NEW MARKETS
NEW CONTACTS
NEW CUSTOMERS
NEW NETWORKS

Motion, Drive & Automation – Leading Trade Fair
for Power Transmission and Control
20–24 April 2009

www.hannovermesse.de/mda_e
A driving force for worldwide growth

Demand for power transmission systems (mechanical, electrical, hydraulic, pneumatic) has reached record levels. The power transmission market is becoming more and more international – and the pace of innovation is hotting up.

MDA – Motion, Drive & Automation is the ideal platform for your sales and marketing activities. It is your chance to build new networks and reach out to an international audience from all sectors of industry. HANNOVER MESSE – the world’s premier industrial technology event – is the perfect basis for your future business success.

MDA: the benefits in brief

➔ NEW MARKETS
Carve out new openings for your products and services. At MDA you can present your portfolio to senior decision-makers from a broad spectrum of user industries.

➔ NEW CONTACTS
The vast majority of the visitors to MDA are industry professionals who come to Hannover with the firm intention of investing. This represents an ideal opportunity to forge valuable links with important decision-makers and to lay the foundations for new sales contracts.

➔ NEW CUSTOMERS
The 14 flagship shows that make up HANNOVER MESSE will ensure that your products and systems are presented in an interdisciplinary context. In particular, you can capitalize on the synergies created by the neighbouring trade fairs INTERKAMA*, Factory Automation, Subcontracting and MicroTechnology.

➔ NEW NETWORKS
Expand your networks and develop new contacts that extend far beyond your existing sales markets. Communicate directly with component suppliers, developers, producers and service providers. As from 2009, the new HANNOVER MESSE web platform will make it even easier to follow up new business contacts and leads.
Direct access to international markets

MDA is your passport to international sales markets. In 2007 the HANNOVER MESSE attracted 30,000 visitors from outside Germany, mainly because of MDA, including more than 7,400 from the booming markets in Asia and Eastern Europe. The proportion of industry professionals among the attendees was an impressive 96.1%.

Integrated line-up

MDA is an integral part of the multi-industry line-up at HANNOVER MESSE. This creates valuable synergies and enables you to reach specific target audiences with maximum efficiency. Manufacturing industry accounts for the largest group of visitors at MDA (58,100).

Firm investment intentions

Obviously, reaching the right target audience is a key criterion when exhibiting at a trade show. At MDA 2009 you’ll have the chance to meet senior decision-makers who have the firm intention to invest. In 2007, no fewer than 78.9% of the visitors had a determining influence on their companies’ investment decisions.
A professional audience covering a whole range of different functions

At MDA you’ll be ideally placed to present your company and product portfolio to the people who really count – for example, to management executives and to those responsible for purchasing and procurement. In this way you can transform your exhibition stand into a central platform for communication and networking.

Top decision-makers at your exhibition stand

![Chart Responsibilities of visitors (more than one reply possible)](chart)

Research/development/design | 22,700
Marketing/sales/advertising/PR | 19,900
Senior management/plant management | 16,600
Purchasing/procurement | 10,400
Manufacturing/production | 9,500
Product development | 5,900
Planning/work scheduling | 5,500
Maintenance/servicing | 4,600
Production monitoring/quality control | 2,200

Additional visitor flows

HANNOVER MESSE mirrors the entire industrial value chain. By exhibiting at MDA you can showcase your product innovations in a unique interdisciplinary context. In other words, you will attract additional visitors – above all from the automation, energy and subcontracting sectors.

![Chart Synergies created by HANNOVER MESSE](chart)

Innovations that pay dividends

Two thirds of the MDA visitors come to Hannover with specific investment projects in mind. Nearly one visitor in two is planning to spend € 75,500 or more. This results in excellent opportunities for doing business – during and after the show.

![Chart Planned investment volumes of visitors](chart)

- Up to € 25,000: 8.5%
- Up to € 50,000: 4.2%
- Up to € 75,000: 2.8%
- More than € 75,000: 47.9%
- No reply: 36.6%

www.hannovermesse.de/mda_e
More power for your business – the entire market at one venue

MDA is the only trade show worldwide that highlights the entire power transmission and control market. Key issues in 2009 will be wind energy and technological convergence – above all in the automation sector.

Reap the benefits at the focus of industrial applications

⇒ The entire value-adding chain at a single venue
HANNOVER MESSE is the only trade fair worldwide that features the complete spectrum of industrial automation technology. By mounting a single presentation you can reach power transmission users in all the relevant industrial sectors. The Factory Automation show is the perfect complement to your products and systems.

⇒ At the focus of 14 flagship fairs
MDA is an integral part of the 14-fair line-up at HANNOVER MESSE. Your company presentation will create an exciting forum for sales, dialogue and networking. HANNOVER MESSE attracts significant media coverage – which means added publicity for your company and its products.

⇒ Marketing without any wastage
Your appearance at MDA 2009 will create the perfect basis for sustained corporate success. Use MDA as a focused marketing tool for your high-tech solutions.
MDA looks head to the future

MDA has already established an excellent reputation with exhibitors. No other trade show has a comparable international scope. The special events and keynotes make a vital contribution to the international success of MDA. The supporting program mirrors the key industry trends and is a vital source of business intelligence. Take this unique opportunity to enter into a productive dialogue with the major market players.

Keynote themes and supporting program:

- Energy Efficiency
- Hybrid Technologies
- Condition Monitoring Systems
- Maintenance and Services

Showcases for your ideas

- MDA Forum
  This forum is the undisputed communication centre at MDA. Visitors, exhibitors and product developers will have the chance to tune into the latest trends and to swap ideas. Thanks to the sharp focus on know-how transfer, the MDA Forum is the ideal place to present your developments and strategies.

- Special display “Condition Monitoring Systems”
  The permanent monitoring of plant and machinery is a precondition for boosting reliability and productivity. Sophisticated condition monitoring systems minimize machine downtimes and unlock new sources of production potential. Use this special display to find out more about the ground-breaking developments in this sector.

- Special display “Energy Efficiency in Industrial Processes”
  This cross-industry event at HANNOVER MESSE offers a perfect platform in a central location for presenting energy-efficient production processes. The spotlight will be on practical examples taken from various user industries.
Geared to your success: Our services for exhibitors

So that you feel well looked after

HANNOVER MESSE has assembled an extensive package of services and marketing tools to ensure that your presentation is a complete success. Use these services and tools to maximize visitor attendance at your stand:

- Complimentary admission tickets (printed and electronic)
- “Premium Pass” for VIPs
- Listing in the HANNOVER MESSE information media
- LeadSuccess
- Mailing service
- Promotional materials
- HANNOVER MESSE-specific advertising options: outdoor advertising, online advertising, advertising in “Messezeitung”
- Press services
- Travel2Fairs and Selected Hotels
- Access to visitor registration data
- HANNOVER MESSE e-Book – all our services at a single glance

The key services at a glance

- Complimentary admission tickets
  A personal invitation accompanied by a free admission ticket is one of the best ways to advertise your presence at HANNOVER MESSE. For more than two thirds of the visitors this is a key incentive to attend the show. Complimentary admission tickets are also available in a digital form (“e-ticket”). For your very special guests you can choose the “Premium Pass”, which entitles the holder to special privileges such as use of the Premium Lounge and the shuttle service at the Exhibition Grounds.

- Deutsche Messe mailing service
  This service allows you to access the extensive HANNOVER MESSE address database and generate new business contacts. We can also supply ready-drafted text blocks to help you create persuasive invitations.

- LeadSuccess
  LeadSuccess is the ideal basis for successful follow-up business. This digital system allows you to record important visitor data directly at your exhibition stand so that it is ready for future reference.
Prices, terms, conditions

Processing fee
Each main exhibitor will be required to pay a processing fee of € 300 at the time of registration.

Stand rental charges

- Reduced rental charges (for bookings made by 15. 9. 2008)
  Early bookings pay dividends!
  € 178/m² in the halls
  € 68/m² on the open-air site

- Standard rental charges (for bookings made by 31.1. 2009)
  € 184/m² in the halls
  € 71/m² on the open-air site

An additional charge of 5% (on top of the standard rental charge) is made for bookings as from 1.2. 2009.

- Stands with two or more open sides
  Stands with two or more open sides are subject to a surcharge.
  For stands of up to 120 m²:
  • 25% of the basic charge for stands open on 2 sides [corner stand]
  • 40% of the basic charge for stands open on 3 sides [end stand]
  • 60% of the basic charge for stands open on 4 sides [island stand]

No surcharge is payable for the area in excess of 120 m².

- Two-storey stands
  € 75/m² [applicable to the space on the upper floor of two-storey stands]

- Co-exhibitor charge
  € 750 per co-exhibitor of an industrial company.

Marketing fee
The marketing fee covers the following array of value-added services:

- All-year-round availability of your company profile and product information on the Internet (enables you to access additional target groups)
- Customer recruitment and retention by means of complimentary admission tickets (printed and electronic)
- Updating of your customer database to include the registration data of your visitors
- Professional multi-channel advertising campaign targeted at visitors all over the world
- Market research data relating to your visitors

The benefits
Complimentary admission tickets (printed and electronic):
- Extended Internet presence:
  • Company profile
  • 20 product group listings
  • 5 product descriptions (created free of charge by our editorial team)
  • Unlimited number of additional product descriptions (you are responsible for creating and updating the content online)

Marketing fee for exhibitors
€ 29/m² of rented space
Marketing fee for co-exhibitors: € 300 [flat rate].

Value Added Tax
All prices are subject to VAT at the current rate, where applicable.

Information for foreign exhibitors
Provided that the relevant legal conditions are met, foreign exhibitors can apply to the Federal Tax Office ("Bundeszentralamt für Steuern") in Schwedt for a refund of Value Added Tax. Applications for refunds must be submitted no later than six months after the end of the calendar year in which the fair took place.

fair-package: the easy way to exhibit
Alternatively, you have the option of booking one of our full-service packages. These comprise stand space, stand assembly, plus additional marketing services (e.g. complimentary admission tickets and an all-year-round presence on the Internet). Three attractive packages will be available for HANNOVER MESSE 2009: “Classic”, “Comfort” and “Premium”.

These three packages include all the essential services you need to make your presentation a resounding success. The benefits include extensive press and media entries, stand cleaning, as well as insurance cover for your stand plus fittings and furnishings. Additional services can be ordered as well, thus enabling you to tailor your presentation to your individual requirements.

- Classic
  Price example: 15 m² row stand [Type A] with numerous services included, starting from € 4,952*

- Comfort
  Price example: 20 m² corner stand [Type B] with numerous services included, starting from € 7,692*

- Premium
  Price example: 25 m² corner stand [Type D] with numerous services included, starting from € 10,122*

More information about all three packages and a handy price calculator can be found at www.messe.de/fairpackage

*Prices for one-year rental agreements

www.hannovermesse.de/mda_e