

In 2010

a new name will symbolize technical progress.
“Subcontracting” will become
“Industrial Supply” – your marketplace for innovative outsourcing solutions.

Arno Reich, Director of Industrial Supply, HANNOVER MESSE

Formerly called
“Subcontracting”

Industrial Supply

Leading Trade Fair for Industrial Subcontracting
and Lightweight Construction

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



Hannover · Germany

GET NEW TECHNOLOGY FIRST · 19 – 23 April 2010

hannovermesse.de/industrial_supply_e



...Subcontracting will take place under a new name: **Industrial Supply – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction**. This new title testifies to the comprehensive, cross-industry spectrum of this trade show – and to the fact that new thematic areas have been incorporated. All over the world industrial enterprises are looking for new technologies that will take root in the marketplace and induce an upturn in the business cycle. The component supply industry is a driving force behind innovation. Now is the time to show world markets who will catalyze and initiate future value-added partnerships. Reap the benefits of the new Industrial Supply concept and the inclusion of hot topics such as **lightweight construction** and **materials efficiency**. Set new business relationships in motion. Welcome to Industrial Supply 2010!

Yours sincerely,

Arno Reich
Director of Industrial Supply, HANNOVER MESSE

How you benefit by exhibiting at Industrial Supply

→ EFFICIENT MARKETING

Industrial Supply provides a central showcase for efficient and future-oriented component supply solutions – including the new interdisciplinary display category “Lightweight Construction”.

→ ACCESS TO KEY DECISION-MAKERS

Industrial Supply will strengthen your competitive standing in the eyes of decision-makers and experts in all the relevant user industries. At the same time you'll be ideally placed to expand your network of business contacts.

→ SHARP FOCUS

At Industrial Supply – Central Europe's premier platform for the subcontracting industry – you'll be able to participate in the dynamic growth in the outsourcing market. The spotlight will be on the entire production chain and on competing materials and processes.

→ CONVINCING ARGUMENTS

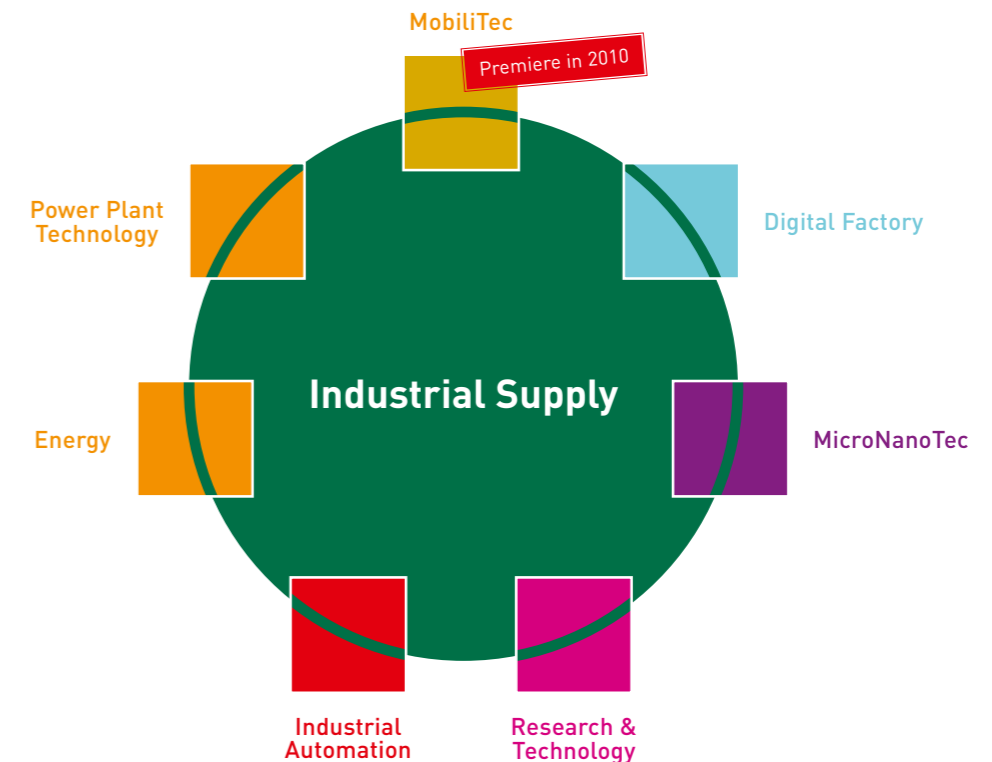
The new concept of Industrial Supply (and the keynote topic “Lightweight Construction”) is designed to promote the transfer of knowledge and know-how. Forums, themed presentations and special events will be an additional magnet for your customers.

→ GLOBAL REACH

Visitors from all over the world will come to Industrial Supply 2010 in search of components and systems that match their technological profile. The other exhibitors at HANNOVER MESSE represent an additional source of potential demand.

HANNOVER MESSE is perfectly geared to your marketing objectives

If you exhibit at Industrial Supply, you'll be able to present your portfolio to key decision-makers, purchasers and investors from all over the globe. Your audience will include the thousands of exhibitors at the other seven trade shows that make up HANNOVER MESSE 2010. In short, HANNOVER MESSE is an unrivalled opportunity to see and be seen.



Graphic → Industrial Supply is the central platform at HANNOVER MESSE



In 2010 Industrial Supply will set new standards

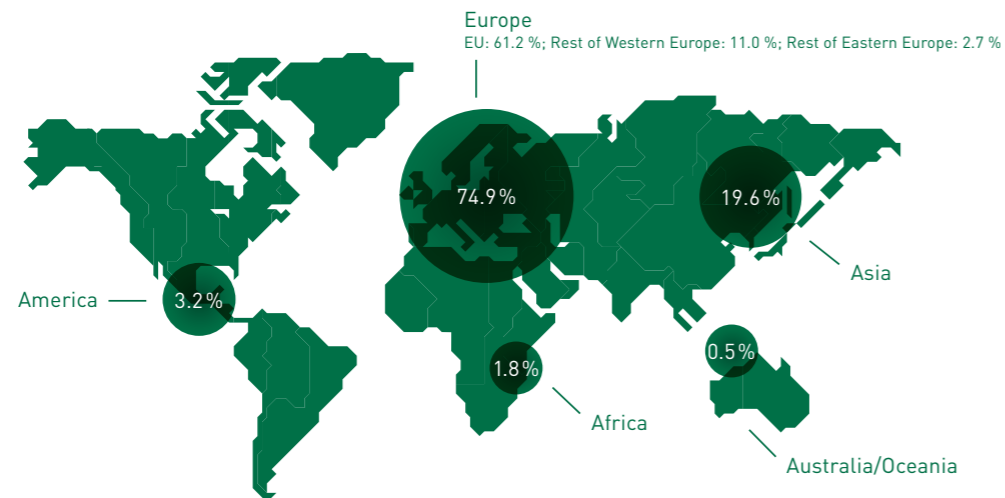


The potential of Industrial Supply is the basis for your success

In 2009 Subcontracting provided an excellent platform for new international business:
 → **48,500 visitors** attended Subcontracting (now called Industrial Supply)
 → **98 %** were **industry professionals**
 → More than **75 %** of the visitors are **planning to come again in 2010**

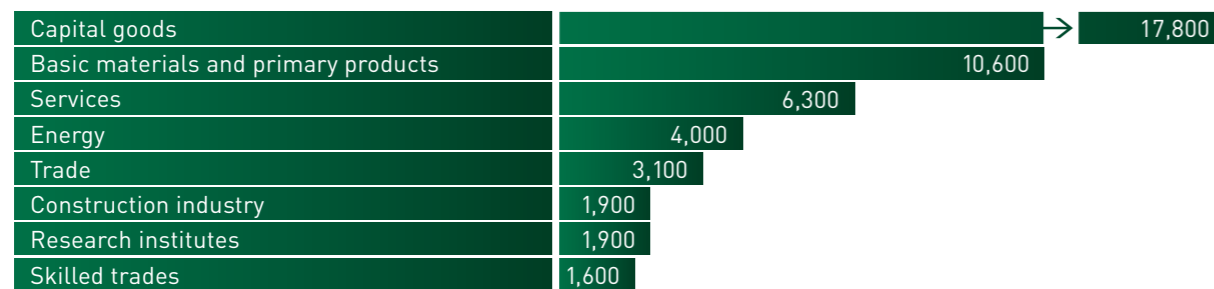
Local and global

HANNOVER MESSE remains the central meeting place for the subcontracting industry. In 2009 approx. one visitor in three came from abroad.



All the relevant user industries concentrated at a single venue

The perfect blend: More than **56 %** of the **visitors** come from the manufacturing sector – primarily from mechanical and plant engineering, the automotive sector, iron, steel and metalworking, as well as electrical engineering and electronics.



Graphic → Visitors according to business sector (more than one reply possible)

Top decision-makers who are willing to invest

More than **80 %** of the visitors were involved in the **investment decisions** of their companies. **28 %** were **R&D experts**; more than **17 %** were employed in **purchasing**.



In 2009 **26.8 %** of the visitors came to Hannover with the firm intention of **investing**.

Industrial Supply 2010: your springboard to new business

HANNOVER MESSE is an excellent source of business contacts. Large numbers of international experts from your key target markets are already planning to visit Industrial Supply 2010 – including purchasing staff and development engineers with firm investment intentions and/or decision-making authority. In other words, Industrial Supply 2010 is the place to generate demand for your products and solutions.

» HANNOVER MESSE 2009 was very successful. Visitor attendance was high. We welcomed new customers, existing contacts, as well as potential buyers from outside Germany. We definitely intend to come back in 2010. Trade fairs are our chosen marketing channel. Hannover is a good platform. «

Ralph Weidling, Managing Director of WEICON GmbH, Münster

Further facts and figures relating to Industrial Supply are available at:
hannovermesse.de/profile_is

Hot Spot for Dynamics



Industrial Supply – the passport to your customers

It is estimated that 60 % of all industrial innovations originate within the subcontracting sector. The trade fair Industrial Supply regularly attracts around 1,500 exhibitors from more than 50 countries. It functions as a central showcase where potential customers can identify future trends and trend-setters. The portfolio has now been extended to include lightweight construction. At Industrial Supply you'll have a unique chance to present your innovations – alongside those of your direct competitors – in the context of industrial applications and under the unifying umbrella of HANNOVER MESSE, the world's most important technology event.

Display categories



Graphic → Industrial supply innovations under a single roof

Industrial Supply assembles a complete spectrum of modern interdisciplinary subcontracting solutions. It is the ideal platform for presenting your products, technologies and services to the world market – in a concentrated form and with maximum impact.

→ **Innovations focus “Materials/Technology know-how”:** The optimum choice if you want to reach an international audience of experts and demonstrate which materials will play an indispensable role in future manufacturing processes.

→ **Innovations focus “Development, Design & Processes”:** Your opportunity to present the latest design and processing methods that will enable materials to be deployed more efficiently.

→ **Innovations focus “Parts, Components, Systems”:** From single components to complex systems – at Industrial Supply your complete product portfolio will be the centre of attention.

» The mood at HANNOVER MESSE was very positive. As in previous years our goal was to maintain existing customer relationships and establish new leads. We have been exhibiting at HANNOVER MESSE since 1991 and in retrospect I must say that without the Fair we wouldn't have been able to achieve our current level of success. «

Herbert Werner, Managing Partner of Meuselwitz Guss Eisengießerei GmbH, Meuselwitz, and Member of the Managing Board of Deutsche Giesserei- u. Industrie-Holding AG (DIHAG)

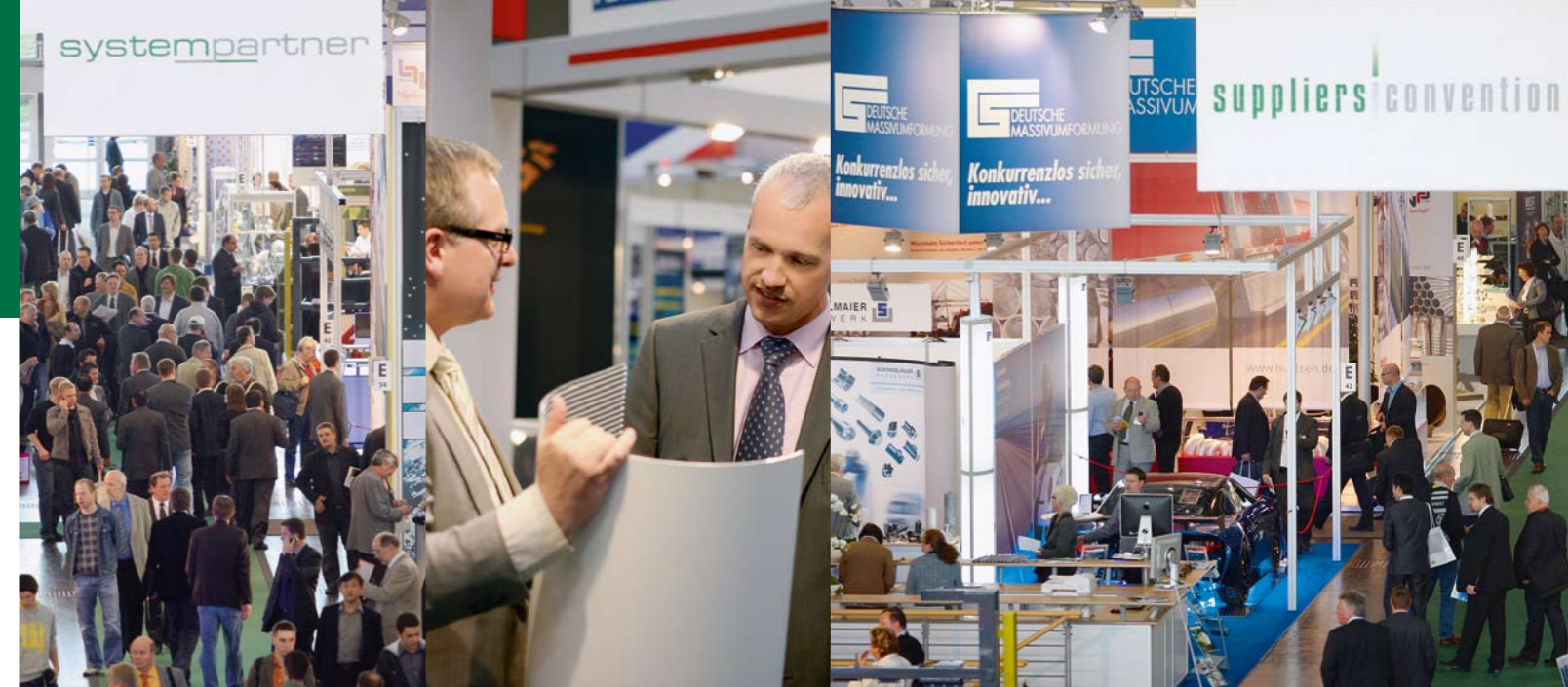
One program – all the key trends

Give your business a decisive boost

Industrial Supply offers wide-ranging possibilities to demonstrate your technological capabilities. By contributing to the supporting program you can communicate effectively with your target groups, expand your network and generate new sales.

Highlights

- **Suppliers' Convention:** Be part of the action when top-flight international speakers discuss future strategies for the industrial supply industry.
- **NEW!: Themed presentation "Lightweight Construction":** In keeping with the motto "less is more", leading experts will present visionary lightweight design approaches. Your chance to get your share of the limelight!
- **Themed presentation "gegossene Technik":** Organized by the German Foundry Industry Federation (BDG), this themed display brings together an outstanding array of products, processes and services, all of which bear the hallmark "Made in Germany".
- **Themed presentation "Solid Forming":** Make your mark as a supplier of high-tech lightweight components – e.g. for the automotive industry.



- **Themed presentation "Engineering Ceramics":** Powered by the German Ceramics Industry Federation (VKI) and the Technology Agency for Structural Ceramics (TASK). The focus here is on high-performance ceramic materials and on sophisticated applications that would have been unthinkable just a few years ago.
- **Themed presentation "SystemPartner":** This special display provides fascinating insights into the interaction between systems contractors. Your chance to build productive partnerships.
- **Innovations Centre for Engineering Materials:** At this unique information and communication platform you can showcase your specialist know-how in the field of materials technology.
- **Materials Forum:** Focussing on a different topic on each day of HANNOVER MESSE, the Materials Forum is a marketplace for technology transfer between suppliers and users.
- **WeP – Value-Adding Partner ContiTech:** A magnet for visitors in 2010: ContiTech – the renowned specialist for rubber and plastic components – will demonstrate how it collaborates with external suppliers and logistics partners.
- **Special display "Material Trends":** A joint project initiated by International Forum Design and HANNOVER MESSE, this special display is devoted to smart materials for engineers, designers and architects. Highlight: the presentation of the 2010 "iF material award".
- **Partner Country Italy:** Italian companies have a high competitive standing in the field of industrial outsourcing and R&D. Industrial Supply 2010 will generate additional growth stimuli and attract a broad international audience.
- **National and regional group pavilions:** You also have the option of presenting your products and services at one of several group pavilions at Industrial Supply. We will gladly inform you about the various possibilities and tell you who you should contact.

Further information about the supporting program at Industrial Supply is available at: hannovermesse.de/program_is



In 2010 you'll get a fair deal

In 2010 you'll get all the services you need

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.

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

