



INTERKAMA⁺

Leading Trade Fair for Process Automation

Factory Automation

Leading Trade Fair for Production Automation

Industrial Building Automation

International Trade Fair for Integrated Industrial
and Building Automation Systems

Complete solutions for industrial automation.

One place to be

24–28 April 2006

Hannover · Germany

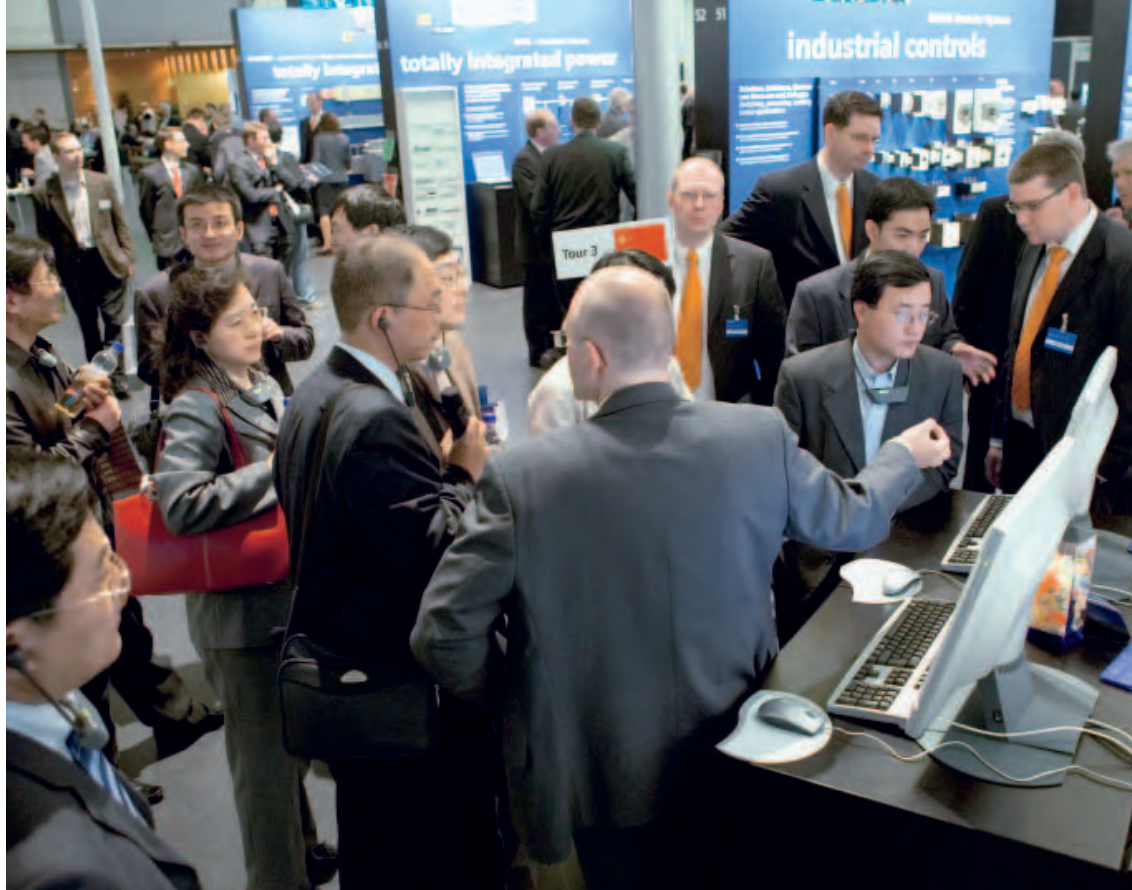


“With its international orientation and the new focus on ‘Automation’ as a key theme, the industrial show in Hannover provides our company with an ideal public platform. Visitors benefit from the chance to see products, solutions and services all under one roof.”

Dr. E. Tellbüscher, Lenze



Summit meeting for the world's industrial automation industry



More need for integrated solutions

Companies throughout industry today increasingly need to integrate their automation systems. There is a big demand for innovative solutions – and it is easy to see why:

- Efficiency gains in the production process mean more added value
- Communication between different production centres or between main producer and suppliers
- Flexibility when it comes to product overhauls and launches
- Guidelines on traceability, safety and hygiene

These are challenges faced not only by large companies, but increasingly by small and medium-sized enterprises as well. And all of them look for the technologies they need at the HANNOVER FAIR, the world's leading marketplace for industrial automation in all its forms.

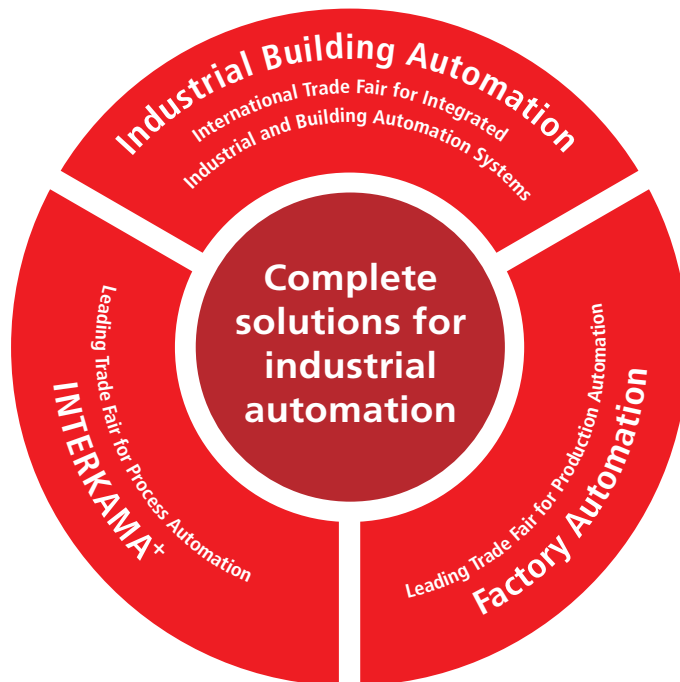
All the disciplines at one venue

Only the HANNOVER FAIR provides the complete picture – all the available automation solutions, presented in their industrial context. In 2006 the leading international trade shows **INTERKAMA⁺** and **Factory Automation** are joined by the new display category **Industrial Building Automation**. This end-to-end presentation offers your customers maximum security of investment and gives you an ideal platform to market your integrated solutions.

So make your plans now to exhibit at the world's top meeting for the process, production and building automation industries. You'll generate new target groups and new markets – and benefit from the massive buying potential of an estimated 120,000 trade visitors from all over the world.

Full-spectrum presentation

for new target groups and more business



No other trade show presents the complete spectrum of integrated automation systems. Which is why Hannover attracts production professionals from every sector of industry. Take advantage of this unique captive audience to target new buyer groups for your innovations.



INTERKAMA⁺

Automation and IT solutions ■ Control and regulator systems ■ Field devices and components ■ Engineering ■ Maintenance and services for plant operation ■ Wireless automation ■ Overall system planning ■ Secure Automation ■ Security technology ■ Instrumentation for measurement and analysis

Factory Automation

Electrical engineering:

Control systems ■ Measuring technology ■ Regulator systems ■ Networks/Industrial communications ■ Embedded systems ■ Industrial PCs ■ Sensor systems ■ Industrial image processing ■ Test equipment ■ Electric motors ■ 19" modular systems ■ Actuator systems ■ Magnetic technology

Mechanical engineering

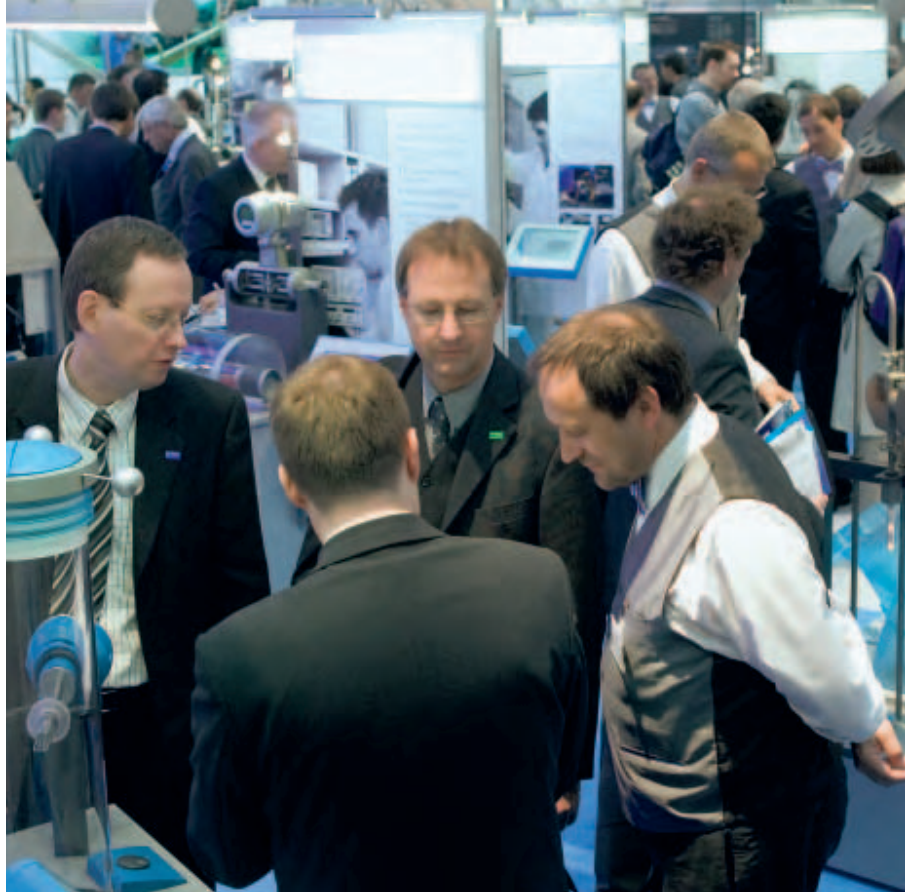
Assembly ■ Handling ■ Robotics ■ Robot-aided automation solutions ■ Systems and components for automated assembly and handling technology ■ Process peripherals ■ Materials and systems for winding electrotechnical components

Industrial Building Automation

Integration of production and industrial building automation ■ Automation solutions for industrial production rooms and buildings ■ Clean rooms and analogous production environments ■ Clean work zones ■ Protected rooms in industrial production ■ Air conditioning and refrigeration ■ Ventilation and air extraction technology/Security technology

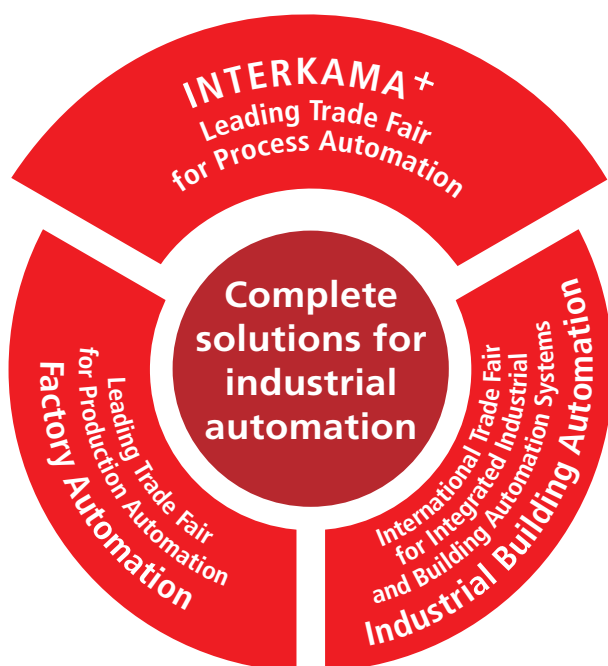
“The show was a major success for us. By the second day we had already exceeded the previous year’s figure for serious new contacts. The visitors we saw were all highly qualified professionals. And contrary to the usual run of events, we were actually taking orders during the show. We’ll definitely be coming back to Hannover next year!”

Kai-Uwe Tebbe, Marketing Manager, Infraser v Höchst Technik GmbH + Co. KG, Frankfurt am Main



INTERKAMA⁺

Leading Trade Fair for Process Automation



More innovations for enhanced performance

Easy-to-manage diagnostics, increased availability, optimization of maintenance procedures and processing operations, and the linking of production and business processes – these are the central challenges associated with automation solutions for the processing industry. And here IT technologies in particular remain a key factor driving innovation.



INTERKAMA⁺ presents solutions for all phases and aspects of process automation – from overall system planning and control systems to field devices and components, plus all the services needed for the operation of industrial plants. As an exhibitor you'll also benefit from the new trade show "Pipeline Technology", which makes its debut in 2006. This international exhibition platform for innovations in pipeline engineering and water networks will bring additional visitors to Hannover from industries that are directly relevant to your business.

Target groups:

Chemical and petrochemical industry, oil and gas, pharmaceuticals, food and semi-luxury goods, mechanical and plant engineering, cellulose industry, utility and waste disposal industry, iron and steel industry, systems integrators

Engineering & Services

Operators of processing plant are increasingly interested in outsourcing a range of different services, including assembly, servicing, maintenance and waste disposal.

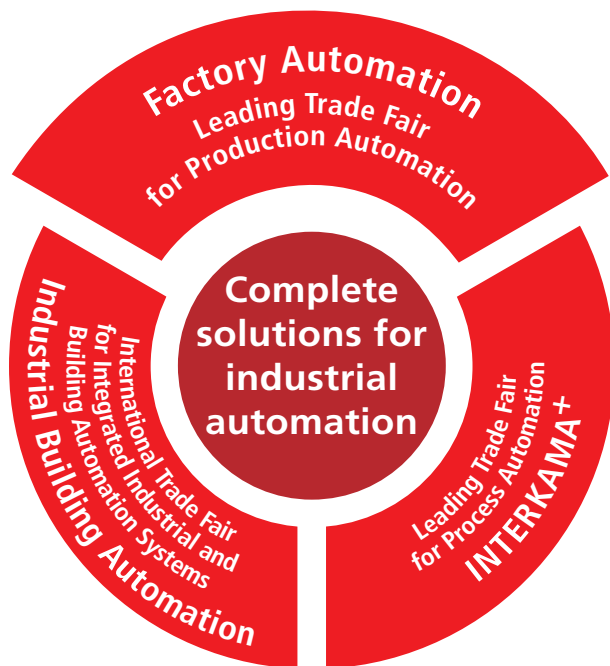
INTERKAMA⁺ 2006 taps into this trend with the new display category "**Engineering & Services**", which offers you, as a service provider, an additional platform for the effective presentation of your service offerings.

INTERKAMA⁺ Forum

With topical lectures from industry experts and chaired panel discussions the **INTERKAMA⁺ Forum** provides an ideal vehicle for the exchange of knowledge at the highest level. Take advantage of this facility to share information and put your message across – in the interests of your business.

Factory Automation

Leading Trade Fair for Production Automation



New opportunities for increased production efficiency

In manufacturing, too, the dividing line between automation technology and IT is becoming increasingly blurred. The possibilities opened up by worldwide communication via the Internet, e.g. for remote diagnostics and maintenance, are fast becoming an integral part of modern automation solutions. This in turn is leading to the creation of comprehensive data management systems, designed to provide further efficiency gains in plant operation.

Factory Automation highlights pioneering developments for the integration of automated production systems – with the emphasis on end-to-end solutions sourced from a single engineering partner.

Target groups:

Companies from the mechanical and plant engineering industries, electrical engineering and electronics, automotive industry and component suppliers, iron and steel industry, raw materials and production goods industry, food and semi-luxury goods, pharmaceuticals



“We had a never-ending stream of visitors to our presentation area. 80 to 90 per cent of the trade visitors – including 20 to 30 per cent from abroad – came to look at the various series production technologies that Volkswagen and its German engineering partners had put on display.”

Frank Löschmann, Head of Production Engineering, Volkswagen AG, Wolfsburg

Factory Automation Forum

At the **Factory Automation Forum** senior industry representatives will be discussing trends and solutions in the field of production automation. Each day's events will address users in a wide range of different industries extending from mechanical engineering to the manufacture of semi-luxury goods. By taking part in the **Factory Automation Forum** you'll be ideally placed to generate new business contacts.

Robotics User Center

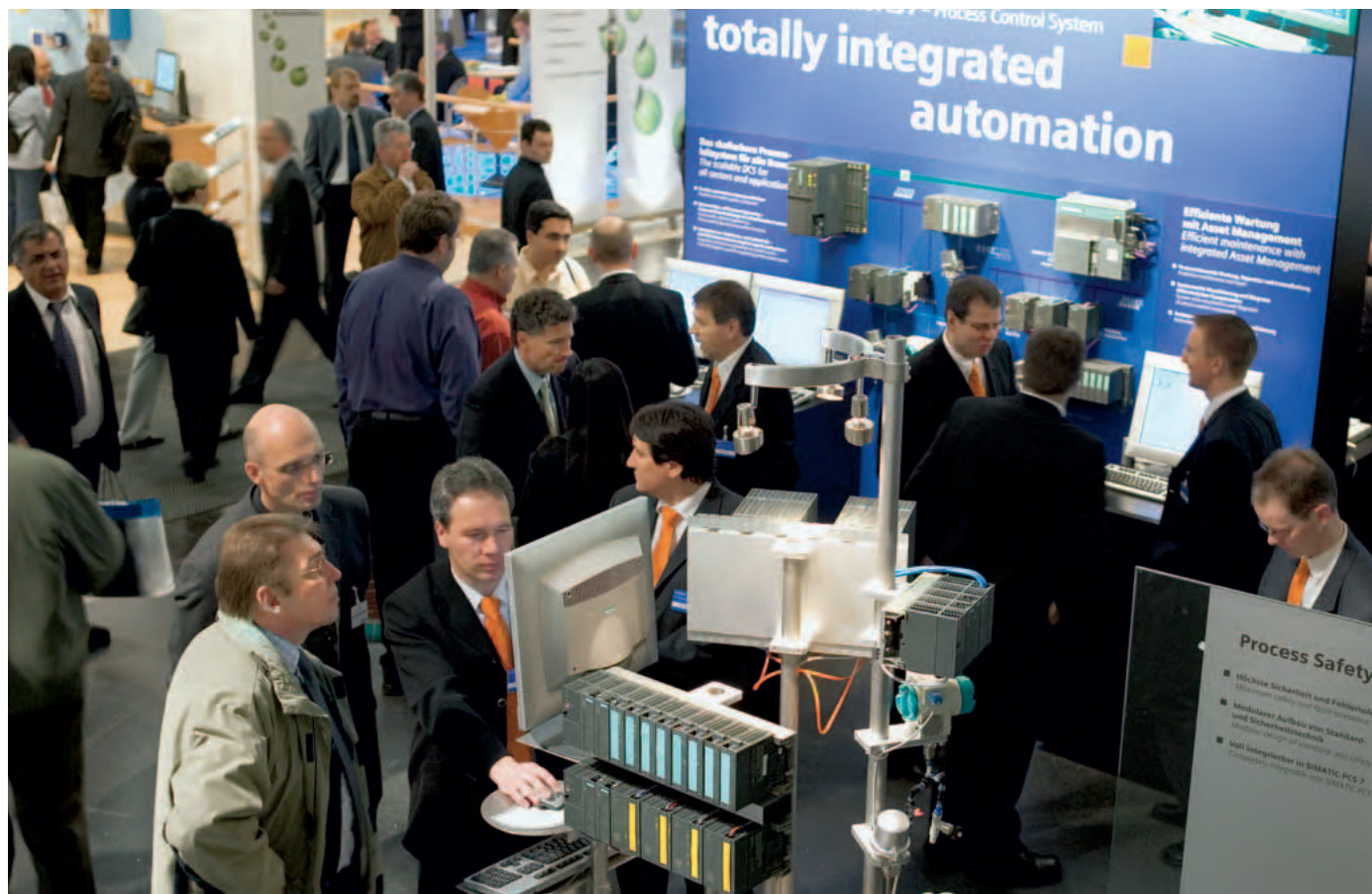
Food processing and semi-luxury goods, packaging and pharmaceuticals – more and more industries are now investing in innovative robot technologies geared to increased efficiency. With the **Robotics User Center** the organizers of Factory Automation have created a special presentation area dedicated to these technologies, where you can demonstrate your solutions in action – and gain new customers in new areas of manufacturing industry.

Automation live

The special display **"Automation live"** showcases end-to-end automation solutions for the automotive and component supply industries.

CoilTech

The **CoilTech** group display presents a complete picture of the value added chain involved in the production of transformers, electric motors, etc. The HANNOVER FAIR will be inviting selected manufacturers of electric motors, transformers, electric filters, etc. to come to Hannover to discuss their purchasing needs. You and your clients will have the use of purchasing offices made available for this purpose.



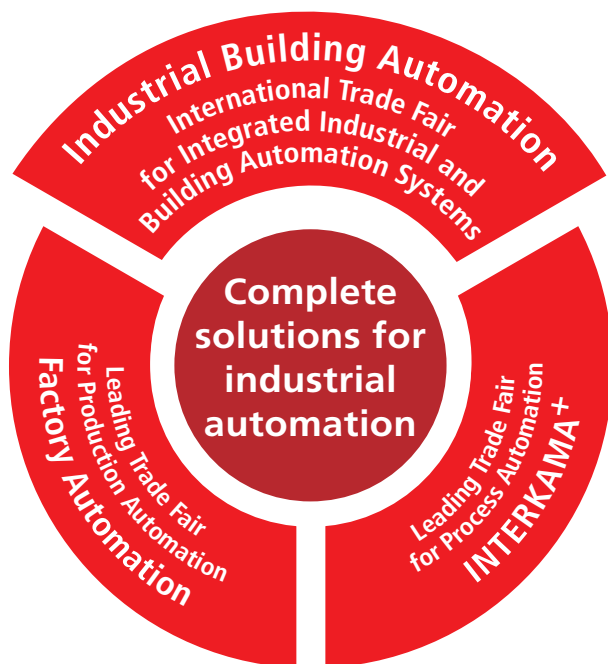
"We think it makes perfect sense to utilize the existing possibilities of industrial production and process automation in the field of industrial building automation as well. A dedicated forum for manufacturers, service providers and end users can only be good for all involved."

Sven Hohorst, Managing Director,
WAGO Kontakttechnik, Minden



NEW! Industrial Building Automation

International Trade Fair for Integrated Industrial and Building Automation Systems



Communication between production and production environment

For many companies the integration of production automation and industrial building automation is already a necessity and a reality. The semi-conductor industry, for instance, can only operate in a carefully controlled air-conditioned environment. And in the production of food and pharmaceuticals, environmental parameters have to be stored along with other production data in the interests of traceability.

With the addition of **Industrial Building Automation** to the program the HANNOVER FAIR now covers the complete spectrum of industrial automation technologies and reflects the growing need for systems specifically designed to work together. The new display category in Halls 11 and 12 creates a seamless transition between the allied presentations of automation and energy technology at HANNOVER FAIR 2006.



Target groups:

Electrical engineering and electronics – especially semiconductor production, chemical industry, pharmaceuticals and cosmetics industry, food and beverage industry, energy industry

Clean Production

The expansion of **clean-room technology** into new industries and new areas of application demands very specific automation solutions with a particular focus on quasi clean-room production environments, such as clean-room modules or mini-environments at certain points in the production chain. The special presentation **Clean Production** is devoted exclusively to these demands and offers you an authoritative forum for your innovations.

Industrial Building Automation Forum

The **Industrial Building Automation Forum** is all about the latest developments in automation technology for industrial buildings and production facilities. The focus is also on the integration of these engineering solutions with production and process automation systems. Listen to talks given by internationally renowned experts in the field and debate the issues with fellow professionals.

Forums, special presentations, supporting program for more know-how and more contacts

Secure Automation and Wireless Automation

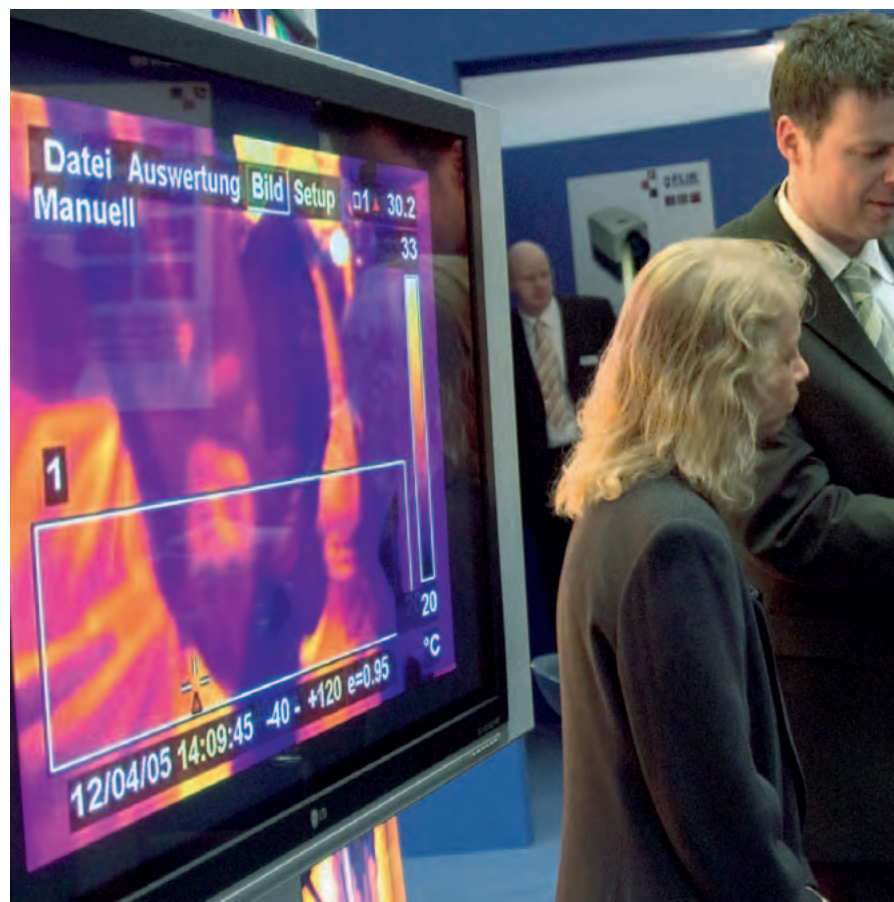
NEW!

Two significant trends are now emerging in industrial automation: wireless data transmission, and network security within the production environment. The security issue in particular is of special importance as industry is eagerly embracing Ethernet solutions, with all the attendant risks of insecure interfaces.

The HANNOVER FAIR is addressing these concerns with the two display categories Wireless Automation and Secure Automation. As both topic areas are closely related, the two groups of displays occupy adjoining sites. The display category Wireless Automation proved very popular with exhibitors and visitors when it was established at this location in 2005, and for 2006 the available space is being increased to 750 m².

“In many cases we were able to discuss current projects with the visitors and formulate solutions. We were very pleased with the outcome of the show.”

Bernfried Kircher, Head of Sales,
Electrical Heating Systems,
Schniewindt GmbH & Co. KG, Neuenrade



■ World Robotics Forum

NEW!

The HANNOVER FAIR is staging the world's first-ever congress for users of robot-aided automation. So far the majority of robots have been installed in large industrial enterprises, but the number of robots appearing outside the traditional areas of application is now rapidly increasing. The World Robotics Forum serves as a discussion platform for companies investing in robot-aided automation technology. This means, for example, that SMEs in a particular industry will be able to compare notes and discuss their requirements with manufacturers based in other countries.

■ Global Automation Academy

NEW!

The Global Automation Academy offers a program of seminars, courses and further training opportunities throughout the Fair:

- Courses in industrial robotics
- Further training opportunities for automation technicians
- Introductory courses on new automation standards
- Background information to help companies plan their investments in automation technology

■ Power transmission in industrial automation

Power transmission technology will be showcased in its own dedicated area at the heart of the automation exhibits and immediately next to the displays of mechanical engineering products. Keynote themes include energy efficiency and energy saving, motion control, performance capability of components, software and data communication.

■ Sensor systems and image processing

NEW!

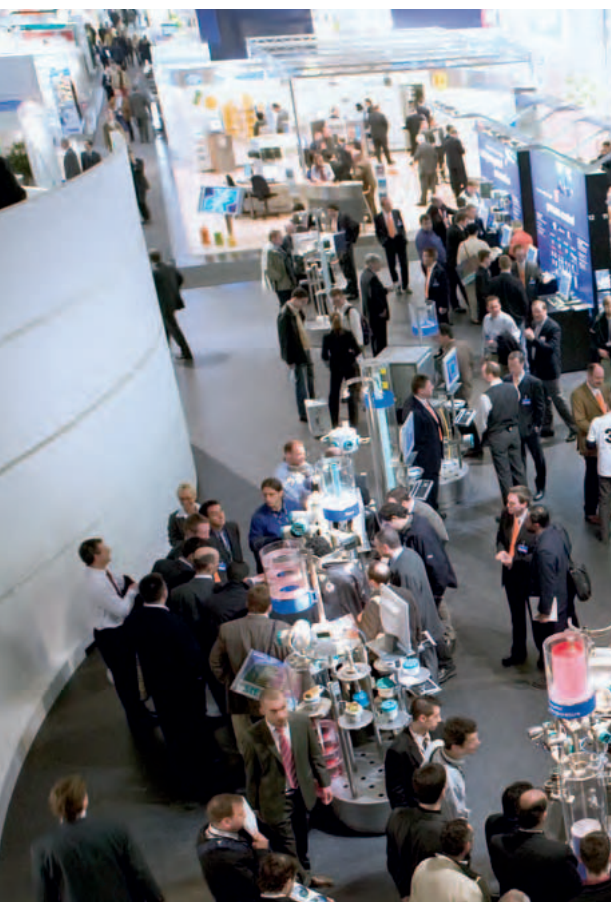
For many trade visitors it is important to be able to compare sensors and image processing systems. Sometimes these technologies work hand in hand, at other times they compete with each other. For this reason HANNOVER FAIR 2006 will for the first time be offering exhibitors a dedicated display area for both technologies.



The best audience for your presentation

No other exhibition event offers better opportunities for gaining new customers worldwide than the HANNOVER FAIR. Here you will find

- **More potential buyers from all over the world**
Some 210,000 engineers, decision-makers and specialists attended the HANNOVER FAIR in 2005, including more than 61,000 from outside Germany.
- **More decision-makers**
Nearly 80 % of the trade visitors at the HANNOVER FAIR are involved in their company's investment decisions. Around a third of them come to Hannover with very specific investment plans.

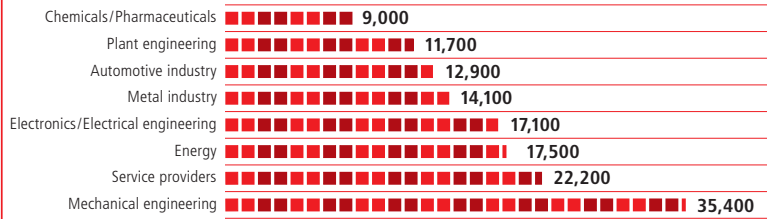


"We are delighted. Visitor numbers far exceeded our expectations. We made a lot of very promising new contacts and were also able to renew contact with many of our existing customers."

Harald Mikeska, Managing Director,
VMT Vision Machine Technic GmbH, Weinheim



Extend your customer base into new industries



HANNOVER FAIR 2005: Breakdown of visitors by industry sector

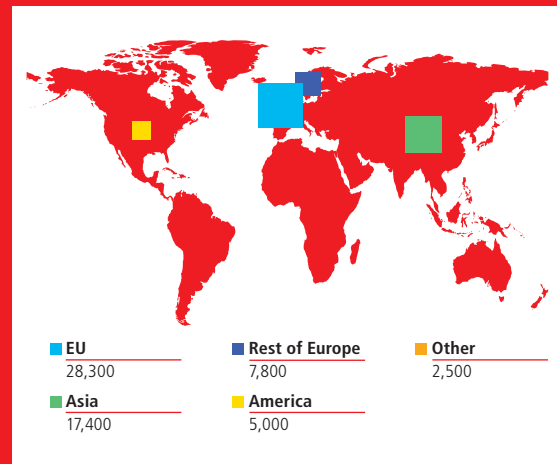
More user industries

Automotive industry, plant engineering, food processing industry, pharmaceuticals... The HANNOVER FAIR brings together representatives from all the traditional user industries as well as industries that are relatively new to automation.

More SMEs

Today the main source of sales for automation suppliers is increasingly the small and medium-sized business sector. More than 65 % of all the visitors to the HANNOVER FAIR come from this sector.

Choose an exhibition platform with truly global reach



HANNOVER FAIR 2005: Visitors from outside Germany



Unique benefits

for your successful presentation

The main event in the industry calendar

Only the HANNOVER FAIR can claim to portray the market for industrial automation in its entirety. Here visitors will see how your innovations fit into the value-added chain as a whole. And 120,000 potential buyers from every continent will be looking for solutions to automate every stage of their business.

Valuable synergies

The nine highly specialized trade shows and Research & Technology reflect the growing convergence of industrial technology and pave the way to new business contacts in other sectors. The visitors to the other trade shows – and your 5,000 fellow exhibitors – represent an invaluable source of new business potential.

Forums, special presentations, supporting program

A whole series of high-calibre supporting events will serve to promote global know-how transfer and make the HANNOVER FAIR one of the most important international conventions for industrial innovations. This is obviously an added attraction for visitors – and gives you an additional platform for the presentation of your products and services.

Extensive media campaign

Fifty press conferences around the world ensure detailed media coverage. As a result, approx. 3,000 accredited journalists will be waiting in Hannover to report on your products and services.

“HANNOVER FAIR 2005 was all about double-digit growth in the number of visitors to our stands, a noticeably more international visitor mix, and really productive inquiries.”

Angela Josephs-Olesch,
Head of Press and Public Relations,
Phoenix Contact GmbH & Co. KG, Blomberg



High-profile presence on Web

Visitors can go to the HANNOVER FAIR website (www.hannovermesse.com) to find out more about the products and exhibitors. With more than 7 million page impressions this website is one of the most heavily frequented of any trade show worldwide.

Global advertising

The HANNOVER FAIR is advertised in 27 countries throughout the world, with special emphasis on Germany, Europe (especially Eastern Europe), North America and Asia.

Extended visitor registration service

You will have immediate access to the addresses of those visitors who register in advance. This data can be transferred directly to your lead management system.

Facts

INTERKAMA⁺ Factory Automation Industrial Building Automation

- Around 1,550 exhibitors on a total display area of 55,000 m²
- Some 120,000 trade visitors from all over the world, including many with a big say in their company's purchasing decisions
- Crossover visitor traffic from other flagship trade shows taking place in parallel, including "Digital Factory", "Research & Technology", "MicroTechnology", etc.
- Supporting program: Automation live, World Robotics Forum, Wireless Automation, CoilTech and many other events
- Approximately 3,000 journalists reporting from the Fair
- Advertising campaign in 27 countries

HERMES AWARD 2006 – Take the lead

Worth a total of € 100,000 to the winner, the **Hermes Award** is one of the most valuable technology prizes worldwide. It is given in recognition of scientific excellence, technical quality and cost-effectiveness. In the opinion of Sepp D. Heckmann, CEO of Deutsche Messe AG, the Award sends out a "clear signal for the promotion of advanced technology and technological creativity". In 2005 the Award went to ifm electronic GmbH for the development of a new distance sensor based on PMD (photonic mixer detector) technology.

Don't miss out on the opportunity to compete for the Hermes Award. The winner not only receives a valuable cash prize, but also attracts widespread media coverage – a prerequisite for translating technical innovations into commercial success.

- The Award is open exclusively to HANNOVER FAIR exhibitors
- Further information is available at www.hermesaward.de
- Please contact info@hermesaward.de for entry forms and conditions of participation



"Winning the HERMES AWARD gave an enormous boost to our employees' motivation. This was surpassed only by the very positive response by customers, suppliers and the media. Today – many weeks later – the Award is still a major topic of conversation between our sales team and our customers."

Michael Marhofer, Managing Director,
ifm electronic GmbH, winner of the 2005 Hermes Award



Terms and conditions

Rental charges

The basic charge for participation in HANNOVER FAIR 2006 is

- € 175.00 per m² (net)

Additional charges

Advertising charge

- € 9.20 per m² (net), current charge

AUMA* contribution and charge for Exhibitors' Committee

- € 0.76 per m² (net), current charge

*AUMA – Committee of German Industry for Exhibitions and Trade Fairs

Media charge

Charge per exhibitor and co-exhibitor for the listing of company data and three product groups in the catalogue and the electronic media

- € 121.00 (net)

Early booking discount:

exhibitors who register by 31 August 2005 will receive the following discounts:

- € 4.00 per m² in the halls
- € 2.00 per m² on the open-air site

Stands with two or more open sides

Stands with two or more open sides are subject to an additional charge. Stands of up to 50 m²:

- 25 % of basic charge for stands open on 2 sides (corner stand)
- 40 % of basic charge for stands open on 3 sides (end stand)
- 60 % of basic charge for stands open on 4 sides (island stand)

For all larger stands the additional charge is in accordance with the charges listed above for the first 50 m², and half the above rate for the area in excess of 50 m² up to 100 m². There is no additional charge for the area in excess of 100 m²:

Two-storey stands

- € 69.00 per m² (net)
(space on the upper floor of two-storey stands))

Open-air site

- € 68.00 per m² (net)

Co-exhibitor charge

- € 700.00 per co-exhibitor of an industrial company

Fractions of square metres will be treated as full square metres.



Value Added Tax

All prices are subject to VAT as appropriate.

Information for foreign exhibitors:

Provided that the relevant legal conditions are fulfilled, foreign exhibitors can apply to the Federal Office of Finance ("Bundesamt für Finanzen") in Bonn for a refund of Value Added Tax. In particular, refunds of Value Added Tax can be granted if it or a similar tax is not charged in your home country, or if Value Added Tax refunds are made via companies domiciled in Germany. Application for refunds must be submitted within a period of six months after the end of the calendar year in which the fair took place.

Allocation of stand space starts in September 2005

Reduced-price offer

fair-package: the easy way to exhibit

You also have the option of booking one of our full-service packages (stand space, stand construction, plus exhibitor services). Three attractive packages are available at HANNOVER FAIR 2006: "Classic", "Comfort" and "Premium".

The "Classic" package (including extensive on-site services as well as all ancillary charges) is available for as little as € 4,784.40*.

So why not capitalize on our years of experience in the secure knowledge that everything will be planned and organized down to the last detail? Further information and price details are contained in our Terms and Conditions A and C. Alternatively you can visit www.hannovermesse.de/fairpackage_e

"Classic"



"Comfort"



"Premium"



*Price (subject to VAT) applies to bookings received by 31.8.2005. Trade show package "Classic", 15 m², row stand.

Your team in Hannover

Thomas Rilke

Responsible for Automation

INTERKAMA⁺

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A representative of Deutsche Messe AG can also be contacted in your country. If you would like to find out more – in your own language – please refer to the list of addresses at www.messe.de



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