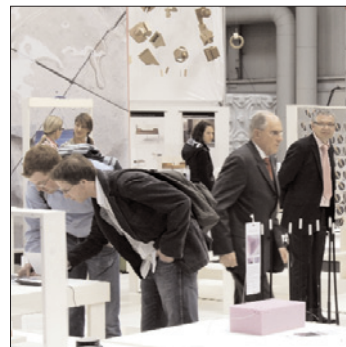
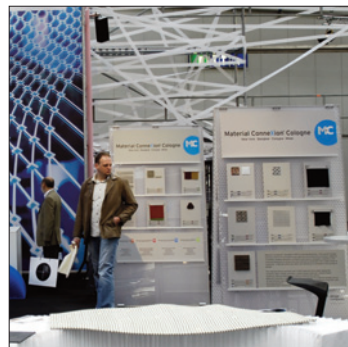


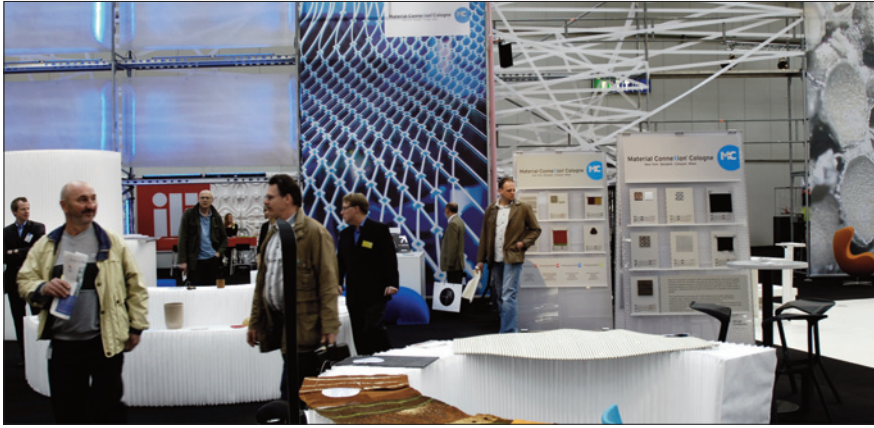
- page 2 | material TRENDS exhibition 2010 | Range of exhibits
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# material TRENDS exhibition 2010

organized  
by

Your appearance at HANNOVER MESSE  
from April 19 – 23, 2010





## page 2 | material TRENDS exhibition 2010

### material TRENDS exhibition 2010

Organized by iF International Forum Design, the material TRENDS exhibition takes place for the seventh time in 2010, this year located at the center of the new Industrial Supply trade fair at HANNOVER MESSE.

Following the successful establishment of "The Fascination of Materials" as the keynote topic last year, the material TRENDS exhibition 2010 is taking things a step further: trends and innovations from lightweight construction and composite materials will be developed and presented live.

### Keynote topics

The Industrial Supply trade fair under the HANNOVER MESSE umbrella will feature some 1,500 exhibitors from over 50 different nations, making it the world's leading marketplace for its sector.

By selecting **lightweight construction and composite materials** as the keynote topics for 2010, HANNOVER MESSE is putting the spotlight on the current requirements of the subcontracting industry.

The material TRENDS exhibition 2010 showcases innovative concepts and solutions in the international context of HANNOVER MESSE. It presents all stages of industrial development and manufacturing: material trends, design and materials, innovative production processes and ecologically sustainable products.

In 2010 the exhibition will once again emphasize the interface between design and industry, illustrating this connection in workshops and special presentations of materials.

#### **Lightweight construction and composite materials**

The demand for lightweight construction materials has gone up by 300% over the last few years. The requirements for ecologically sustainable lightweight construction and how to employ this most cost-effectively in industry are currently the main areas of interest.

**Composite materials** possess different properties than their individual components, placing special demands on design and development on the one hand, but offering an important window to innovative solutions on the other.

The material TRENDS exhibition 2010 is devoted to these keynote topics, presenting innovative materials, products and processes in a number of different subcategories.



# page 3 | material TRENDS exhibition 2010

## Exhibition modules

### Material Workshop

Universities from Germany and abroad present their concepts and product designs involving the keynote topics of lightweight construction and composite materials at the material TRENDS exhibition 2010 and then further refine them live. Participating students are required to develop innovative solutions approaches for "sitting applications", including chairs, car seats, airplane seats, mass transit seats and seating at public institutions.

The universities will present "semi-finished products" which will be completed over the course of the show with the help of specialists from design, production and engineering. The goal is to bring together the creativity and expertise of universities with expertise from material research, material applications and industry.

### Best Material Practice HANNOVER MESSE

Exhibitors at the material TRENDS exhibition 2010 showcase their innovative materials and products involving lightweight construction and composite materials.

Along with material and product presentations, participating companies can also promote themselves.

### iF material award 2010

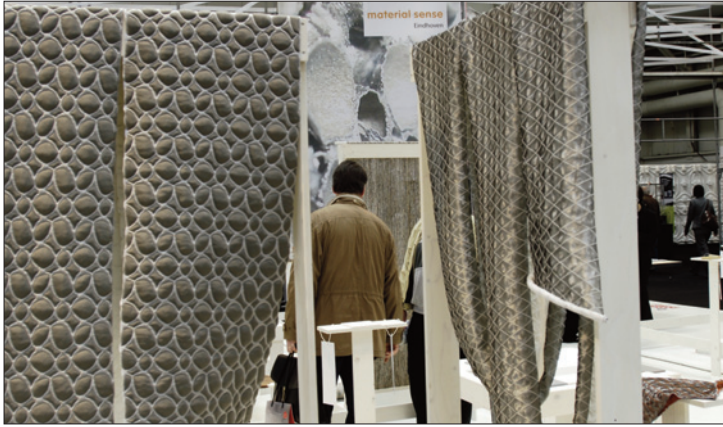
Making the right selection of materials is decisive for high-quality, ecologically sustainable product design. A growing number of outstanding products are characterized by their innovative and efficient use of materials. Manufacturers, designers, developers, design engineers and architects are all invited to compete in the categories of materials, products and processes. All products which receive an iF material award will be exhibited at the material TRENDS exhibition 2010.

**Registrations are accepted until January 30, 2010:**  
[www.ifdesign.de](http://www.ifdesign.de) – iF awards – iF material award

### iF material TRENDS award 2010 (for students only)

What innovative ideas for intelligent materials do young designers have? What cutting-edge changes will we see in lightweight construction in 2010? These are the key questions for the new material TRENDS award, launched by iF in 2010. This awards competition invites students with majors in design, architecture or interior design as well as young designers who have graduated within the past two years to submit their creative ideas. The results of the material TRENDS award 2010 will be presented at the iF material TRENDS exhibition 2010.

**Registrations are accepted until January 26, 2010:**  
[www.ifdesign.de](http://www.ifdesign.de) – organized by iF – material TRENDS award



# page 4 | material TRENDS exhibition 2010

## Your participation

We offer a limited number of universities the opportunity to become part of the material TRENDS exhibition 2010 by renting organized exhibition units. This saves valuable time and the typical organizational overhead for an individual exhibit.

The charges for an individual exhibition unit include:

- Registration fee
- Stand planning work
- Stand construction (including carpeting and basic lighting)
- Project management services
- Marketing fee
- Online and catalog listings
- Security service
- Stand cleaning
- Beverage service for exhibitors and visitors
- Coat check
- Service team to provide visitor information
- Press publicity and public relations

This does not include the costs for insuring against theft or damage.

Our security service will guard your company presentation during the stand assembly and dismantling period as well as during the exhibition. We nevertheless accept no liability for possible situations like theft or damage, and therefore advise participants to purchase an appropriate exhibition insurance policy.

### For universities: Material Workshop

Universities can appear in the Material Workshop area on exhibition units of up to 40 m<sup>2</sup>.

Charges: EUR 1.750,00 per exhibition unit

Add German VAT

### For companies: Best Material Practice HANNOVER MESSE

Companies can present their materials or products on exhibition elements having the format 700 x 700 x 1200 mm.

Charges: EUR 1.100,00 per exhibition unit

incl. standard graphics and assembly

Add German VAT

### For companies: Company presentations

Companies can promote themselves on a decorated exhibition unit of at least 15 m<sup>2</sup>.

Charges: EUR 3.500,00 per exhibition unit

incl. Standard graphics, 3 KW power point, tall table and chairs, magazine rack

Add German VAT.

Charges for additional presentation space: EUR 220,00 per m<sup>2</sup>

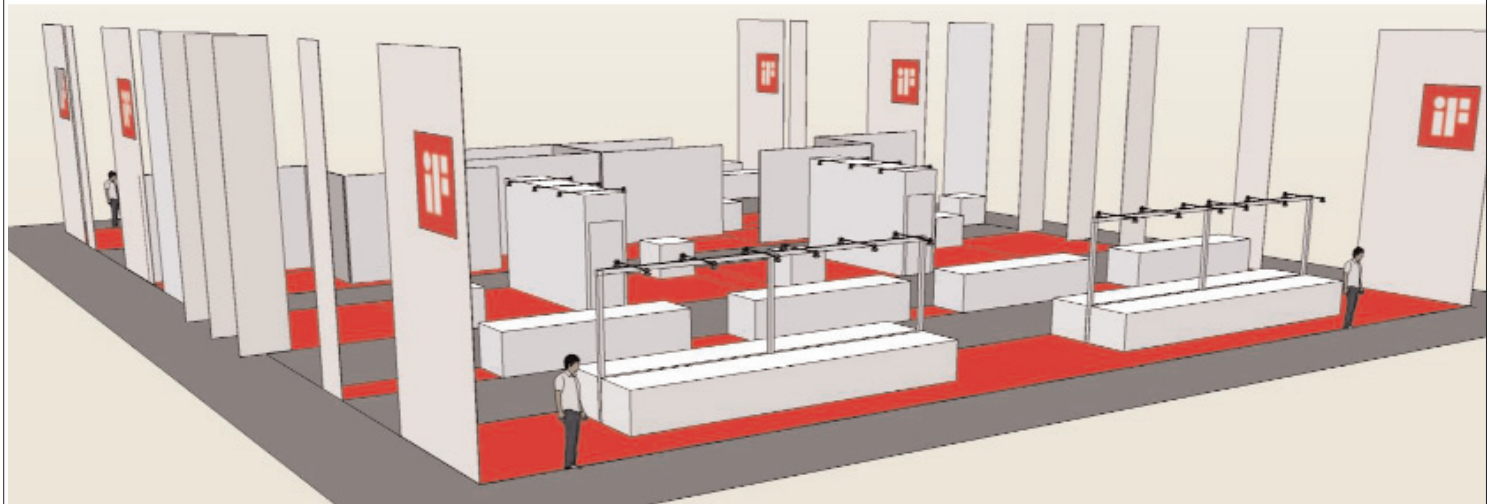
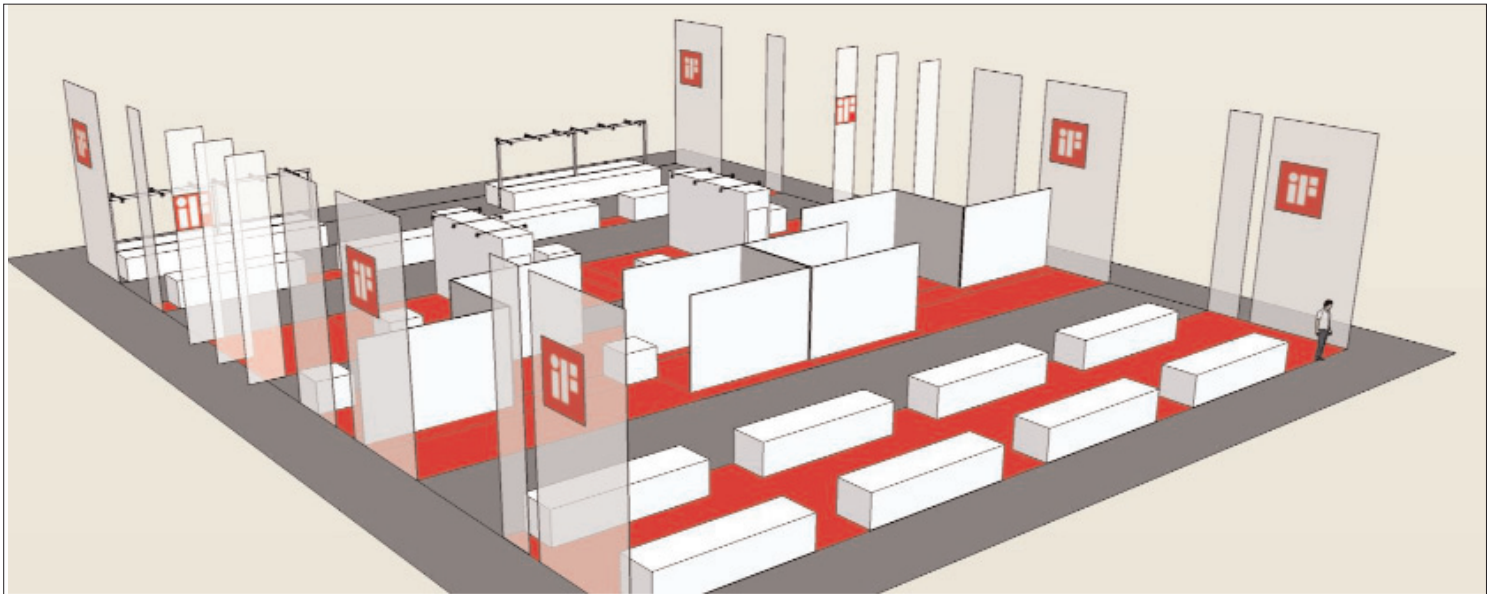
Add German VAT

**Registration deadline: February 15, 2010**



# page 5 | material TRENDS exhibition 2010

Concept for 2010





## page 6 | material TRENDS exhibition 2010

### organized by iF

The International Forum Design is considered one of the world's leading industrial design institutions. iF enjoys special recognition thanks to its iF design awards — one of the world's key design competitions — staged annually since 1953.

As a service provider, iF conceives and implements corporate-centered competitions, seminars, workshops, conferences and more. iF's outstanding network of contacts in the international design community and its high level of integrity and reputability guarantee it the widest possible acceptance among all target groups.

The client commissioning the material TRENDS exhibition 2010 is Deutsche Messe.



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