



In 2010

the great potential for added value will come from the smallest solutions. So don't miss out – come and exhibit at the world's most important technology event.

Manfred Kutzinski, Director of MicroNanoTec, HANNOVER MESSE

MicroNanoTec

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



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





...efficiency will play a major role in commercial success. Nanotechnology and nano-research are becoming more and more important for all sectors of industry. Consequently, this key technology for the future is being given more space next year, when the leading trade fair MicroTechnology – which has now been renamed **MicroNanoTec** to reflect this new emphasis – takes place once again. As the world's only dedicated trade fair platform for the complete spectrum of applied microtechnology, nanotechnology and laser micro-materials processing, **MicroNanoTec** will continue to attract interest from all sections of industry with its innovative solutions. Featured topics such as **“Printed Intelligence”** and **“Energy Harvesting”** are not only major crowd-pullers, but also offer exciting opportunities for new collaborative ventures and the development of international networks. Located at the heart of the world's most important technology event of 2010, this show is the perfect place to get your business on track for a successful commercial future.

We look forward to seeing you there!

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Manfred Kutzinski'.

Manfred Kutzinski
Director of MicroNanoTec

How you benefit by exhibiting at MicroNanoTec

→ NEW MARKETS

As the world's most important industrial show, HANNOVER MESSE offers you thousands of potential buyers and companies from over 60 countries – all interested in cooperating with other companies. By exhibiting at MicroNanoTec you'll be a player in the biggest international marketplace for industrial innovations – with guaranteed access to international markets.

→ NEW CONTACTS

Top decision-makers from the business world, government and the scientific community view MicroNanoTec as their main source of information about the latest trends and developments in miniaturization. Don't miss this opportunity to secure these new contacts for your business.

→ NEW CUSTOMERS

The world's largest trade fair for microtechnology, nanotechnology and lasers for processing micromaterials brings together trade visitors from many different industries at a single venue. Most of them come to Hannover with firm investment plans. And because miniaturized solutions are highly relevant for companies exhibiting in other display categories at Hannover, you'll benefit from significant visitor crossover.

→ NEW NETWORKS

As the central communication platform for MicroNanoTec, the expert forum “Innovations for Industry” presents the latest research projects in micro- and nanotechnology as well as lasers for processing micromaterials. In short, the show is an excellent example of how science and industry can work together to share information. The HANNOVER MESSE online platform makes it easier than ever to establish contacts. So take this opportunity to promote your market-ready solutions, make new business contacts and tap into international networks.

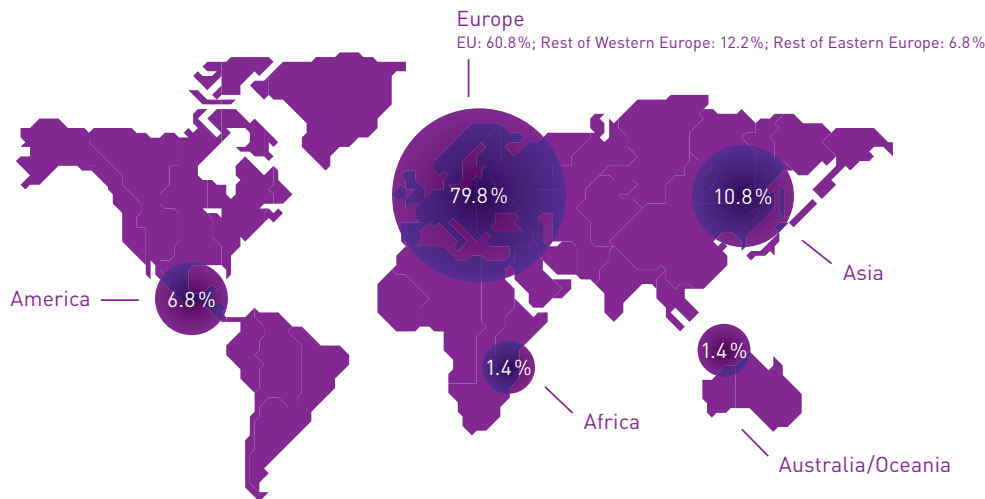
The basis for your success

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

- around **33,200 visitors**
- **96%** classed as **trade visitors**
- around **27%** of visitors stated that **HANNOVER MESSE** was the only **trade show** they were attending in 2009
- approx. **74%** are already **planning to return in 2010**

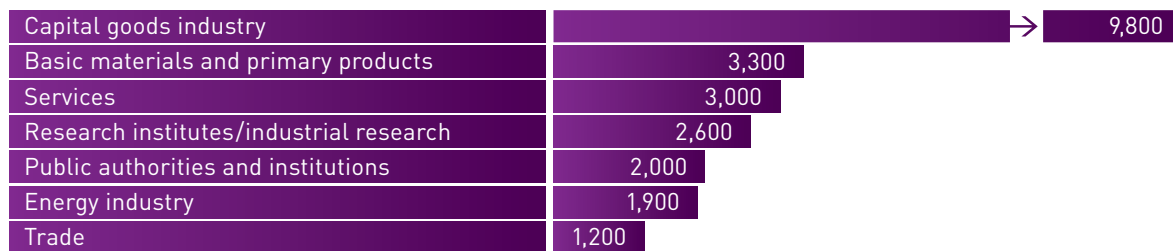
Foreign visitors by region

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



Visitors by business sector

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



Visitors by decision-making authority

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



In 2009 **20.9%** of the trade visitors came to Hannover with firm **investment plans** in mind.

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

In 2010 know-how will be available in full

Centre of excellence for miniaturization

The complete spectrum of applied micro- and nanotechnology, plus lasers for processing micro-materials, is located at the heart of the world's most important trade fair for industrial technology. MicroNanoTec is the ideal platform for promoting your business to an international customer base. As the industry's only dedicated trade show, it is of great interest not only to the business world and the scientific community, but also to government and the media. So by exhibiting at MicroNanoTec you'll get the full attention of decision-makers from many different industries and countries.

Synergies and networking opportunities

Shared interests and common goals: the innovations on display at MicroNanoTec form a key component of interdisciplinary production processes throughout the industrial value-adding chain. Your market-ready miniaturized solutions will find many direct applications in the core display categories "Process Automation" and "Factory Automation", which constitute a large part of the companion trade show Industrial Automation. There are also obvious synergies with the allied trade fairs Energy and Industrial Supply. In other words, this is a unique opportunity to tap into the massive sales potential of the world's most important technology show.



Product categories at MicroNanoTec

- Microsystems technology
- Microfluidics
- Microsensors
- Materials
- Microproduction technology
- Microtechnology applications for surface finishing
- Laser processing of materials
- Nanotechnology applications

» LIMO specializes in the laser processing of materials, and MicroNanoTec at HANNOVER MESSE is the ideal platform for us to talk to users from all branches of industry about affordable solutions, and to show them how they can increase productivity and cut costs through the use of laser technologies.«

Dipl.-Ing. Dirk Hauschild, Director of Materials Processing Solutions, LIMO Lissotschenko Mikrooptik GmbH



From trade fair to global marketplace

With the forum “Innovations for Industry” and other special events, MicroNanoTec has lined up the perfect program for companies to access new networks and new customer potential. **“Printed Intelligence” and “Energy Harvesting” are priority issues for the future – and for next year’s MicroNanoTec. In 2010 they will be a major focus of attention throughout the show.**

→ Forum “Innovations for Industry”

The MicroNanoTec Forum is the central communication platform for visiting professionals and exhibiting companies from all sectors of industry. Here guest speakers and companies will be talking about the latest high-tech and research products that will revolutionize the industry over the coming years.

→ IVAM Product Market “Micro, Nano, Materials”

New trends and applications from many different areas of high technology are featured here. Because it offers much higher processing speeds, state-of-the-art laser technology now plays an increasingly key role in manufacturing, and is the central theme of two incorporated special displays:

→ Special display “Lasers in Micro-Materials Processing and Microproduction”

Results at the speed of light: Discover innovative methods and laser applications for the cutting and shaping of materials and high-precision production.

→ Special display “Nano for Industry”

Nanoparticles optimize the process of materials modification. The highlighted themes of this special display are the mating of new energy carriers with nanotechnology; new materials; and laser-powered nanoproduction techniques.

→ SchauPlatz NANO

Business success begins with dialogue. Come to the central communication and marketing platform that’s totally geared to doing business. Here you’ll find nanotechnology solutions and applications that are ripe for the market and offer real commercial benefits. Use this platform to meet and talk with experts and make new contacts for your business.

→ Special display “Ultra-precision manufacturing”

At this special display tooling and mould makers will be showing visitors how microproducts are manufactured using state-of-the-art production technology.

→ WON “World of Nano”

Your commercial enterprise, institution or research establishment can profit from this group presentation. It not only brings together the latest research findings and developments in nanotechnology – it also shows how these relate to the broad spectrum of industrial applications featured at the eight trade fairs that make up the world’s leading technology event.

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

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

