



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

# SurfaceTechnology

Leading Trade Fair for  
Surface Technology

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



# Let's face it – technology works



## Welcome to SurfaceTechnology 2011

Alternating each year with O&S in Stuttgart, SurfaceTechnology is the world's most important gathering for international decision-makers and users of surface treatment technology. SurfaceTechnology is virtually without rival in the diversity of its coverage and its capacity to present solutions from all areas of industrial surface technology – making it the perfect place for exhibitors like you to showcase your products and services. So start planning your presentation for 2011 today, and use this unique platform to meet new customers and sell to user industries worldwide. We look forward to seeing you there!

Yours sincerely

Olaf Daebler  
Director of SurfaceTechnology

## What you gain by exhibiting at SurfaceTechnology:

### → NEW MARKETS

Innovative surface technologies are used in all sectors of industry right across the world. Demand for these technologies and concepts is particularly strong in the fast-growing markets of Eastern Europe, Russia and Asia. By booking your stand at SurfaceTechnology now, you will be opening the door to exciting new market opportunities.

### → NEW CONTACTS

As the international meeting place of choice for suppliers from all over the world, the show is also the perfect place to make new business contacts and drive your business forward.

### → NEW CUSTOMERS

Few industries are so international in their make-up as surface treatments and finishes. HANNOVER MESSE is a unique constellation of 13 leading trade fairs representing the key sectors of modern industrial technology. Take full advantage of this interdisciplinary platform to extend your market reach and attract new buyers – not least from the ranks of visitors attending the other trade shows in the line-up. In this way you'll win new partners for your products and ideas.

### → NEW NETWORKS

By exhibiting at SurfaceTechnology you'll have plenty of opportunities to enter into dialogue with representatives of the scientific community, government and business. Here you can build on your network of contacts and generate new business leads that extend far beyond your existing sales markets.

## 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.



## A broad customer base

Hardly a single industrial application today would be possible without innovative surface treatments and finishes. This is why the cross-links between SurfaceTechnology and the other trade shows at HANNOVER MESSE are so numerous and varied. As an exhibitor at SurfaceTechnology you'll also attract additional trade visitors working in sectors such as mechanical and plant engineering, the automotive and metal industries, electrical engineering and the skilled trades – as well as crossover visitor traffic from Industrial Supply and Factory Automation.

# Technology keeps the world moving

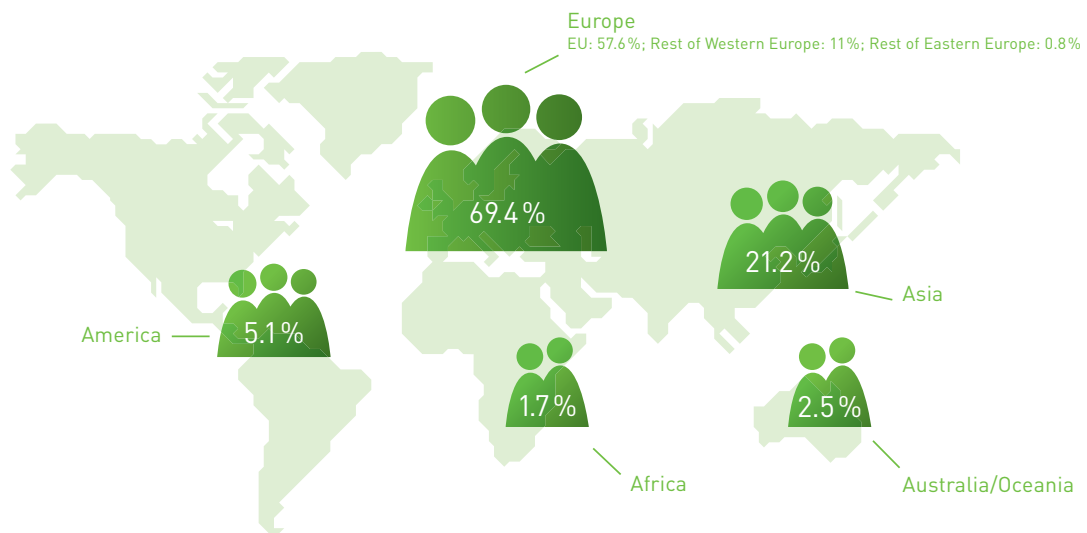
## Success can be measured

Visitors – potential buyers – are the life and soul of every trade show. SurfaceTechnology appeals to a particularly interesting professional audience:

- In 2009 a total of **41,900 visitors** attended the world's leading trade fair for this sector of industry
- **97%** of these visitors were classed as **trade visitors**
- **21.1%** of visitors came **from outside Germany**
- Over **70%** are already **planning** to return in **2011**

## The whole world in one place

At SurfaceTechnology you'll meet decision-makers from every continent. The fastest-growing market region is Asia.



## Winning sales across the industrial spectrum

Thanks to the thematic overlap with other trade shows at HANNOVER MESSE, SurfaceTechnology attracts visiting professionals from a host of different industries. The largest visitor contingent comes from manufacturing industry.

Manufacturing industry	22,100
→ Capital goods industry	15,100
→ Basic materials and primary products	8,900
Services	4,400
Energy industry	2,600
Distributive trades	2,500
Research institutes/Industrial research	2,400

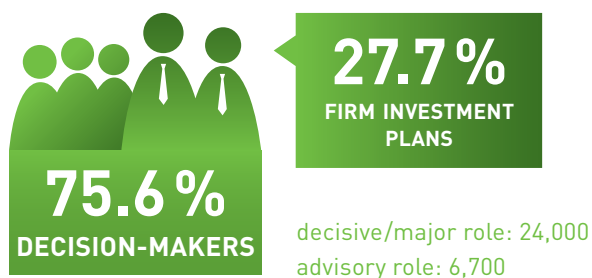
## One for all

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

Research/development/design	12,100
Manufacturing/production	6,300
Senior management/plant management	5,800
Marketing/sales/advertising/PR	5,700
Product development	4,800
Purchasing/procurement/energy buying	4,100
Planning/work scheduling	2,800

## Key contacts

No fewer than **75.6% of trade visitors are classed as decision-makers**. **27.7%** of these came to the show in 2009 **with firm investment plans**.



## Investments that pay dividends

Over **80% of the planned investment budget** was to be spent on **technical innovations or upgrades**.

»Our member companies report a high number of foreign visitors. It is this acknowledged international appeal that attracts exhibitors to Hannover. Surface technology is a classic interdisciplinary technology with an extremely broad customer base. Many industries that are major customers of our companies are exhibiting here themselves. So we really benefit – and perhaps more than others – from the cross-sector format of HANNOVER MESSE.«

Dr. Thomas Schröder, Executive Secretary of the Air-handling Technology Association (Frankfurt/Main),  
affiliated to the VDMA German Engineering Federation

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

# The decisive difference

## Use SurfaceTechnology to showcase your strengths

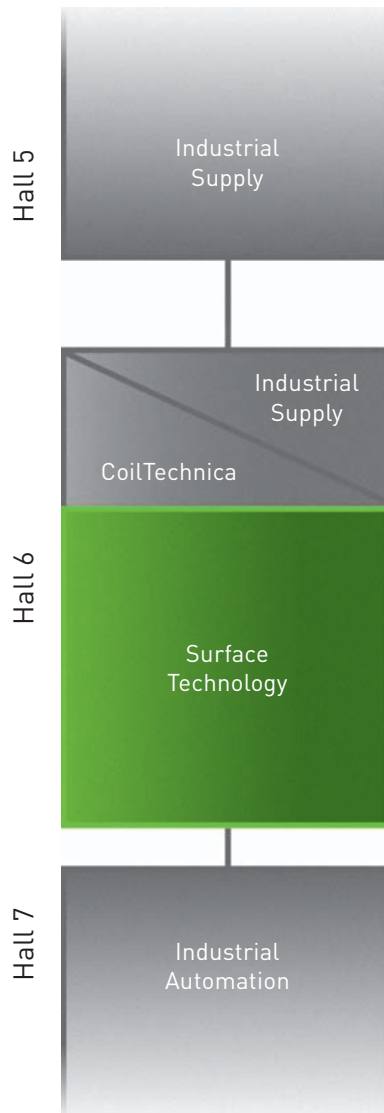
SurfaceTechnology allows exhibiting firms to present their surface finishing systems in context, as the answer to particular user needs or the solution to specific technical problems. Cleaning methods, the pre-treatment and coating of widely differing materials, painting systems, electroplating and industrial plasma surface treatment – all these and more are featured in 2011, giving visitors a complete overview of all the different possibilities available to them. Attention is focused increasingly on solutions for improving energy and resource efficiency, as well as on issues such as eco-friendly painting systems and the latest application techniques.

Technological trends	Cleaning and pre-treatment	Paint coatings	Electroplating
	<ul style="list-style-type: none"> <li>• Blast cleaning</li> <li>• Wet cleaning</li> <li>• Plasma pre-treatment</li> </ul>	<ul style="list-style-type: none"> <li>• Liquid and powder coatings</li> <li>• Paints, enamels, plastic coatings</li> <li>• Painting-spraying installations, spray guns, applications engineering</li> </ul>	<ul style="list-style-type: none"> <li>• Plant and equipment</li> <li>• Chemical and electrolytic separation of metals</li> <li>• Chemicals</li> </ul>
Industrial plasma coating	Other plant/systems	Services	Measuring, testing and analysis equipment
<ul style="list-style-type: none"> <li>• PVD, CVD, plasma nitration, plasma polymerization</li> <li>• Plant and components</li> <li>• Process development and coating services</li> </ul>	<ul style="list-style-type: none"> <li>• Automation and handling systems</li> <li>• Environmental protection and special-purpose plant</li> </ul>		



### 13 leading trade fairs – one common denominator

Because SurfaceTechnology in Hall 6 lies on the main visitor axis at HANNOVER MESSE, exhibiting firms not only attract customers from the surface treatment industry, but also benefit from cross-over visitor traffic – most notably from Industrial Automation, Industrial Supply and CoilTechnica, but also from the other shows in the line-up. Make the most of these synergies to generate new business contacts among visitors and exhibitors across the industrial spectrum.



# Spotlight on innovations

SurfaceTechnology appeals to a very wide audience. Special displays, group presentations and items aimed at specific target groups are all on the program at SurfaceTechnology, providing detailed coverage of all aspects of surface treatment and finishing. This attracts international professionals from the scientific and business communities, who come to the show to learn about the latest trends. By exhibiting here you'll be securing your place on the industry's foremost communication platform.

## Topping the agenda: energy efficiency

Surface treatment and finishing are energy-intensive operations. Industrial users have a vested interest in energy-efficient concepts that safeguard the environment and reduce costs. These issues are explored in various special displays at SurfaceTechnology, giving visitors a complete overview of the latest challenges and solutions.





## Program

### → Special presentation "Surface World"

The special presentation "Surface World" documents the entire process chain in industrial surface treatment. Among the stages featured here are the cleaning and pre-treatment of components, electroplating, process chemistry and plant engineering, as well as quality assurance and testing. A regular fixture at the show for many years, the presentation is organized by ZVO, the industry's central trade association in Germany.

### → "Practice Park – Competence Center for Surface Technology"

Theory meets practice at the "Competence Center for Surface Technology". The centrepiece is a fully functioning industrial coating line, in which the plant, products and services of participating exhibitors can be seen at work. The presentation covers different aspects of the operation, including pre-treatment, drying, plant engineering, application and filter systems, environmental engineering, consultancy and support services. The event is organized by AB Anlagenplanung GmbH.

### → "SurfPlaNet"

The group exhibit "Surface-Plasma-Network", organized by RunKom, has become another firm fixture at SurfaceTechnology. The display features innovative products and applications for industrial plasma surface treatment developed by research labs and industry. Focal areas of interest include plant, processes and products for plasma and laser-based surface treatment and finishing, equipment for analysis, measuring and testing, and ultra-precision surface treatment.

### → Information stand for Energy-efficient Surface Treatment Technology

Managing energy and resources in an efficient and sustainable manner is becoming increasingly important – and not least in the energy-intensive surface treatment industry. This joint initiative by the VDMA's Surface Technology section and the Fraunhofer Institute for Production Engineering and Automation provides valuable information about the potential for energy savings in this sector.

### → "Start Up" group exhibit

The stepping stone to global markets: with assistance from the Federal Ministry of Economics and Technology (BMWI), self-starters and newcomers can join other suppliers at the Start Up group exhibit to present their innovative technologies to an international audience in a professional setting. If you are interested in taking part, we will be happy to discuss your needs with you.

### → SchauPlatz NANO

Focusing on practical applications, this B2B platform showcases market-ready nanotechnology solutions and applications that improve the properties of the finished product. Organized by Beiersdorff GmbH, it serves as a marketplace for all nanotechnology companies, institutions and research centres, as well as service providers and investors.

# Prices, terms and conditions

## Registration charge

The registration charge for each main exhibitor is € 310.

## Stand rental charges

### → Early bookings pay dividends:

Reduced rental charges for bookings received by 15 September 2010:  
**€ 182/m<sup>2</sup>** in the halls  
**€ 69/m<sup>2</sup>** on the open-air site

### → Standard rental charges

€ 189/m<sup>2</sup> in the halls and  
 € 73/m<sup>2</sup> on the open-air site  
 Bookings received as from 1 February 2011 will incur a surcharge of 5% on top of the standard rental charge.

### → 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

€ 77/m<sup>2</sup> (for the space on the upper floor of two-storey stands).

### → Co-exhibitor charge

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

## 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.

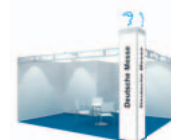
## fair-packages

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
Early-booking price	€ 4,951*	€ 7,716*	€ 10,188.50*
Standard price	€ 5,056*	€ 7,891*	€ 10,407.25*

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

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



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).

# Registration and services

## Plan ahead with OBS

User-friendly, transparent and fast: Our Online Business Service (OBS) is a mine of useful information about exhibiting at HANNOVER MESSE. With the help of the online calculator you can find out in just a few minutes what costs you will incur. OBS is your direct passport to registration. And it is very easy to use – just like an online shop. The data relating to existing exhibitors is already stored in the system ready for instant retrieval.

### OBS: the benefits in brief

- Book and administer your stand online
- Complete transparency and control over costs
- Order all services online – from a water connection to online advertising
- Assistance and support via the **OBS Hotline: +49 511 89-37000**

Register now at:  
[obs.messe.de](http://obs.messe.de)

## 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.

### 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)



Deutsche Messe

Hannover · Germany

**Deutsche Messe**

**Messegelände**

**30521 Hannover**

**Germany**

Tel. +49 511 89-0

Fax +49 511 89-32626

[hannovermesse@messe.de](mailto:hannovermesse@messe.de)

[hannovermesse.de](http://hannovermesse.de)

Supported by:



Contact details

**Wolfgang Pech**

Senior Vice President

**Olaf Daebler**

Director

**Mark Decker**

Project Manager

Tel. +49 511 89-31127

Fax +49 511 89-31323

[mark.decker@messe.de](mailto:mark.decker@messe.de)

**Kirsten Eichhorn**

Project Assistant

Tel. +49 511 89-31649

Fax +49 511 89-31323

[kirsten.eichhorn@messe.de](mailto:kirsten.eichhorn@messe.de)

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

