

Messe News

May 2010

CoilTechnica

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4 - 8 APRIL 2011



CoilTechnica success story: big thank-you to 43,000 visitors



Oliver Frese,
Director,
CoilTechnica,
Deutsche Messe AG

Launching a new trade fair in the middle of an economic crisis is never an easy task, so we are all the more delighted to report that the CoilTechnica premiere at HANNOVER MESSE 2010 was a stunning success! This victory is due in no small measure to the grit and determination of the fair's exhibitors

and visitors, whom not even a cloud of volcanic ash and the ensuing travel disruptions could deter from coming to Hannover to enrich CoilTechnica with their products, exhibits, knowledge and enthusiasm. The fledgling fair clocked up more than 43,000 visitors, an impressive figure that shows the time was indeed ripe to add coil winding, electric motor, generator and transformer technology to the powerful thematic synergies of HANNOVER MESSE, the world's biggest industrial technology showcase.

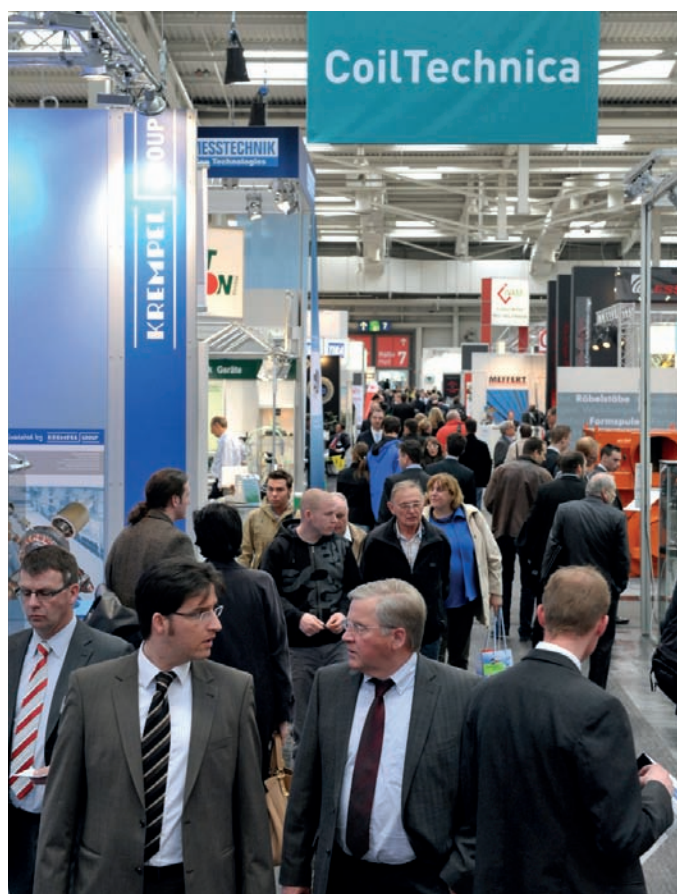
The industries covered by CoilTechnica are hungry for dialogue. And there is no better dialogue than the face-to-face kind, a fact clearly in evidence at the business lunch on Wednesday 21 April and the extremely well attended premiere of the CoilTechnica User Forum. The participants seized every opportunity to make contact with current and potential customers and competitors. Right after the fair many companies already knew they would be back again next year. About 70 exhibitors took part in the inaugural CoilTechnica, a success that HANNOVER MESSE will take to new levels in 2011. And we'd like you to be part of it. So make sure you register early to get the best deals. We are looking forward to CoilTechnica 2011. See you then!

Oliver Frese

CoilTechnica back in 2011

Not even the disruptions to air travel caused by the volcanic ash from Eyjafjalla could put a damper on CoilTechnica, the trade fair for coil

CoilTechnica has become an instant fixture and will be putting in a repeat performance in Hannover in 2011. Few will be more pleased



Bustling aisles at the inaugural CoilTechnica. The exhibitors were impressed by the high quality of the fair's visitors.

to hear this than the exhibitors who were at this year's successful premiere: "CoilTechnica has revitalized trade fair-based marketing for the electrical engineering industry," commented Manfred Lueg, Segment Leader at DuPont Performance Coatings GmbH, Germany. "In Hannover we saw faces not seen at trade fairs in years."

CoilTechnica's positioning as part of a broad industrial landscape played a key part in the success of its premiere. Michael Thiel, head of marketing at SYN FLEX Elektro GmbH, Germany, explains: "CoilTechnica's inclusion in HANNOVER MESSE is definitely one of the deciding factors for us. For an industry as diverse as ours, having a highly concentrated and integrated showcase is a major plus." Sergio Iori, President of the Euro Group, Italy, likewise sees HANNOVER MESSE and its synergies as the perfect springboard for CoilTechnica: "We

winding, electric motor, generator and transformer technology that premiered so successfully at this year's HANNOVER MESSE. "The new show has further raised the profile of the industrial supply sector in HANNOVER MESSE's thematic mix," commented Deutsche Messe's Board Chairman, Wolfram von Fritsch. "The CoilTechnica fair captures a sector of industry that fits perfectly with the HANNOVER MESSE portfolio. The exhibitors were very pleased with this year's fair and many of them will be back next year."

benefited enormously from the fair's surrounding displays and events. We also like the fact that CoilTechnica, being a five-day event, affords us ample opportunity to showcase our entire product range and expertise to visitors."

Further information and registration forms at:

hannovermesse.de/coiltechnica_e

CoilTechnica partners:



User Forum premiere a big hit with participants

Lecture series: tech transfer and trend research catalyst back again in 2011

The debut CoilTechnica Forum featured at center stage in the CoilTechnica exhibition area in Hall 6 and was a prime opportunity for companies, institutes and industry associations to profile their expertise and ideas in the areas of coil windings, electric motors, generators and transformers. "The event was extremely well received by visitors and exhibitors," said the forum's organizer and moderator, Thomas Kruse, of Concept 7. "We are therefore strongly motivated to offer the forum again at the next CoilTechnica in 2011."

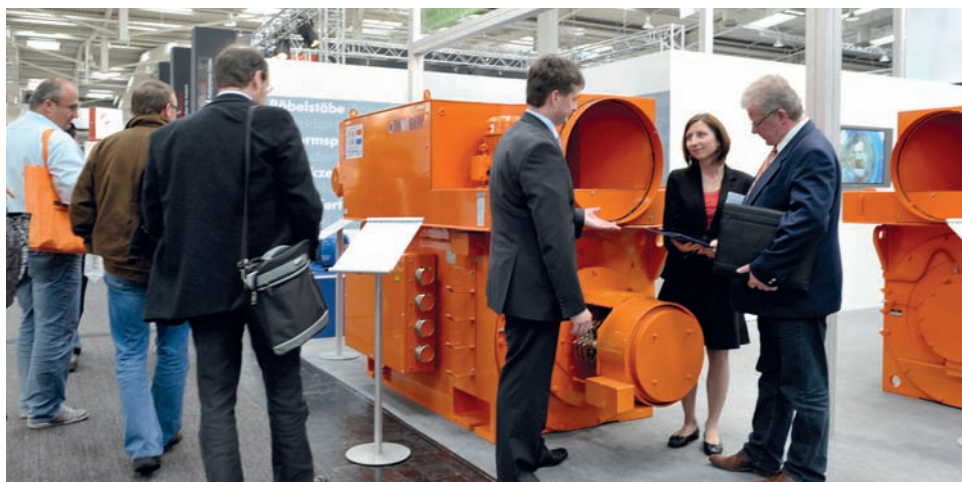
The lectures and presentations, which focused on a range of topics, including technology trends and challenges, were a big hit with the trade public from the outset and attracted a steady influx of attendees on all four forum days. Mr. Kruse was pleased with the turnout, describing the event as "standing room only," and was full of praise for the commitment and



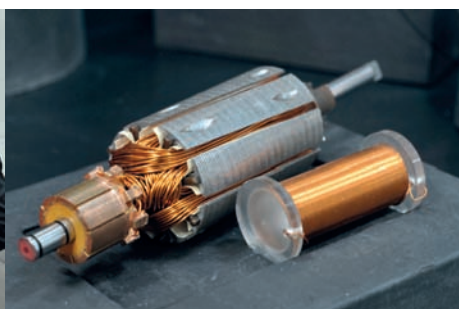
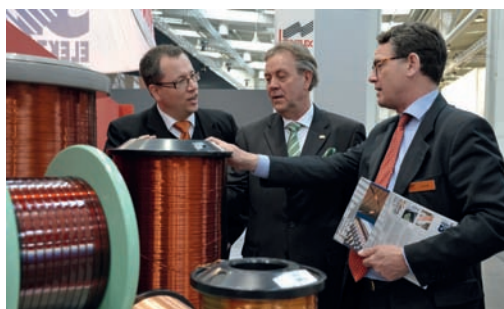
CoilTechnica Forum 2010: Michael Wieland, of Synflex Elektro GmbH, discusses copper market trends and their implications for the electrical engineering industry in his lecture, "Copper Management."

quality input of the participating companies. The forum's lectures explored a wide range of themes, such as the global wind energy market and the current business outlook for the electrical engineering industry. And with topics like "Thermal Long-Term Performance of High Temperature-Resistant Electrical Insulation Materials in Oxidizing and Inert Atmospheres," they also provided in-depth discussion on specific technical challenges facing the indus-

try. Many audience members also took part in the discussions that followed the lectures. "We intend to offer this dialogue and knowledge transfer platform again next year, explained Thomas Kruse. "There is strong demand in the industry for opportunities to gather information and share ideas. I have every confidence the 2011 CoilTechnica Forum will build on this year's success."



CoilTechnica 2010 – Impressions



Exhibitors showcase directly to key industrial users

The world's manufacturers of coil windings, electric motors, generators and transformers now have their own dedicated tradeshow at HANNOVER MESSE. In response to strong demand – and indeed express requests from key industry players – Deutsche Messe will be including CoilTechnica in its program for HANNOVER MESSE 2011. For exhibitors, this is another great opportunity to profile themselves directly to their main industrial users. CoilTechnica 2011 is a pivotal presentation and networking platform, a comprehensive showcase structured around the following main display categories:

Coiled products and accessories

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

- Induction heating systems
- Pulse magnetizers
- Software products
- Services
- Soldering systems

Insulation materials

- Multi-layer insulation materials
- Insulating foils / pressboards
- Insulating tapes
- Insulating tubing
- Insulating rods
- Insulating fluids
- Casting resins
- Mica products

Electrical engineering components & 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

Winding machines / manufacturing systems

- Winding machines
- Molding and bending equipment
- Impregnating machines
- Mixing and dosing systems

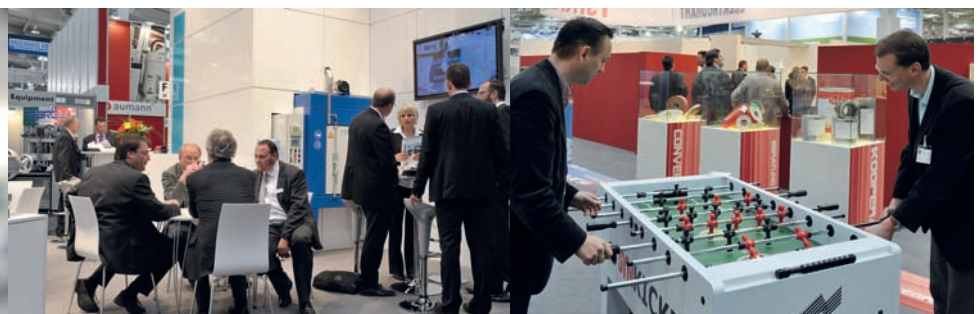
The power of CoilTechnica remains highly affordable

Building on the success of this year's premiere, CoilTechnica will leverage even greater synergies from its integration into HANNOVER MESSE 2011. This is thanks to the addition of Motion, Drive & Automation (MDA), which, together with Industrial Automation, Energy, and Industrial Supply, takes to four the number of HANNOVER MESSE tradeshows with close thematic ties to CoilTechnica. MDA is the world's leading showcase for power transmission and fluid power. The other big plus for exhibitors is that in 2011 they will continue to benefit from competitive pricing. That's a strong head-start going into HANNOVER MESSE 2011, especially for small and medium-sized enterprises.

Processing fee per main exhibitor	310.00 EUR
Basic rental charge	60.00 EUR/m ²
Marketing fee	30.00 EUR/m ²
Upper-level space	25.00 EUR/m ²
Open-air site	24.00 EUR/m ²
Basic rental charge for fair packages	60.00 EUR/m ²

Registration forms at:

hannovermesse.de/coiltechnica_e



“HANNOVER MESSE is the shop window for the global marketplace, unique in its diversity and possibilities. CoilTechnica takes this diversity and power one essential step further. We want to see CoilTechnica flourish as the leading trade fair for our industry, and Hannover is the perfect location for achieving this.”

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



CoilTechnica: giving exhibitors more

Coils, generators and transformers back in 2011 – major synergies for young show

HANNOVER MESSE – home to entire industrial value chain

Every year, HANNOVER MESSE showcases the entire value chain in a wide range of industries. As part of this industrial “critical mass”, CoilTechnica is able to leverage unparalleled exposure and communication reach for its exhibitors. Another of HANNOVER MESSE’s critical strengths is its strong international appeal: in 2010 it attracted registrations from 4,800 exhibitors from 64 nations.

CoilTechnica in prime location at HANNOVER MESSE

This year, around 70 exhibitors showcased their technologies in the CoilTechnica hall, making it an absolute visitor magnet. In 2011, CoilTechnica will again be positioned along the main visitor trail through HANNOVER MESSE, right at the intersection between two of the fair’s busiest areas. This location will also deliver maximum integration with the fair’s other tradeshow.

Powerful synergies from Motion, Drive & Automation tradeshow

CoilTechnica will generate powerful synergies from 12 other tradeshow at HANNOVER MESSE. These include major shows, such as Industrial Automation, Energy, and Industrial Supply, which showcase a representative cross-section of the entire world of industry. And in 2011, two biennial tradeshow of critical importance to CoilTechnica will also be there: Motion, Drive & Automation, and Wind.

Energy as keynote theme

Energy and energy efficiency, always major themes at HANNOVER MESSE, will in 2011 have even more to offer visitors and exhibitors, thanks to the biennial Wind show. This makes HANNOVER MESSE the solutions marketplace for industry professionals – especially energy industry professionals.

User Forum for maximum information sharing and dialogue

The CoilTechnica Forum generated intense interest at its premiere this year. Strategically positioned at the center of the CoilTechnica exhibition area, it supplemented the show’s exhibition content with an array of lectures. In 2011, the forum’s line-up of coil, generator and transformer industry experts will again bring attendees up to speed with the latest trends and developments. The discussions that follow the lectures will also facilitate dialogue on key industry themes.



Top service + fair prices

HANNOVER MESSE offers CoilTechnica exhibitors a comprehensive package of supplementary services at fair, transparent rates. The 2011 prices are in fact all but identical to those offered for the 2010 premiere. There will also be a number of attractively priced offers for exhibitors, including cost-effective fair packages that save both time and money.

Compact industry hub with strong community feel

CoilTechnica 2011 will be a highly integrated, compact industry hub with a strong community feel. It will be clearly structured into logical theme areas for optimal segment positioning. A dedicated live-demonstration area will draw the crowds and profile the show’s main themes in a readily accessible, transparent way.

Marketing and international media presence

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. Every year, HANNOVER MESSE receives strong media coverage and thus enjoys maximum exposure to a wide industry audience. Perfect conditions for exhibitors.

Dialogue platform for CoilTechnica peers

The legendary HANNOVER MESSE effectiveness and efficiency is seasoned with excitement and enjoyment, providing a feel-good factor from which CoilTechnica benefits 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 informal get-together on the Wednesday of the fair is an excellent opportunity for exhibitors to share ideas and information with their CoilTechnica peers.

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Published by Deutsche Messe
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media consulting hannover GmbH & Co. KG
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