



THINK TECH,  
ENGINEER  
SUCCESS

New markets  
New customers  
New networks

New location in Hall 17

## Mobile Robots & Autonomous Systems

Intelligent mobile systems and components for industrial production, the public sector and the service industry

**NEW TECHNOLOGY FIRST**

23 - 27 April 2012 · Hannover · Germany

Industrial  
Automation

  
**HANNOVER  
MESSE**

## Mobile Robots & Autonomous Systems

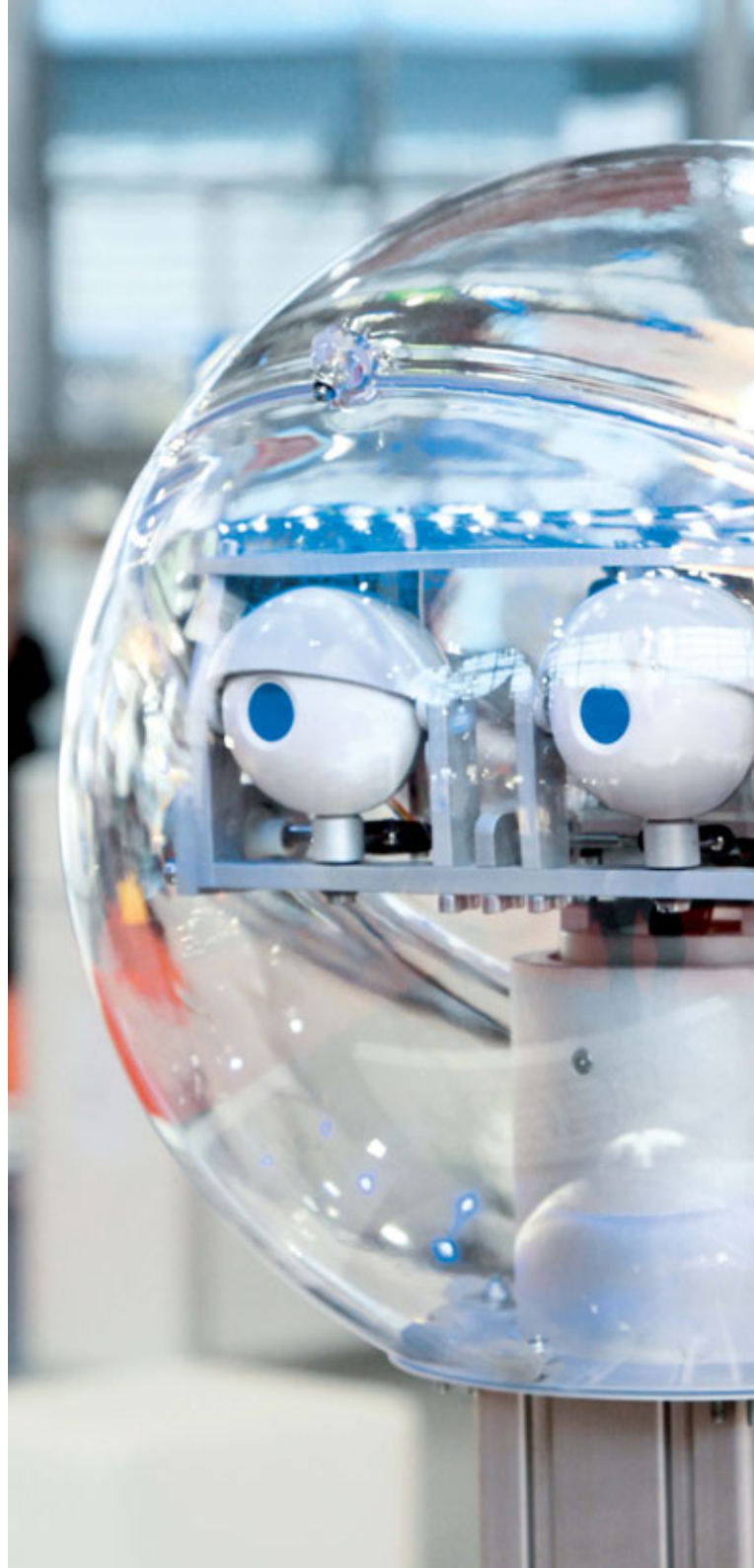
HANNOVER MESSE is industry's most important event of the year – worldwide. Eight trade fairs presented under one roof provide complete coverage of the latest technologies for all stages of the industrial value-adding chain. With its central location and numerous innovations, Industrial Automation attracts visitors in very large numbers.

### Action-packed displays

The special presentation “Mobile Robots & Autonomous Systems” will be one of the featured highlights of HANNOVER MESSE for the fifth time in 2012. Visitors will be able to watch live demonstrations of mobile robot systems cleaning solar panels, driverless transport systems making production and logistics more flexible, and assistant robots helping people with physical disabilities to cope better with everyday living. High-tech components – from sensor solutions for indoor navigation to contactless energy transmission – complete the range of exhibits in Hall 17. Featuring the complete range of mobile systems for industrial production, the public sector and the service industry, this interactive showcase is the ideal place for you to present your solutions.

### Benefit from crossover interest

Exhibitors at “Mobile Robots & Autonomous Systems” in Hall 17, positioned right at the heart of the displays of industrial automation, will find potential buyers from many branches of industry visiting their stand. This is a unique opportunity to market your solutions and components across the industry spectrum. Related categories of exhibits on display in this section of the show include production logistics, mechanical and plant engineering, robotics and automation solutions, power transmission technology, sensor systems, identification and industrial image-processing.



# Display concepts

## Mobile concept

Mobile systems are designed to transport, clean, inform and assist. They interact with each other and are presented here in a real-life context that the visitor can immediately get to grips with. The exhibition area in Hall 17 is structured as a working industrial environment, where everything revolves around live demonstrations and practical applications.



## Mobile Areas

The Mobile Areas are the central attraction of the exhibition area, and in 2012 these will once again be at the heart of the live action in the hall. You can present your mobile systems either on separate demonstration areas or suspended in the air. The demo areas always attract a big crowd, and as usual you have the use of them in addition to your stand at no extra cost. We can advise you on your specific needs and help you to put together the perfect presentation for your products.



## Exhibitor verdicts on 2011

### **Dr. Norbert Elkmann, Director of the Robotic Systems Business Unit, Fraunhofer IFF, Magdeburg:**

“HANNOVER MESSE is the ideal place for us to meet partners, compare notes with colleagues and make new contacts. In Hannover you meet people working in every sector of industry. We were here in 2010 and 2011, and that led to many interesting new contacts and concrete projects.”

### **Andreas Drost, Managing Director, MT Robot AG, Zwingen/Switzerland:**

“This is our first year of trading, so of course this is our first time at HANNOVER MESSE. We wanted to show the flag, and are delighted to be exhibiting at the Mobile Robots and Autonomous Systems presentation, which is just right for us. We are pleased with the response from the public – our brochures are going like hot cakes!”

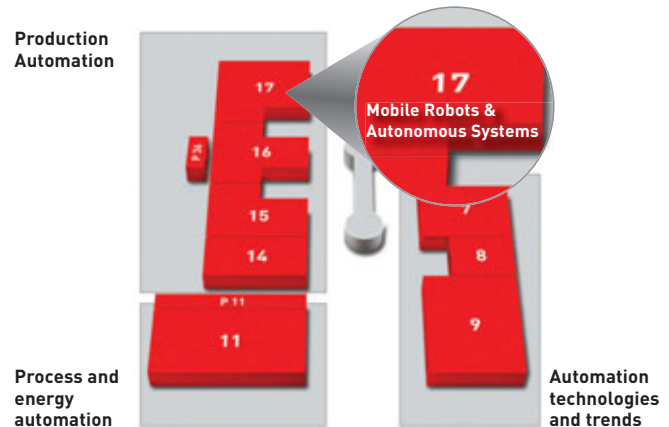
### **Rene Will, communications expert, SEW Eurodrive, Bruchsal:**

“The special thing about the special presentation Mobile Robots and Autonomous Systems is the successful mix of exhibition, demonstration area and forum. We had a lot of very promising inquiries at our stand. And visitors were also able to see our hybrid FTS technology in action right there on the Mobile Area, which contributed greatly to the success of our presentation.”

## Setting and solutions

### **The right setting – Hall 17**

The special presentation “Mobile Robots & Autonomous Systems” takes place in the heavily frequented Hall 17, right at the heart of Industrial Automation.



### **Showcase your solutions here**

#### **Systems**

- Mobile platforms
- Driverless transport systems
- Security and inspection robots
- Assistant robots
- Service robots
- Robotic sweepers
- Offshore robots
- Cleaning robots
- Fire-extinguishing robots
- Drain inspection robots
- Information robots
- Surveillance robots
- Flying robots

#### **Components**

- Sensor systems and image processing
- Control systems
- Electronics and power supply
- Electrical components
- Wireless communication
- Actuator systems
- Materials

# Who will be there ?

## Numbers that really add up

Approx. 228,500 trade visitors came to HANNOVER MESSE in 2011, and some 14,000 were specifically interested in the presentation "Mobile Robots & Autonomous Systems".

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

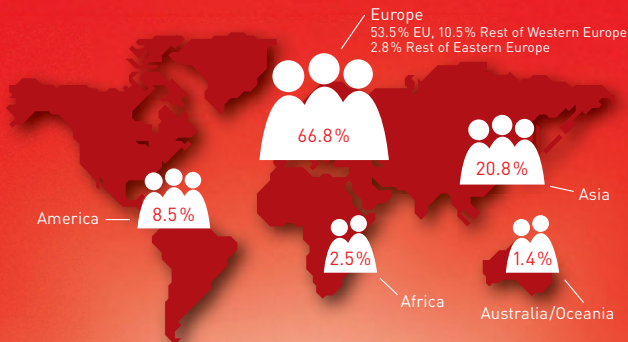
## Contacts that matter

Industrial Automation attracts decision-makers from every branch of industry. It is the ideal place to make new business contacts.



## The whole world in 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.



## Professional background of visitors

- Mechanical and plant engineering
- Suppliers of automation solutions
- Automotive industry/component suppliers
- Electrical engineering/electronics
- Materials management, warehousing and transport (logistics)
- Chemical industry/pharmaceuticals/cosmetics
- Food processing and beverage industry
- Energy
- Facility management services
- Consultancies
- Systems houses
- Engineering and planning offices
- Entertainment industry
- Commerce and logistics
- Public sector

## Role/function of visitors

- Company management
- Plant/works management
- Production management/production developments
- Product management
- Design and development of automation components
- Buyers
- ICT engineers

# Your stand at HANNOVER MESSE

HANNOVER MESSE offers you an excellent location in an eye-catching special display area, along with convenient presentation options within an attractive overall display concept. We will be pleased to discuss the different options with you.

## Reserve your place now

The special presentation "Mobile Robots & Autonomous Systems" enables exhibiting companies to reach their chosen international target audience. Registration forms can be downloaded at [www.obs.messe.de](http://www.obs.messe.de)

## Presentation packages

The following items and extras are included in the price of the presentation packages.

- Stand with back wall, carpeting and basic lighting
- Power supply (one 230-volt socket at the stand, incl. electricity usage)
- Small booth providing storage space
- Logo lettering
- Free use of the Mobile Areas and Robot Garage
- 4 or 8 free exhibitor passes
- Unlimited number of complimentary admission tickets (print & electronic options)
- Unlimited number of free product descriptions on the HANNOVER MESSE website
- 20 free product category entries on the HANNOVER MESSE website

Presentation package 15 m<sup>2</sup>: € 5,600

Presentation package 30 m<sup>2</sup>: € 9,100

Plus registration fee of € 310 and VAT



## Individual stand

- Individual stand space + services
- Individual stand design options
- Free use of the Mobile Areas and Robot Garage
- Free exhibitor passes (number allocated according to stand size)
- Unlimited number of complimentary admission tickets (print & electronic options)
- Unlimited number of free product descriptions on the HANNOVER MESSE website
- 20 free product category entries on the HANNOVER MESSE website

Cost € 194\* per m<sup>2</sup> plus VAT

\* plus marketing fee of € 31 per m<sup>2</sup>, registration fee of € 310 and any supplements payable for stands with more than one side (see Terms and Conditions for HANNOVER MESSE 2012)

## Early booking discount

Register by 15 September 2011 and you'll save € 7 per m<sup>2</sup>.



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For all the latest information  
go to: [hannovermesse.de](http://hannovermesse.de)

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