

**embeddedworld**

Exhibition & Conference

**SHOW REPORT**



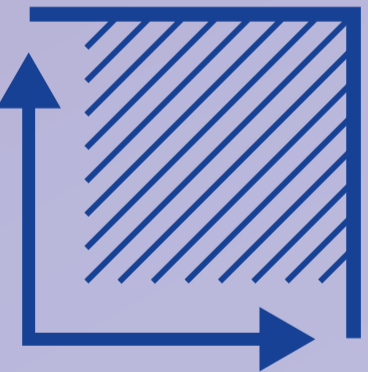
**10 – 12.3.2026**

**NUREMBERG | GERMANY**



**NÜRNBERG  
MESSE**

# SUCCESS NUMBERS EMBEDDED WORLD 2026

	Total	Germany	International
 Exhibitors	1,242	352	890
 Visitors	35,962	20,067	15,895
 Exhibition space gross	63,200 m <sup>2</sup>		
Exhibitor stand space	33,875 m <sup>2</sup>	12,687 m <sup>2</sup>	21,188 m <sup>2</sup>

# EMBEDDED WORLD CONFERENCE AND ELECTRONIC DISPLAYS CONFERENCE



2,141

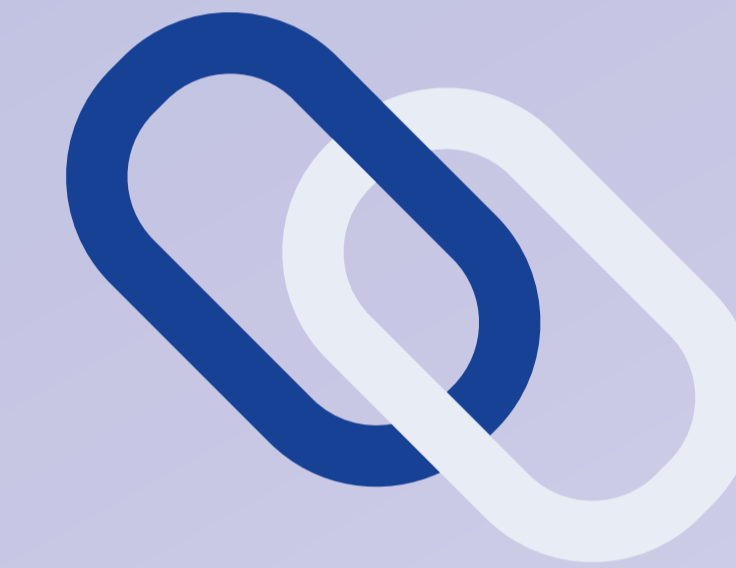
participants and speakers  
from **47** countries



10 Keynotes

96 Sessions

20 Classes



15

International Alliances  
as Community Partners

# ORIGIN OF VISITORS



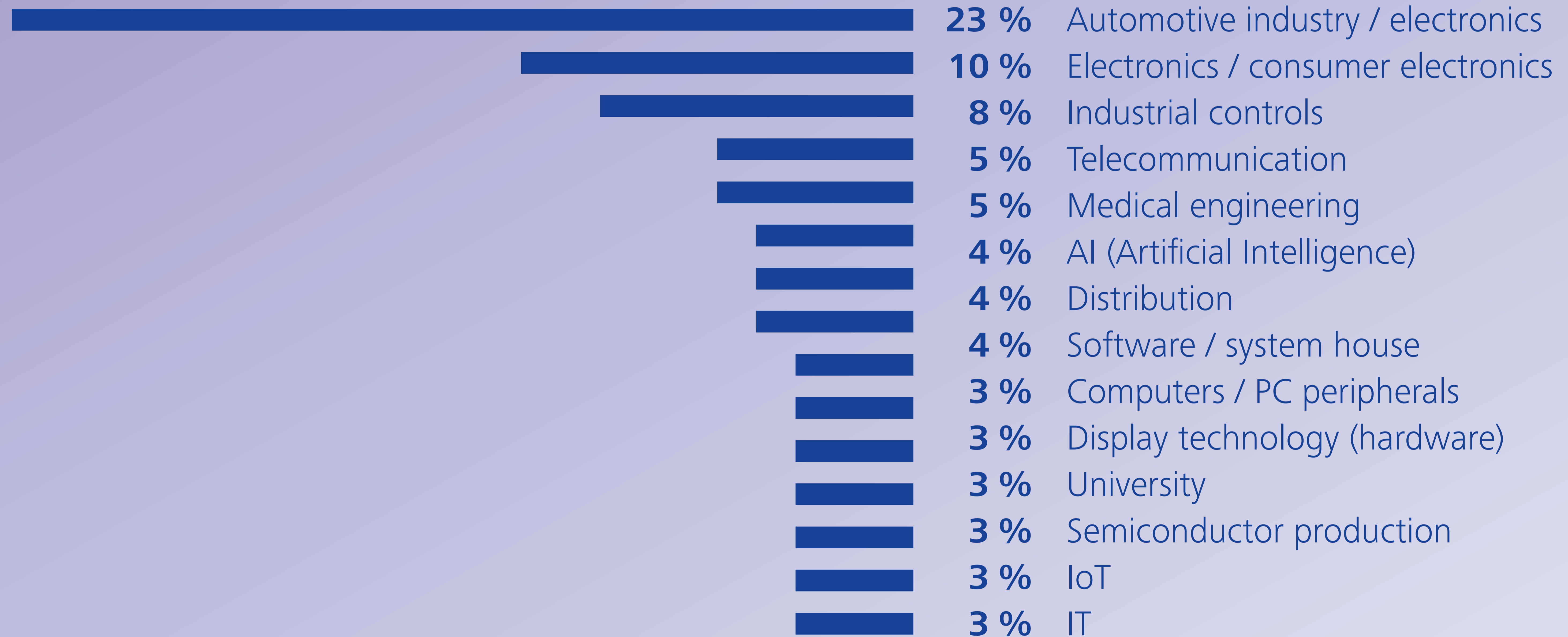
Number of countries total: 86

## Top 10 International

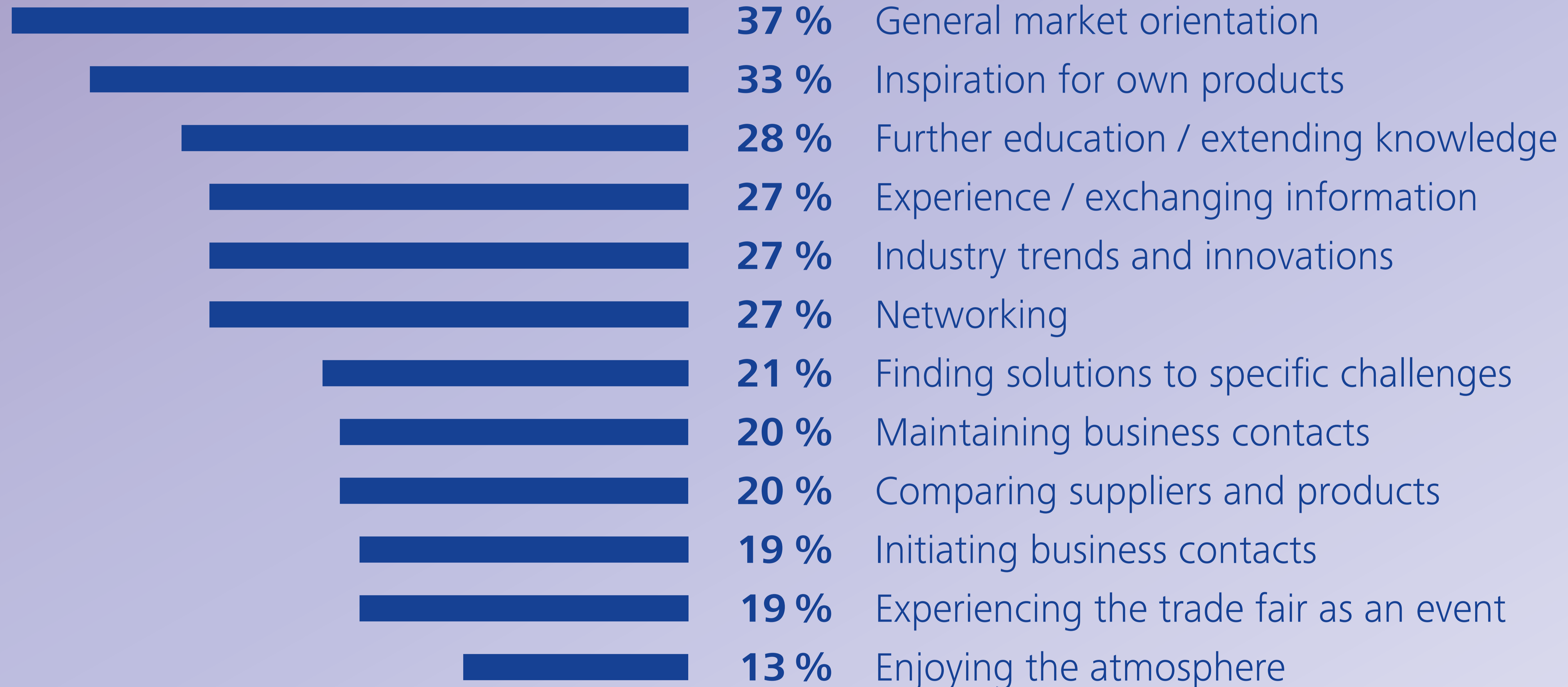
- 1 Italy
- 2 Austria
- 3 USA
- 4 France
- 5 Great Britain and Northern Ireland
- 6 Netherlands
- 7 Switzerland
- 8 Czech Republic
- 9 Poland
- 10 Belgium

Source: Visitor registration,  
FKM-certified

# VISITOR SEGMENTS



# REASONS FOR VISITING



# TOP MARKS FROM THE VISITORS



95 %

were satisfied  
with the offer of  
embedded world 2026



96 %

were satisfied  
with their visit to  
embedded world 2026



96 %

were satisfied with  
the quality of the  
professional discussions

# TOP MARKS FROM THE EXHIBITORS



94 %

reached their  
most important  
target groups



96 %

were satisfied  
with the overall success  
of their participation



91 %

established  
new business  
relations



93 %

expect follow-up  
business from  
the event

# SOCIAL MEDIA USAGE

14.1m

IMPRESSIONS

+ 53%

- ▶ high visibility across all platforms

6,165

COMMUNITY-TOUCHPOINTS

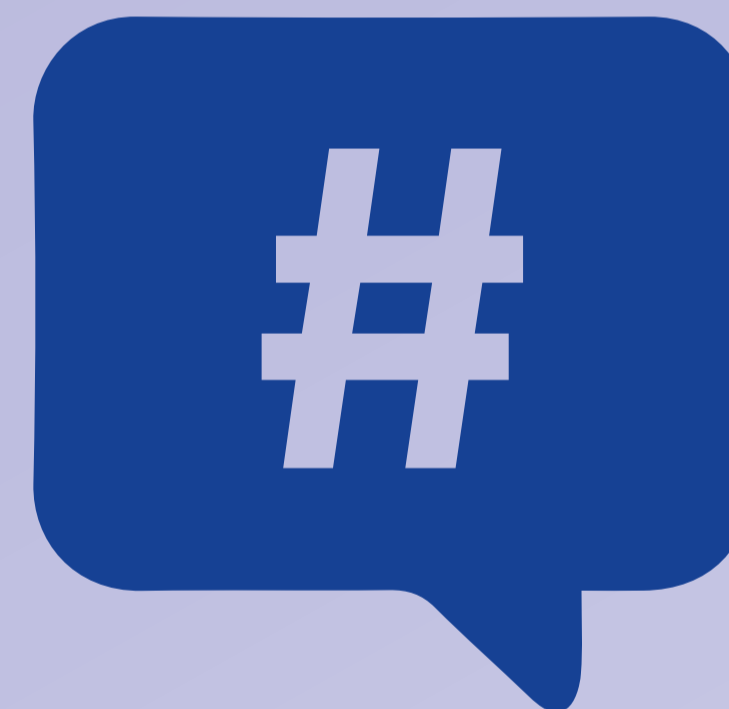
- ▶ cross-platform mentions, comments & messages

3.4m

VIDEO VIEWS

+ 89%

- ▶ focus on moving images pays off



+ 300

MENTIONS

through Social Media Day

- ▶ targeted activation ensures measurable peaks in visibility

8,031

INTERACTIONS

+ 44%

- ▶ active engagement with the content (likes, comments, shares, saves)

24,082

FOLLOWERS on LinkedIn

+ 47%

- ▶ continuous community building throughout the year

Compared to previous year