

ENGINEER SUCCESS

New markets
New customers
New networks

MicroTechnology – Smart Systems for Automation

NEW TECHNOLOGY FIRST
8–12 April 2013 · Hannover · Germany

**Industrial
Automation**


**HANNOVER
MESSE**

MicroTechnology.

Your platform at Industrial Automation.



Microtechnology solutions are now being used increasingly at every stage of the production cycle. Together with the IVAM Micro-technology Network, HANNOVER MESSE has developed a successful showcase for this popular theme. At Industrial Automation you can demonstrate your innovative cutting-edge technologies alongside the assembled exhibits of production automation. Special attention will be focused in 2013 on the exciting new area of "energy harvesting". The displays in Hall 17 at HANNOVER MESSE highlight the connections between established automation solutions and microtechnologies, which together look set to change the face of the future.

Yours sincerely,

Marc Siemering
Director, Industrial Automation



Innovations in microtechnology could become the driving force behind a giant leap forward in automation in the coming years. Microsystems technology is meeting the challenges of shorter product life-cycles and faster innovation processes by making production systems more efficient and more flexible. This is made possible by tiny sensors and actuators, intelligent and dynamic imaging and miniaturized communication systems. The real challenge is to integrate these microcomponents with their various functions into a functioning whole and link this to the macro-world. For this reason the latest developments in so-called "smart systems integration" and micro-nano integration will be a key focus of interest at "MicroTechnology – Smart Systems for Automation".

Yours sincerely,

Dr. Frank Bartels
President, IVAM Microtechnology Network



With the promise of increased productivity and greater efficiency, microtechnology offers massive market potential. This is a good opportunity for you to develop new sales potential by presenting your innovations and developments at the theme park "MicroTechnology – Smart Systems for Automation". At the same time you'll benefit from the synergies and extended networks that result from the other special events located in the same hall (17). These include:

- Robotics Automation and Assembly Technology
- Power Transmission
- Mobile Robots



How you benefit by exhibiting at MicroTechnology:

New markets

The theme park "MicroTechnology – Smart Systems for Automation" is hosted by Industrial Automation, one of the 11 leading international trade fairs taking place under the HANNOVER MESSE branding. By exhibiting here you'll reach market players worldwide.

national audience ranging from management executives to product developers. Deutsche Messe Interactive will be pleased to assist with the generation of leads and can organize personalized e-mail campaigns and online media services for you.

New contacts

Get talking to key decision-makers at the industry's most important meeting of the year. Here your solutions will be seen by an inter-

New networks

Talk with politicians, scientists and exhibitors from allied sectors of technology. Take advantage of the opportunity to meet the right people and extend your network of contacts.

Theme park concept. Structure and featured topic areas.

As part of Industrial Automation, the theme park "MicroTechnology – Smart Systems for Automation" presents the complete spectrum of microsystems technology for industrial applications. The presence of so many international visitors from a diversity of industrial backgrounds creates excellent opportunities, especially for smaller exhibitors, to win new customers. So make sure your company is there to exploit this new sales potential.

Main display categories

- Optics/Photonics
- Micromaterials processing
- Microproduction technology
- Microfluidics
- Microactuators
- Microsensors
- Micro-/nanotechnology applications and materials for surface finishing



■ Energy Harvesting

The fast-growing new field of energy harvesting opens up exciting new application possibilities for microsystems technology in areas such as medicine, building systems automation and instrumentation. Showcase your latest products for generating electricity from sources such as vibrations, temperature gradients or electromagnetism.

■ Printed Electronics & Intelligence

Here you can demonstrate nanostructured materials made possible by processes such as printed electronics and printed intelligence. Show visitors the techniques you have developed for printing electronic components on paper, films or textiles.

■ Green Microsystems

Microsystems have many different applications in green technology and the renewable energy industry – from microsensors and microactuators for automation functions to microstructures for photovoltaics. Here you can show visitors how it's done.

■ Condition Monitoring

Microsystems have an important role to play in preventing unscheduled – and costly – stoppages of plant and production machinery, e.g. through wireless sensor networks and intelligent signal processing. Your solutions will be of great interest to visiting industry professionals.



Presentation options.

The choice is yours.

You can book your own company stand to showcase your solutions – or you can contribute a display to the joint pavilion organized by IVAM. And exhibiting right alongside the users (and buyers) of microtechnology in industrial automation gives you an enormous competitive advantage.



■ IVAM Product Market "Micro, Nano, Materials"

The IVAM Product Market brings together the latest trends in numerous high-tech industry disciplines. This makes the joint pavilion a key centre of excellence for Smart Systems for Automation. Via this platform you'll reach trade visitors from the key user sectors, such as the communications and automotive industries, consumer electronics and medical technology.

■ Forum "MicroTechnology – Innovations for Industry"

Giving a talk at the Forum is a great way to generate interest in your innovations. Entrepreneurs, industry experts and scientists come together to talk about current trends in miniaturized industrial solutions and to present their latest product developments and research findings. The Forum is seen as an important international platform for innovations from all sections of the microtechnology industry.



Centre of attraction. Impressive numbers for 2012.

Industrial Automation was the highlight of HANNOVER MESSE in 2012, as a glance at the numbers for last year clearly shows.

Visitor attendance

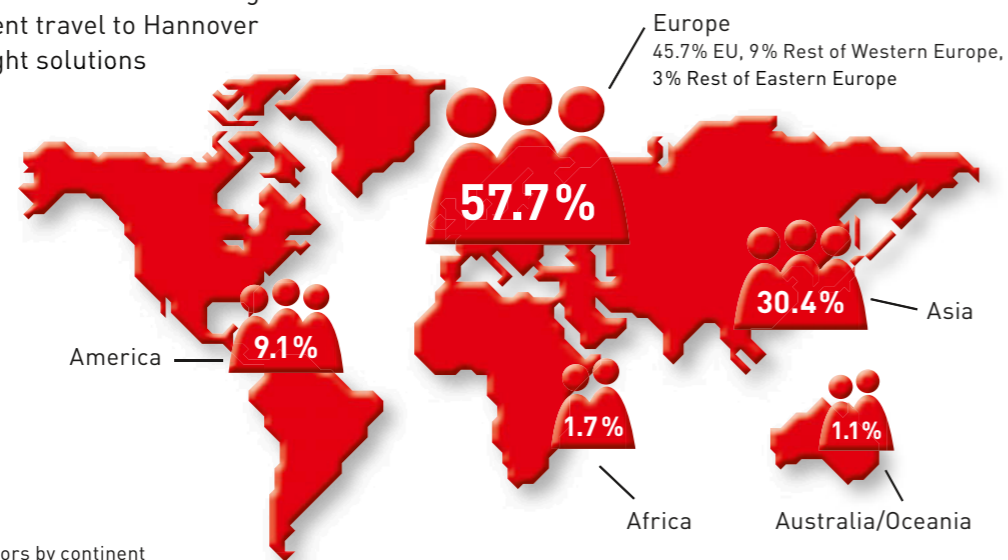
124,900 visitors, including
27.3% from outside Germany

Trade visitors

96.5% classed as trade visitors

The whole world at one place

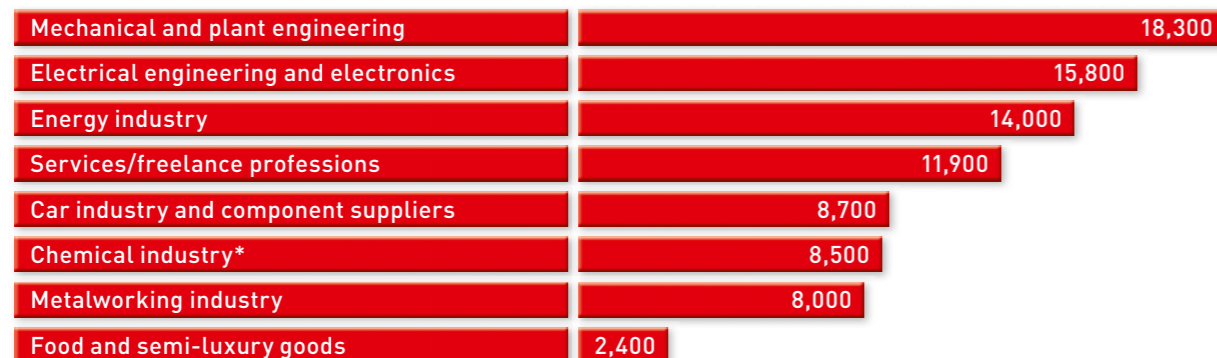
Decision-makers and commercial delegations from every continent travel to Hannover in search of the right solutions for their business.



Breakdown of trade visitors by continent

Cross-industry visitor presence

Visitors from a wide range of industries come to Industrial Automation to find out what solutions are available to meet their requirements.

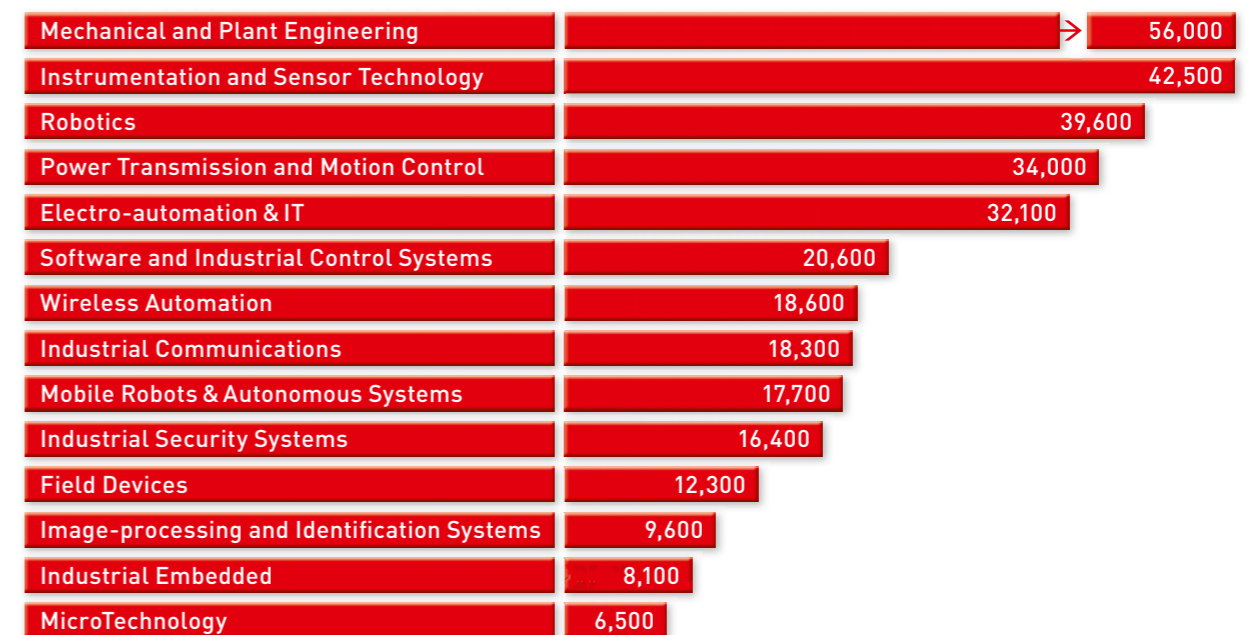


*incl. pharmaceuticals, cosmetics, petrochemicals, plastics and rubber



Targeted audience

Visitors at the show are looking for solutions in specific areas of interest – which will bring them straight to your stand. The following sectors were prioritized by visitors:



Making all the right connections

At HANNOVER MESSE you'll meet senior decision-makers. In 2012 69.6% of all trade visitors at the show were directly involved in their company's investment decisions.



Contact plus

You won't make so many international contacts at any other trade show.

For more facts and figures, see our After Show Report at www.aftershow.hannovermesse.de/en

Your passport to success. Our services.

Regardless of whether you are planning your own customized stand or require an all-inclusive solution, HANNOVER MESSE offers various options for the effective presentation of your business.

Stand space only – you design your own presentation

If you decide to supply your own stand, just book your stand space in the normal way. Additional services can be booked as required. Our Terms and Conditions of Participation can be viewed at: www.hannovermesse.de/en/registration

Basic rental charge for indoor space	€ 199 per m ²
Basic rental charge for Open-air Site	€ 77 per m ²
Marketing fee	€ 32 per m ²

NEW:

The new “fair packages”: our all-inclusive solutions

Developed by professionals, for professionals: our customized packages consisting of stand space, stand construction and support services maximize your success and minimize your organizational input. Four different packages are available, including two with upgrade options – for promising contacts at very fair conditions. You can call our “fair package” hotline on +49 511 89-38000 or else go directly to: www.hannovermesse.de/en/fairpackage



Basic

as from € 3,715¹

Upgrade price Basic+
as from € 4,966¹



Comfort

as from € 5,128¹

Upgrade price Comfort+
as from € 7,740¹



Premium Style

as from € 9,093²



Premium Trend

as from € 9,093²

¹ On the basis of a row stand sized 9 m²

² On the basis of a row stand sized 12 m²

Illustrations contain additional fittings/furnishings involving an extra charge.

All prices are subject to VAT.

More contacts thanks to our highly effective services

Our goal is to maximize your success – in the form of new contacts. At HANNOVER MESSE you can reap the benefits of our tried-and-tested lead generation tools.

Match & Meet – win over new customers

Boost your international sales. Our “Match & Meet” platform is configurable in accordance with your specific requirements.

- Specific B2B contact suggestions – 365 days a year
- Scheduling of meetings online in the run-up to HANNOVER MESSE
- Access to the central Match & Meet Area and modern conference rooms
- Planning and organization of delegation programs

The Match & Meet team looks forward to hearing from you on Tel. +49 511 89-34550. Detailed information can be found at: www.hannovermesse.de/en/match-and-meet

Targeted lead generation with Deutsche Messe Interactive

Our subsidiary Deutsche Messe Interactive works throughout the year to introduce you to prospective business partners. Make use of our special services such as:

- Personalized e-mail campaigns
- Targeted activities to enhance your online coverage
- Reliable scheduling service for your company events

Detailed information can be found at: www.messe-interactive.de/en

Further information can be found in our price list:
www.hannovermesse.de/en/participation

We will be pleased to help and advise you.
Your contact for initial enquiries:

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You can count on us

User-friendly, transparent and fast: via our Online Business Service (OBS) you can plan and calculate the costs of your presentation at HANNOVER MESSE. Go to www.obs.messe.de.

OBS



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Contact details for our local sales partners worldwide are listed at
www.messe.de/salespartner_gb

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