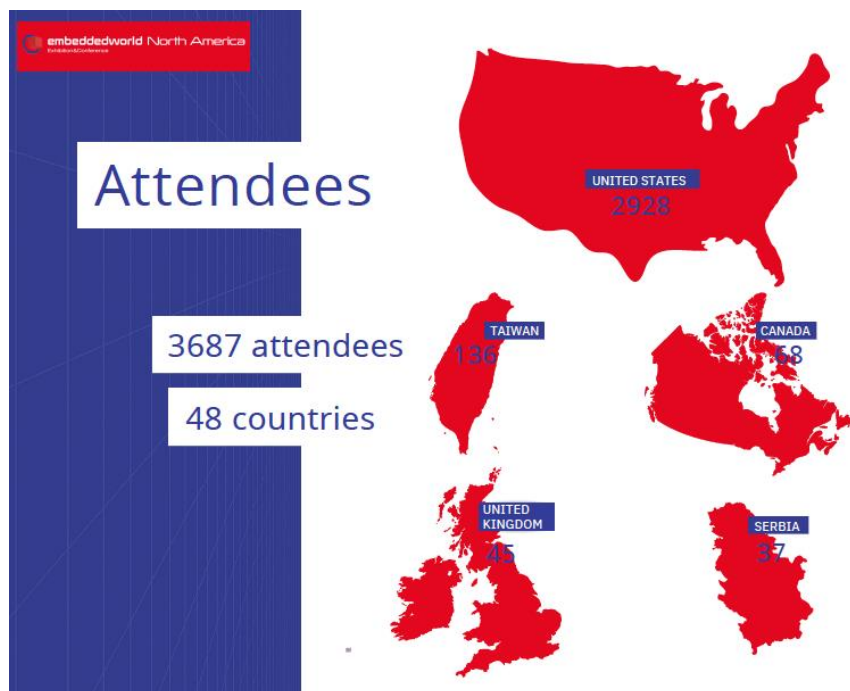
- Showcase innovation alongside global embedded technology leaders
- Reinforce brand awareness within a focused industry community
- Announce new products in a highly relevant setting

Expand Partnerships

- Meet potential customers, distributors, and strategic partners
- Build relationships that extend beyond transactional sales
- Create partner opportunities across the embedded supply chain

embedded world North America is a global event

Attendees at embedded world North America come from around the globe to learn the latest emerging trends in the embedded technology ecosystem.



embedded world North America targets and draws key industry profile segments

Drawn from industry research and exhibitor feedback, the ewNA marketing team has developed a group of 5 core attendee personas, encompassing key targets for our attendee marketing strategy.

PERSONA	JOB FUNCTION/TITLE	WHAT THEY DO	WHY THEY ATTEND
The Architect	Design Engineer	Designs embedded systems, selects components, evaluates microcontrollers, sensors, RTOS, and development tools.	Attends to compare new technologies, accelerate design cycles, and engage in deep technical discussions.
The Integrator	Systems Engineer	Oversees system-level architecture and integration across hardware, firmware, connectivity, and security.	Seeking reliable, scalable, and interoperable solutions for complex embedded environments.
The Builder	Firmware/Software Developer	Develops the code running on embedded devices.	Evaluating toolchains, SDKs, compilers, debuggers, edge AI frameworks, and testing environments.
The Strategist	Product Manager/Product Owner	Owens product roadmap and technology choices.	Looking for innovations that align with market needs, reduce risk, and speed time-to-market. Focused on vendor selection and competitive differentiation.
The Gatekeeper	Buyer/Sourcing/Category Manager	Manages supplier relationships and component selection.	Attends to assess vendor options, negotiate, and validate supply chain reliability for long-term embedded projects.

Select the embedded world North America exhibit space that suits you best.

We offer the following size and format of exhibit space at embedded world North America.

Minimum exhibit space of 100 sq. ft. for in-line and corner booths, 200 sq. ft. for peninsula booth and 400 sq. ft. for island booth.

- | | |
|--|-------------------|
| <input type="checkbox"/> In-line booth (1 side open) | USD 44.00/sq. ft. |
| <input type="checkbox"/> Corner booth (2 sides open) | USD 49.00/sq. ft. |
| <input type="checkbox"/> Peninsula booth (3 sides open): | USD 50.00/sq. ft. |
| <input type="checkbox"/> Island booth (4 sides open): | USD 52.00/sq. ft. |

Increase you company's visibility at embedded world North America with a sponsorship.

Attach your brand to embedded world North America with a range of sponsorship opportunities:

- Lanyards.....\$25,000
- Registration.....\$10,000
- Keynote Address.....\$20,000
- Event Bags.....\$5,000
- Conference Wi-Fi.....\$10,000
- Conference Sessions.....\$5,000
- Opening Night Reception.....\$10,000
- Conference Digital Displays.....\$1,500
- Exhibitor Forum Title Sponsor.....\$5,000
- Start Up Zone Title Sponsor.....\$5,000
- Aisle Signage (overhead).....\$3,000
- Aisle Signage (floor decal).....\$1,500

Digital sponsorships also available. Please contact Steve Kamrass. steve.kamrass@nmna.us



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North America

**SEPTEMBER
22-24, 2026**

**ANAHEIM,
CALIFORNIA**

**TO LEARN
MORE**

email steve.kamrass@nmna.us

visit embedded-world-na.com



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