



# MAKING MORE OUT OF WOOD

Be part of a growth industry –  
and exhibit at “Handwerk, Holz & mehr”



LIGNA · HANNOVER

# International by nature



## Welcome to the show!

The leading trade show for joiners, cabinet-makers and carpenters, "Handwerk, Holz und mehr" takes place in conjunction with LIGNA HANNOVER and thereby generates valuable synergies. The show is a great place for woodworkers and craftsmen to meet up and compare notes, with the added attraction of talks by experts on surface finishing and useful accessories for woodworking professionals. So if you're in the business of making woodworking machines, tools, materials or components, "Handwerk, Holz & mehr" is the perfect showcase for your products.

It is also the only show of its kind in North Germany that covers the full range of woodworking products and serves as a presentation platform for ideas, networking and innovations. Of the 80,000 visitors who came to LIGNA HANNOVER 2009, over 35,000 had a special interest in "Handwerk, Holz & mehr". And around 24% of these came from outside Germany. Use this unique opportunity as an exhibitor to win new customers and present the power of your innovations to an international trade public.

So book now to secure your place at LIGNA HANNOVER 2011.

## The benefits of exhibiting at "Handwerk, Holz & mehr"

- Visitors come from all over the world, including the market leaders from 49 countries
- Contacts with top decision-makers in the business community, networks, industry associations and organizations
- Ideal conditions for establishing international business contacts
- "Handwerk, Holz & mehr" brings together all the key sectors involved in timber processing and woodworking for a uniquely comprehensive overview
- "Handwerk, Holz & mehr" is the only trade show in 2011 specifically intended for craftsmen and woodworking professionals
- Communication and advertising measures specifically formulated for "Handwerk, Holz & mehr" target the trade public – your customers – with optimum precision

# Natural attraction

## Satisfaction ratings among exhibitors and visitors

“Handwerk, Holz & mehr” offers a top-quality display environment, generating high levels of satisfaction among exhibitors and visitors alike:

**82.4%** of the visitors to “Handwerk, Holz & mehr” rate the displays as “very good to good”

**64.3%** of the exhibitors at “Handwerk, Holz & mehr” rate the coverage achieved by the show as “complete” or “almost complete”

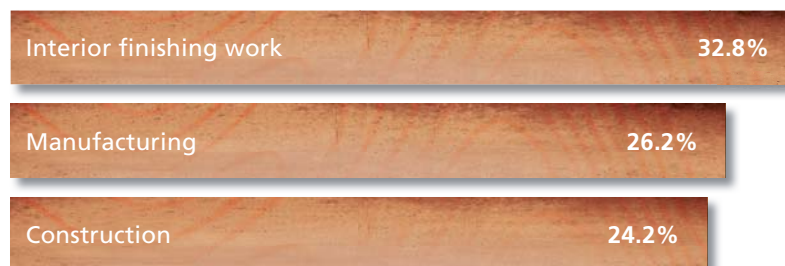
## Breakdown of visitors

“Handwerk, Holz & mehr” is the marketplace of choice for buyers and decision-makers in the heart of Europe. 88.7% of all visitors come from Germany and neighbouring countries.



## Visitors according to business sector

“Handwerk, Holz & mehr” attracts visiting industry professionals from a broad spectrum of industries and trades:



## Visitors according to decision-making role

Innovations attract investors, and at “Handwerk, Holz & mehr” you and your products will be seen by top decision-makers ready to invest in the future of your business. In 2009 76% of the trade visitors had a significant say in their company’s investment decisions.

## The display categories at “Handwerk, Holz & mehr 2011”

The range of exhibits at “Handwerk, Holz & mehr 2011” comprises the following:

### Joinery and cabinet-making

#### Woodworking machinery

- Furniture production
- Interior finishing work

### Carpentry, timber construction, timber-frame building

#### Woodworking machinery

- Technical applications for wood, remodelling
- Materials, accessories, services

## Forums, conferences and special presentations

“Handwerk, Holz & mehr” offers the ideal presentation platform in 2011 for all the woodworking trades. Through the various forums and special presentations your products and service offerings are actively incorporated into the planning and staging of these events. Numerous special displays on the technical aspects of wood are an invaluable aid to networking and information-sharing for anyone with an interest in portable machines, woodworking tools and all forms of timber construction. The organizers of the event, Deutsche Messe in Hannover and VDMA Holzbearbeitungsmaschinen in Frankfurt, work closely together with exhibitors, trade and industry associations and other organizations to develop and refine the content and format of “Handwerk, Holz & mehr”.

## A line-up of special presentations awaits you:

- VDMA Action Forum “vector”
- Building with Wood
- BHK Crafts Centre
- “Form & Function”

# Naturally effective



## 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

Early booking discount for registrations received by 31 May 2010

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

Loyalty bonus for registrations received by 31 December 2009.  
Early booking discount for registrations received by 31 May 2010

### 3. fair-package – stand space with stand assembly and services



## 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. We can make arrangements for you to set up your own stand where you can receive your visitors in style and discuss their needs. Alternatively you can opt for one of our modular system stands. Show buyers how innovative and pioneering your initiatives and services for industry really are – at [www.service.messe.de](http://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 – use them in conjunction with your address book 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](http://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

**Deutsche Messe**

Hannover · Germany

Deutsche Messe  
Messegelände  
30521 Hannover  
Germany  
Tel. +49 511 89-0  
Fax +49 511 89-32626  
ligna@messe.de  
ligna.de  
handwerk-holz-mehr.de



Holzbearbeitungsmaschinen  
Lyoner Strasse 18  
60528 Frankfurt a.M.  
Tel. +49 69 6603-1340  
Fax +49 69 6603-1621  
vdma.org/wood

Your LIGNA team in Hannover

**Elke Hein**

Project Manager

Tel. +49 511 89-33123

Fax +49 511 89-33134

elke.hein@messe.de

**Katharina Weber**

Project Assistant

Tel. +49 511 89-32148

Fax +49 511 89-33134

katharina.weber@messe.de

Your LIGNA team in Frankfurt

**Ingo Bette**

Tel. +49 69 6603-1390

ingo.bette@vdma.org

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