



MAKING MORE OUT OF WOOD

Be part of a growth industry –
and exhibit at the World Fair for
the Forestry and Wood Industries

30.05. – 03.06.2011

LIGNA
HANNOVER · GERMANY
World Fair for the Forestry and Wood Industries

International by nature



Welcome to Forestry, Forestry Technology and Bioenergy from Wood

As the first link in the wood value-adding chain, the forestry sector is one of the most important constituents of LIGNA HANNOVER 2011.

LIGNA HANNOVER is far more than just a business barometer. Manufacturers in the forestry and energy sectors now time their innovation cycles and new product launches to fit in with the dates of the show – so make sure you exhibit at this international marketplace in 2011. Trade fairs have an even more important role to play in times of economic difficulty. They give the industry a sense of direction, as well as an overview of the competition and the latest innovations. LIGNA HANNOVER is a driver of new investment in the market and provides a highly effective platform for developing and nurturing international business contacts. A remarkable 34.2 per cent of visitors are senior professionals with a big say in their company's investment decisions. In short, use this opportunity as an exhibitor to win new customers and showcase your latest innovations to an international audience of industry professionals.

Convinced? Then now's the time to make your booking for LIGNA HANNOVER 2011.

The benefits of exhibiting at LIGNA HANNOVER:

- Present your new technologies and products for the forestry and energy sector at this unique international gathering for the industry.
- Take advantage of this dedicated platform for the forestry and energy sector.
- No other trade fair documents the cluster "Forestry and Wood" as fully as LIGNA HANNOVER.
- LIGNA HANNOVER is innovative and cost-effective.
- Contacts with top decision-makers in business policy circles, networks, industry associations and organizations.
- Signing of business cooperation agreements with international players in foreign trade.
- Close collaboration with partners in the forestry industry worldwide creates ideal conditions for establishing international business contacts.
- The presence of market leaders in all industrial segments from 49 countries makes the show the most important technology event for international suppliers.
- LIGNA tracks the complete value-adding chain for the forestry industry, generating valuable synergies with the whole of the timber trade.
- Your contribution to the special presentations in the Forestry and Energy section of the show will enhance their appeal to visitors.

Natural attraction



Satisfaction ratings among exhibitors and visitors

The Forestry and Energy section of LIGNA HANNOVER offers a top-quality international display environment, generating high levels of satisfaction among exhibitors and visitors alike:

78.6 % of the visitors to the Forestry section of LIGNA HANNOVER rate the displays as "very good to good"

74.4 % of the exhibitors in the Forestry section of LIGNA HANNOVER rate the coverage achieved by the show as "complete" or "almost complete"

International character of visitors

Forestry professionals from all over the world meet up in Hannover:

33.6 % of the trade visitors to the Forestry section of the show come from outside Germany

Visitors according to decision-making role

Innovations attract investors, and at LIGNA HANNOVER you and your products will be seen by top decision-makers ready to invest in the future of your business.

73.8 % of trade visitors to the Forestry section of the show had a significant say in their company's investment decisions.

In 2009, around 14,000 international visitors flocked to the Forestry and Energy sections.

The display area Forestry is an international showcase for technologies for timber harvesting and recovery, machinery, equipment and tools, plus the latest innovations in timber storage and the extraction of bioenergy from wood.

With a display area of 130,000 square metres and outstanding presentations by over 1,700 exhibiting companies, LIGNA HANNOVER 2009 was once again the most important event in the business calendar for the industry's top innovators and opinion-leaders. Exhibitors and visitors alike were able to benefit immensely from a high-calibre program of conferences, forums and special events. The numbers speak for themselves:

- 80,000 visitors in total
- from 89 countries
- with a 94.6% trade visitor quota
- 34.2% of all visitors came from outside Germany
- 35.7% of trade visitors came from outside Germany

Use this opportunity to put your company in touch with the global wood industry. We look forward to seeing you there!

Naturally diverse

The display categories at LIGNA HANNOVER 2011

The range of exhibits at LIGNA HANNOVER 2011 comprises the following:

Forestry and Forestry Technology

(Open-air site, Pavilions 32, 33, 34 and 35)

- Machinery, equipment, tools and aids
- Timber harvesting and recovery
- Forestry tools and accessories
- Log transporters
- Sawmill technology (mobile sawmills)
- Timber handling, storage and picking systems
- Wood as a source of energy (waste wood utilization), energy generation and heating with wood or wood products
- Information systems and communication (telecoms equipment and mobile data processing for the forestry industry)
- Safety at work
- Services
- Technical literature, publishers
- Training and career progression
- Professional associations, organizations

Sawmill technology

Solid wood working

Bioenergy from Wood

Wood panel products and veneer production

Furniture industry

Surface treatment technology

Lightweight construction

Handwerk, Holz & mehr

Special presentations

Forums, conferences and special presentations on the forestry industry, forestry technology and bioenergy from wood

By working closely together with partners in the forestry and energy sector, LIGNA HANNOVER has once again devised the perfect trade show formula for 2011, providing end-to-end coverage of the complete production chain – from forestry industry/forestry technology and energy to all branches of the wood and wood products industry.

A full program of special events and presentations on themes related to forestry and energy themes makes LIGNA HANNOVER 2011 an absolute must for forestry industry professionals worldwide. The Forestry display area addresses the interests of these professionals and provides a forum for discussion of the industry's future.

On the open-air site and in the pavilions beneath the Expo Canopy, exhibiting companies will be demonstrating their latest machines in action. Meanwhile the energy potential of wood will be explored in a series of special presentations focusing on the practical applications.



Decision time

Choose a presentation option that meets your particular needs, and benefit from our early booking discounts and loyalty bonuses.

1. Bare stand space, no stand included, one-year contract for 2011

Open-air site + pavilions

Early booking discount for registrations received by 31 May 2010.
Please note the staggered prices based on number of square metres.

2. Bare stand space, no stand included, two-year contract for 2011/2013

Open-air site + pavilions

Loyalty bonus for registrations received by 31 December 2009.
Please note the staggered prices based on number of square metres.
Early booking discount for registrations received by 31 May 2010,
staggered prices based on number of square metres.

**Book by 31 December 2009 to qualify
for your loyalty bonus!**
Please note the staggered prices based on number of
square metres for pavilion and open-air site bookings.

Services for exhibitors at LIGNA HANNOVER

With our comprehensive service packages you have access to targeted marketing tools that will generate a lot of attention at very little cost. Use them to tell buyers about your innovative and pioneering initiatives and services for industry – at www.service.messe.de you'll find everything you need to smooth your path and make your presentation more effective.

Advertising materials + downloads

Deutsche Messe offers all kinds of advertising aids, most of them free – just the thing to energize your advertising campaigns!

Advertising your presence at the show

Choose from our wide range of communication media to create your own individual advertising concept.

Entries in official trade fair media

The entries in the official trade fair media are of particular importance for you as an exhibitor.

Online advertising

Advertising online at ligna.de is a great way to get the attention of visitors and potential visitors.

Press services

Proactive press and PR work is central to any successful marketing strategy today.

Online Business Service (OBS)

Get all the facts – without obligation – about exhibiting at the show. You can also use the service to plan your stand, work out the cost and register to exhibit.

Event organizers



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Deutsche Messe maintains an extensive network of local representatives. The relevant addresses are listed at messe.de