



2010 will be

about shaping the future.
And getting down to business.

Be a part of that future – by
exhibiting at the world's most
important technology showcase.

Wolfgang Pech, Senior Vice-President of HANNOVER MESSE

HANNOVER MESSE 2010

NEW MARKETS
NEW CONTACTS
NEW CUSTOMERS
NEW NETWORKS



GET NEW TECHNOLOGY FIRST

8 leading international trade shows at one venue · 19–23 April 2010

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



**HANNOVER
MESSE**

In 2010...



...the world will be changing even faster. Only those companies that take part in the global transfer of knowledge and new ideas will be able to profit from the resultant opportunities and find solutions to the challenges of the future. At HANNOVER MESSE you'll find your whole industry represented at an international level, with top decision-makers in attendance from business, science and government. Discover here what is going to count tomorrow – and set your company on course for a successful future.

A handwritten signature in black ink, appearing to read 'W. v. Fritsch'.

Dr. Wolfram v. Fritsch
Chairman of the Board, Deutsche Messe



...the whole will be greater than the sum of the parts. HANNOVER MESSE 2010 brings together eight leading international trade fairs under one roof. The various display categories overlap at many points, where new technologies bridge the traditional divide between industrial sectors. After all, progress in today's complex world is the product of interdisciplinary endeavour. Come and participate in this exchange of ideas across the category divide, and discover how the new ideas and initiatives coming out of Italy – our official Partner Country in 2010 – can energize your business. It's an opportunity not to be missed to put your company in touch with global industry networks. We look forward to seeing you there!

A handwritten signature in black ink, appearing to read 'W. Pech'.

Wolfgang Pech
Senior Vice-President, HANNOVER MESSE





A look back at HANNOVER MESSE 2009

In April 2009 HANNOVER MESSE showed yet again that it remains the most effective marketing instrument in the world for exhibiting companies right across the industry spectrum. With 224,800 square metres of exhibition space and high-quality presentations by more than 6,150 exhibitors from 61 countries, it was once again the most important date in the business calendar for industry's innovators and opinion-leaders.

Exhibitors and visitors alike were able to profit from a packed program of conventions, forums and special events, while high-profile events such as the WORLD ENERGY DIALOGUE, the special congress WoMenPower and the Global Business Forum were a rich source of new ideas and inspiration to drive their business forward. Other events, such as the Night of Innovations and the opening ceremony with the presentation of the HERMES AWARD, offered ideal opportunities for more informal exchanges and networking away from the exhibition floor. The subject of energy efficiency in industrial processes figured prominently, both in presentations by individual companies and at the many interdisciplinary special displays that are such a feature of HANNOVER MESSE. The latest products and processes on display here promised massive savings both in energy and running costs.

The booming global market for wind energy helped the brand-new trade fair **WIND** get off to a flying start. For the first time the wind power industry in Germany and around the world had its own dedicated exhibition platform where it could present the full range of its capabilities – from component suppliers and subcontractors to manufacturers of wind plant. Because so much of the technology showcased at WIND overlaps with other trade fairs at HANNOVER MESSE, this was one of the best-attended of the group of energy-related trade shows at Hannover, and it will be on the program again in 2011. **Korea**, the designated Partner Country for 2009, was represented by more than 200 companies in nearly every display category. Their presentations occupied some 7,000 square metres of display space, giving trade visitors from all over the world plenty of opportunities to develop promising business links with one of the most exciting markets in the Asian region. In short, HANNOVER MESSE 2009 delivered high levels of satisfaction for the exhibitors and some 206,500 visitors.



In 2010 HANNOVER MESSE will again set the standard

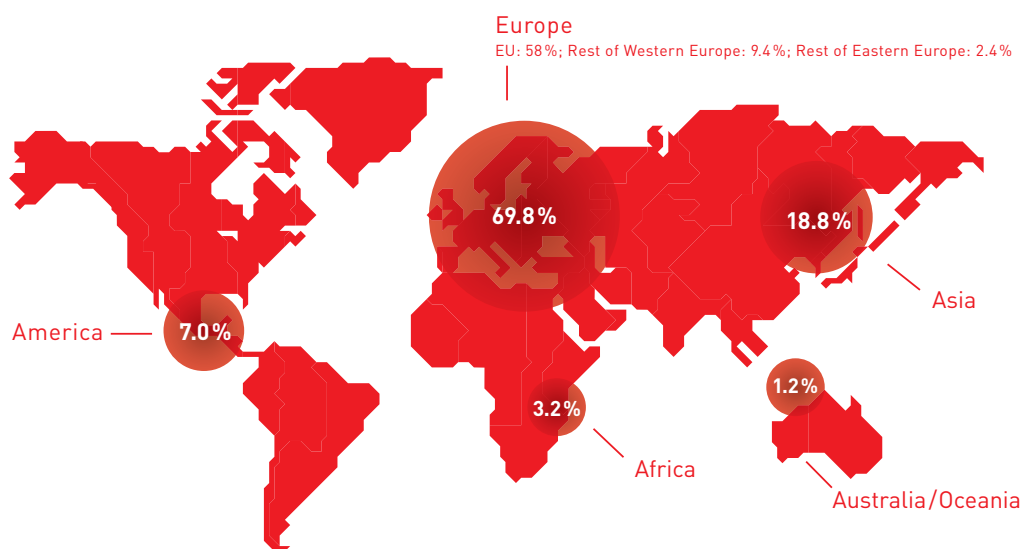
The basis for your success

HANNOVER MESSE 2009 offered an excellent display environment for international technology suppliers, and consequently attracted huge interest worldwide. **4.9 million business contacts** speak for themselves:

- around **206,500 visitors**
- from **84 countries world-wide**
- with **95% classed as trade visitors**
- same **30%** of visitors stated that **HANNOVER MESSE** was the **only trade fair** they were **attending** in 2009
- approx. **70%** are already **planning to return** in 2010

Foreign visitors by region

HANNOVER MESSE is the global marketplace of choice for decision-makers from all over the world:



Visitors by business sector

HANNOVER MESSE gives visiting professionals from all over the world a complete picture of industry at all stages of the production cycle:

Manufacturing industry	86,600
Capital goods	62,000
Basic materials and primary products	27,300
Services provided by companies/freelancers	23,400
Energy	22,400
Distributive trades	11,300
Research institutes/industrial research	8,000
Public authorities and institutions	7,200

Visitors by company

HANNOVER MESSE is the place where the global players gather each year. The presence of market leaders from all sectors of industry makes the show a must for international suppliers – the most important technology event of the year. The following is an extract from the list of companies represented by visitors:

ABB · Abbott Laboratories · Airbus · ALMIG · Arcelor Mittal · Audi · Bahlsen · BASF · Bayer · Beckhoff · Beiersdorf · BMW · Boehringer Ingelheim · Bosch Rexroth · BP · British American Tobacco · Cisco Systems · Coca-Cola · Continental · Contitech · DaimlerChrysler · Deutsche Bahn · Deutsche Post · Deutsche Telekom · Dow Chemical · DuPont · EADS · E.ON · Endress+Hauser · Enel · ENERCON · Eurocopter · ExxonMobil · Festo · Ford Motor · Fresenius · Gazprom · GDF Suez · General Electric · GlaxoSmithKline · Hansa-Flex · Harting · HAWK · Henkel · Hewlett-Packard · Hitachi · Honda Motor · Hyundai Motor · IBM · InBev · Intel · Johnson & Johnson · Kaeser Kompressoren · Kraft Foods · Linde · Lufthansa · MAN · Merck · Metro · Microsoft · Miele · MTU Aero Engines · Nestlé · Nokia · Novartis · Oracle · Panasonic Corporation · Parker Hannifin · Pfizer · Philip Morris International · Phoenix Contact · POSCO · Procter & Gamble · PSA Peugeot Citroën · Rheinmetall · Rittal · RWE · Salzgitter · Samsung Electronics · Sanofi-aventis · Schaeffler · Shell · Siemens · Sony · StatoilHydro · ThyssenKrupp · Toshiba · Total · Toyota Motor · Unilever · Vodafone · Volkswagen · WAGO

Visitors by decision-making authority

Innovations attract investors, and at HANNOVER MESSE they are seen by top decision-makers ready to invest in the future of your business. In 2009 **70% of the trade visitors** at the show played a decisive role in their **company's investment decisions**.



Investment plans

23% of trade visitors from the private and public sectors come to Hannover with firm **investment plans** in mind. This is a great opportunity for your company. As an exhibitor at the show you'll be perfectly placed to persuade investors that your solutions and your business model are right for them.

Media coverage

Don't miss this opportunity to benefit from massive media exposure. HANNOVER MESSE and its exhibitors are headline news! The world's most important technology event was a big media event in 2009. Some **2,600 accredited journalists** from **42 countries** reported on the latest innovations in the press and on radio and TV.

Exhibiting companies and their innovations can be sure of getting maximum attention and media exposure in the specialist trade press. In 2009 the latest technologies and innovations were once again the focus of international media attention.

TV coverage:

- **439** separate feature items on TV
- Over **40** hours of TV reporting
- **120.22** million audience contacts

Radio coverage:

- **466** separate feature items on the radio
- Over **16** hours of radio reporting in total
- **275.7** million audience contacts
- Coverage on **48** radio stations

You can find more facts and figures about HANNOVER MESSE online at: hannovermesse.com

In 2010 know-how will be available in full

In 2010 HANNOVER MESSE once again offers an ideal platform for you to show what your company can do. By exhibiting at HANNOVER MESSE you are using one of the best marketing tools available to present your products and services. With just one trade fair appearance you can reach business partners worldwide in all the relevant markets and branches of industry – in person, right here in Hannover. As a platform for innovations that's right up to date with the latest trends, HANNOVER MESSE paves the way for the transfer of technology across conventional industry divides. And visitors are sure to be attracted by the prospect of **Italy** as the new **Partner Country for 2010**. Italian know-how is in great demand, not least in mechanical engineering and the energy sector. So make sure that your company and your innovations are on show in Hannover – at the focus of attention for the international trade public and the media.

Synergies that spell sales success

Ground-breaking innovations are the product of interdisciplinary efforts. The eight trade fairs that make up HANNOVER MESSE are showcases for the key industries that drive industrial technology today. Innovation happens at the point where different technologies intersect. You too can meet new partners here who can take your ideas and products forward. So take advantage of the cross-industry sales potential that makes this the world's premier technology event.



Industrial Automation

Showcase your innovations at the world's biggest Trade Fair for Process Automation, Factory Automation and Industrial Building Automation

Industrial Automation gives you a uniquely comprehensive overview of all areas of industrial automation, and is thus the ideal platform for launching world "firsts" and innovative products.

Reap the benefits of this unique display environment with the three main display categories **Factory Automation, Process Automation (INTERKAMA⁺)** and **Industrial Building Automation**.

There will also be numerous specialized training sessions, opportunities to meet fellow professionals at the various centres of excellence and forge valuable contacts with international experts, as well as discussion forums for lively debate.

The main highlights in 2010:

- **Robotics:** Application Park, Robotation Academy, Mobile Robots & Autonomous Systems
- **Image processing:** Sensor Systems, Industrial Identification & Vision, Industrial Image Processing
- **Power Transmission & Control:** Linear Technology, Motion Control, Electrical power transmission, Pneumatics
- **Wireless Communication:** featuring the new focus topic M2M via wireless public networks

Plan your presentation now: visit hannovermesse.de/industrial_automation_e

Energy

Present your products at the Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution

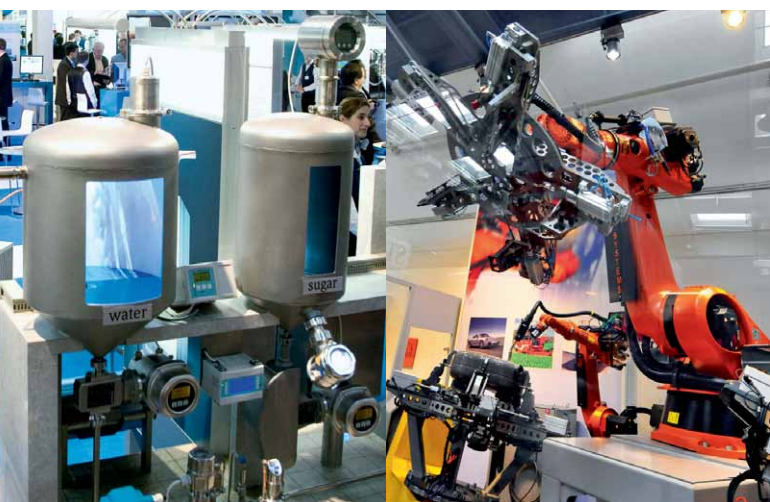
Energy is the world's only trade fair that documents the complete energy mix of the future. Take advantage of this global presentation platform with the following display categories: **energy transmission, distribution, conversion and storage, conventional energy generation and supply, renewable energy generation and supply, hydrogen + fuel cells and grid management**.

There will also be discussion sessions, lectures and professional get-togethers on a variety of energy-related themes.

The main highlights in 2010:

- **Renewables**
- **WORLD ENERGY DIALOGUE**
- **Congress PV XXL**
- **Energy Forum "Life Needs Power"**
- **Renewable Energy Forum**
- **Hydrogen + Fuel Cells**
- **ESCO Forum and Combined Heat & Power (CHP)**
- **SuperConducting City**

Plan your presentation now: visit hannovermesse.de/energy_e



Power Plant Technology

MobiliTec

Premiere in 2010

Present your cutting-edge solutions at the Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance

Located in the immediate vicinity of the trade show Energy, Power Plant Technology offers a high-profile platform for innovative generation systems powered by coal, gas, oil, water and steam. This is your chance to exploit the growing demand for new climate-protection technologies designed to reduce CO₂ emissions and boost energy efficiency. The line-up features complete **power plants, power plant components,** as well as related **engineering & services.**

Numerous supporting events will provide extensive networking opportunities for decision-makers and opinion multipliers.

The main highlights in 2010:

- **Power Plant Users' Forum**
- **Group presentation by industry associations**
- **Power Plant Party**

Plan your presentation now: visit hannovermesse.de/power_plant_technology_e

Get your business moving – at MobiliTec, the new International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions

This major addition to the HANNOVER MESSE portfolio will group together mobility-related exhibits at a single central venue. The spot-light will be on products and **solutions** for sustainable future **mobility.**

The successful special event E-Motive will be augmented by an exhibition, a forum and a dedicated test track on the open-air site.

The attractive MobiliTec line-up will cover the following areas:

- **Electro-mobility:** powertrain components, mobile energy storage, power supply infrastructure
- **Alternative fuels**
- **Key technologies for the production of complete vehicles and machines**

Plan your presentation now: visit hannovermesse.de/mobilitec_e



Digital Factory

Industrial Supply

Formerly called
"Subcontracting"

Present your innovations at the Leading Trade Fair for Integrated Processes and IT

Digital Factory is the internationally renowned marketplace for industrial software, with special emphasis on solutions for product development, production and integrated business processes. You will benefit directly from the synergies generated by the neighbouring trade shows at HANNOVER MESSE. Hot topics at Digital Factory are **product development (PLM/CAD), production and process planning (ERP, PPC), visualization/simulation, manufacturing/automation (MES), process integration, order processing and technical sales/service (CRM)**.

In addition, the program of lectures and special events will provide ample opportunities for discussing the key issues and trends.

The main highlights in 2010:

- **RapidX**
- **Guided Tours**
- **CRM for Industrial Companies**
- **Digital Factory – Start Up**
- **Simulation**

Plan your presentation now: visit hannovermesse.de/digital_factory_e

Demonstrate your capabilities at the Leading Trade Fair for Industrial Subcontracting and Lightweight Construction

Industrial Supply is the leading showcase and discussion forum for the subcontracting market. Thanks to its international scope and interdisciplinary concept, Industrial Supply plays a key role in boosting competitiveness. The line-up embraces materials, processes and finished products for a complete spectrum of industrial applications. **Lightweight construction solutions** will be high up on the agenda – as will the outsourcing of entire systems.

Industrial Supply will be accompanied by a wide-ranging program of expert forums and events where suppliers can discuss important issues with potential users.

The main highlights in 2010:

- **Special presentation "casting technology"**
- **Themed presentation "Solid Forming"**
- **Themed presentation "Engineering Ceramics"**
- **Systems Partners**
- **Themed presentation "Lightweight Construction"**
- **Innovations Centre for Engineering Materials & Materials Forum**
- **Material Trends**
- **WeP (Value-Adding Partner ContiTech)**
- **Suppliers' Convention**

Plan your presentation now: visit hannovermesse.de/industrial_supply_e



Micro Technology

Present your innovations at the Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing

MicroTechnology is the only trade show worldwide that focuses exclusively on applied microsystems, nanotechnology and laser technology. It is the perfect place to present ground-breaking innovations such as Printed Intelligence and Energy Harvesting. You will benefit directly from the international impact of MicroTechnology. The products and systems on show here are of direct relevance to all the other trade shows at HANNOVER MESSE – for example, Industrial Automation, Energy and Industrial Supply.

The supporting program at MicroTechnology will provide the perfect framework for establishing valuable contacts and initiating new projects.

The main highlights in 2010:

- Forum “Innovations for Industry”
- IVAM Product Market “Micro, Nano, Materials”
- Special display “Lasers for Micromachining”
- Special display “Nano for Industry”
- ShowPlace NANO
- Special display “Ultraprecision Manufacturing”

Plan your presentation now: visit hannovermesse.de/microtechnology_e

Research & Technology

Reap the benefits of the Innovations Market for R&D

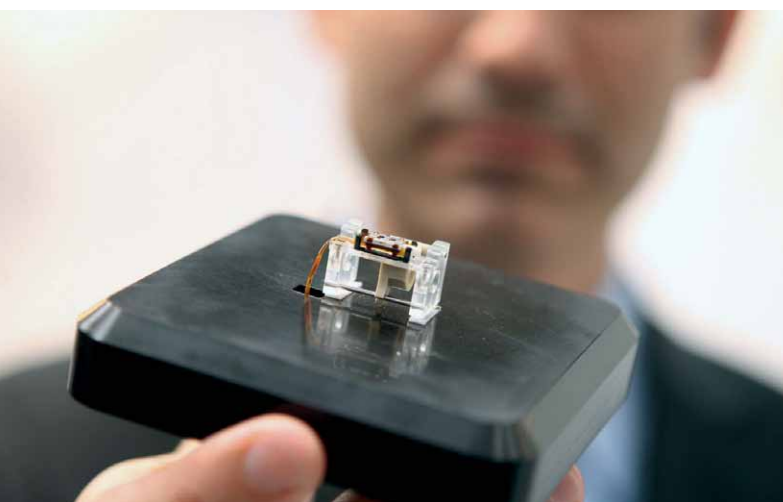
Research & Technology is the top-ranking international marketplace for scientific findings and technology transfer. The spotlight is on basic research, applied research, future-oriented technology, and services for research and technology. Capitalize on the unique synergies generated by HANNOVER MESSE – and identify potential users and collaboration partners in key business sectors.

In addition, numerous special events and forums provide an excellent opportunity to swap ideas and information with industrial users.

The main highlights in 2010:

- tech transfer – Gateway2Innovation
- SpaceTransfer
- Bionics
- Adaptronics
- Technical Textiles
- Night of Innovations
- HERMES AWARD
- VISION 2050
- Organic Electronics

Plan your presentation now: visit hannovermesse.de/research_technology_e



In 2010 there will be an answer to every question

The HANNOVER MESSE support team will help with all your presentation needs. You only have to pick up the phone:

Industrial Automation

Process Automation

Wireless Automation

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In 2010 networking will be your passport to success

The extensive line-up of conferences and special events at HANNOVER MESSE 2010 will promote networking and knowledge transfer between decision-makers in industry, business and politics. At the same time industrial companies will have an opportunity to market themselves as potential employers and recruit new talent. For young high fliers HANNOVER MESSE is an excellent source of careers guidance. The main highlights in 2010:

- **Global Business Forum**

Decision-makers from a broad spectrum of industrial sectors come here to exchange information and prepare the ground for future projects.

hannovermesse.de/gbf_e

- **HERMES AWARD**

The world's most valuable technology prize, the HERMES AWARD singles out ground-breaking technical innovations. It is open exclusively to exhibitors at HANNOVER MESSE.

hannovermesse.de/hermesaward_e

- **Job & Career Market**

Your chance to forge direct links with highly qualified technical and executive personnel as well as graduates and career starters.

hannovermesse.de/jcm_e

- **WORLD ENERGY DIALOGUE**

High-ranking experts gather here to debate the security, efficiency and sustainability of future energy supplies.

hannovermesse.de/wed_e

- **TectoYou**

TectoYou is a central source of information about training opportunities and career paths in engineering and industry.

tectoyou.de

- **Night of Innovations**

Leading representatives from politics, research and industry join forces with the Research & Technology exhibitors in a relaxed and informal atmosphere.

hannovermesse.de/night_e



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/m² in the halls

€ 68/m² on the open-air site

→ Standard rental charges*

€ 184/m² in the halls

€ 71/m² 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 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 (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 ² row stand	20 m ² corner stand	25 m ² 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

*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/m² of rented space (up to 1,000 m²)

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.

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.

Online services

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

Tell us what you think – on 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.

Join the markets

HANNOVER MESSE WORLDWIDE

Place your company in tomorrow's growth hotspots. The foreign trade fairs organized by Deutsche Messe are the ideal way to showcase your products and services at key venues all over the globe.

SHANGHAI, CHINA

26–29 October 2009 · 25–28 October 2010



International Trade Fair for Power Transmission and Control
www.ptc-asia.com



International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics
www.cemat-asia.com

3–7 November 2009 · 2–6 November 2010



International Exhibition for Factory and Process Automation, Electrical Systems, Robotics and Industrial Automation IT & Software
www.industrial-automation-show.com



International Exhibition on Electrical Technology, Power Generation and Distribution Technology
www.energyshow.com.cn



International Exhibition for Metal Working and CNC Machine Tools
www.metalworkingchina.com

ISTANBUL, TURKEY

5–8 November 2009 · November 2011



Renewable Energy Resources, Energy Efficiency, Water, Water Treatment, Environmental and Fluid Control Technologies Exhibition
www.renex-expo.com

4–7 February 2010 · February 2011



World of Industry Part I Machinery, Welding, Surface Treatment, Materials Handling
www.win-fair.com

25–28 February 2010 · February 2011



World of Industry Part II Automation, Electrotechnology, Hydraulic & Pneumatics
www.win-fair.com

MUMBAI, INDIA

10–13 December 2009 · December 2010



International Trade Fair for Motion, Drive and Automation
www.mda-india.com



International Trade Fair for Process and Production Automation and Industrial Building Automation
www.ia-india.com



Solutions for Energy Efficiency and Captive Power Plants
www.energy-india.org



International Trade Fair for Materials Handling and Logistics
www.cemat-india.com

HO CHI MINH CITY, VIETNAM

15–17 October 2009 · October 2010



Industrial Automation, Motion, Drive, Automation, Energy & Electricity, Machine Tool, H₂O & Environmental Protection
www.epmlinkage.com

DUBAI, MIDDLE EAST

9–11 February 2010 · February 2011



International Trade Fair for Motion, Drive and Automation
www.mda-me.com



International Trade Fair for Factory, Process and Industrial Building Automation
www.ia-me.com



International Trade Fair for Materials Handling and Intralogistics
www.cemat-me.com



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

