

Messe News

CoilTechnica



Coil
Technica



February 2012 · Issue 2

NEW TECHNOLOGY FIRST

23 – 27 April 2012 · Hannover · Germany

“The CoilTechnica show at HANNOVER MESSE is right at the top of our event calendar. Its close proximity to exhibits from the fast-growing renewables and eMobility industries and the fact that our customers from the transformer and drive technology sectors are so strongly represented at HANNOVER MESSE make CoilTechnica an absolute must for us. After all, if our customers are there, we need to be, too. CoilTechnica has gone from strength to strength in the last two years, and we expect this to continue in 2012.”



Manfred Lueg,
Business Manager EMEA, DuPont
Performance Coatings GmbH,
Wuppertal, Germany

Transparent and efficient online registration with Deutsche Messe's OBS

Deutsche Messe is not sending out paper registration forms to exhibitors for HANNOVER MESSE 2012. That's right: your ticket to success at CoilTechnica is now only a few mouse-clicks away, thanks to our Online Business Service (OBS). Registering via OBS is easy and transparent. OBS is also an obligation-free research tool: you can use it to find out about attractive multi-year exhibition deals, compare, plan and cost display stand options and order services. And if you have any questions, our CoilTechnica Project Manager, Thomas Pinkowski, is happy to help.

Tel.: +49 511 89-32427

E-mail: thomas.pinkowski@messe.de



CoilTechnica's success based on close proximity to user industries

Exhibitors from the neighboring Energy and MobiliTec shows in urgent need of new solutions



Maximum impact for minimum outlay – that's what exhibitors at CoilTechnica, the leading trade fair for coil winding, electric motor, generator and transformer technology, can expect from their trade fair investment. The highly developed infrastructure of the world's largest exhibition center and HANNOVER MESSE's unrivaled appeal to industry guarantee maximum networking opportunities for customers and suppliers.

“A unique opportunity to tap into new markets and forge strategic alliances.”

The exhibitors at HANNOVER MESSE's Energy and MobiliTec fairs will be there not just to showcase their products; they will also be actively looking for new solutions at CoilTechnica. “That's why CoilTechnica is a unique opportunity for exhibitors from the coil winding sector to tap into new markets and forge strategic alliances,” explained Hubertus von Monschaw, Project Manager at Deutsche Messe. “In addition, CoilTechnica's

new location in Hall 25 will guarantee ample networking with user industries at the adjacent MobiliTec show.”

Around 75 percent of trade visitors are senior decision makers

CoilTechnica is an absolute visitor magnet. Last year's show attracted more than 40,000 trade visitors, 30,000 of whom were senior decision makers. One of the big highlights is the CoilTechnica User Forum, which is co-organized by Deutsche Messe, the German Electrical and Electronic Manufacturers' Association (ZVEI), the European Electrical Insulation Manufacturers (EEIM) association and the International Coil Winding Association (ICWA).

For further information and registration forms, visit hannovermesse.de/en/coiltechnica

CoilTechnica
partners:



Electrical, Winding & Insulation Systems Association backs CoilTechnica

The newly created ZVEI Electrical, Winding & Insulation Systems Association looks to the world's leading industrial technology fair for fresh synergies and valuable contacts



The founding board members of EWIS, Manfred Lueg and Stefan Karsch

The Electrical, Winding & Insulations Systems Association (EWIS) within the German Electrical and Electronic Manufacturers' Association (ZVEI) represents big-name manufacturers and distributors of insulating materials, such as sheet insulation materials, impregnating resins, electric casting resins, reels and insulating tapes. It also represents suppliers of core materials, such as electric motor and transformer sheet metals and ferrite cores; components and accessories, such as electric fuses, switches and mounting materials; and equipment, machines and systems, ranging from impregnating plants through to coil winding machines.

"With its 1,600 member companies and its 26 sector-specific associations and organizations, the ZVEI is ideally positioned to foster interdisciplinary cooperation along the entire value chain. The future belongs to cooperative initiatives between industrial subcontractors and OEMs," said EWIS President and Synflex Elektro GmbH Director Stefan Karsch.

"Just like the ZVEI, the CoilTechnica show at HANNOVER MESSE is all about creating synergies through networking. It is the perfect event for suppliers of parts and components for manufacturers of electric motors, transformers and generators because here they can showcase their expertise to a high-caliber audience of users at the adjoining MobiliTec, Energy and IndustrialGreenTec fairs. Apart from its unrivalled ability to generate valuable contacts within the industry, HANNOVER MESSE is also the ideal platform for networking with relevant partners from science and research," said EWIS CEO Dr. Rolf Winter.

Three megatrends currently shaping both industry and politics – the trend towards renewable energy forms, especially wind and solar power; the drive to boost the efficiency of electric motors and the trend towards eMobility solutions – will also be reflected in the exhibits of EWIS member companies at CoilTechnica. The coil winding sector, in particular, has valuable contributions to make in all three areas, whether in the form of innovative products or services.

Last year, the German coil winding industry's sales bounced back to pre-financial crisis

levels, thanks largely to above-average growth in exports. CoilTechnica's exhibitors thus have every reason to be excited about their prospects in 2012.

EWIS members currently employ a total of around 4,500 staff. The Association and its members look forward to stimulating dialogue and fresh business opportunities at HANNOVER MESSE and CoilTechnica.

For further information, visit zvei.org/fachverbaende/electrical_winding_insulation_systems (German only)



About the new German Electrical Winding & Insulation Systems Association

The German Electrical Winding & Insulation Systems Association (EWIS) evolved from the German Subcontracting Industry Platform, which was established in 2007 by the German Electrical and Electronic Manufacturers' Association (ZVEI). Under the guidance of executive board members Stefan Karsch (Synflex Elektro GmbH) and Manfred Lueg (DuPont Performance Coatings), the platform's activities had been continually expanded, including its linkages with the "Electric Drive Technology" and "Transformers and Power Supply" divisions within the ZVEI.

EWIS's membership comprises manufacturers and distributors of insulating materials (sheet insulation materials, impregnating resins, electric casting resins, reels and insulating tapes), suppliers of core materials (electric motor and transformer sheet metals and ferrite cores), providers of components and accessories (electric fuses, switches and mounting materials), and suppliers of equipment, machines and systems (ranging from impregnating plants to coil winding machines).

Wide range of participation options

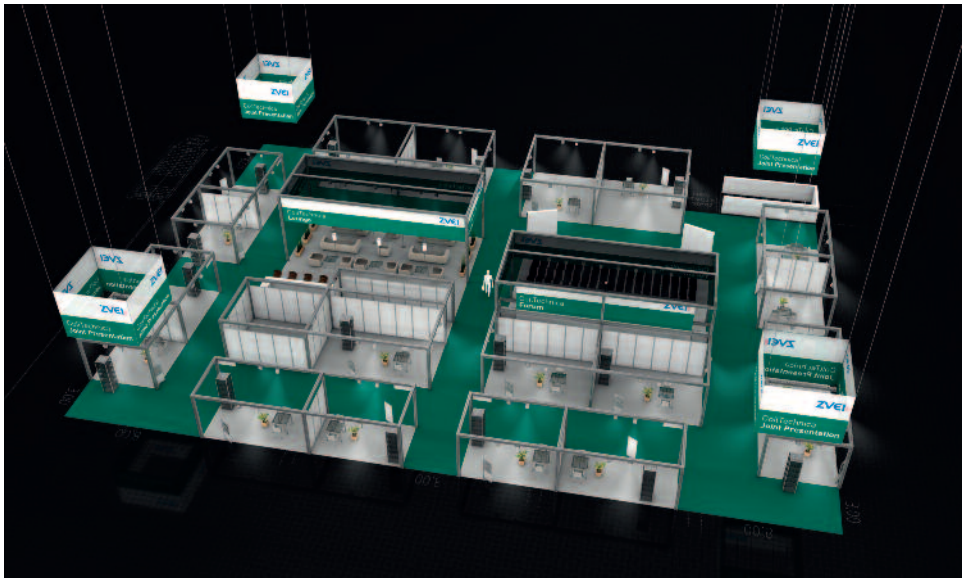
New group pavilion offers an attractively priced, centrally located presence right next-door to the CoilTechnica User Forum.

It is CoilTechnica's comprehensive scope that sets it apart from its competitors. Like an AGM for the entire coil winding industry, it attracts everyone, from innovative start-ups to long-established market leaders. It is where innovations are presented and discussed, networks built, and new contracts initiated. It is the place to go to share knowledge and ideas, debate the challenges of the future and find solutions. In so many ways, CoilTechnica is an industry get-together you can't afford to miss.

Exhibiting at CoilTechnica just got a whole lot easier. That's because in 2012 there will be

a new CoilTechnica group pavilion offering all the benefits of attractive pricing, central location and a comprehensive, full-service package. Pavilion exhibitors will enjoy the convenience of services such as use of the on-site lounge, access to meeting and storage rooms and a central Internet connection. They will also be able to order unlimited numbers of complimentary tickets for their visitor invitation campaigns.

For further information, please call
Thomas Pinkowski
on +49 511 89-32427



Group pavilion participation options

Stand size	9 m ²	18 m ²	24 m ²
Price (EUR 350/m ²)	EUR 3,150	EUR 6,300	EUR 8,400

All prices are subject to VAT

Basic rental charge and additional charges

Basic charge (indoor space)	EUR 100/m ²
Registration charge (lump sum)	EUR 310
Marketing fee*, including AUMA contribution	EUR 31/m ²
Reduced marketing fee for stand space in excess of 1,000 m ²	EUR 12/m ²
Space on upper floor of two-storey stands	EUR 45/m ²

* Please refer to the Terms and Conditions of Participation for details of the services covered by the marketing fee.

Participation options

Detailed information on the various participation options for HANNOVER MESSE as well as on prices, conditions and how to register can be found at: hannovermesse.de/registration

Exhibiting the easy and affordable way with fair packages

Our fair packages are an attractive alternative to exhibiting at the group pavilion. With this system, exhibitors interested in a stand-alone display can choose between three affordably priced turnkey solutions. Each package comprises floor space, a modular stand and a range of services, including daily cleaning, press and marketing support, complimentary guest tickets and an all-year-round Internet presence.

"Basic" fair package



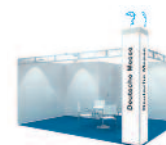
Stand type: 20 m² corner stand
 Standard price: EUR 5,303*

"Comfort" fair package



Stand type: 20 m² corner stand
 Standard price: EUR 5,723*

"Premium" fair package



Stand type: 20 m² corner stand
 Standard price: EUR 6,238*

* Prices for one-year rental agreements, including registration charge



Thomas Gilke, head of the Flexible Laminates division at PUCARO Elektro-Isolierstoffe GmbH, Roigheim, Germany

“The CoilTechnica fair at HANNOVER MESSE is a first-class presentation platform for PUCARO. No other show can offer the same exposure to a vast, high-quality audience of trade visitors and exhibitors from all industry backgrounds. We are particularly pleased about Deutsche Messe’s decision to relocate CoilTechnica to Hall 25. The close proximity of Hall 25 to the MobilTec fair means we will get even better access to our customer target groups.”

DMI – Year-round exposure for your showcase

Our subsidiary company Deutsche Messe Interactive offers marketing services to all HANNOVER MESSE exhibitors free of charge. These services leverage the power of our Exhibitor Content Management System (ACMS), a database where exhibitors can enter information about their technologies and products as well as details of their display stand and contact persons. Our Media Service would be happy to help you create and update your ACMS profile.

Contact: +49 511 89-35550
media-service@content.hannovermesse.de

Any questions? The CoilTechnica team is happy to help!

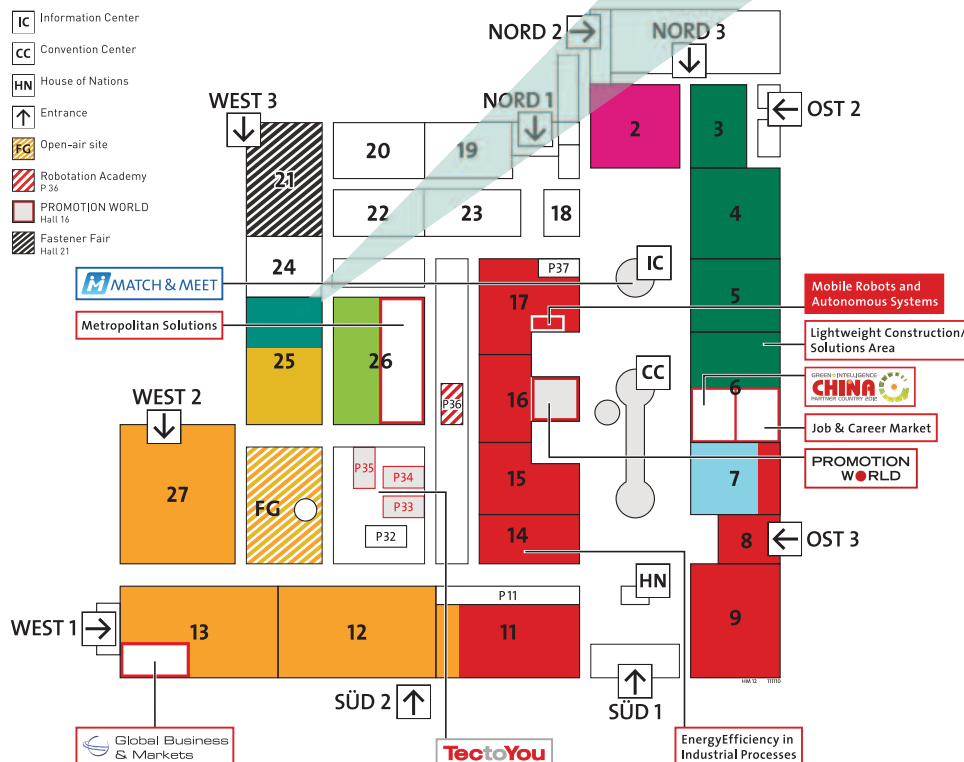
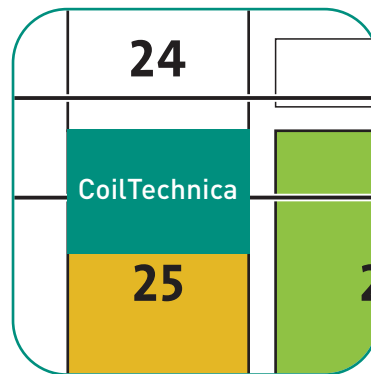
Introducing Deutsche Messe’s CoilTechnica Team: Susanne Clemens and Thomas Pinkowski. They are there to advise and guide you through all aspects of registration and participation at CoilTechnica.

Susanne Clemens and Thomas Pinkowski will help make your CoilTechnica showcase a success with expert advice on all aspects of the fair, including group pavilion options, fair packages and the User Forum. See below for contact details.



Map of the Exhibition Grounds

- Industrial Automation
Halls 7–9, 11, 14–17
- Energy
Halls 11–13, 27, FG
- Industrial Supply
Halls 3–6
- CoilTechnica
Hall 25
- MobilTec
Hall 25, FG
- Digital Factory
Hall 7
- IndustrialGreenTec
Hall 26
- Research & Technology
Hall 2



Your contacts

Thomas Pinkowski
Tel.: +49 511 89-32427
thomas.pinkowski@messe.de

Susanne Clemens
Tel.: +49 511 89-31315
susanne.clemens@messe.de

Deutsche Messe
Hannover · Germany

Deutsche Messe
Messegelände
30521 Hannover
Germany

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

Imprint

Published by Deutsche Messe
Messegelände, 30521 Hannover, Germany
Hubertus von Monschaw (responsible)
Content & design:
media consulting hannover GmbH & Co. KG
Translation: Down Under Translation, New Zealand
Photos: Deutsche Messe, ZVEI, DuPont, PUCARO
Text reproduction authorized on condition that the source is indicated; courtesy copies requested.
Date of issue 02/2012 • Modifications reserved