

## 2010 will be

the inaugural year  
of the exciting new  
CoilTechnica show:  
at HANNOVER MESSE.

## Easy online display stand configurator

The Online Business Service (OBS) offers exhibitors a quick, simple way to configure their CoilTechnica display stands. Located at [obs.messe.de](http://obs.messe.de), the OBS tool features a cost calculator and enables exhibitors to book additional services – everything from water supply connections to online advertising. The user interface is an easy-to-use, hassle-free online shopping environment that allows users to design and order their own unique tradeshow presence step by step.



At [obs.messe.de](http://obs.messe.de), exhibitors will find all the support they need for their showcase planning.

## Cost-effective participation at CoilTechnica

CoilTechnica is celebrating its premiere with attractive display space pricing for exhibitors.

See page 3 for details.

## CoilTechnica launch in Hannover

International Trade Fair for Coil Winding, Transformer and Electric Motor Manufacturing Technology premieres at HANNOVER MESSE 2010



CoilTechnica is the latest addition to HANNOVER MESSE's trade fair line-up. Conceived as a dedicated showcase for manufacturers of coils, transformers and electric motors, CoilTechnica will feature at HANNOVER MESSE every two years, starting in 2010. It will be sited in the ever-popular Hall 6, in immediate proximity to the thematically related Industrial Automation, Energy, and Industrial Supply fairs. Like fellow newcomer MobilTec, CoilTechnica brings a further key section of the industrial value chain into the HANNOVER MESSE constellation, thereby extending its thematic coverage and enhancing its status as the world's No. 1 industrial technology showcase.

### Major industry players already confirmed for new tradeshow

As a co-promoter of CoilTechnica, the Subcontracting Industry Division of the German Electrical and Electronic Manufacturers' Association (ZVEI) welcomes this new addition to HANNOVER MESSE. The division's CEO, Rolf Winter, explains: "It makes good sense for all sectors of the subcontracting industry that service the electrical engineering industry to be clustered at HANNOVER MESSE because it enables industrial value chains to be showcased in their entirety." Winter sees the new cooperation as a plus for HANNOVER MESSE exhibitors and visitors. And indeed, a number of major industry players have already confirmed that they will be participating at CoilTechnica. These include manufacturers of wire coils, electrical steel sheet products, insulation materials and winding machines. "CoilTechnica showcases everything you

need to make electric motors and transformers," explains Wolfgang Reichelt, CEO of Block Transformatoren-Elektronik GmbH. "Hannover will from now on be the focal point of the global electric motor and transformer industry."

### CoilTechnica positioned as international industry hub with its own unique identity

CoilTechnica is embedded in HANNOVER MESSE, a synergy powerhouse comprising no less than nine flagship trade fairs and numerous conferences, forums, seminars and other special events. As such, it is assured of high visitor traffic and is well positioned as an international coil and transformer industry hub with its own, unique identity. By drawing on HANNOVER MESSE's status as the world's leading industrial technology showcase, CoilTechnica will deliver quality trade visitors, new, lasting business relationships and exciting new market opportunities. With its logical theme structure, the new fair is able to showcase the entire coil, transformer and electric motor production chain with absolute clarity. The key theme areas are: coiled products and accessories; insulating materials; winding machines/manufacturing systems; electrical engineering components and accessories; and testing, measuring and diagnostic systems.

For further details, visit:  
[hannovermesse.de/  
coiltechnica\\_e](http://hannovermesse.de/coiltechnica_e)

# 10 good reasons to exhibit at CoilTechnica

Hannover is an unbeatable expo center, offering everything, from cross-industry synergy to high-yield marketing



The CoilTechnica show debuts at HANNOVER MESSE 2010 – at the world's biggest exhibition center – in the highly frequented Hall 6, right next-door to the Industrial Automation and Industrial Supply shows.

**1 HANNOVER MESSE: unbeatable international platform**  
HANNOVER MESSE provides CoilTechnica with an outstanding presentation and networking platform in a central location. CoilTechnica exhibitors benefit from HANNOVER MESSE's wide-ranging industry coverage and its high international visitor turnout – 25 percent of the 210,000 visitors at HANNOVER MESSE 2009 came from beyond Germany. HANNOVER MESSE's extensive visitor and exhibitor pool provides a "ready-made" audience spanning virtually all of CoilTechnica's target groups.

**2 Powerful synergies from nine flagship fairs**  
CoilTechnica benefits from the powerful synergies leveraged by HANNOVER MESSE's other fairs, particularly Industrial Automation, Energy, and Industrial Supply. Comprising nine flagship trade fairs, HANNOVER MESSE showcases a representative cross-section of the entire world of industry. In 2009, some 6,150 exhibitors from 61 nations presented a record 4,000-plus new product developments on 224,800 square meters (2,419,700 sq. ft) of display space.

**3 Strong focus on energy and electrical engineering**  
CoilTechnica exhibitors are sure to find the partners they are looking for at HANNOVER MESSE. In 2009, the fair featured around 60 manufacturers of energy conversion solutions (including transformer manufacturers), 105 exhibitors from the electric drive systems/motion control sector, and some

1,044 exhibitors from the energy sector. The same fair attracted just on 20,000 visitors from the energy sector, about 17,000 from the electrical engineering and electronics industry, and around 10,000 from the automotive industry.

**4 Compact industry hub with strong community feel**  
The CoilTechnica show is a highly integrated, compact event, a fact that lends this coil, transformer and electric motor industry hub a strong community feel. It is clearly structured into logical theme areas for optimal segment positioning and is easy to spot thanks to an eye-catching demonstration area in the center of Hall 6. Exhibitors can design their own display stands or take advantage of CoilTechnica's attractively priced fair packages.

**5 Conference program for optimal knowledge transfer**  
The CoilTechnica exhibition area includes a central users forum where lectures, discussion groups and expert panels will facilitate optimal knowledge transfer and dialogue between trade visitors and exhibitors.

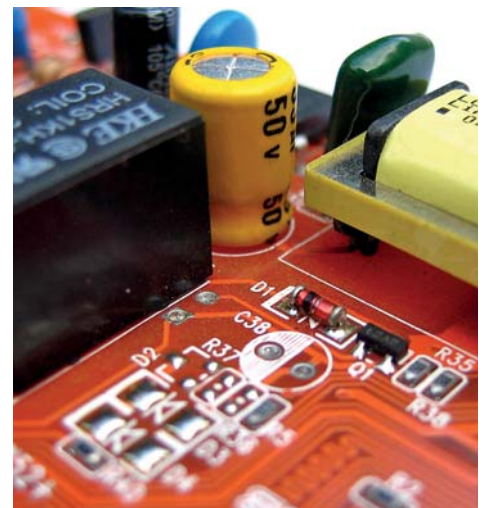
**6 Location, location, location**  
CoilTechnica is sited in Hall 6, a compact, busy and extremely well integrated location at HANNOVER MESSE. Hall 6 ranks among the top four halls in terms of visitor numbers. It lies along the main visitor trail through HANNOVER MESSE, right between the Industrial Automation and Industrial Supply fairs.

**7 Top service, attractive prices**  
HANNOVER MESSE offers CoilTechnica exhibitors a comprehensive package of supplementary services at fair, transparent prices. Even better, exhibitors at CoilTechnica's premiere in 2010 will benefit from extra-attractive pricing. CoilTechnica is a biennial event, meaning that strong, high-impact showcases are affordable even for small and medium-sized companies.

**8 Smart marketing for optimal exhibitor exposure**  
Thanks to HANNOVER MESSE's sophisticated visitor management program and tailored marketing solutions, exhibitors can have confidence that their showcase at CoilTechnica will be a success. The marketing fee payable by each exhibitor covers a whole range of services, including a highly efficient, year-round Internet presence, complimentary tickets in unlimited numbers, and professional visitor promotion in the form of international, cross-media communication.

**9 Excellent transport access plus feel-good factor**  
The legendary HANNOVER MESSE effectiveness and efficiency is seasoned with excitement and enjoyment, providing a feel-good factor from which CoilTechnica will benefit in full measure. With its state-of-the-art technical infrastructure and first-rate food and catering services, HANNOVER MESSE is a pleasant, relaxed place to do business. The venue is also extremely well serviced by road, rail, and air transport infrastructure.

**10 Italy as ideas catalyst for industrial suppliers**  
The Partner Country concept is a key part of HANNOVER MESSE's trendsetting power. In 2010, it is Italy's turn to be the fair's central ideas catalyst for the international industrial sector. Italy is shaping up to be a very strong partner – a major plus for all nine tradeshow, including CoilTechnica.



# Winning exhibition platform for all target sectors

CoilTechnica is embedded in HANNOVER MESSE, the world's leading industrial technology expo. As such, it is fully integrated into an extensive web of cross-industry relationships, making it an excellent presentation and networking platform for exhibitors from all sectors of the coil winding, transformer and electric motor manufacturing industries. CoilTechnica owes its clear and comprehensive overview of these industries to the following, logical theme structure:

## Coiled products and accessories

- Wire coils, cables and leads
- Reels
- Molded parts

## Insulation materials

- Multi-layer insulation materials
- Insulating foils/pressboards
- Insulating tapes
- Insulating tubing
- Insulating rods
- Insulating oils

## Winding machines/manufacturing systems

- Winding machines
- Molding and bending equipment
- Impregnating machines
- Mixing and dosing systems
- Induction heating systems
- Pulse magnetizers
- Software products
- Services
- Soldering systems

## Electrical engineering components and accessories

- Components for transformer and motor manufacture
- Magnetic steel sheets
- Motor and transformer housings



## Testing, measuring and diagnostic systems

- Sensors
- Computerized testing systems
- High voltage, impulse/surge, insulation and coil testing equipment
- Solutions for primary and secondary testing

## “fair-packages”: display stand and service bundles



“fair-packages” help exhibitors with their preparations for HANNOVER MESSE. They are all-inclusive bundles comprising display space, turnkey stands and a host of supplementary services ranging from stand cleaning and waste disposal to insurance and power outlets. Available in three variants – Classic, Comfort and Premium – they also include a range of marketing services, such as write-ups



in Deutsche Messe's Online Press Guide and its HOT TOPICS press service and the use of press info trays. Deutsche Messe also provides order forms so that “fair-package” exhibitors can submit company-specific content for services such as catalogue and Internet listings and signage. Deutsche Messe guarantees the high quality of all services provided under its “fair-package” contracts.

[hannovermesse.de/fairpackage\\_e](http://hannovermesse.de/fairpackage_e)  
Hotline: +49 511 89-32267

Your opinion counts!  
[2010willbe.com](http://2010willbe.com)

## Big CoilTechnica presence at great prices: exhibitors benefit from premiere specials

CoilTechnica is a new flagship trade fair that will be staged every two years at HANNOVER MESSE in the immediate vicinity of the thematically allied Industrial Automation, Energy, and Industrial Supply trade fairs. To celebrate the premiere, Deutsche Messe is offering extra-special pricing for exhibitors at CoilTechnica. This one-off special is a great opportunity, particularly for small and medium-sized companies, to gain a foothold at HANNOVER MESSE.

Processing fee per main exhibitor	euro	300.00
Basic rental charge	euro/m <sup>2</sup>	60.00
Marketing fee	euro/m <sup>2</sup>	29.00
Upper-level space	euro/m <sup>2</sup>	25.00
Open-air site	euro/m <sup>2</sup>	24.00
Basic rental charge for fair packages	euro/m <sup>2</sup>	60.00

# 2010 will be

all about coils,  
transformers and  
electric motors: at  
HANNOVER MESSE.



Dr. Rolf Winter, CEO,  
Subcontracting Industry  
Division, ZVEI

We are delighted that the coil, transformer and electric motor sectors of the subcontracting industry are to have a presence at HANNOVER MESSE. All parts of these sectors will be represented. Deutsche Messe is working closely with the relevant industry associations and companies to ensure that the specific requirements of all sectors are accommodated. Deutsche Messe's comprehensive marketing program will have a key part in making CoilTechnica a success.

## Italy stars as Partner Country 2010

Known and loved for its art, culture and great food, Italy is also one of the world's foremost industrial nations, bristling with hi-tech savvy and innovative power. And it will be putting its industrial clout on show as the official Partner Country at HANNOVER MESSE 2010. This G8 country regularly ranks among HANNOVER MESSE's best-represented foreign exhibitor nations. For instance, in 2009 it fielded an impressive 526 exhibitors. Italy's official motto for its Partner Country showcase in 2010 is Sustainable Mobility, signaling its focus on future-defining innovations in all areas of HANNOVER MESSE, including CoilTechnica.

Further details:  
Italian Trade Commission  
Schlüterstraße 39  
10629 Berlin  
Germany  
Tel: +49 30 8844030  
Fax: +49 30 88440310  
berlino@ice.it  
www.italtrade.com



## b2fair business cooperation exchange now extended to CoilTechnica market

Successful trade fairs generate large numbers of quality leads for their exhibitors. The b2fair business cooperation exchange will again be a core part of the lead generation process at HANNOVER MESSE 2010. Located in Halls 27

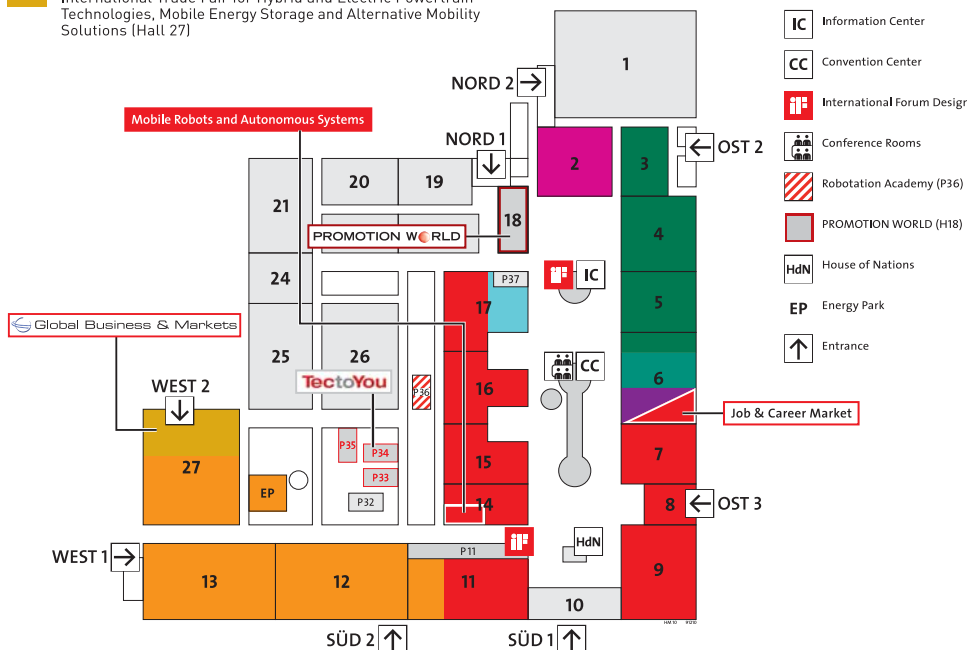


and 2, b2fair is a simple, highly time- and cost-effective way for exhibitors to meet new business partners, customers and suppliers from all parts of the industrial value chain. b2fair is an integrated platform offering tailored, industry-specific matchmaking services to a wide range of industries. In 2010, it is extending its focus and scope of services to include the exhibitors and visitors targeted by the new CoilTechnica fair. The b2fair platform brokers, organizes and coordinates B2B meetings based on its users' individual cooperation requirements. Since its introduction at HANNOVER MESSE 2005, the b2fair business cooperation exchange has successfully brokered meetings between significantly more than 1,600 companies from over 40 countries. More than one third of the 18,000 initial contacts generated by b2fair have led to further dialogue.

Further details:  
[b2fair.com/HannoverMesse2010](http://b2fair.com/HannoverMesse2010)

## HANNOVER MESSE 2010 at a glance

- Industrial Automation**
  - Factory Automation**  
Leading Trade Fair for Factory Automation (Halls 8, 9, 11, 14-17)
  - Process Automation**  
Leading Trade Fair for Process Automation (Halls 7-9, 11)
- Energy**
  - Energy**  
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 27, 11-13)
  - Power Plant Technology**  
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 13)
- MobiliTec**  
International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 27)
- Digital Factory**  
Leading Trade Fair for Integrated Processes and IT (Hall 17)
- Industrial Supply**  
Leading Trade Fair for Subcontracting and Lightweight Construction (Halls 3-6)
- CoilTechnica**  
International Trade Fair for Coil Winding, Transformer and Electric Motor Manufacturing Technology (Hall 6)
- MicroNanoTec**  
Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- Research & Technology**  
Innovations Market for R&D (Hall 2)



## YOUR CONTACTS

**Deutsche Messe**  
Oliver Frese, Director

**Thomas Pinkowski**  
Tel.: +49 511 89-32427  
thomas.pinkowski@messe.de

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