



**TECHNOLOGY CREATES  
NEW MARKETS,  
NEW CONTACTS,  
NEW CUSTOMERS,  
NEW NETWORKS.**

# CoilTechnica

International Trade Fair for Coil Winding, Electric Motor,  
Generator and Transformer Technology

Hannover · Germany  
GET NEW TECHNOLOGY FIRST · 4-8 April 2011



# Technology turns ideas into solutions



## Welcome to CoilTechnica 2011

Following its successful launch in 2010, CoilTechnica is on the program again at HANNOVER MESSE in 2011. The International Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology immediately established itself as the new business and community platform for the entire industry. Together with you – our exhibitors – we will be expanding CoilTechnica for 2011. This is your chance to present your products and services in the unique setting of the world's most important technology event, and to take advantage of the many opportunities that HANNOVER MESSE offers for your business. To ensure everything goes as planned, CoilTechnica 2011 once again offers a comprehensive package of services at affordable and clearly tabulated prices. We look forward to seeing you there!

Yours sincerely

A handwritten signature in black ink, appearing to read 'Oliver Frese'.

Oliver Frese  
Director of CoilTechnica

## What you gain by exhibiting at CoilTechnica:

### → NEW MARKETS

As an ideal platform for international networking CoilTechnica puts you in the best possible position to explore global market opportunities – not least in the dynamic growth regions of Eastern Europe and Asia.

### → NEW CONTACTS

Our sophisticated visitor management service and a marketing concept tailored to your specific needs ensure that your presentation at CoilTechnica delivers the results you want. As the world's most important technology event, HANNOVER MESSE is the No.1 marketplace for innovations, where buyers will be lining up to do business with you.

### → NEW CUSTOMERS

At CoilTechnica you'll be presenting your latest innovations and services in an interdisciplinary setting that covers the entire industry spectrum. Which means you'll also benefit from the crossover visitor traffic from 12 other leading industrial trade fairs.

### → NEW NETWORKS

By exhibiting at CoilTechnica you'll be at the heart of a unique industry gathering, where you can enter into dialogue with representatives of the scientific community, politics and business and develop an international network of contacts to carry your business forward.

## 5 days packed with synergies

With a line-up of 13 international trade fairs HANNOVER MESSE 2011 brings together the key branches of industrial technology, thereby generating a cross-sectional picture of modern industry that is without parallel anywhere in the world. This exciting interdisciplinary format attracts an international audience that comes to Hannover to find out all about the latest trends, make buying decisions and invest in new technology. And because HANNOVER MESSE is specifically designed to generate crossover interest, this is the ideal place to find new partners for your business.



## Visitors from every section of industry

CoilTechnica is the meeting place of choice for international developers, decision-makers and buyers from the mechanical and plant engineering industry, the electrical engineering industry, the car industry and the energy generating and distribution sector. As an exhibitor at CoilTechnica you'll also benefit from the additional visitor traffic generated by related trade fairs such as Industrial Automation, Energy, Industrial Supply, MDA – Motion, Drive & Automation as well as Wind.

# Technology keeps the world moving

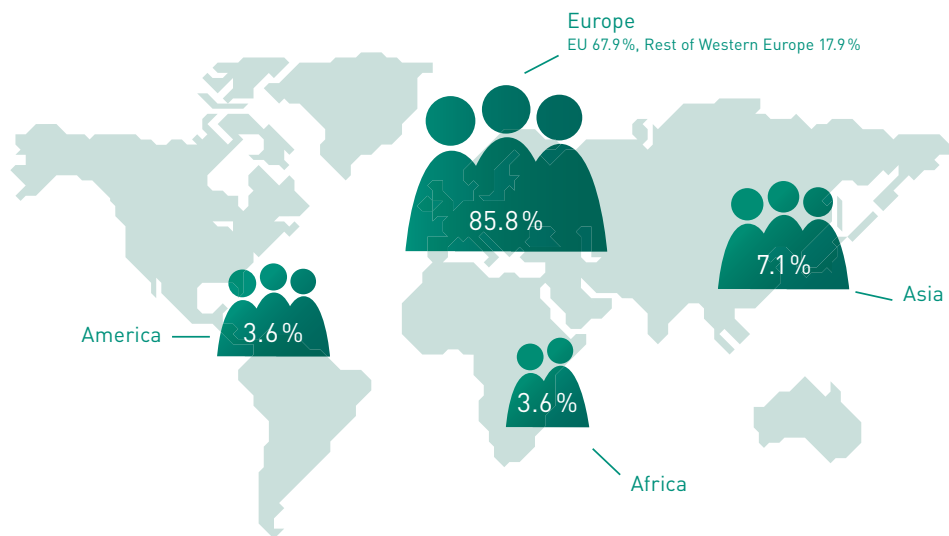
## Success can be measured

The concept and format of CoilTechnica are designed to put you in touch with a high-calibre professional audience:

- In 2010 a total of **43,500 visitors** attended the premiere of CoilTechnica
- **96.2%** of these visitors were classed as **trade visitors**
- **15.7%** of these trade visitors came from **outside Germany**
- Over **64% are already planning** to come back in **2011**

## The whole world in one place

Here you can promote your products and services to an international audience of potential buyers. At CoilTechnica 2010 decision-makers from every continent were at the show to learn about the latest innovations and trends in the technology-based industries.



→ These visitor statistics reflect the international flight restrictions that were in force at the time of HANNOVER MESSE 2010.

## Winning sales across the industrial spectrum

CoilTechnica attracts trade visitors from many different branches of industry across the world:

Capital goods industry	12,000
Energy industry	4,900
Basic materials and primary products	4,900
Services	4,900
Research institutes/Industrial research	3,100
Distributive trades	2,600
Skilled trades	2,300

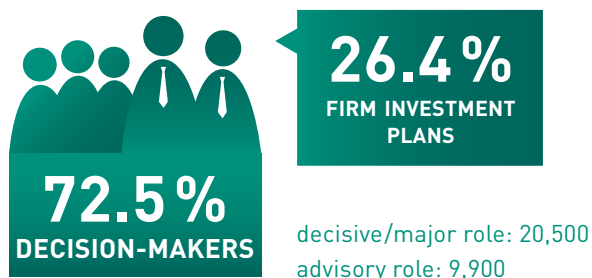
## One for all

Potential customers for CoilTechnica come from all types of professional background. Here you can expect to meet management executives, engineers and designers – all of them keen to find out what your products have to offer.

Research/development/design	11,000
Senior management/plant management	6,600
Marketing/sales/advertising/PR	6,400
Manufacturing/production	4,900
Product development	4,900
Purchasing/procurement/energy buying	3,300
Servicing/maintenance	3,100
Planning/work scheduling	1,400

## Key contacts

At CoilTechnica you can be sure of reaching the top decision-makers in international industry and establishing a large number of valuable new contacts. In 2010 no less than **72.5% of trade visitors ranked as decision-makers** – a remarkably high quota.



## Investments that pay dividends

**26.4%** of the trade visitors who attended the first CoilTechnica in 2010 came to Hannover with firm investment plans in mind. Nearly **70% of the planned investment was to be in technical innovations or upgrades**. So if you are exhibiting at the show, many of these visitors will be in the market for your innovations.

»HANNOVER MESSE is a global showcase, unrivalled in its diversity and scope. The premiere of CoilTechnica adds another essential category of exhibits to the show's wide-ranging industrial coverage. It is our intention to make CoilTechnica the world's leading trade fair in its field, and Hannover is the perfect location for this. CoilTechnica opens up a window on world markets, and provides businesses with a platform for their communication.«

Wolfgang Reichelt, CEO,  
Block Finanz Holding GmbH and Block Transformatoren-Elektronik GmbH, Verden, Germany

You can find more information online at: [hannovermesse.de/coiltechnica\\_e](http://hannovermesse.de/coiltechnica_e)

# Electrify the market

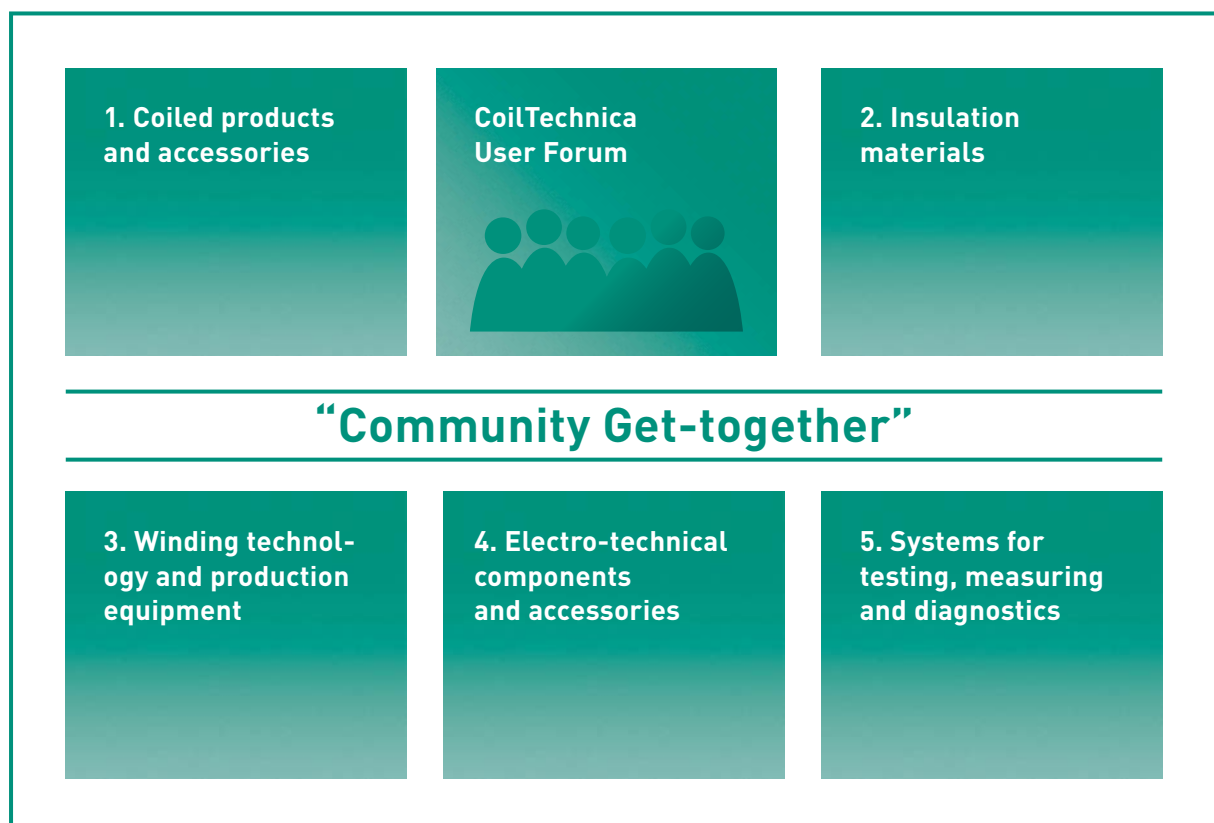
## Making CoilTechnica work for you

In 2011 CoilTechnica offers an ideal platform for exhibitors of all disciplines to showcase their products and services used in the manufacture of coils, electric motors, generators and transformers.

The principal display categories are coiled products and accessories, insulation materials, winding technology and production equipment, electro-technical components and accessories as well as systems for testing, measuring and diagnostics. There is a strong emphasis throughout on energy and energy efficiency. A large proportion of visitors from the energy industry come to HANNOVER MESSE in search of innovative solutions.

In addition, CoilTechnica offers the industry a new community platform for developing and nurturing international customer relations.

## Structure of CoilTechnica



## Connecting with the market

Fully integrated into the line-up of trade fairs at HANNOVER MESSE 2011, the International Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology is once again strategically located close to Industrial Supply, Industrial Automation and Energy. This means that you not only benefit from the crossover visitor traffic from these other shows, but can also expect to recruit new customers from the ranks of exhibiting companies as well.

Here you are well placed to connect not only with the other trade fairs taking place in parallel, but also with the many special events, congresses, forums and seminars – all packed with opportunities to make new contacts and break into international markets. Make the most of these opportunities and use your presentation to take your business in new directions.



# Spotlight on innovations

The CoilTechnica program has so much to offer – for your visitors and for you too. With a full line-up of supporting events, it is not just an exhibition, but a place for doing business and networking.

## CoilTechnica User Forum

Positioned right alongside the exhibition section of CoilTechnica is the User Forum, where companies, institutes and industry associations will be showcasing their presentations on coils, electric motors, generators and transformers.

Industry experts will be discussing with their professional audience the latest technological trends and pioneering developments, as well as the challenges that face manufacturers today. Exhibitors and visitors alike can use this dialogue to explore relevant issues and compare notes. This not only aids technology transfer, but also encourages the study of trends. Use this opportunity as an exhibitor to help advance the debate on key issues for the future.

### Benefits

- Directly linked to the exhibition area
- Communication and networking – a chance for trade visitors and exhibitors to get together
- Opportunities for knowledge-sharing in round-table and panel discussions, lectures and an informal get-together

## Community Get-together

At a community gathering on the Wednesday evening of the show you'll have a chance to meet up with other exhibitors on the CoilTechnica circuit. Here you can talk to experts about current themes, trends and challenges, and wind down in a relaxed atmosphere at the end of a successful show day.

## It all comes together in Hannover

As an established part of the world's most important technology event, and featuring a carefully targeted display program, CoilTechnica offers you an outstandingly cost-effective exhibition experience. The global reach of HANNOVER MESSE and the professionalism of its organization combine to maximize the effectiveness of your presentation. The Hannover exhibition complex is easily reached by all forms of transport and is superbly equipped with every facility, making it the perfect place to do business. At HANNOVER MESSE you not only benefit from the synergies generated by thematically related trade fairs, but also from the **special price deals** offered for the 2010 premiere of CoilTechnica, which will apply **again in 2011**.



# Prices, terms and conditions

And there's great news on pricing too. Our special price deals offered for the premiere of CoilTechnica are being held for 2011.

## Registration charge

The registration charge for each main exhibitor is € 310.

## Stand rental charges

### → Premiere prices held for 2011

€ 60/m<sup>2</sup> for indoor halls and

€ 24/m<sup>2</sup> for open-air site

For bookings received as from 1.2.2011 a supplement of 5% will be added to the standard price.

### → 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 m<sup>2</sup>:

- 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 m<sup>2</sup>.

### → Two-storey stands

€ 25/m<sup>2</sup> net (for the upper floor of two-storey stands).

### → Co-exhibitor charge

€ 770 per co-exhibitor, irrespective of the stand area.

## fair-packages

The easy option. Our all-in fair-packages ("Basic", "Comfort" and "Premium") include stand space, stand construction and other services – e.g. daily stand cleaning, media and marketing services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	"Basic"	"Comfort"	"Premium"
	15 m <sup>2</sup> row stand	20 m <sup>2</sup> corner stand	25 m <sup>2</sup> corner stand
Stand category	Type A	Type B	Type D
Standard price	€ 3,121*	€ 4,666*	€ 6,376*

Further information is available at:  
[hannovermesse.de/fairpackage\\_e](http://hannovermesse.de/fairpackage_e)

\*Prices for one-year rental agreements, including the registration charge



## Marketing fee

A marketing fee of € 30/m<sup>2</sup> will be charged (up to a maximum of 1,000 m<sup>2</sup>). A flat marketing fee of € 305 will be charged for each co-exhibitor. This fee covers the following services and benefits:

- Customer recruitment and retention by means of complimentary admission tickets (printed and electronic), which can be ordered and redeemed in unlimited numbers and free of charge. These tickets entail compulsory registration by visitors.
- Updating of your customer database to include the registration data of your visitors.
- Advice and support in connection with invitation campaigns targeted at potential visitors.
- Market research data relating to visitors – helps you to optimize your promotional activities.
- Communication with additional target groups via an all-year-round presence on the Internet. This comprises a detailed profile of your company, plus five detailed product descriptions with up to four product category allocations in each case. If required, our editorial team will create the content of your product descriptions free of charge. There is no limit on the number of additional product descriptions. In this case you will be responsible for creating and updating the content.

Register now. Go to:  
[hannovermesse.de/coiltechnica\\_e](http://hannovermesse.de/coiltechnica_e)

All prices are subject to VAT. Foreign exhibitors can apply to the Federal Tax Office ("Bundeszentralamt für Steuern") in Schwedt for a refund of Value Added Tax (see registration documents).

# Services

## Tailor-made services designed to maximize your success

HANNOVER MESSE offers a wide range of services designed to enhance the impact of your company's presentation. You can capitalize on the vast planning experience gathered by our professional team over many years. The spectrum embraces marketing services, press services and technical services:

### Invitation services

We will gladly assist you with cost-effective and broad-based invitation activities designed to boost attendance at your stand. In combination with complimentary admission tickets and/or e-tickets (included in the marketing fee), personal invitations will lead to numerous valuable new contacts.

### Contact management services

Our contact management services will help you to follow up valuable leads before, during and after HANNOVER MESSE. An extended web presence, the new "Match & Meet" online match-making service – plus our effective lead management tools – will enable you to generate new business.

### Advertising and communication

Get your message across without any wasted coverage. By advertising at or near the HANNOVER MESSE site you'll be able to reach your most important target groups. Banner ads via [hannovermesse.de](http://hannovermesse.de) are the ideal way to attract attention. In addition, you can insert direct links to your own company website. More than ten million page impressions represent a huge source of potential.

### Press services

With the aid of our press services you can ensure that your company and its product innovations hit the headlines. We will help you to select the appropriate media channels and arrange the necessary contacts.

### On-site services

In addition to technical services and modern communication solutions, we offer a broad range of on-site services, up to and including complete turn-key stands. If required, we can supply qualified temporary staff to augment your team.

Further information is available at: [hannovermesse.de/exhibitorservice](http://hannovermesse.de/exhibitorservice)





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Deutsche Messe maintains an extensive network of local representatives. The relevant addresses are listed under [messe.de](http://messe.de)

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