

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

Industrial Automation

Leading Trade Fair for Process, Factory and
Building Automation Systems and Solutions

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



Technology is good for business



Welcome to Industrial Automation 2011

Deutsche Messe works hard to keep exhibitors at Industrial Automation in touch with potential buyers all year round. We make sure that visitors from your target markets come to Hannover in April; we organize year-round training courses and seminars on all aspects of automation and robotics; and we distribute product newsletters aimed at marketing your innovations. We also put your solutions on our online automation database, which prospective buyers consult in their search for suitable suppliers. Think of us as a professional business partner, dedicated to expanding your network of industry contacts – at HANNOVER MESSE and in many other ways besides. We look forward to working with you to market your solutions.

Yours sincerely

A handwritten signature in black ink that reads "Thomas Rilke".

Thomas Rilke
Director of Industrial Automation

What you gain by exhibiting at Industrial Automation:

→ INTERNATIONAL TRADE FAIR

At Industrial Automation you can present your innovations and solutions live and in person to an international trade public.

→ PACKED SUPPORTING PROGRAM

Embedded within Industrial Automation are a whole series of dedicated displays focusing on specialized topics such as Mobile Robots & Autonomous Systems, Identification, Vision & Protection, Wireless Automation, Energy Efficiency in Industrial Processes and Industrial Embedded Systems, plus the live-action demonstration arena Application Park.

→ YEAR-ROUND TRAINING COURSES AND SEMINARS

The Robotation Academy organizes year-round seminars on all aspects of robot-assisted automation, with a specific emphasis on the SME sector. In addition, Deutsche Messe stages various conferences and networking events throughout Germany, where you have the opportunity to exhibit your solutions and make new contacts.

→ ONLINE PRESENCE IN OUR AUTOMATION DATABASE

Our online database helps industrial users to find the right solutions to their problems in robotics and automation. And your solutions will be among the available options.

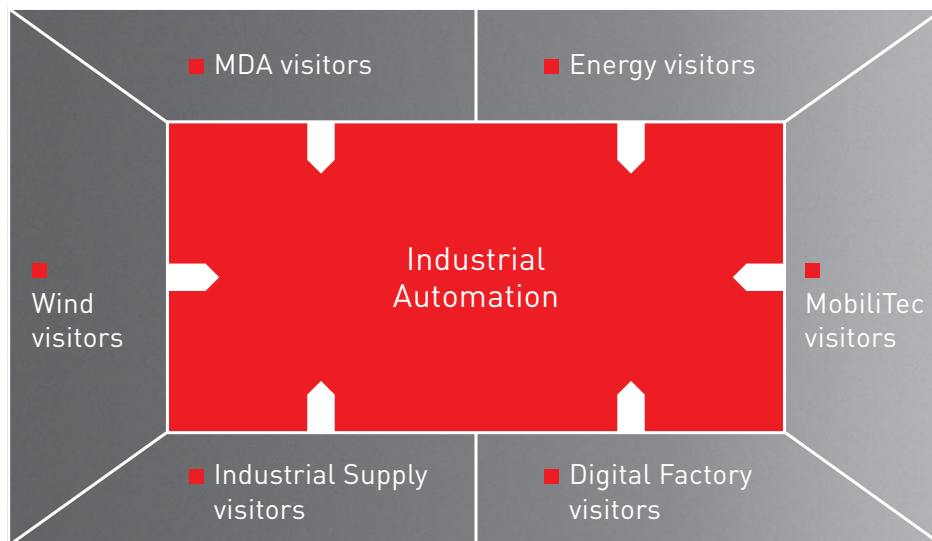
→ PLACEMENT IN OUR AUTOMATION PRODUCT NEWSLETTER

You can keep the trade public informed about your latest innovations all year round through our product newsletter for the industry, which appears at regular intervals.

A bigger audience for Industrial Automation

Industrial Automation gives a comprehensive overview of all areas of industrial automation, from production automation and process automation to interdisciplinary technologies. To help visitors locate the right solutions for their needs, the 2011 show will once again be structured around a series of keynote displays and special highlights (see page 7).

Many visitors come to Industrial Automation specifically to find the solutions and innovations they need. But exhibiting companies at Industrial Automation also benefit from the successful format of HANNOVER MESSE, with neighbouring trade shows such as MDA, Energy, MobiliTec, Digital Factory, Industrial Supply and Wind supplying a steady stream of additional visitors to their stands.



→ Crossover visitor traffic for Industrial Automation

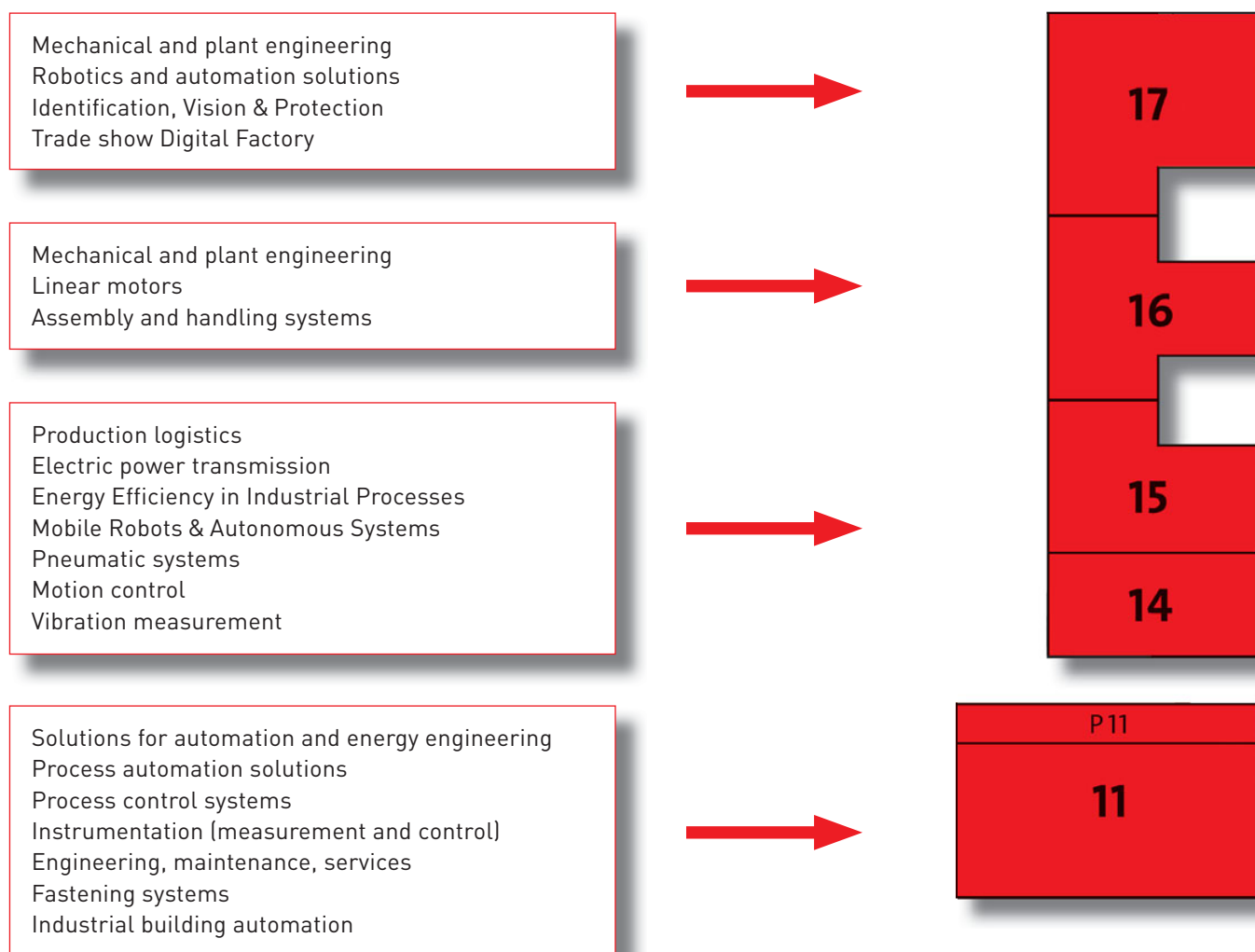
»HANNOVER MESSE is the world's most important technology event – and that's why it has been top of our trade show list for more than 60 years. Industrial Automation gives us exactly the right environment to showcase our innovations to a demanding professional audience.«

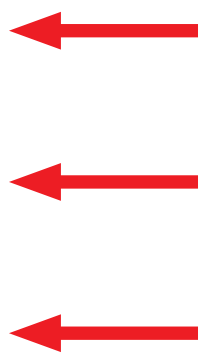
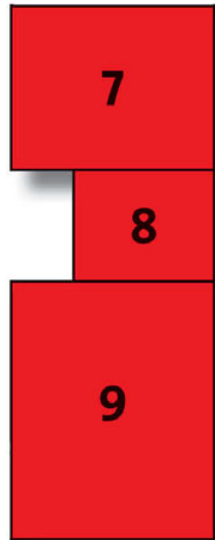
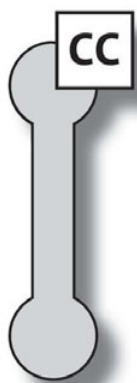
Dietmar Harting, General Partner, Harting Technologiegruppe

Hall layout for Industrial Automation

A multitude of disciplines

In the eight exhibition halls occupied by Industrial Automation all the pertinent disciplines are represented. Here exhibitors can stage live demonstrations of their solutions and innovations in action. Synergies are generated not only with neighbouring trade shows, but also across the display categories within Industrial Automation itself.



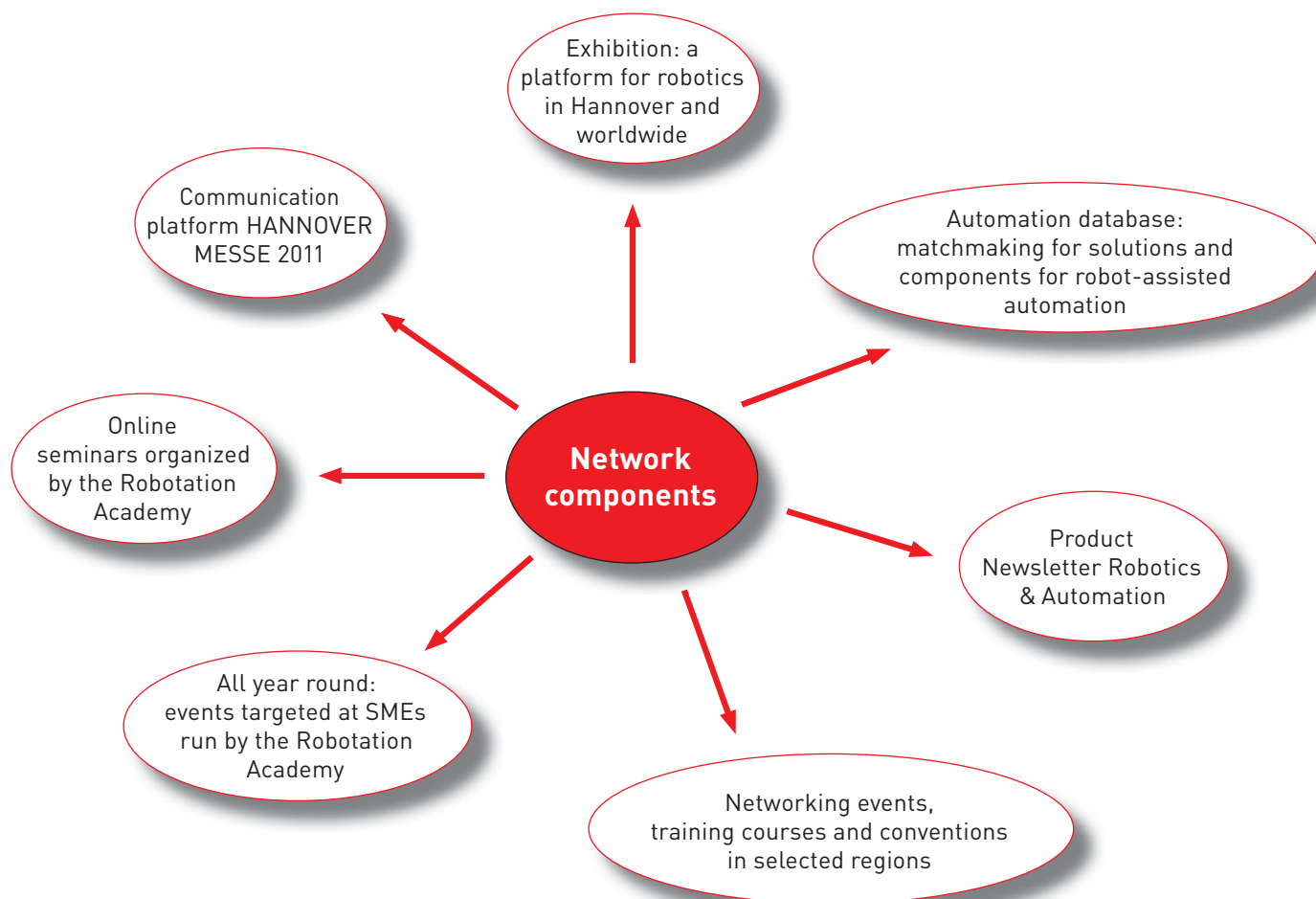


- Industrial communications
- Control systems
- Wireless automation
- M2M communications
- Sensor technology
- Image-processing sensors
- Signal devices
- Industrial Embedded
- IPCs
- SPS
- Security technology
- Automation & IT

Business networking 365 days a year

Year-round services for exhibitors

As an exhibitor at Industrial Automation you'll benefit from the wide-ranging networking activities organized by Deutsche Messe. Your solutions will be a talking point throughout the year – at our own training courses and conferences, on the dedicated matchmaking database for robotics and automation and in our weekly automation product newsletter.



Special displays highlight key issues

A series of special displays at Industrial Automation focus on the keynote themes:

→ **Mobile Robots & Autonomous Systems:**

Driverless transport systems and service robots – used to clean solar panels, for example – will be presented here.

→ **Application Park:**

In the Application Park arena exhibitors will be demonstrating their robot-assisted automation solutions in action.

→ **Identification, Vision & Protection:**

Featured in this display are technologies for product marking and labelling, product recognition and tracking as well as product protection methods and image-processing systems.

→ **Industrial Embedded:**

The Industrial Embedded pavilion serves as a presentation platform for industrial embedded solutions and components.

→ **Wireless Automation:**

The special display Wireless Automation is dedicated to industrial applications of wireless communication technology.

→ **EnergyEfficiency in Industrial Processes:**

Energy efficiency remains a major priority for exhibitors and visitors at Industrial Automation. Here exhibiting firms have the opportunity to showcase their solutions for improving energy efficiency in a separate display.

→ **Robotation Academy:**

Throughout the year the Robotation Academy organizes training courses and conventions on all aspects of robot-assisted automation. HANNOVER MESSE will once again feature a special program tailored to the needs of small and medium-sized enterprises.



Visitor profile for Industrial Automation

Visitors to Industrial Automation 2010

HANNOVER MESSE 2010 attracted some 148,500 visitors.

- **91,300 visitors** attended Industrial Automation
- **24.7%** of these came with **specific investment plans in mind**
- **69.3%** of visitors were **authorized decision-makers** and
- **72.9%** are already planning to **return to Hannover** next year

Cross-industry visitor presence

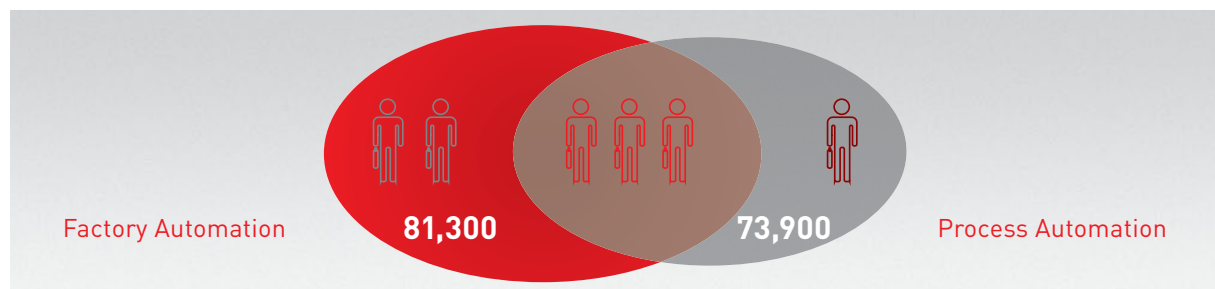
Visitors from many different industries come to Industrial Automation to find out what solutions are available to meet their needs.

Mechanical and plant engineering	14,800
Electrical engineering and electronics	12,500
Services/freelance professions	10,100
Energy industry	8,200
Chemical industry*	7,100
Metalworking industry	6,600
Car industry and component suppliers	6,500
Food and semi-luxury goods	1,400

*incl. pharmaceuticals, cosmetics, petrochemicals, plastics and rubber

Keen interest in Factory and Process Automation

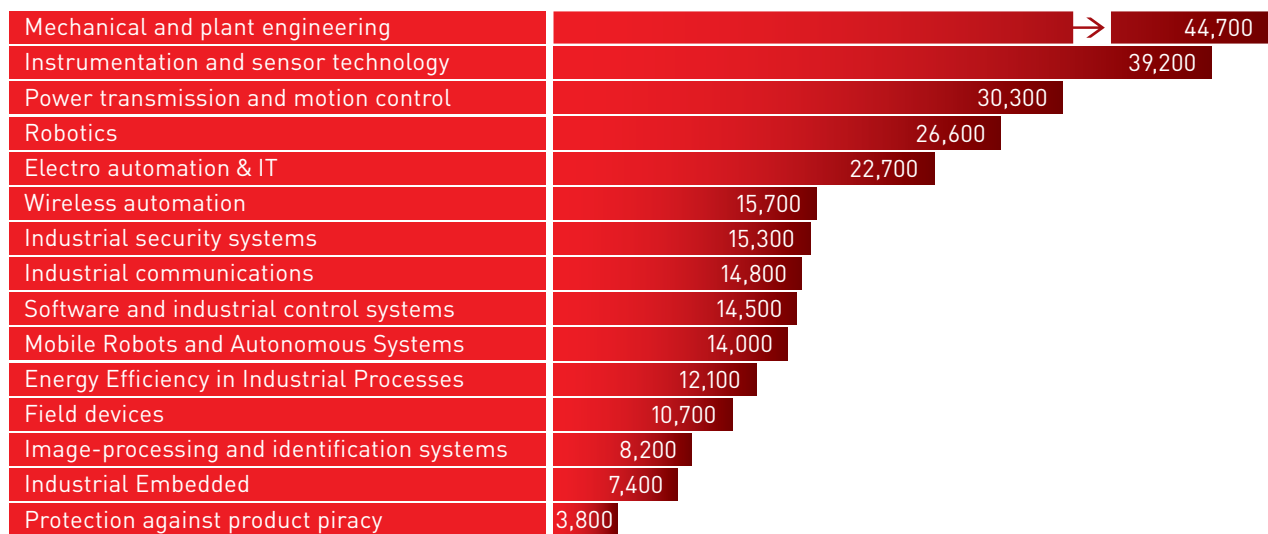
In 2010 most visitors attended both the Factory Automation and Process Automation display categories.





Broad spread of interests

The majority of visitors to Industrial Automation are interested in more than one class of exhibits or area of specialization.



High proportion of senior decision-makers

69,3% of visitors to Industrial Automation are involved in their company's buying decisions, whether in a decisive role or in an advisory capacity.



More facts and figures can be found online at: hannovermesse.de/industrial_automation_e

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/m² in the halls
€ 69/m² on the open-air site

→ Standard rental charges

€ 189/m² in the halls and
€ 73/m² 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 m²:

- 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 m².

→ Two-storey stands

€ 77/m² (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/m² will be charged (up to a maximum of 1,000 m²). 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 ² row stand	20 m ² corner stand	25 m ² 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

*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

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 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



Deutsche Messe

Hannover · Germany

Deutsche Messe

Messegelände

30521 Hannover

Germany

Tel. +49 511 89-0

Fax +49 511 89-32626

hannovermesse@messe.de

hannovermesse.de

**Mechanical engineering/Robotics
(Halls 15, 16 and 17)**

Heinz Bösch

Project Manager

Tel. +49 511 89-31132

Fax +49 511 89-31638

heinz.boesch@messe.de

**Electrical engineering/Electronics
(Halls 7, 8 and 9)**

Markus H. Schorak

Project Manager

Tel. +49 511 89-31312

Fax +49 511 89-31147

markus.schorak@messe.de

**Electrical engineering/Electronics
Process automation
(Halls 11, 14 and 15)**

Emanuel Marra

Project Manager

Tel. +49 511 89-31146

Fax +49 511 89-31149

emanuel.marra@messe.de

Your Industrial Automation team

Wolfgang Pech

Senior Vice President

Thomas Rilke

Director of Industrial Automation

**Mobile Robots & Autonomous Systems
Identification, Vision & Protection
(Halls 14 and 17)**

Susanne Schütz

Project Manager

Tel. +49 511 89-31169

Fax +49 511 89-31147

susanne.schuetz@messe.de

**Industrial Embedded
Energy Efficiency in Industrial Processes
(Halls 9, 14 and 15)**

Ines Kirsch

Project Manager

Tel. +49 511 89-31145

Fax +49 511 89-31149

ines.kirsch@messe.de

Deutsche Messe maintains an extensive network of local representatives. The relevant addresses are listed under messe.de

Seize the opportunity to present your products and solutions to a wider global audience.



17–20 March 2011
Istanbul



28 September –
1 October 2010
Sept./Oct. 2011
Moscow



15–18 December 2010
Mumbai
6–9 December 2011
Bangalore



9–13 November 2010
1–5 November 2011
Shanghai



May 2011
Beijing

