



THINK TECH,
ENGINEER
SUCCESS

New markets
New customers
New networks

Wireless Automation & M2M

Wireless Communication Technology

NEW TECHNOLOGY FIRST

23 - 27 April 2012 · Hannover · Germany

Industrial
Automation


**HANNOVER
MESSE**

Growing trend towards wireless technology

Wireless communication and mobile automation solutions are becoming increasingly important. For this reason HANNOVER MESSE 2012 will be staging a special display of Wireless automation & M2M technology at the heart of Industrial Automation.

Under the umbrella of this leading trade fair exhibitors will be showcasing components and solutions for communication technologies such as ZigBee, Bluetooth and WLAN. Also featured will be WirelessHART, which delivers a cost-effective basis for wireless communication in the process industry.

In 2012 the spotlight will be on machine-to-machine (M2M) communication. In view of the increasing range of applications being developed for wireless M2M it is clear that this is a market set for further growth. The exchange of data between devices via public wireless networks or user networks helps to optimize business processes and resource management. This means increased potential for manufacturing industry.



**Thomas Schildknecht,
Board chair Schildknecht AG:**

“Its international outlook and seamless integration in the line-up of related displays in the same hall is the main reason why our company will be taking part in Wireless Automation again in 2012. For many years now I’ve opted for the attractive turnkey stands available in Hannover, as this allows me to focus entirely on our core business of advising customers on all aspects of wireless data systems.”

**Rolf Nilsson, managing director,
connectBlue:**

“The Wireless Pavilion is ideal for meeting large numbers of new and existing customers over a short period of time.

It also leads to lots of interesting talks and discussions about applications and technical trends.”



Who will be there?

Numbers that really add up

Approx. 228,500 trade visitors came to HANNOVER MESSE in 2011.

- 112,900 of them attended Industrial Automation
- Around 70% are already planning their next visit in 2012

Contacts that matter

Industrial Automation attracts decision-makers from every branch of industry. It is the ideal place to find new leads.

Wireless Automation attracts visitors from many different industrial sectors:

- Mechanical and plant engineering
- Automotive industry incl. component suppliers
- Electrical engineering and electronics
- Process industry
- Energy
- Engineering and planning offices
- Consulting companies
- Systems houses
- Building automation
- Facility management services

27%

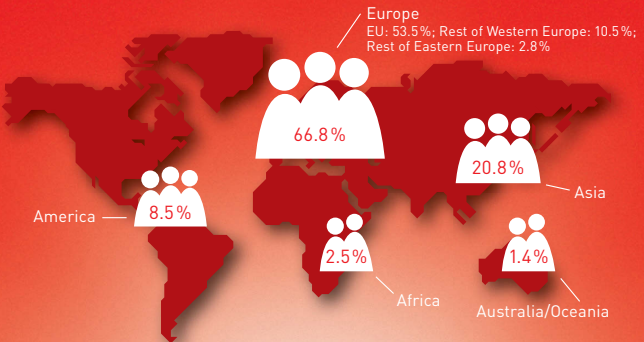
FIRM INVESTMENT PLANS

73%

DECISION-MAKERS

The whole world at one place

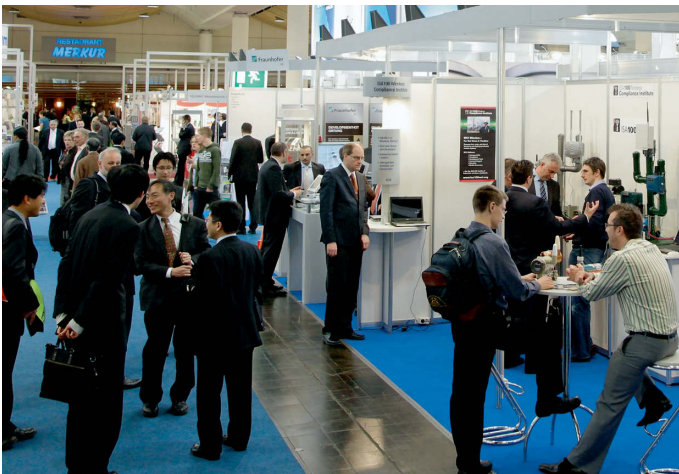
At HANNOVER MESSE internationalism is the norm. Decision-makers from every continent travel to Hannover in search of the right solutions for their business.



What's on display?

The exhibition area offers a chance to showcase components, systems and services for the following technologies:

- M2M applications, incl. via public networks, telemetry and telecontrol (e.g. with GPRS, EDGE, UMTS and UMTS900)
- Near Field Communication (NFC)
- Solutions for the process industry (e.g. WirelessHART, ISA100)
- Wireless sensor networks (e.g. ZigBee)
- Wireless I/O systems (Bluetooth, WLAN, etc.)
- Solutions with field bus connection (e.g. CAN, PROFI-BUS/PROFINET)
- Wireless solutions for driverless transport systems and overhead monorail systems
- Wireless location-finding (e.g. GPS, WSN)
- Integratable wireless modules for automation devices
- Wireless remote controls
- Services for the planning, integration and commissioning of industrial wireless solutions



Your trade fair stand

Stand space only

Create your own trade fair presentation based on your corporate design.

Cost € 194 per m²*

*plus a flat-rate registration fee of € 310, marketing fee of € 31 per m² of stand area, and where applicable a surcharge for stands with two or more open sides (+ VAT on all prices).

Early booking discount

Register by 15.9.2011 and you'll pay only € 187 per m²!

Stand space plus stand

Select one of our three all-inclusive trade fair packages: Basic, Comfort or Premium. For more details visit hannovermesse.de/en/fairpackage.

Group presentation

As a co-exhibitor in a group presentation you will benefit from additional services, including a smart new-look stand, fittings/furnishings, use of Business Lounge, catering, cleaning, etc. **Cost € 685 per m²***

*plus a flat-rate marketing fee of € 310 and 10% surcharge for corner stands (+ VAT on all prices).

New look stands for 2012!



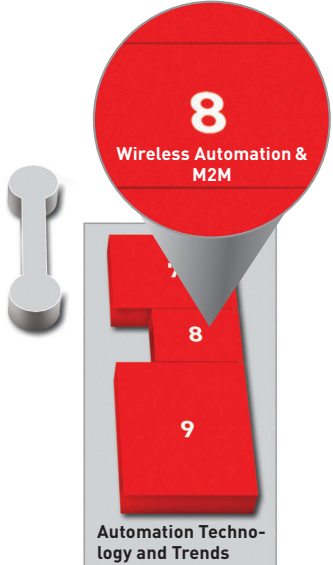
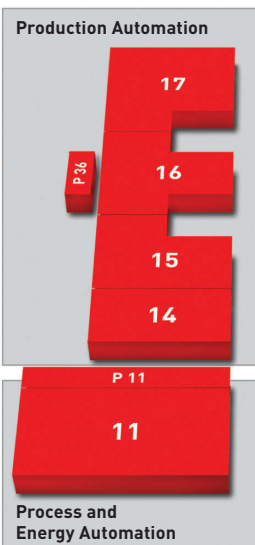
Your Marketing Services

The following services are included in the price for all exhibitors:

- Participation in the GET CONNECTED evening event organized by Deutsche Messe on the theme of wireless communication. A great chance to meet important customers in an informal atmosphere, extend your business network and unwind while enjoying some snacks and refreshing drinks!
- Year-round entries in the Automation Product Newsletter
- Entry in the Wireless Automation & M2M press pack
- Year-round presence on the HANNOVER MESSE website, with information about your company and products
- Exhibitor passes, unlimited number of complimentary admission tickets. etc.

The perfect setting – Hall 8

The Wireless Automation & M2M presentation benefits from being part of the Industrial Automation platform and is strategically positioned in the central section of the show dedicated to communication solutions for automation.



Wireless Automation & M2M: How you benefit as an exhibitor

Valuable synergies

Exhibiting in the section of the show dedicated to industrial communication means that you will also meet trade visitors from neighbouring display categories such as Identification, Tracking & Tracing and Industrial IT, as well as other leading trade fairs, e.g. Energy.

High-calibre know-how

Trade visitors to the Wireless Automation & M2M presentation can get a complete overview of the many different applications of wireless technology.

Insights into tomorrow's technology

Trade visitors are eager to find innovations that will help their company stay ahead of the competition. This presentation of M2M communication and WirelessHART meets their needs exactly.

“GET CONNECTED”

You and your customers are invited to an informal get-together on the Wednesday of the show. Take this opportunity to make new contacts and enjoy a short supporting program.





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information updates at
hannovermesse.de

