

# In 2010

automation will play a key role in industry by adding value and making new products possible. Show your customers how to exploit this potential – by exhibiting at **HANNOVER MESSE.**

Thomas Rilke, Director of Industrial Automation, HANNOVER MESSE

## Industrial Automation

Leading Trade Fair for

- Process automation (INTERKAMA+)
- Factory automation
- Integrated Automation Systems for Production and Buildings



Hannover · Germany

GET NEW TECHNOLOGY FIRST · 19 – 23 April 2010

HANNOVER MESSE 2010 / PARTNER COUNTRY

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# In 2010 innovative solutions will be in demand



We invite you to exhibit at Industrial Automation in 2010. Here we are preparing a showcase for the complete range of automation technologies: from mechanical and plant engineering to process automation and automation solutions for industrial buildings. Come and be a part of this international technology summit. Present your latest innovations, share your special expertise and use this chance to make new contacts worldwide. Our job is to create a platform that shows your presentation to maximum advantage. After all, your success is our business. So let me wish you every success for 2010.

Yours sincerely,

A handwritten signature in black ink that reads "Thomas Rilke".

Thomas Rilke  
Director of Industrial Automation

## How you benefit by exhibiting at Industrial Automation

### → INTERNATIONAL MEETING-PLACE

Industrial Automation is the leading international showcase for innovations and advanced technologies. In the last two years alone the show attracted 52,000 visitors from abroad, mainly from Europe and Asia.

### → INTEGRATED SOLUTIONS

Decision-makers in industrial enterprises are looking for answers to the specific challenges they face. At Industrial Automation they can find the complete systems and automation solutions that will secure their commercial future.

### → CROSS-INDUSTRY MARKETPLACE

Most of today's automation solutions have applications across a broad spectrum of industries. Only at Industrial Automation can exhibitors meet visitors from all their key buyer industries who are looking for innovations.

### → INSIGHTS INTO TOMORROW'S TECHNOLOGIES

Decision-makers from all user industries want to get their hands on cutting-edge automation technologies. Industrial Automation gives them a complete picture of tomorrow's trends.

### → UNIQUE MEDIA EVENT

The launch of new products and innovative technologies depends on publicity to succeed. Communication by the trade and business press is vital, along with general press coverage. Nearly all the big media players use Industrial Automation as a source for technology-themed articles. Politicians and business leaders also come in large numbers.

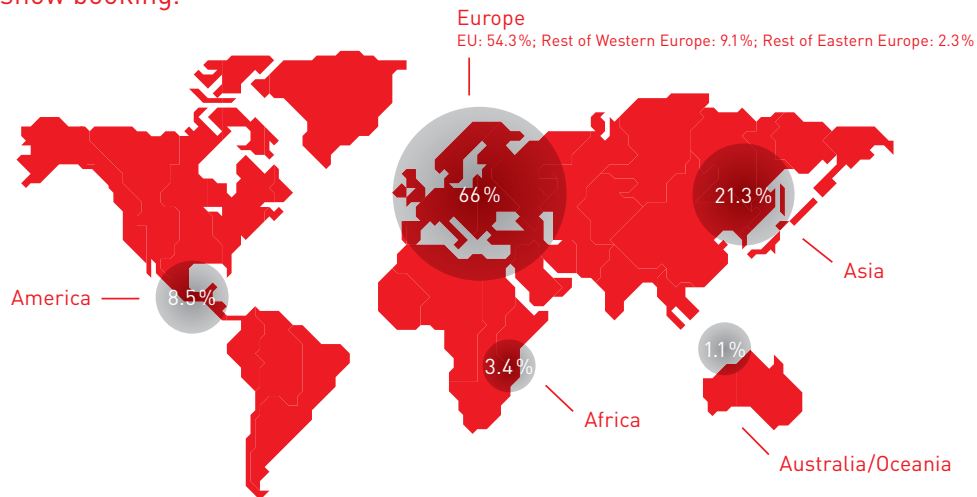
## As much business as you can handle

Industrial Automation 2009 once again proved to be a great platform for exhibitors to make promising new business contacts:

- a total of **102,600 visitors** attended Industrial Automation
- over **25%** of these came **with firm investment plans**
- **73%** of the visitors were **authorized to make buying decisions**
- and **75%** are already **planning to return in 2010**

## Global business opportunities

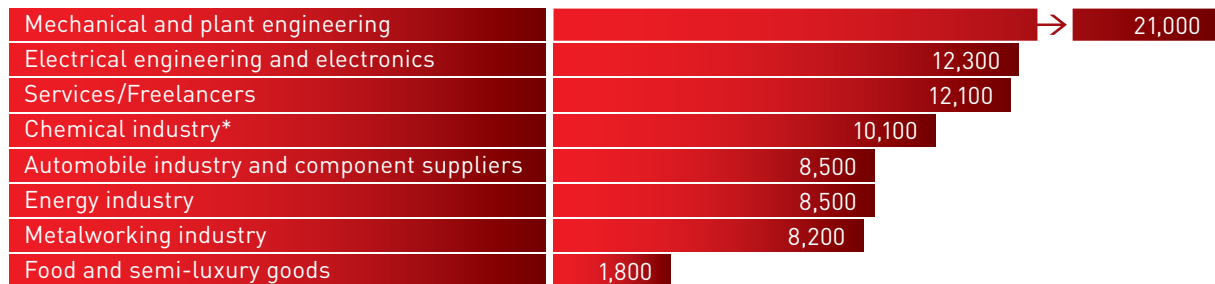
Exhibitors at Industrial Automation gain access to new markets in five continents – with just one trade show booking.



→ Visitors according to region

## Cross-industry visitor presence

Visitors from numerous industries come to Industrial Automation in search of integrated solutions to their manufacturing problems:

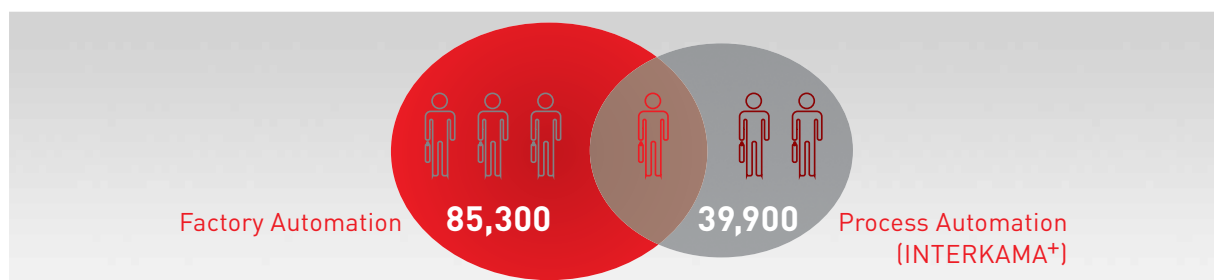


\*incl. pharmaceuticals, cosmetics, petrochemicals, plastics and rubber

→ Visitors according to business sector

## Benefit from crossover visitor traffic

Visitors come to HANNOVER MESSE because it covers such a broad spectrum of industrial technologies.



Further facts and figures are available at: [hannovermesse.de/profile\\_ia](http://hannovermesse.de/profile_ia)


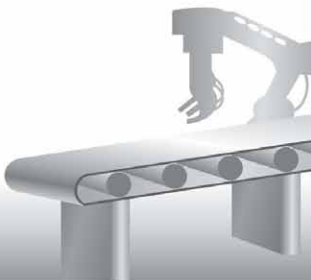

# The No.1 showcase for automation systems

## Modern automation technology for all branches of industry

Today's automation solutions are varied, but all of them help to make businesses more efficient, more productive – and more successful in the global market. Industrial Automation provides a platform for all the relevant engineering disciplines – from energy-efficient power transmission to precision instrumentation and control technology. This attracts automation specialists from all over the world, who come here to cultivate their contacts, learn about the latest technological trends and decide on new investments. Attention is focussed on the three main display categories: Process Automation (INTERKAMA+), Factory Automation and Industrial Building Automation.

## Main display categories

### INDUSTRIAL AUTOMATION

PROCESS AUTOMATION	FACTORY AUTOMATION	INDUSTRIAL BUILDING AUTOMATION
<ul style="list-style-type: none"><li>• Technology for measurement, regulation and control</li><li>• Field devices and components</li><li>• Process control systems</li><li>• Engineering, maintenance, services</li></ul> 	<ul style="list-style-type: none"><li>• Mechanical and plant engineering</li><li>• Robotics and robot-assisted automation solutions</li><li>• Linear motors, electric power transmission &amp; motion control</li><li>• Industrial image-processing and sensor systems</li></ul> 	<ul style="list-style-type: none"><li>• Technology for measurement, regulation and control</li><li>• Applications-specific automation systems</li><li>• Integrated solutions for specific business sectors</li></ul> 

## More content, more connections

Major innovations require vision and imagination, the ability to see beyond one's own area of technical expertise. With its line-up of eight flagship trade fairs for 2010, HANNOVER MESSE covers the entire spectrum of industrial technologies at a single venue. Here automation experts come together with energy professionals and intralogistics specialists. This interdisciplinary mix attracts potential customers in search of integrated solutions for their production facilities. This in turn leads to serious discussions, the sharing of know-how and the emergence of new ideas.



## Automation in all its forms

The layout of the displays in the halls is designed to foster synergies between the different groupings of exhibitors at Industrial Automation: from **sensor systems** to **systems for measurement, regulation and control**, from **industrial communications and networks** to **industrial PCs** and from **power transmission and control** to **production robots** and **complete industrial assembly systems**. Adjacent display areas featuring allied or associated technologies keep visitors circulating around the whole show, thus encouraging the establishment of new connections. This gives visitors a broad overview of industrial automation in all its forms – and generates a host of **new leads for exhibiting companies**.

# The whole world of process automation

## Process Automation (INTERKAMA+) Leading Trade Fair for Process Automation

In 2010 INTERKAMA+ becomes "Process Automation", however it remains the leading technology event for the process automation industry. Decision-makers from industries such as **chemicals, petrochemicals, pharmaceuticals, cosmetics, food & semi-luxuries** and **biotechnology** come here in search of non-branch-specific solutions, along with trade visitors from sectors such as **plastics and metalworking, surface treatment, the paper industry, car manufacturing and component supply, the optical industry, electrical engineering** and **electronics**, and the **energy industry**.

As well as complete solutions, visitors to Process Automation (INTERKAMA+) will also find engineering and maintenance services and a vast array of components and field devices. The event takes an in-depth look at wireless industrial communications. The placement of the Centre of Expertise Wireless Automation right next to Process Automation (INTERKAMA+) creates the perfect context for exploring Wireless HART, a technology with enormous relevance for process automation.

» The inquiries we received were serious and well-informed. Customers were particularly interested in new technologies and extended services, including systems and solutions.«

Dr. Gunther Kegel, Managing Director, Pepperl + Fuchs GmbH



# Automation solutions for every situation

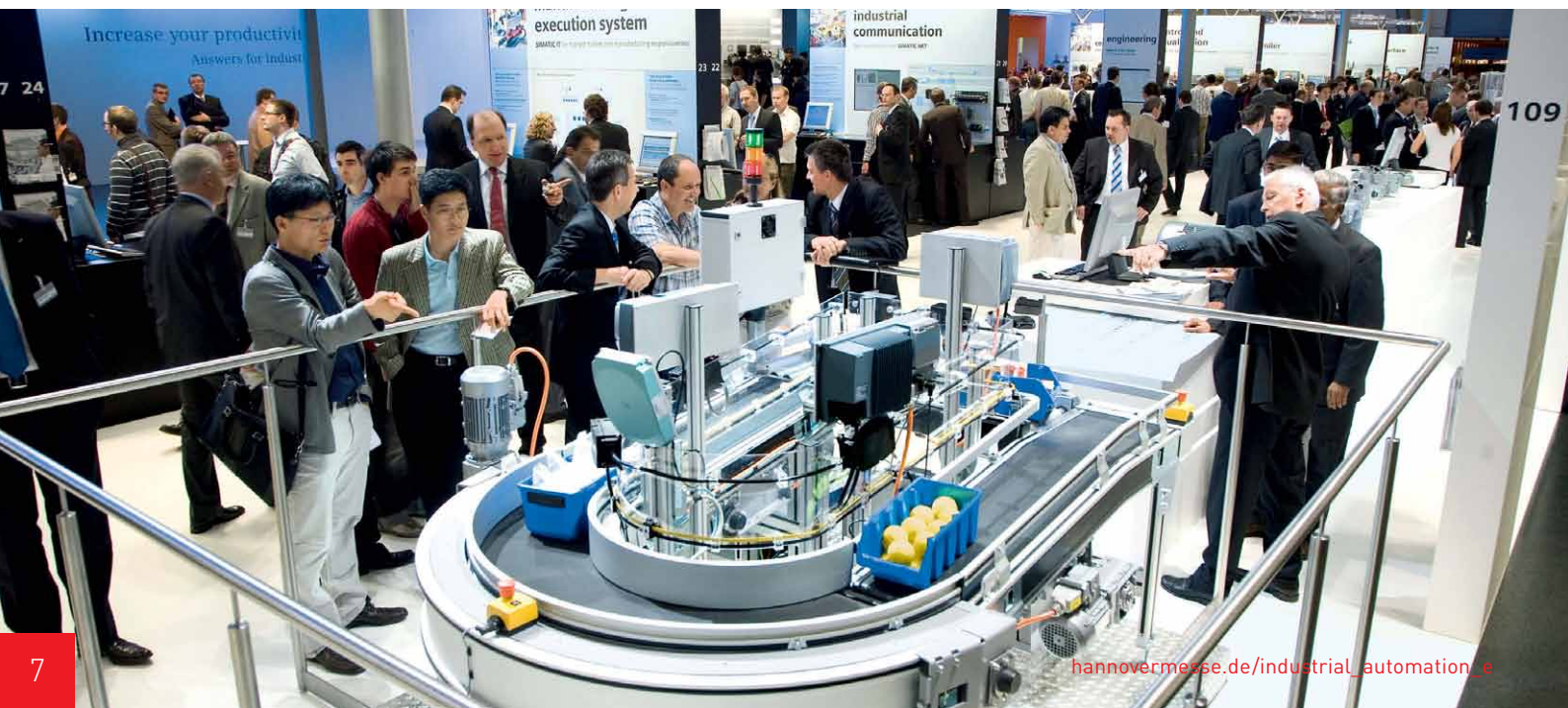
## Factory Automation Leading Trade Fair for Factory Automation

Factory Automation showcases the entire spectrum of integrated automation solutions for manufacturing, electric power transmission and control, and innovations from the mechanical and plant engineering industry. The show focuses on complete, end-to-end solutions and applications, while also underlining the remarkable flexibility of today's automation products.

The resulting line-up is of direct interest to visitors from a wide range of industries. Automation specialists from the **mechanical and plant engineering industry**, **electrical engineering and electronics**, the **automobile industry** and the **basic materials and primary products industry** come to Hannover to learn about the latest trends and innovations and to make investment decisions for the year ahead. The international trade public is attracted by the breadth of coverage at the show, enhanced by a high-quality supporting program of forums and special displays.

» HANNOVER MESSE 2009 was a great success for Turck. Despite lowered expectations due to the current financial crisis, we actually had more visitors at our stand than the year before. We had many new inquiries from potential customers, which gave us reason for optimism about the future.«

Christian Wolf, Managing Director, Hans Turck GmbH & Co. KG



# Current trends under the spotlight

→ **Industrial Building Automation:** Automation solutions that exploit the interdependency between production process and production environment are increasingly giving businesses a vital competitive edge. Visitors from a wide range of business backgrounds will flock to this show in large numbers from the neighbouring trade fairs at Hannover in search of solutions.

→ **Centre of Expertise Wireless Automation:** Mobile automation solutions are playing an increasingly important role – and wireless communications along with them. In Hall 7 the Centre of Expertise Wireless Automation reflects this trend. Crossover visitor traffic can be expected from the neighbouring shows Factory Automation and Industrial Building Automation as well as from the host event Process Automation (INTERKAMA+).

→ **Focus topic robotics:** The key role of robotics in automation is highlighted in three special presentations. **Mobile Robots & Autonomous Systems** features driverless transport systems and service robots. **Application Park** presents solutions for robot-assisted automation. And the **Robotation Academy** offers a special program of short training courses in robotics.

→ **Identification, Vision & Protection:** Technologies such as barcoding, RFID, anti-plagiarism tools and image-processing systems are an essential prerequisite for secure and efficient production processes. This special display in Hall 17 presents components, systems and complete solutions in the context of industrial handling systems, robotics and mechanical/plant engineering.

→ **Industrial Embedded & PC:** Designed for use in confined spaces and industrial environments to control complex machinery and plant. Embedded solutions open up the possibility of localized control functions, with all the benefits of a decentralized IT structure. Factory Automation now offers a new platform to explore this theme.



# Services designed to add value

## Successful collaboration

Independent experts from research institutes, trade media and professional associations ensure that the supporting program for Industrial Automation meets the very highest standards. They help to put together some of the special show highlights such as the forum Mobile Robots & Autonomous Systems and the special display Energy Efficiency in Industrial Processes. The high-quality content of these events is a magnet for visiting professionals, politicians and the media and serves to generate additional visitor traffic to the featured display areas.

## Exhibitor and product search

Even before the show begins, exhibitors can introduce themselves to potential customers through the HANNOVER MESSE exhibitor database. Product information and company profiles can be entered in a number of different ways, indicating likely business partners to interested visitors in the run-up to the show, and making it easier to locate their stands in the halls. And when the show is over, the HANNOVER MESSE website gives exhibitors a platform for their products and services 365 days a year. You can find more information at: [hannovermesse.de/exhibitorsproducts](http://hannovermesse.de/exhibitorsproducts).

» We had specialists from the automotive industry, the food & beverage industry and the mechanical and plant engineering sector who wanted to know if our software solution really can run on any platform and deliver the required continuity. Talking to these people in person and giving live demonstrations is vital for building future business relationships.«

Jürgen Schrödel, Managing Director, COPA-DATA GmbH



# In 2010 you'll get a fair deal

## Registration charge

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

## Stand rental charges

### → Early bookings pay dividends!

Reduced rental charges for bookings made by 15.9.2009:

€ 178/m<sup>2</sup> in the halls

€ 68/m<sup>2</sup> on the open-air site

### → Standard rental charges\*

€ 184/m<sup>2</sup> in the halls

€ 71/m<sup>2</sup> on the open-air site

### → 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 m<sup>2</sup>:

- 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 m<sup>2</sup>.

### → Two-storey stands

€ 75/m<sup>2</sup> (for the space on the upper floor of two-storey stands).

### → Co-exhibitor charge

€ 750 per co-exhibitor, irrespective of the stand area.

\*An additional charge of 5% (on top of the standard rental charge) will be made for bookings received as from 1 February 2010

## fair-packages

The easy option. Our all-in fair packages ("Classic", "Comfort" and "Premium") include stand space, stand construction and other services – e.g. daily stand cleaning, media services and visitor promotion services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	"Classic"	"Comfort"	"Premium"
	15 m <sup>2</sup> row stand	20 m <sup>2</sup> corner stand	25 m <sup>2</sup> corner stand
Stand category	Type A	Type B	Type D
Early booking price	€ 5,080*	€ 7,875*	€ 10,392,50*
Standard price	€ 5,170*	€ 8,025*	€ 10,580*

Further information is available at:  
[hannovermesse.de/fairpackage\\_e](http://hannovermesse.de/fairpackage_e)

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



## Visitor promotion charge

Our value-added services package:

- 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)

Full-scale Internet presence

- Detailed company profile
- Five 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)
- Up to four product group listings per product description

### → Space-related charge for visitor promotion services

€ 29/m<sup>2</sup> of rented space (up to 1,000 m<sup>2</sup>)

A flat visitor promotion charge of € 300 is payable for each co-exhibitor.

### → Value Added Tax

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

# In 2010 you'll get all the services you need

## INVITATION SERVICES

Complimentary admission tickets – included in the visitor promotion charge – are an effective way to attract selected visitors to your stand. If you choose the e-ticket option, you'll have direct access to the visitors' registration data. The HANNOVER MESSE Premium Pass offers an exclusive range of benefits and is the ideal incentive for your key-account customers and business partners.

## CONTACT MANAGEMENT SERVICES

Find and be found. Our innovative contact management services will help you to build productive business relationships with trade visitors – before, during and after HANNOVER MESSE. The sophisticated exhibitor and product search database will ensure an all-year-round presence in our online media. Our electronic LeadSuccess service is an easy way to keep track of visitor data.

## ADVERTISING & COMMUNICATION

Attract additional attention. Outdoor advertising at HANNOVER MESSE gives you direct access to your target audience without any wasted coverage. There are numerous possibilities to choose from – for example, billboards and towers. In addition, you have the option of advertising online on [hannovermesse.com](http://hannovermesse.com).

## MEDIA SERVICES

Get your message across. We provide an extensive range of media services for exhibitors. For example, you can distribute information material to journalists – either online or via the distribution boxes in the Press Center. In addition, you can count on our professional assistance when planning press conferences. In this way your company will receive the media coverage it deserves.

## TECHNICAL SERVICES

You need an electrical connection? A video projector? An espresso machine? If so, the Deutsche Messe team can supply all the necessary equipment and utilities. We will plan and organize everything – from individual components to complete turnkey exhibition stands.

Further information is available at:  
[hannovermesse.de/exhibitorservice](http://hannovermesse.de/exhibitorservice).

### Online services

Quick, direct and always up to date: via [hannovermesse.de/registration](http://hannovermesse.de/registration) you can download all the relevant information, registration forms and terms & conditions.

### Tell us what you think – on [2010willbe.com](http://2010willbe.com)

How will the year 2010 turn out? Will the economy recover? Will there be an upsurge in innovation? Let us know your views. And find out what other people think.



**Deutsche Messe**  
Hannover · Germany

Deutsche Messe  
Messegelände  
30521 Hannover  
Germany  
Tel. +49 511 89-0  
Fax +49 511 89-32626  
hannovermesse@messe.de  
hannovermesse.com

## Your Automation Team

**Wolfgang Pech**  
Senior Vice President

**Thomas Rilke**  
Director Industrial Automation

## FACTORY AUTOMATION

### Mechanical engineering/Robotics

**Heinz Bösch**  
Project Manager  
Tel. +49 511 89-31132  
Fax +49 511 89-31638  
heinz.boesch@messe.de

### Electrical engineering/ Industrial building automation

**Markus H. Schorak**  
Project Manager  
Tel. +49 511 89-31312  
Fax +49 511 89-31147  
markus.schorak@messe.de

### Mobile Robots & Autonomous Systems, Identification, Vision & Protection

**Susanne Schütz**  
Project Manager  
Tel. +49 511 89-31169  
Fax +49 511 89-31147  
susanne.schuetz@messe.de

## PROCESS AUTOMATION

**Emanuel Marra**  
Project Manager  
Tel. +49 511 89-31146  
Fax +49 511 89-31149  
emanuel.marra@messe.de

Deutsche Messe maintains an extensive network of local representatives.  
The relevant addresses are listed under [messe.de](http://messe.de)

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