

DATES

Duration: Monday 4 April – Friday 8 April 2011
Opening hours: daily from 9.00 a. m. to 6.00 p. m.

TICKETS AND PRICES

Day Ticket (advance sale)	€ 25.00
Day Ticket (on site)	€ 32.00
Full-Event Ticket (advance sale)	€ 58.00
Full-Event Ticket (on site)	€ 69.00
Day Ticket reduced admission (for students 15 and above or young people doing military or community services)	€ 14.00
Day Ticket TectoYou on 8 April 2011	€ 3.00

All prices include VAT. – Subject to change.

ADVANCE TICKET SALES

- Internet:
hannovermesse.de/tickets_e
- Tickets can also be ordered in advance through your local Deutsche Messe representative:
messe.de/repraesentanten_e

ONLINE SERVICES FOR VISITORS

- **Travel:** Information about travel packages, charter flights, coach travel and international travel agents can be found at:
hannovermesse.de/visitorservice
- **Accommodation:** To book “Deutsche Messe Selected Hotels” go to hannover.de/hotels/hannovermesse or call us at +49 511 12345-555
- **Match & Meet:** In the run-up to the show this online service enables you to identify potential business partners and establish useful contacts – free of charge: hannovermesse.de/match_e



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**TECHNOLOGY TRANSFORMS
INNOVATIONS INTO
A DRIVING FORCE
FOR YOUR BUSINESS.
AT HANNOVER MESSE.**

Contact details for our local representatives worldwide are listed at messe.de/repraesentanten_e

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Visitor Guide

GET NEW TECHNOLOGY FIRST
4 – 8 April 2011 · Hannover · Germany



WELCOME TO HANNOVER MESSE 2011

Discover new perspectives for your company: with the ground-breaking technologies and innovations on show at HANNOVER MESSE 2011. The world's most important technology event will present a complete array of solutions designed to streamline production processes and reduce costs. Capitalize on the synergy effects generated by **13 leading international trade shows** taking place under a single umbrella. In Hannover you'll meet the leading players across a complete spectrum of business sectors and lay the foundations for profitable new business relationships. Alongside MobilTec and CoilTechnica (which made their successful debut in 2010), the 2011 portfolio will include the biennial events MDA, Wind, ComVac and SurfaceTechnology.

The guiding motto at HANNOVER MESSE 2011 will be **"Smart Efficiency"**. Under this heading the exhibitors at all 13 trade shows will present smart solutions designed to reduce costs and enhance process and resource efficiency.

A major highlight in 2011 will be the new display category **"Metropolitan Solutions"** in Hall 8, which centres on "Innovations for urban infrastructure". Other highlights are the special displays **"EnergyEfficiency in Industrial Processes"** (Hall 15) and **"Lightweight Construction"** (Hall 6).

In short, HANNOVER MESSE creates unique opportunities for international networking and is a major investment in the future of your company.

PARTNER COUNTRY FRANCE

France is the official Partner Country of HANNOVER MESSE 2011 and will focus on **"Innovation for Sustainable Growth"** – with special reference to energy generation, mobility and energy efficiency. France's presentation will tie in directly with the core issues on the agenda at HANNOVER MESSE.

HIGHLIGHTS

→ Metropolitan Solutions, Hall 8

Subtitled "Innovations for urban infrastructure", this new highlight – consisting of an exhibition and high-calibre forums – will showcase international reference projects, as well as stand-alone solutions and components.

→ EnergyEfficiency in Industrial Processes, Hall 15

In the Efficiency Arena and at the stands of the participating companies the spotlight will be on high-tech solutions for environmental protection, climate protection and energy-saving.

→ Lightweight Construction + Solutions Area, Hall 6

This themed presentation will concentrate on lightweight materials and design methods and their role in reducing the consumption of energy and raw materials. It will be accompanied by a high-calibre lecture and discussion forum.

→ Global Business & Markets, Hall 26

Consisting of an exhibition, conferences and information forums, Global Business & Markets will focus on the market-entry conditions in the BRIC countries, the USA, the Gulf Region and the emerging economies in Asia and Africa. It will also provide detailed information about the programs and initiatives of the EU.

global-business-markets.com

→ Job & Career Market, Hall 7

This central recruitment platform represents an excellent opportunity to establish contact with HR specialists and vocational training providers. hannovermesse.de/jcm_e

→ TectoYou, P 33–35

This young-talent initiative at HANNOVER MESSE regularly attracts 10,000 school students who are interested in the career opportunities available in tomorrow's high-tech industries. tectoyou.de

→ Fachkongress WoMenPower, Convention Center

The 8th WoMenPower Congress (motto: "Moving, controlling and managing careers") will take place at the Convention Center (CC) on 8 April 2011.

hannovermesse.de/womenpower_e

TECHNOLOGY TOURS



Provided free of charge, these guided tours of HANNOVER MESSE are an ideal opportunity to tune into the latest technologies and innovations.

- Tour 1: Wind Energy Technologies
- Tour 2: Mobility Technologies
- Tour 3: Efficiency & Sustainability
- Tour 4: Mechanical Engineering
- Tour 5: Industrial Automation
- Tour 6: Lightweight Construction
- Tour 7: Drive Systems in Medical Engineering

Descriptions of the tours and the participating exhibitors can be found at: hannovermesse.de/tours_e

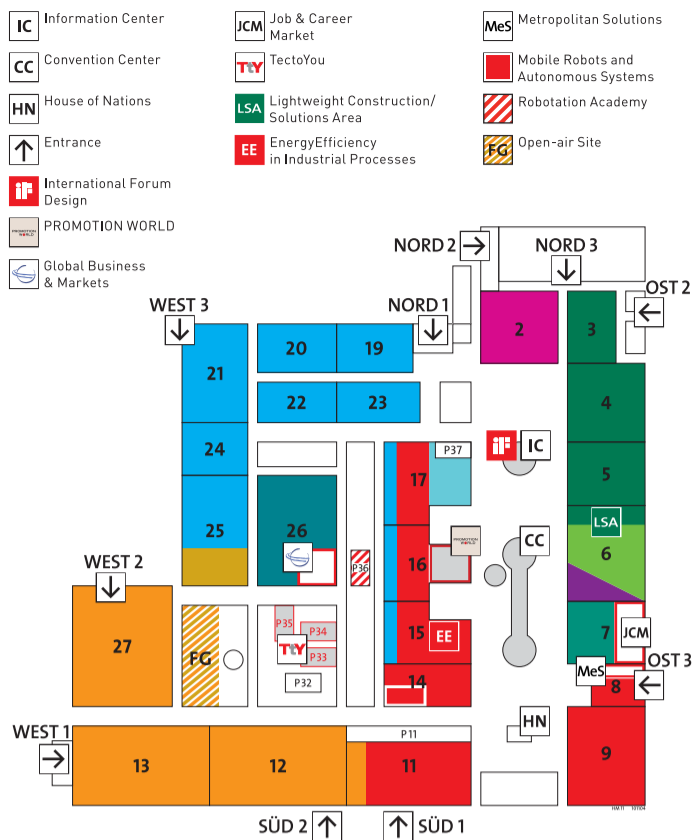
PROMOTION
WORLD

PROMOTION WORLD:
THE WHOLE WORLD
OF PROMOTIONAL
PRODUCTS

The International Trade Fair
for Promotional Products and

Incentives showcases everything you need to establish and develop relationships with new and existing customers. New location: **Hall 16/East.**

promotion-world.de/homepage_e



INDUSTRIAL AUTOMATION (Halls 8-9/11/14-17)

Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions

- Industrial communication (Halls 8 + 9)
- Control systems (Halls 8 + 9)
- Wireless automation (Hall 8)
- M2M communication (Hall 8)
- Sensors (Halls 8 + 9)
- Image processing sensors (Halls 8 + 9)
- Signal devices (Halls 8 + 9)
- IPCs (Halls 8 + 9)
- PLCs (Halls 8 + 9)
- Safety and security technology (Halls 8 + 9)
- Solutions for automation and energy engineering (Hall 11)
- Process automation solutions (Hall 11)
- Process control systems (Hall 11)
- Measurement and control systems (Hall 11)
- Engineering, maintenance, services (Hall 11)
- Fastening systems (Halls 9 + 11)
- Building automation (Hall 11)
- Production logistics (Halls 14 + 15)
- Electric power transmission (Halls 14 + 15)
- Pneumatic systems (Halls 14 + 15)
- Motion control (Halls 14 + 15)
- Energy efficiency (Halls 14 + 15)
- Linear motors (Halls 14 - 16)
- Assembly and handling systems (Hall 16)
- Mechanical and plant engineering (Halls 16 + 17)
- Robotics and automation solutions (Hall 17)
- Industrial image processing (Hall 17)
- Protection of products and know-how (Hall 17)
- Industrial ID/RFID (Hall 17)
- Other identification systems (Hall 17)

Highlights, special displays, events

- Metropolitan Solutions (Hall 8) **NEW**
- Industrial IT (Halls 8 + 9) **NEW**
- Vibration Monitoring (Hall 15)
- Meeting Point Pumps (Hall 15)
- EnergyEfficiency in Industrial Processes (Hall 15)
- Identification, Vision & Protection (Hall 17)
- Industrial Embedded (Hall 9)
- Mobile Robots & Autonomous Systems (Hall 14)
- Wireless Automation (Hall 8)
- Application Park: live demonstrations of cross-industry robot applications (Hall 17)
- Robotation Academy (P 36)
- Group presentation "Switchgear Cabinet Design" (Hall 11)

MDA - MOTION, DRIVE & AUTOMATION (Halls 15-17/19-25)

Leading Trade Fair for Power Transmission and Control

- Fluid power transmission (hydraulics + pneumatics) (Halls 19 - 21 + 23)
- Roller bearings (Halls 22/24/25)
- Electrical and mechanical power transmission (Halls 22/24/25)
- Electrical power transmission (Hall 15)
- Power transmission for the wind energy sector (Halls 25/27)

Highlights, special displays, events

- MDA Forum (Hall 24)

ENERGY (Halls 11-13/27/Open Air Site)

Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution

- Power generation and supply (Halls 11-13 + 27)
- Power transmission and distribution (Halls 11-13)
- Renewable energy (Hall 27)
- Conventional energy (Hall 13 + 27)

Highlights, special displays, events

- Metropolitan Solutions (Hall 8) **NEW**

- Contracting and Combined Heat & Power Pavilion (Hall 13)
- Competence Center E-ENERGY (Hall 13)
- SuperConductingCity (Hall 13)
- Group Exhibit Hydrogen + Fuel Cells (Hall 27)
- Themed presentation "Renewables" (Hall 27)
- Energy Forum "Life needs Power" (Hall 12)
- Industry and Export Forum "Renewable Energy" (Hall 27)
- 6th Pipeline Technology Conference (CC)

POWER PLANT TECHNOLOGY (Hall 27)

Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance

- Engineering & services (Hall 27)
- Power plants /CHP plants (Hall 27)
- Power plant components (Hall 27)

Highlights, special displays, events

- Group presentation "Power Plant Technology" (Hall 27)
- User forum "Power Plant Technology" (Hall 27)

WIND (Hall 27)

Leading Trade Fair for Wind Generation Technology, Components and Services

- Plant (Hall 27)
- Components (Hall 27)
- Services (Hall 27)

Highlights, special displays, events

- Wind Party on 7 April 2011 (Hall 27)

MOBILITEC (Hall 25 / Open Air Site)

Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions

- Electromobility technology (Hall 25)
- Electric powertrain technology (Hall 25)
- Mobile energy storage (Hall 25)
- Electric power infrastructure (Hall 25)
- Alternative fuels (Hall 25)
- Alternative mobility concepts (Hall 25)

Highlights, special displays, events

- Group presentation "E-Motive" (Hall 25)
- User forum "MobiliTec" (Hall 25)
- Energy Park (Open Air Site)

DIGITAL FACTORY (Hall 17)

Leading Trade Fair for Integrated Processes and IT Solutions

- Virtual product development (CAx) (Hall 17)
- Product lifecycle management (PLM) (Hall 17)
- Production and process planning (ERP, PPS) (Hall 17)
- Rapid prototyping and rapid manufacturing (Hall 17)
- Process integration (Hall 17)
- Manufacturing /automation (MES) (Hall 17)
- Technical sales and service (Hall 17)
- Virtual commissioning, offline programming and installation (Hall 17)
- Visualization and simulation (Hall 17)

Highlights, special displays, events

- Technology Cinema 3D (Hall 17)
- RapidX (Hall 17)
- Smart Production (Hall 17) **NEW**
- MES Conference - "Efficient Production" (CC)

COMVAC (Hall 26)

Leading Trade Fair for Compressed Air and Vacuum Technology

- Compressed air generation, treatment, storage, distribution (Hall 26)
- Compressors, accessories and components (Hall 26)
- Compressed air services (Hall 26)
- Vacuum pumps (Hall 26)
- Vacuum fittings, seals, valves (Hall 26)
- Plant and components (Hall 26)
- Consulting (Hall 26)
- Contracting (Hall 26)

Highlights, special displays, events

- ComVac Eco Park (Hall 26) **NEW**

INDUSTRIAL SUPPLY (Halls 3-6)

Leading Trade Fair for Industrial Subcontracting and Lightweight Construction

- Materials know-how / Materials and components: plastics; natural / synthetic rubber; engineering ceramics; composites; metallic materials (Hall 5)
- Semi-finished products (Halls 4/5)
- Foundry products (Hall 3)
- Non-machining processes (solid forming /sheet forming) (Hall 4)
- Machining processes (turned and milled parts) (Hall 4)
- Systems and subassemblies (Hall 4)
- Engineering, services (Hall 4)
- Joining /fastening technology (Hall 5)
- Lightweight construction (materials, parts/components/systems, manufacturing technology) (Hall 6)

Highlights, special displays, events

- Lightweight Construction + Solutions Area (Hall 6)

Themed presentations:

- "gegossene Technik" (Hall 3)
- Sealing Technology (Hall 3) **NEW**
- Solid Forming (Hall 4)
- SystemPartner (Hall 4)
- Engineering Ceramics (Hall 5)

- Bonding Technology (Hall 5) **NEW**
- WeP - Value-Adding Partner ContiTech (Hall 5)
- Innovations Centre for Engineering Materials (Halls 5 / 6)

Forums / Face-to-Face Platform:

- Suppliers Convention (Hall 4)
- Materials Café (Hall 5) **NEW**
- Materials Forum - Intelligent Lightweight Construction (Hall 6)

COILTECHNICA (Hall 7)

Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology

- Coil components and accessories (Hall 7)
- Insulating materials (Hall 7)
- Winding machines / manufacturing systems (Hall 7)
- Electrical components and accessories (Hall 7)
- Testing / measuring /diagnostic systems (Hall 7)

Highlights, special displays, events

- CoilTechnica User Forum (Hall 7)



SURFACETECHNOLOGY (Hall 6)

Leading Trade Fair for Surface Technology

- Technological trends (Hall 6)
- Cleaning & pre-treatment (Hall 6)
- Paint coatings (Hall 6)
- Electroplating (Hall 6)
- Industrial plasma coating (Hall 6)
- Other surface treatment plant/systems (Hall 6)
- Surface treatment services (Hall 6)
- Measuring, testing and analysis equipment (Hall 6)

Highlights, special displays, events

- SurfaceTechnology Forum (Hall 6) **NEW**
- Surface World (Hall 6)
- Practice Park "Competence Center for Surface Technology" (Hall 6)
- Group presentation "SurfPlaNet" (Hall 6)

MICRONANOTEC (Hall 6)

Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing

- Microsystems (Hall 6)
- Microfluidics (Hall 6)
- Microsensorics (Hall 6)
- Materials (Hall 6)
- Microproduction engineering (Hall 6)
- Microfinishing techniques (Hall 6)
- Laser machining of materials (Hall 6)
- Nanotechnology applications (Hall 6)

Highlights, special displays, events

- FORUM "Innovations for Industry" (Hall 6)
- IVAM Product Market "Micro, Nano, Materials" (Hall 6)
- Special display "Lasers in Micro-Materials Processing and Microproduction" (Hall 6)
- Nano for Industry (Hall 6)
- nanoTruck (Hall 6)
- SchauPlatz Nano (Hall 6)

RESEARCH & TECHNOLOGY (Hall 2)

Leading Trade Fair for R&D and Technology Transfer

- Basic research (Hall 2)
- Services for R&D (Hall 2)
- Marketing of technologies, research locations and institutions (Hall 2)
- Technology and know-how transfer (Hall 2)
- Applied research (Hall 2)
 - Adaptronics
 - Bionics
 - Energy and environmental research
 - Materials research
 - Nanotechnology
 - Optical technology
 - Organic electronics
 - Engineered textiles

Highlights, special displays, events

- Themed presentation "Organic Electronics" (Hall 2)
- tech transfer - Gateway2Innovation (Hall 2)
- F&T Arena (Hall 2)
- ESA Space Apps (Hall 2)
- Night of Innovations on 4 April 2011 (Hall 2)

