

# Special display Lightweight Construction

International Marketplace for Lightweight Construction Technologies  
at Industrial Supply/HANNOVER MESSE 2010

GET NEW  
TECHNOLOGY FIRST

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ITALIA



Come and present your innovative technologies at the new special display Lightweight Construction at Industrial Supply. As the leading international trade fair for industrial subcontracting solutions and lightweight construction, Industrial Supply is the perfect platform for marketing your products and services at HANNOVER MESSE 2010. The new display consists of three main sections: Materials/Parts, Components/Systems and Manufacturing Technologies. Put your expertise centre stage and showcase your visionary concepts for lightweight construction.

Efficiency pays dividends, and at a time when energy costs and raw material prices are spiralling out of control, there is a growing demand for intelligent lightweight construction systems from all sections of industry. The use of weight-saving technologies gives companies in the user sectors a crucial competitive advantage.

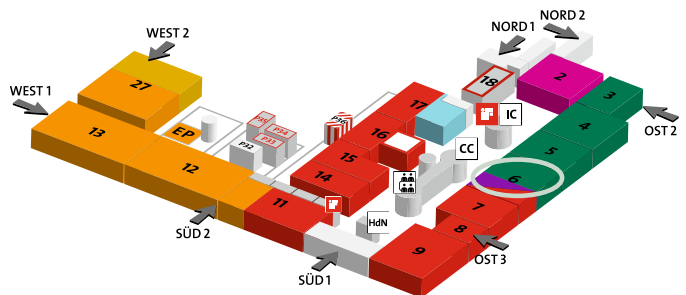
Take advantage of this booming demand to win new customers across the industry spectrum at the special display Lightweight Construction – a major new highlight at HANNOVER MESSE 2010.

## In 2010

... Industrial Supply will be the new marketplace for lightweight construction technologies at HANNOVER MESSE.

Arno Reich, Director of Industrial Supply,  
HANNOVER MESSE

**New in Hall 6: Special display  
Lightweight Construction**



## How you benefit by exhibiting at Lightweight Construction

### → Crossover visitor appeal

Present your lightweight construction concepts where they'll be seen by all the relevant user industries at eight leading international trade fairs. Plus: you can expand your network of business contacts here and use the extensive supporting program as a vehicle for innovations transfer.

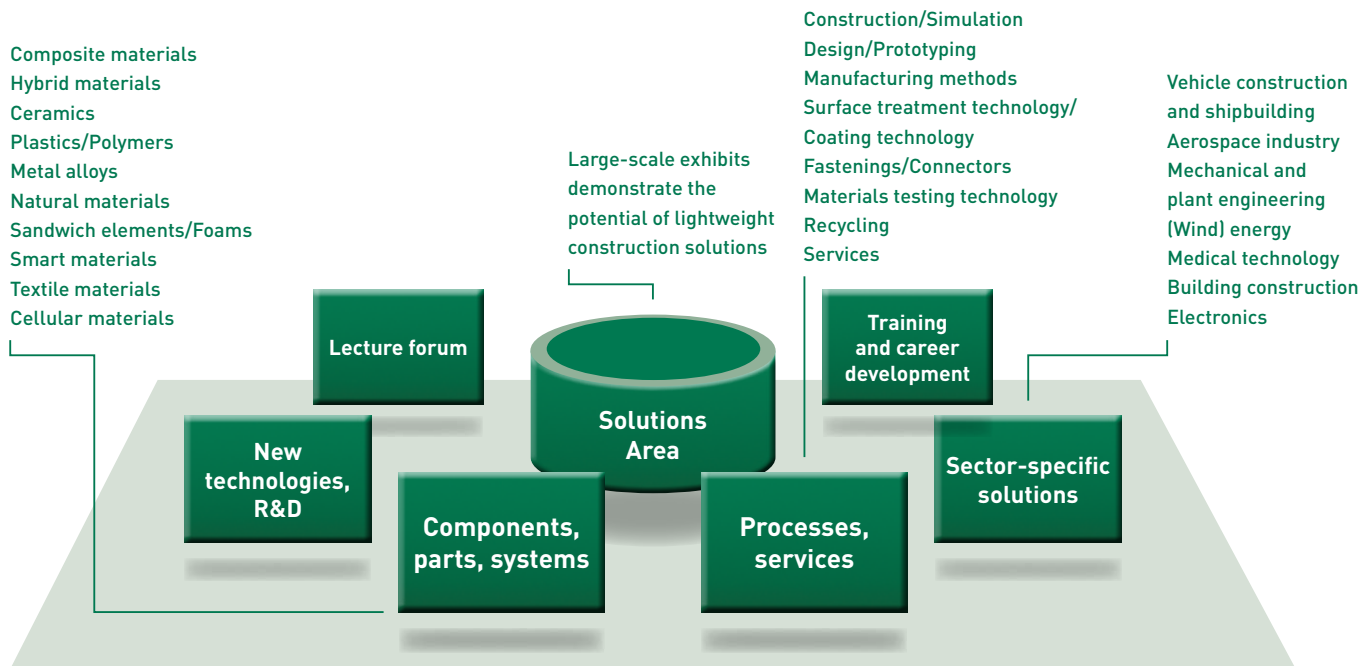
### → A chance to demonstrate your competitiveness

The market is keen to invest in problem-solving expertise like yours. So this represents an excellent opportunity to show buyers why they should choose your solutions from a competing line-up of materials and processes.

### → More exposure to your target audience

As one of the highlighted themes of HANNOVER MESSE 2010, lightweight construction is certain to attract plenty of interest from the trade public and trade press. And because this is the world's most important technology event, your potential customer base at the show is swelled by thousands of fellow exhibitors.

# There's a lot to see in 2010



From components and services to complete sector-specific solutions – lightweight construction will be a recurrent theme right across the spectrum of industries showcased at HANNOVER MESSE 2010. Wherever industrial materials are featured at Industrial Supply, lightweight construction will be a special focus of attention, tied in with existing coverage of weight-saving materials technology. Here you can position your innovative concepts at the premier international marketplace for lightweight construction technologies – whether as a stand-alone exhibitor, as a contributor to one of the group displays, or in the Solutions/Show Area.

## → Individual presence

Leave a lasting impression with your own stand-alone company presentation. You can book a stand as an individual exhibitor on the dedicated display area in Hall 6.

## → Common focus

Join other exhibitors in a regional or national group display with a strong thematic focus, and present your products, technologies and services to an international audience of visiting professionals.

## → Impressive line-up

Your sophisticated lightweight construction concepts could be one of the highlights at the Innovations Centre “Engineering Materials”. As an exhibitor in this display area you’ll also enjoy all the benefits of a special full-service package.

## → In the spotlight

If you have a large applications-oriented exhibit or want to demonstrate your own exclusive process technologies, then the Solutions/Show Area is the place for you. Here you can present your customized solutions for lightweight construction to maximum effect.

Make your comment:  
[www.2010willbe.com](http://www.2010willbe.com)

How will 2010 be?  
Will the economy start to pick up next year? Will we see more innovations? What do you think? Tell us your views, and find out what others are saying about 2010. Visit [www.2010willbe.com](http://www.2010willbe.com)



Deutsche Messe  
Hannover · Germany

## For further information please contact:

**Kerstin Hirche**  
Project Manager  
Tel. +49 511 89-31114  
Fax +49 511 89-39682  
[kerstin.hirche@messe.de](mailto:kerstin.hirche@messe.de)