

In 2010

research capabilities will determine who leads tomorrow's markets. HANNOVER MESSE is the ideal place to showcase ground-breaking developments and ideas.

Arno Reich, Director of Research & Technology, HANNOVER MESSE

Research & Technology

Innovations Market for R&D

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



Hannover · Germany

GET NEW TECHNOLOGY FIRST · 19 – 23 April 2010





...research and development will play an even bigger role than in the past. Industry depends on innovative technology in order to exploit new sources of market potential. Exploit this growing demand – and showcase your ground-breaking research findings at Research & Technology. At this unique “Innovations Market” under the umbrella of HANNOVER MESSE you’ll be ideally placed to build relationships with key industrial sectors, as well as with policy-makers and the media. Make the most of this unrivalled opportunity. Welcome to Research & Technology!

Yours sincerely,

Arno Reich
Director of Research & Technology, HANNOVER MESSE

Customers from all over the world at a single venue

HANNOVER MESSE is a unique marketplace that brings together potential users of your technologies from a complete spectrum of business sectors. Thousands of exhibitors come face to face with decision-makers, investors and purchasers – all in search of new ideas for competitive products. At Research & Technology you’ll command the attention of relevant target groups and establish direct contact with potential customers.

How you benefit by exhibiting at Research & Technology

→ EFFICIENT MARKETING

Research & Technology is an unparalleled commercial springboard for your innovative ideas, technologies and processes. At HANNOVER MESSE you’ll encounter around 5,000 exhibitors, decision-makers from all sectors of industry, as well as opinion leaders from politics, society and the media.

→ STRONG ECONOMIC IMPACT

High-profile research organizations, service providers and business enterprises choose Research & Technology as the place to present their research findings to a broad international audience. In Hannover they can establish valuable contacts and lay the foundations for future joint ventures.

→ GLOBAL REACH

Research & Technology is a driving force behind HANNOVER MESSE – the world’s No.1 technology event. Decision-makers from all over the globe come to Research & Technology in order to tune into the latest scientific trends and to achieve a decisive competitive advantage.



Graphic → Research & Technology is the central science platform at HANNOVER MESSE



In 2010 HANNOVER MESSE will again set the standard



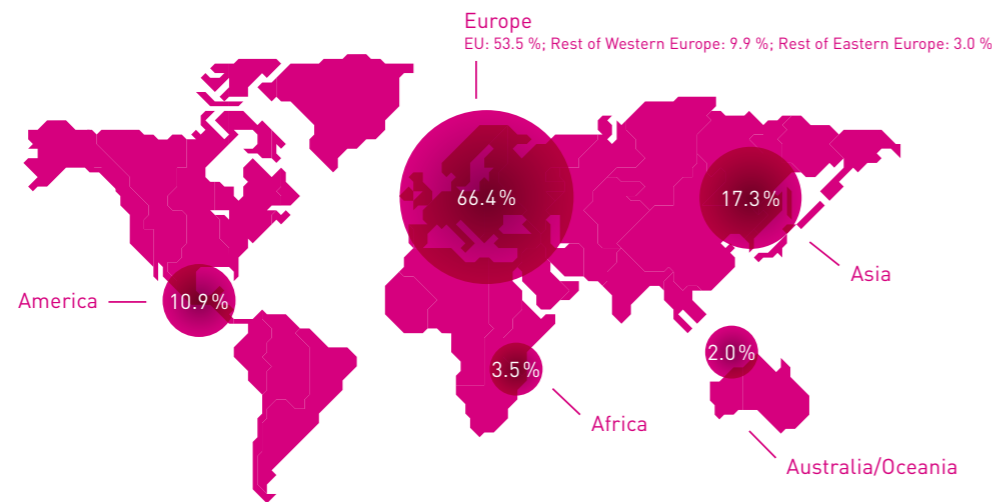
Market your innovative capabilities on the basis of objective facts and figures

In 2009 Research & Technology once again provided an excellent platform for the commercialization of R&D results:

- **43,200 visitors** attended **Research & Technology**
- **96 %** were **professionals**
- More than **73 %** of the visitors are **planning to come again in 2010**

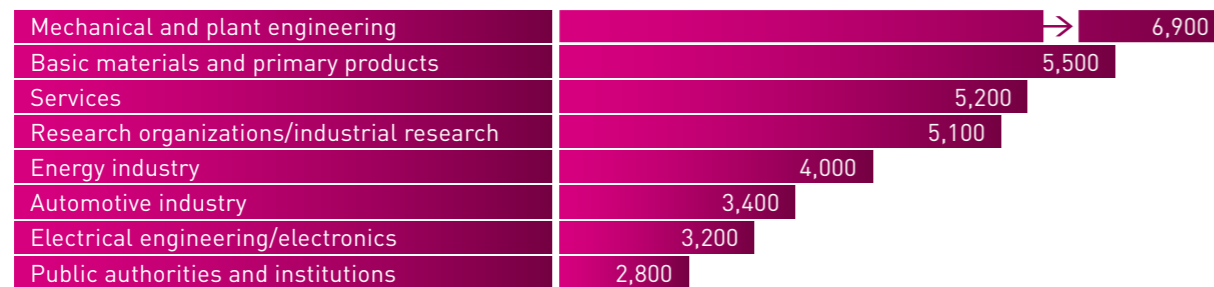
International technology transfer

Approx. 10,000 foreign visitors came to Research & Technology in search of innovative ideas. The EU, USA and Asia were strongly represented.



All the relevant target groups

A perfect line-up: over **40 % of the visitors** come from manufacturing industry.



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

Top decision-makers who are willing to invest

Approx. **69 % of the visitors** were involved in the investment decisions of their companies/ organizations.



In 2009 **22.5 %** of the visitors came to Hannover with the firm intention of **investing**.

Maximum return on investment

Research & Technology – and HANNOVER MESSE as a whole – is an ideal networking platform. This is an excellent opportunity to establish productive business contacts and showcase your innovative solutions to experts from all over the globe. Well over half of this audience is made up of decision-makers who are willing to invest in new technology. To sum up, Research & Technology 2010 fulfils all the conditions for a high return on investment.

» We were very pleased with our position in Hall 2. We had high-quality discussions. In our role as a university research institute we use trade shows as a vehicle for presenting our technologies to the business community. We were able to achieve this goal perfectly. «

Robert Rudolph, Head of Technology Transfer, Paul Scherrer Institute, Villingen/Switzerland

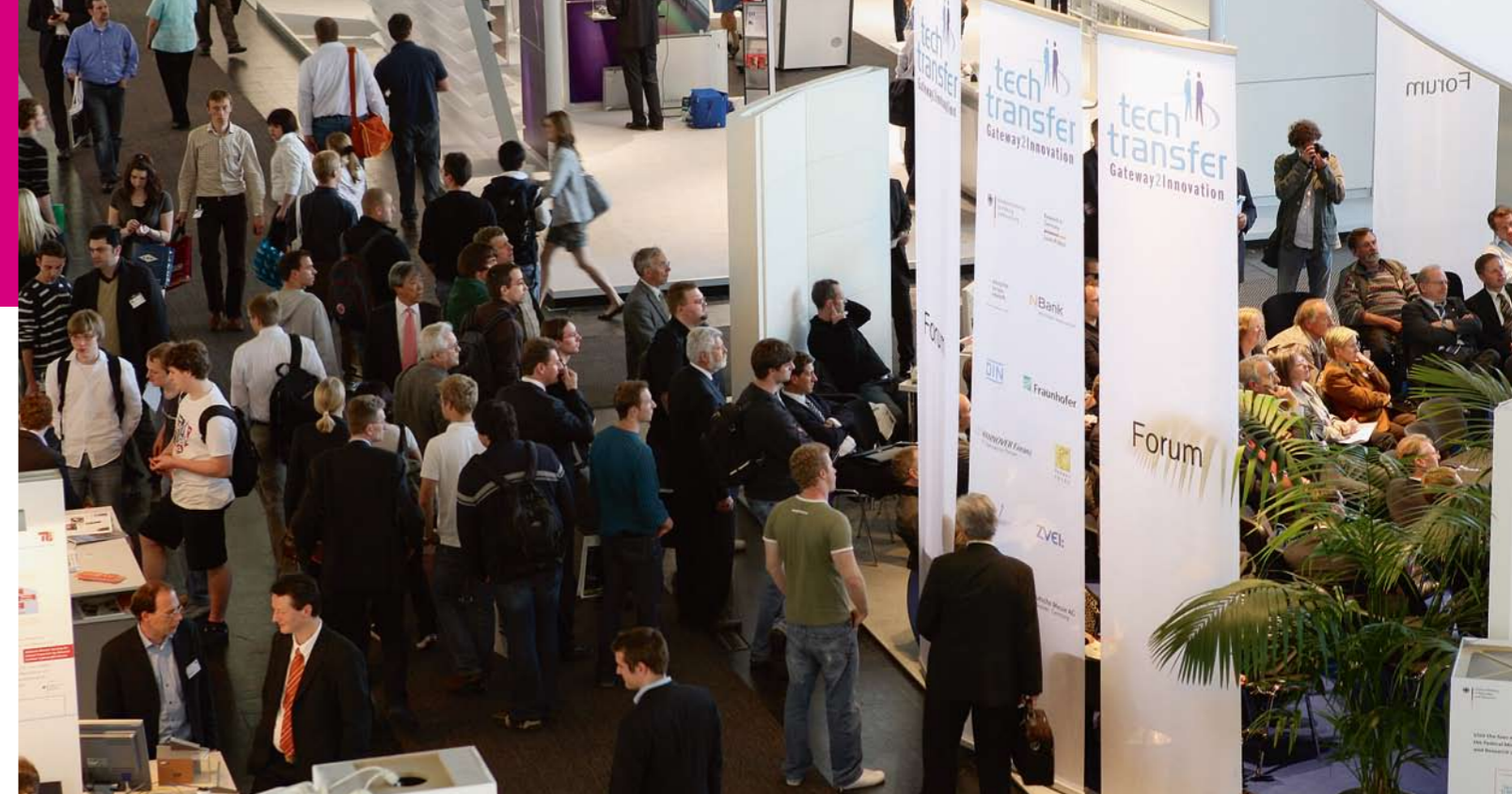
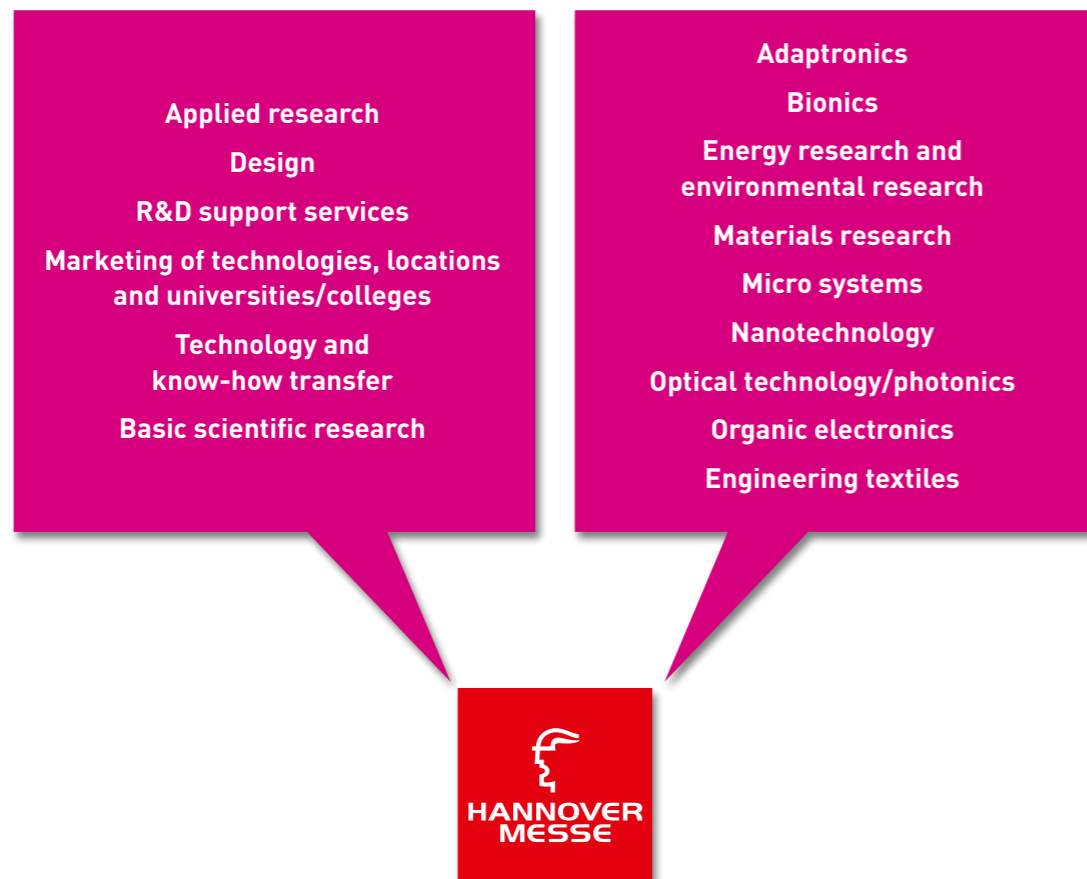
Further facts and figures relating to Research & Technology are available at: hannovermesse.de/profile_rt

Innovation, cooperation, promotion

From the initial idea to commercial application

Research & Technology ensures that your trend-setting ideas will command the attention of industrial users. This unique "Innovations Market" testifies to the pivotal role of R&D in modern industry. By exhibiting at Research & Technology you'll meet potential customers who are interested in your basic and applied research findings – at a central venue where new technologies are translated into industrial progress.

The thematic scope of Research & Technology



Wide-ranging perspectives

At Research & Technology you'll find the collaboration partners who have the potential to transform your R&D capabilities into market success. HANNOVER MESSE offers you various competitively priced presentation options – custom-designed stands, themed presentations or group pavilions.

If you choose your own custom-designed stand, you'll be able to present your research findings in line with your individual requirements. Alternatively, you can choose one of the numerous themed presentations and hence reach a broad international audience. Last but not least, you can team up with other exhibitors from your country or region at one of the group pavilions.

Exhibition options at Research & Technology

- Custom-designed stand
- Themed presentations
- Pavilions organized by individual regions and countries



Your ideas are programmed for success

See and be seen

The following themed presentations at Research & Technology are the ideal way to get your message across:

→ **ADAPTRONICS:** The latest R&D solutions in the field of adaptive structural systems. Partners: Fraunhofer Society and the European Centre of Adaptive Systems (ECAS).

→ **BIONIK:** Engineering inspired by nature. This outstandingly successful presentation focuses on functional surfaces, microsystems, robotics and other related issues.

→ **SpaceTransfer:** Technology transfer powered by the European Space Agency (ESA). Innovative products and systems developed for the space sector are ready to make a safe landing in the industrial marketplace.

→ **Textile Solutions:** Smart textiles are playing an increasingly important role in industry, healthcare and environment engineering. This special presentation is designed to speed up developments in this area.

→ **VISION 2050:** Here you can join forces with leading institutions and industrial enterprises and outline your visions for mobility, energy, urbanization, etc.

Pooled resources

At Research & Technology you have the option of participating in one of several national/regional pavilions. To find out more about this cost-effective mode of presentation simply contact us. We'll be glad to help and advise.

One outstanding example is the **F&T Arena** – an attractive central forum featuring themed contributions by various countries and regions. Visitors can expect an interesting and comprehensive program.



High-impact events

Research & Technology offers numerous other possibilities to get your message across. Reap the benefits of the following visitor magnets:

→ **tech transfer – Gateway2Innovation:** Initiated by the HANNOVER MESSE Exhibitors' Committee and Deutsche Messe, "tech transfer" focuses on the topic of innovations management – from the initial idea to full-scale commercialization. The accompanying forum provides the central basis for knowledge transfer at Research & Technology.

→ **HERMES AWARD:** Worth a total 100,000 euros, this annual prize is awarded to five outstanding market-ready developments. The winners will feature prominently at the Night of Innovations. Further information (also about how to enter your products/innovations) is available at: hannovermesse.de/hermesaward_e

→ **Night of Innovations:** Science meets business at this top event on the first evening of HANNOVER MESSE. Deutsche Messe invites all exhibitors, visitors, policy-makers and members of the media to a relaxed get-together in Hall 2. In your role as co-host you can stage a special show program for your guests. For further information please visit: hannovermesse.de/night_e

Further information about the supporting program at Research & Technology is available at: hannovermesse.de/program_rt



» HANNOVER MESSE is the ideal platform for a dialogue between business and science. The technology transfer offerings of the Karlsruhe Institute for Technology (KIT) evoked a high level of interest within industry. As an innovations motor we make a valuable contribution in this time of economic challenges. «

Prof. Dr. Eberhard Umbach, Chairman of Forschungszentrum Karlsruhe GmbH and future President of the Karlsruhe Institute for Technology (KIT)

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

