Digital Factory
Leading Trade Fair for
Integrated Processes and IT Solutions

25 – 29 April 2016
Hannover • Germany
hannovermesse.com
Welcome to the hotspot for Industrie 4.0.

"Industrie 4.0" is all about networking and integration. It’s about networked products and machines and the integration of IT. It’s about collaboration between engineers from all disciplines, and constructing an end-to-end digital value-adding chain. And the core element is software.

Digital Factory is now a permanent feature of the industrial software landscape. As the nerve centre for IT at HANNOVER MESSE, it also has vital relevance for Industrie 4.0. The industrial software solutions presented here are used to develop intelligent products, smart machines and automated production lines. They serve to digitalize production planning and production, and make industrial processes more efficient and flexible.

For suppliers of PLM, CAx, MES and ERP as well as platforms for the digitalization of industry, Halls 7, 8 and 9 are absolutely the place to be. Developers, production managers, CTOs and CIOs come here to source the tools they need for the factory of the future. Software giants are looking for access to industry – and they find it here.

I welcome you all to Digital Factory, the hotspot for Industrie 4.0.

Arno Reich, Director, Digital Factory

Four good reasons for choosing Digital Factory.

1. Content: Software is the driver of innovation
2. Concept: Industrial users are present on site
4. Services: Our contribution to your success

The whole world meets in Hannover.

45,500
visitors in 2015

32%
from abroad

The whole world meets in Hannover.
Software is the driver of innovation.

Digital Factory is hugely relevant for Industrie 4.0: with technologies such as CAE, MES and PLM, the industrial software solutions on display at this show are driving innovation.

Content: Software is the driver of innovation.

Intelligent programs for the smart factory
"Industrie 4.0 is software-driven", says industry association VDMA. So whether it’s product development, production planning, manufacturing or plant commissioning; hardware, electronics or embedded software; virtual machine or plant control and monitoring via mobile devices – innovation means digitalization.

Solutions for the complete process chain
Digital Factory is the hub of innovations for Industrie 4.0. The Leading Trade Fair for Integrated Processes and IT Solutions presents solutions for software issues at every stage of the industrial process chain – from computer-aided engineering, manufacturing execution systems and additive manufacturing to product lifecycle management. The integration of different IT systems across business enterprises is a common theme of all the displays at Digital Factory. This delivers significant added value for the visiting public. The high concentration of market leaders at Digital Factory is unmatched worldwide. Other topics include 3D visualization and virtual reality, supply chain management and virtual commissioning.

All the technologies the intelligent factory needs
HANNOVER MESSE brings together the core sectors of industry – from industrial automation and industrial software to subcontracting, production engineering and services, as well as energy and environmental technologies. All the elements that make up the intelligent factory can be seen here.

America and the industrial Internet of Things
In Europe all the talk in business and industry is of "Industrie 4.0", while the Americans speak of "advanced manufacturing" and the "industrial Internet". But the trend is the same: the factory is going digital. IT, the Internet and industry are converging.

State-of-the-art manufacturing technology, intelligent energy networks
The USA as the Partner Country for HANNOVER MESSE 2016 is therefore an excellent fit. Platforms for cloud computing and the Internet of Things and Services are two of the focal themes of the US presentation, along with PLM and CAx. The world’s leading IT nation at the biggest industrial show worldwide is a partnership that promises great things.
Concept: Industrial users are present on site.

Automation without software? Unthinkable. Smart grids without IT? Impossible. HANNOVER MESSE and Digital Factory – the dream team! No other IT show in the world offers a comparable display environment.

Digital Factory is a top destination for decision-makers

Around 70 per cent of our visitors make buying decisions or are involved in the decision-making process. So suppliers of IT systems come face to face here with senior industry buyers. HANNOVER MESSE is a must for suppliers of software and platforms, as well as for industrial suppliers to a whole range of manufacturing sectors. With a visiting trade public from all over the world and the themed forums “Industrial Automation” and “Industrie 4.0”, the neighbouring leading trade fair Industrial Automation provides ideal opportunities for continuing the dialogue.

HANNOVER MESSE attracts almost 200,000 trade visitors – and nearly all of them use industrial software solutions in their work. The largest visitor contingent comes from the mechanical and plant engineering sector. But large numbers of visitors from other key sectors – the electrical engineering and automotive industries, polymer processing and metalworking, as well as tooling and mould-making – also come here in search of innovative solutions for their industrial operations.

And the visiting trade public is increasingly international. Long familiar to industry professionals in countries like Switzerland and the Netherlands, Digital Factory is now becoming more widely known in Asia and the USA, the Partner Country for 2016.

Drivers of technology

221 exhibitors from over 16 countries

Concept:

Industrial users are present on site.

Automation without software? Unthinkable. Smart grids without IT? Impossible. HANNOVER MESSE and Digital Factory – the dream team! No other IT show in the world offers a comparable display environment.

Digital Factory is a top destination for decision-makers

Around 70 per cent of our visitors make buying decisions or are involved in the decision-making process. So suppliers of IT systems come face to face here with senior industry buyers. HANNOVER MESSE is a must for suppliers of software and platforms, as well as for industrial suppliers to a whole range of manufacturing sectors. With a visiting trade public from all over the world and the themed forums “Industrial Automation” and “Industrie 4.0”, the neighbouring leading trade fair Industrial Automation provides ideal opportunities for continuing the dialogue.

HANNOVER MESSE attracts almost 200,000 trade visitors – and nearly all of them use industrial software solutions in their work. The largest visitor contingent comes from the mechanical and plant engineering sector. But large numbers of visitors from other key sectors – the electrical engineering and automotive industries, polymer processing and metalworking, as well as tooling and mould-making – also come here in search of innovative solutions for their industrial operations.

And the visiting trade public is increasingly international. Long familiar to industry professionals in countries like Switzerland and the Netherlands, Digital Factory is now becoming more widely known in Asia and the USA, the Partner Country for 2016.
Good ideas are not enough. In order to do business, you need to put yourself out there and make new contacts. To support exhibitors in promoting their business and networking with other professionals, we have created a series of special formats. The forums and live demos at Digital Factory enable you to put your message across. You'll get noticed not just by thousands of trade visitors, but also by more than 2,500 journalists and bloggers, who scour HANNOVER MESSE for news each day – and find it here.

**Additive Manufacturing Plaza**

In its very first year this special display at Digital Factory proved a great hit with the visiting public. Specialists in additive manufacturing (AM), suppliers of machines and software, together with users of this technology will be demonstrating the complete step-by-step process – from 3D modelling to manufacturing and finishing. Production-ready machines and industrial-grade materials will be presented and discussed. It’s all designed to give visitors a direct insight into the many possible practical applications of AM.

**MES Conference**

One of the established highlights of Digital Factory is the MES Conference. Manufacturing Execution Systems (MES) are an indispensable tool in modern industry, integrating production and management functions in a single digital network. They are the theme of this event in the Convention Center, which is aimed at producers and system users in the manufacturing and process industries.

**Networking:** Talking business – and doing business.

The special displays and forums are a platform for your business. This is where innovative companies showcase their products. Where experts supply the answers to questions. And where you can talk business.

**CAE Forum**

The communication and networking platform for simulation experts. Featuring a group presentation by various exhibitors and a lecture platform, the Forum combines the themes of numerical simulation and 3D visualization. In a series of ten sessions, representatives from industry and universities will be talking about CAE software, hardware and methods, and describing typical application scenarios for computer-aided engineering.

**Making Business – Meeting your potential customers**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing industry</td>
<td>18,400</td>
</tr>
<tr>
<td>Capital goods sector</td>
<td>13,400</td>
</tr>
<tr>
<td>Raw materials and industrial goods</td>
<td>6,200</td>
</tr>
<tr>
<td>Company/freelance services</td>
<td>6,600</td>
</tr>
<tr>
<td>Energy industry</td>
<td>4,200</td>
</tr>
<tr>
<td>Research institutes/industrial research</td>
<td>3,700</td>
</tr>
<tr>
<td>Trade</td>
<td>1,800</td>
</tr>
</tbody>
</table>

97% trade visitors

**Strong interest in specialized topics**
Services: Our contribution to your success.

Success can be planned in advance. Our portfolio of services – from booking to branding – will ensure that Digital Factory promotes your business success.

What the exhibitors have to say:

Dr. Daniel Holz, Head of Sales for Manufacturing & Automotive and member of the management team at SAP Germany, Walldorf, Germany:

“The steady growth in exhibitor numbers shows that digitalization is now here to stay in industries such as electrical engineering, mechanical engineering and manufacturing.”

Dr. Thomas Roser, Vice President International Marketing, PTC, Sindelfingen, Germany:

“The steady increase in customer enquiries over the last few years is just one indicator of the importance of HANNOVER MESSE for our business. Where all the big names in international business and industry come together once a year in Hannover, we are not just interested in technological advances and market trends – we are also checking out the competition and comparing our performance with theirs.”

Franz Gruber, CEO, FORCAM GmbH, Ravensburg, Germany:

“HANNOVER MESSE offers innovations, information and internationaleity, and is an important event worldwide for manufacturing industry – a place to showcase capabilities and acquire new business. As a pioneer of Industrie 4.0 and a supplier of the leading technology for the smart factory, we regard HANNOVER MESSE as the most important trade show date of the year.”

Guided Tours

Take advantage of our “Guided Tours” in order to attract a steady flow of visitors to your stand. Contact: Regina Bayer-Frömelt, Tel. +49 511 89-30993, www.hannovermesse.de/en/guided-tours

Full details online

Detailed information, planning tools and current prices can be found online at www.hannovermesse.de/en/participation

And there’s no need to wait: you can register now by using our handy Online Business Service OBS at www.obs.messe.de

Individual presentation

A custom-built stand is a highly effective way to showcase your product innovations. Our extensive services and marketing support will help you to put your ideas into practice.

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price, halls</td>
<td>from € 208/m²</td>
</tr>
<tr>
<td>Basic price, open-air site</td>
<td>from € 79/m²</td>
</tr>
</tbody>
</table>

All-inclusive package solutions

To minimize time and effort when preparing for the show you can choose one of our attractive “fair-packages”, which consist of stand space and stand construction as well as basic utilities and services. You can calculate the cost of your package online at: www.hannovermesse.de/en/fairpackage.

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic package</td>
<td>from € 3,990*</td>
</tr>
</tbody>
</table>

* Early booking price for a Basic 9 m² row stand. All prices are subject to VAT.
Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
info@messe.de
www.messe.de

Your personal contacts

Arno Reich
Director, Digital Factory

Weert-Ellen de Riese
Tel. +49 511 89-31135
Fax +49 511 89-31122
weert-ellen.deriese@messe.de

Cinzia Marzani
Tel. +49 511 89-31176
Fax +49 511 89-31147
cinzia.marzani@messe.de

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

You can find us on the following networks