



In 2010

demand from business enterprises for applications-oriented IT will continue to grow worldwide. You can profit from that demand – by exhibiting at the world’s most important technology event.

Olaf Daebler, Director of Digital Factory, HANNOVER MESSE

Digital Factory

Leading Trade Fair for Integrated Processes and IT Solutions

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



Hannover · Germany
GET NEW TECHNOLOGY FIRST · 19 – 23 April 2010



HANNOVER
MESSE

In 2010 processes will become more efficient



Innovation is the key to success. It starts with an idea for an innovative product. But even more important today is the use of innovative processes to meet the challenges of global competition. The development, manufacture and use of modern products call for digitalization of the entire value-adding chain. Nowhere in the world will you find a greater concentration of highly competent exhibitors – or a bigger professional audience – than at Digital Factory.

Yours sincerely,

A handwritten signature in black ink that reads "O. Daebler".

Olaf Daebler
Director of Digital Factory

How you benefit by exhibiting at Digital Factory

→ NEW MARKETS

The Leading Trade Fair Digital Factory is located at the centre of a group of seven other flagship trade shows, whose exhibitors are your customers – or could be. Discover new target markets. Let new target groups discover you. The need for the right solutions is greater than you think.

→ NEW CONTACTS

Any company that exhibits in Hannover is by definition a world-class innovator. So where else can you meet so many people who have the same kind of problems to solve as you do – whether they are exhibiting companies or buying customers. Get your new projects going now. You'll find the right people to help you here.

→ NEW CUSTOMERS

Wherever the key suppliers exhibit en masse, that's where trade visitors come to upgrade their processes and bring new products to market. If you want to add new companies to your customer base, you won't find a better opportunity to do so than here.

→ NEW NETWORKS

Innovation depends on collaboration – both within an organization and with other groups outside. Digital Factory is the community for manufacturing industry – and not just as an online presence. Here you'll meet real people, with whom you can network on every level.



Interdisciplinary offerings

The cross-linkage with the other trade shows staged under the HANNOVER MESSE umbrella ensures that Digital Factory has a strong impact, generating dialogue across conventional industry divides. As visiting professionals make the connections, you'll pick up additional sales and get the concentrated attention of your target groups.



Synergies and networking with fellow professionals

Product development and production, development engineers and production schedulers – often these are worlds apart. But not at Digital Factory. The specialists who supply the IT systems for both worlds are all assembled here in one place, where everything revolves around industrial manufacturing:

- Digital assembly of mechatronic products
- Simulation as the precursor to production and commissioning
- Manufacturing Execution Systems (MES) in conjunction with industrial automation
- Specialists for the right contacts

In 2010 the show will once again set the standards

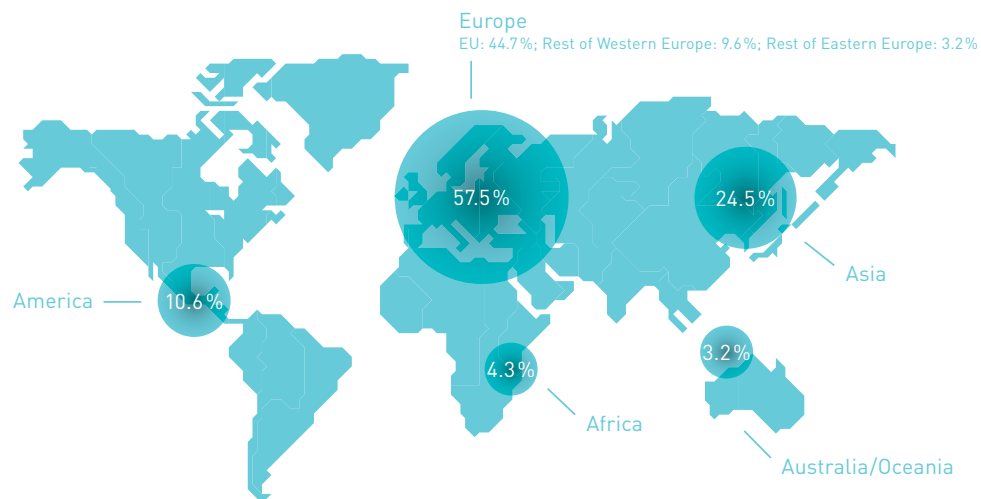
The basis for your success

By exhibiting at Digital Factory you'll have instant access to international markets:

- **32,000 visitors** in total
- **95.4%** classed as **trade visitors**
- around **22%** of the visitors said that **HANNOVER MESSE** was the only **trade show** they were attending in 2009
- approx. **74%** are already **planning to return in 2010**

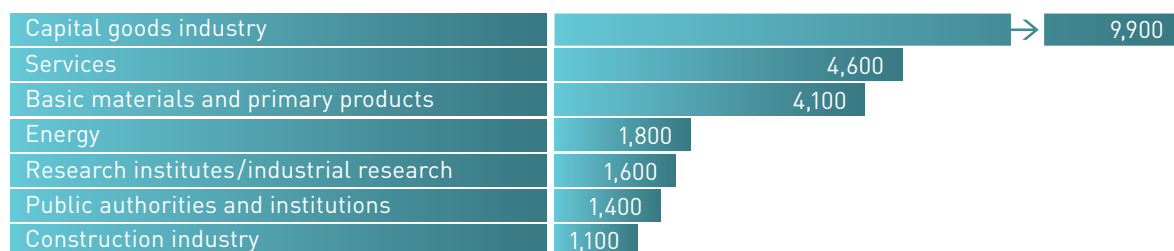
Foreign visitors according to region

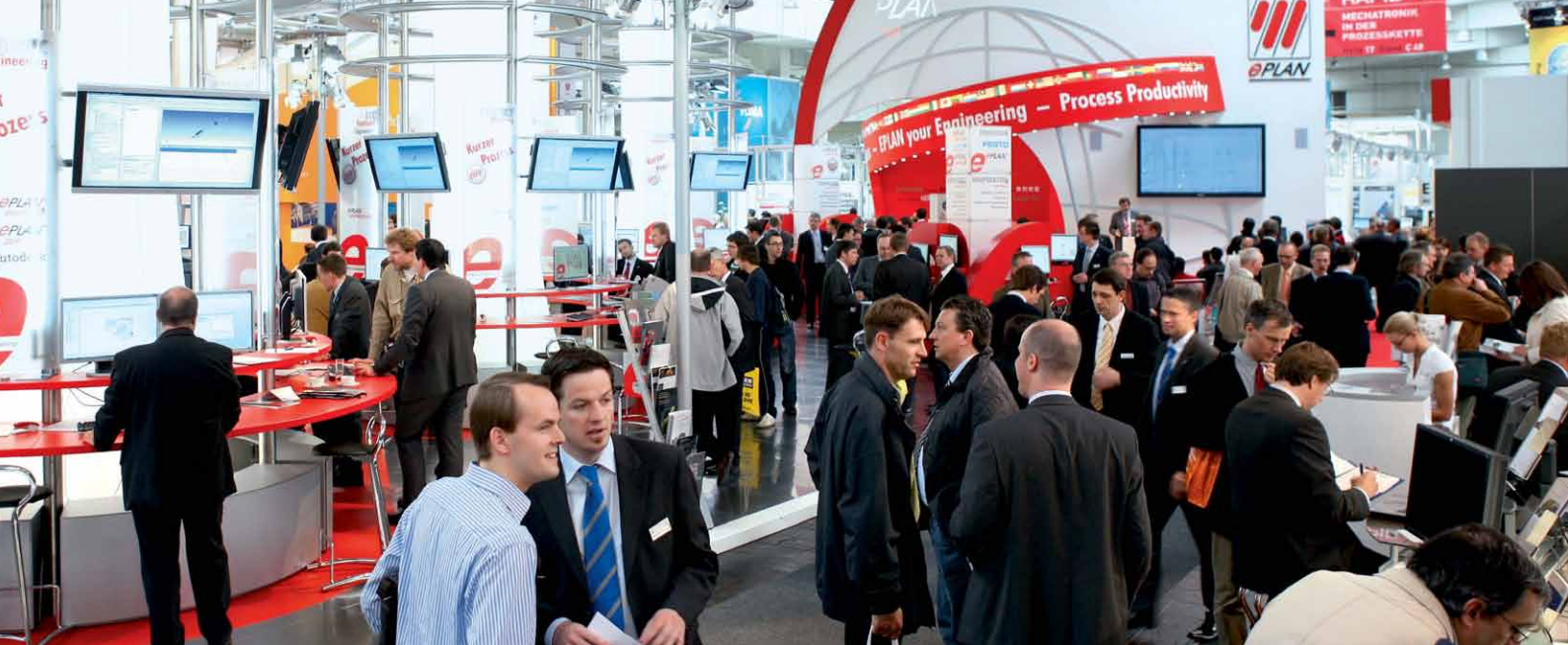
Digital Factory is the global marketplace of choice for decision-makers from all over the world:



Visitors according to business sector

The high degree of technology crossover with neighbouring trade fairs at HANNOVER MESSE is reflected in the business background of visitors to Digital Factory:





Visitors according to decision-making authority

Present your goods and services to the people who make the decisions:



In 2009 **25.4%** of the trade visitors at the show came to Hannover with firm **investment plans** in mind.

Focus on generating new leads

HANNOVER MESSE makes it easy for you – before, during and after the event – to establish and develop premium business contacts. In the run-up to the show prospective trade visitors are targeted by the organizers of HANNOVER MESSE via disseminators and numerous other channels. At the show you'll find various tools designed to help you register and follow up potential leads – the first step towards securing new orders and future sales. This combination of contact opportunities ensures that you'll meet the right target groups for your business at HANNOVER MESSE. We'd be pleased to advise you on how to make the best use of our services to generate new business for your company.

» I regard HANNOVER MESSE as the jewel in the crown of German industry. Digital Factory gives us a unique opportunity to roll out our innovations to an international audience and showcase our latest technological achievements. This has enabled us to promote our solutions to many companies around the world – with excellent results. There's just no other way we could have done that in such a short space of time.«

Norbert Müller, Chairman of the Board, EPLAN Software & Service GmbH & Co. KG

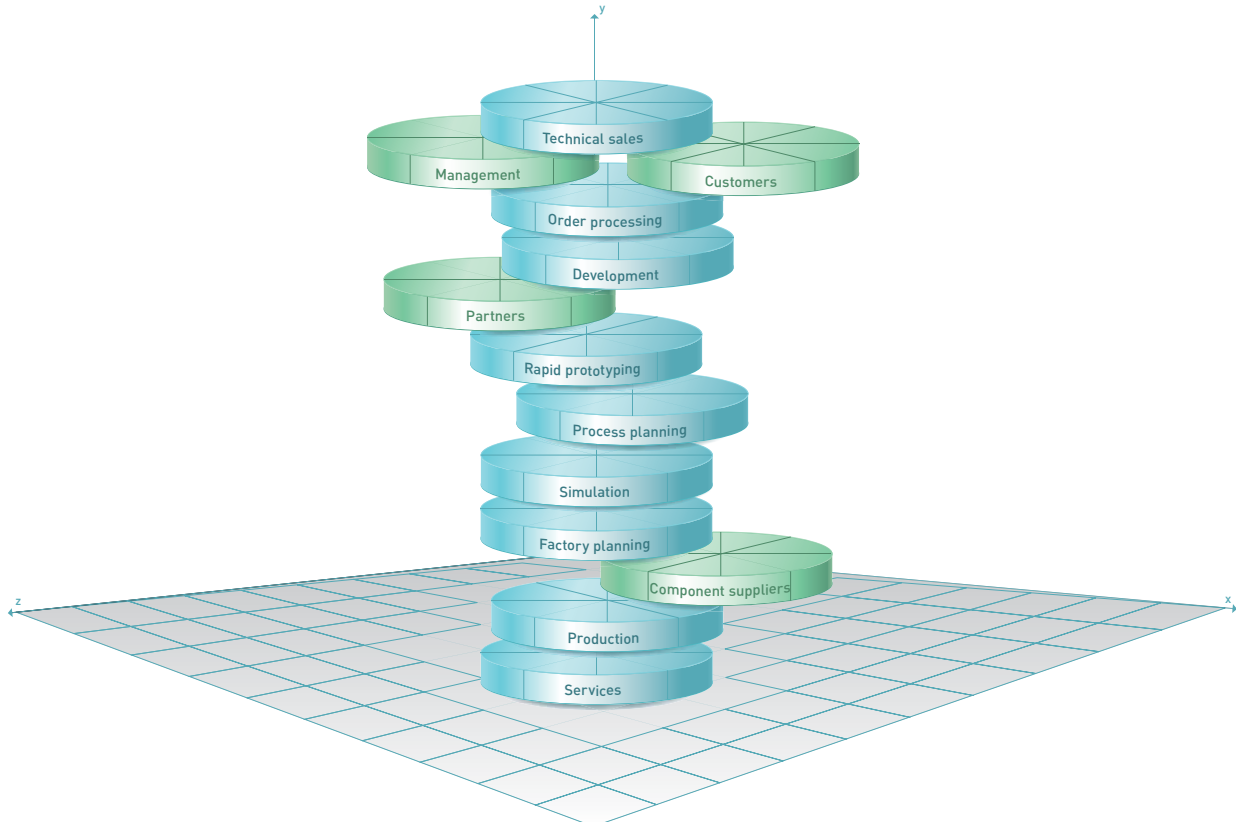
Further facts and figures are available at: hannovermesse.de/profile_df

In 2010 innovations will be centre stage

Digital Factory is an absolute must!

Digital Factory is the only trade fair in the world where all the leading suppliers of IT for product development and production can meet up with their customers. The presence of other flagship trade shows for manufacturing industry at HANNOVER MESSE ensures that you'll get inquiries from other exhibitors even after the visitors have left the halls. Because they also come across to Hall 17. Everyone senses immediately when the upturn has come – as in past years. And in an economic crisis, the interest is even greater – as in 2009.

Product categories at Digital Factory





Major display areas

→ **Virtual product development (CAx)** embraces CAD for mechanical engineering as well as systems for developing switchgear cabinets and cable harnesses for electrical engineering applications and systems for PCP layout and electronics.

→ For the implementation of **Product Lifecycle Management (PLM)** manufacturing industry uses software for Product Data Management (PDM), Project Management (PM) and Requirements Management (RM).

→ **Production and Process Planning (ERP, PPS)** form the technical core of company management.

→ **Manufacturing/Automation (MES)** controls today's manufacturing companies via control stations and control devices that are capable of processing data supplied direct from Engineering.

→ **Process integration** is aimed primarily at achieving continuity of product development and manufacture. This topic plays a major role throughout the entire exhibition.

→ **Order processing** from quotation to commissioning – replacing paper is a skill that has to be mastered.

→ **Technical sales and service** starts with the efficient provision of data from Product Development and extends to the logging of requests for changes/modifications from the market.

» Digital Factory has now become the most important PLM trade show, not just in Germany but worldwide. For us it was important to see how the show was doing this year in the face of the global economic crisis, but any doubts we had were completely dispelled. Since 2005 we have seen a steady increase in the number of new contacts, and this year was no different. We noted a great deal of interest in the run-up to the show. Online registrations rose by over 50 per cent. And visitor numbers on our stand were more than 20 per cent up on last year.«

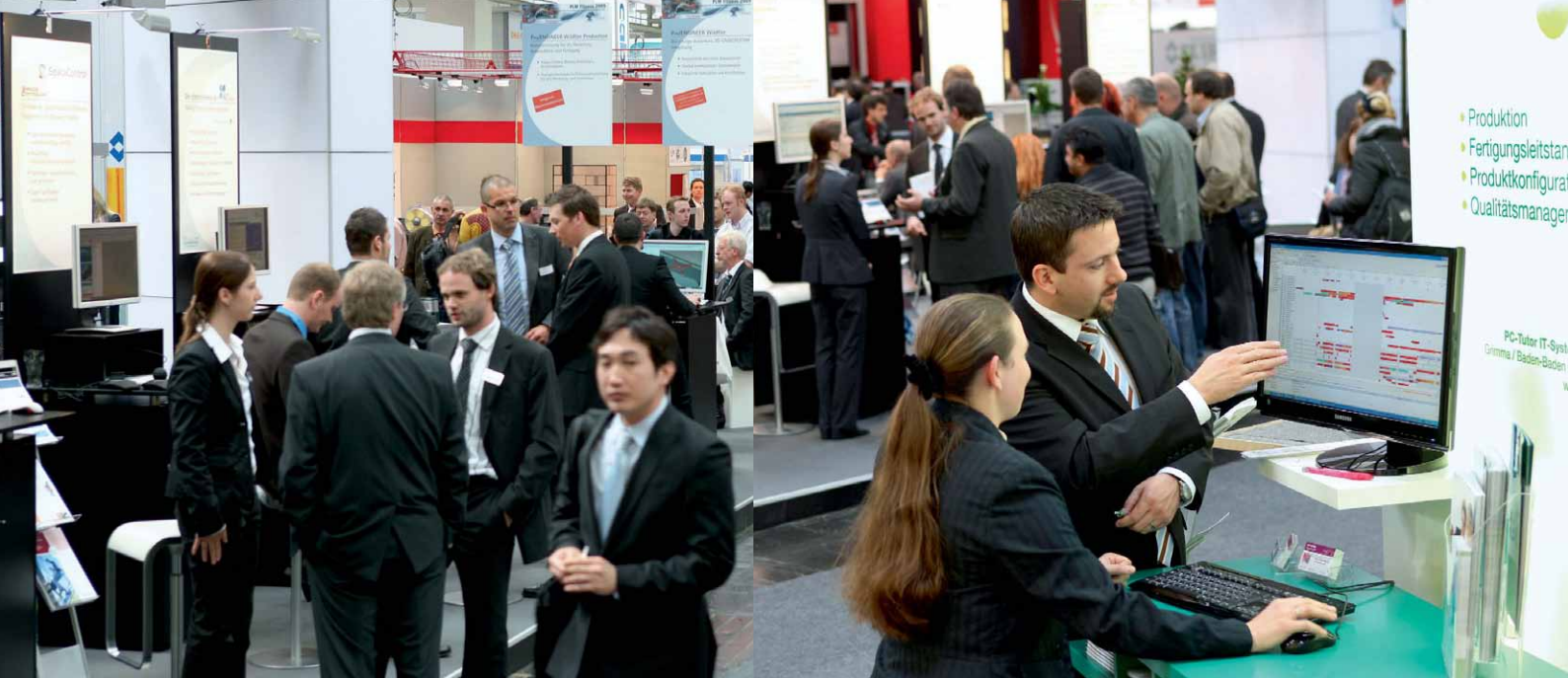
Karsten Haack, Director of Marketing, PTC

In 2010 there will be something for everyone

Program

Digital Factory is not just a trade show. It aims to make abstract and hard-to-understand subject matter – such as information technology – visible and comprehensible. And to bring to life the network that underlies it. Hence the many special displays and feature presentations that put the exhibited products into their working context. And there is ample opportunity for informal exchanges between exhibitors in this hall and with exhibitors at other shows in other halls. That's what puts Digital Factory at the centre of HANNOVER MESSE – in every sense.





Highlights

→ Visualization/Simulation

For the first time Digital Factory is enhanced by a special visual show: 3-D visualization – from marketing photos based on the CAD model to virtual reality and high-end applications. 3-D cinema arrives in the exhibition hall. Because communication via digital models is the key to present-day collaboration in product development and production.

→ RapidX

Mechatronics in the process chain. This special display is being staged for the third time in 2010 – in association with NC Gesellschaft, the sender\circle it forum and one or more premium partners. The aim is to show IT tools from different disciplines working together throughout the process chain from initial product development to finished product. And to show how digitalization makes the whole process much quicker.

→ MES – efficient production in 2010

Manufacturing Execution Systems (MES) increase the productivity and efficiency of manufacturing businesses by merging data from the production process with data from company management level (ERP) – more important than ever in today's economic climate. This is why the successful MES Conference at HANNOVER MESSE is being staged again in 2010.

→ Digital Factory – Start-up

Maximum impact at minimum expense. For small, innovative newcomers among the exhibitors at the show, Digital Factory will be making available a special stand on special terms. If you've got big plans, this is a great place to start.

» Autodesk was very pleased with the outcome of Digital Factory at HANNOVER MESSE 2009. Trade visitors were able to pick up a lot of detailed information about all aspects of Product Lifecycle Management. The number of visitors and the calibre of the contacts were extremely encouraging. In fact, we saw a marked increase in the number of contacts compared with 2008.«

Wolfgang Lynen, Industry Marketing Manager for Manufacturing, Autodesk

Further information about the program can be found online at: hannovermesse.de/program_df

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.



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

