



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

# MDA – Motion, Drive & Automation

Leading Trade Fair for Power  
Transmission and Control

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



# Technology keeps business moving



## Welcome to MDA 2011

Motion, Drive & Automation is the world's top address for the power transmission and control sectors. For makers of gear systems, roller bearings, electric motors, linear technology, pumps, cylinders, filters, hoses, seals and other power transmission equipment and components it is an incomparable showcase for innovations. Companies that exhibit here easily find new business leads, reach existing clients and develop new contacts and business across the world. With about 1,300 exhibitors taking part, this leading international trade show exerts a powerful influence unmatched by other events. Register now to benefit from a high-calibre cross-industry audience. We look forward to seeing you there!

Yours sincerely

A handwritten signature in black ink, appearing to read 'Manfred Kutzinski'.

Manfred Kutzinski,  
Director of MDA – Motion, Drive & Automation

## What you gain by exhibiting at MDA:

### → NEW MARKETS

The world's leading trade fair for power transmission and control attracts a high-calibre international audience from all the major growth markets. Face-to-face meetings with decision-makers will open up new and exciting business opportunities for your company.

### → NEW CONTACTS

With more than 75,000 visitors – most of them key players who come to the show with firm investment plans in mind – MDA offers ideal opportunities for establishing new business leads.

### → NEW CUSTOMERS

Companies exhibiting innovative products and services at MDA are part of a unique cross-industry platform of different trade fairs. You will benefit from the synergies generated by 12 other concurrent technology fairs and the chance to attract new customers from the sectors they represent.

### → NEW NETWORKS

A line-up of special presentations, plus the industry meeting-place MDA Forum, create ideal conditions for networking. For example, you can benefit from the support of the VDMA (German Engineering Federation) to showcase your innovations to top-flight representatives from business and government.

## 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 perfect match of interests

MDA – Motion, Drive & Automation documents the complete range of electrical and mechanical power transmission technology, as well as innovations in hydraulics and pneumatics. At the same time the innovations in power transmission and control exhibited here share much common ground with the 12 other leading international trade fairs staged alongside MDA. So many trade visitors from these fairs, in particular from Industrial Automation, Energy, Industrial Supply, Wind and MobiliTec, will also be interested in your products.

# Technology keeps the world moving

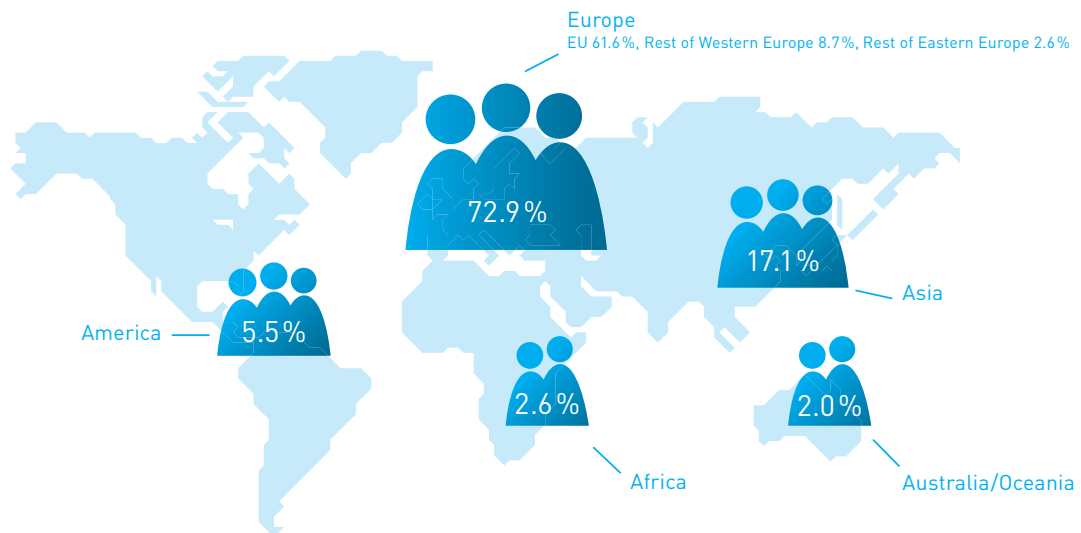
## Success can be measured

Exhibitors at Motion, Drive & Automation benefit from a high-calibre audience of professionals.

- In 2009 a total of **75,100** visitors attended the leading trade show Motion, Drive & Automation
- **97.2%** of these were **trade visitors**
- **26.9%** of visitors came **from abroad**
- Nearly **70%** are already **planning to return in 2011**

## The whole world in one place

You'll meet decision-makers from every continent at Motion, Drive & Automation – including increasing numbers from the growth markets of Eastern Europe and Asia.



## Winning sales across the industrial spectrum

As one of a constellation of leading trade fairs, MDA benefits from important synergies and attracts trade visitors from diverse areas of industry. Manufacturing accounts for the largest contingent of visitors.

Manufacturing industry	37,800
→ Capital goods industry	29,200
→ Basic materials and primary products	11,200
Services	8,500
Distributive trades	6,700
Energy industry	4,800
Skilled trades	3,000
Research institutes/industrial research	2,600

## One for all

Potential customers for MDA 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	18,300
Marketing/sales/advertising/PR	14,200
Senior management/plant management	12,400
Manufacturing/production	9,100
Product development	8,500
Purchasing/procurement/energy buying	7,700
Planning/work scheduling	5,500

## Key contacts

In 2009 some **74.7% of trade visitors were decision-makers**. **24.2%** of them attended Motion, Drive & Automation **with a specific investment project in mind**.



## Investments that pay dividends

Over **70% of the planned investment budget** was designated for **technical upgrades** or **new technological developments**.

»HANNOVER MESSE 2009 surprised us, as it produced more business leads and contacts than in 2007! Above all, the quality of the visitors was very high. The decision-makers we met were interested in extensive, detailed talks and took the time to engage in serious discussions.«

Daniel Enders, Marketing Director  
HYDAC INTERNATIONAL GmbH, Sulzbach/Saar

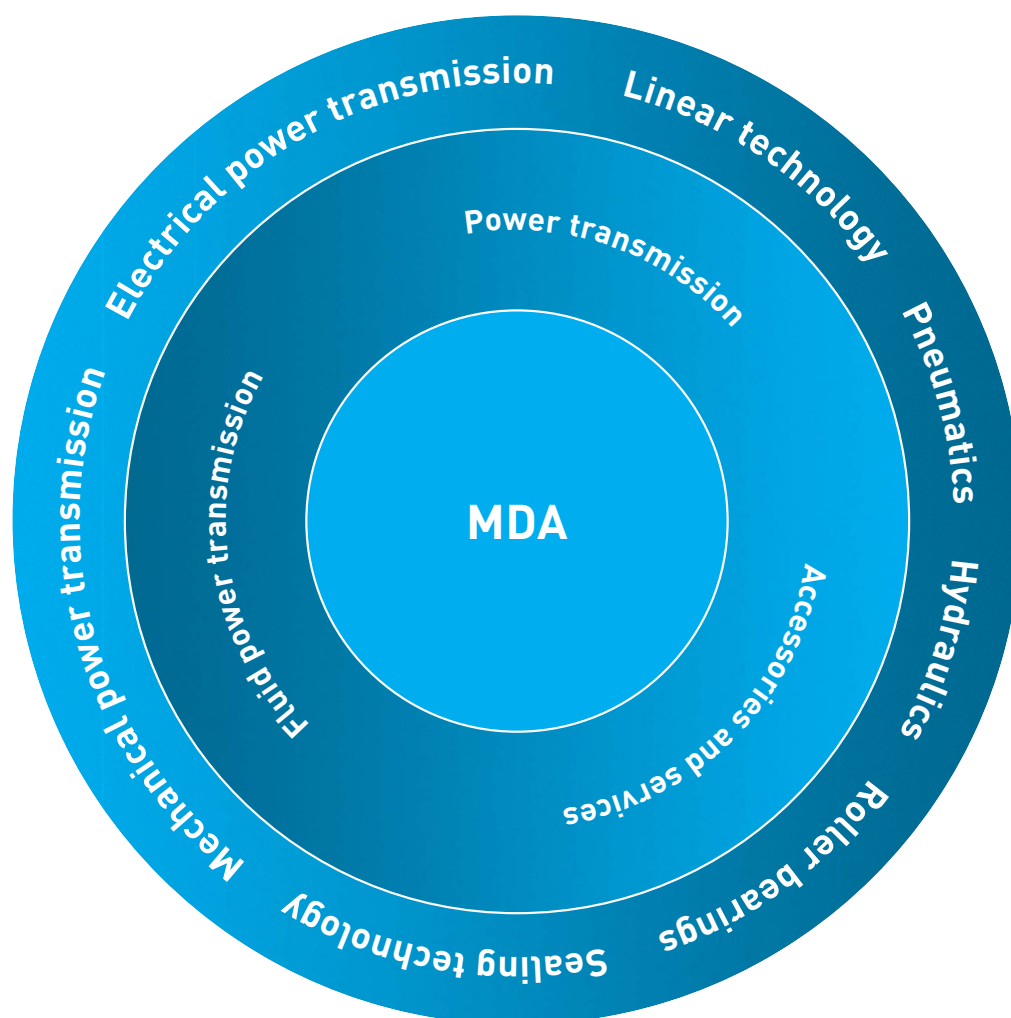
For further information visit: [hannovermesse.de/motion\\_drive\\_e](http://hannovermesse.de/motion_drive_e)

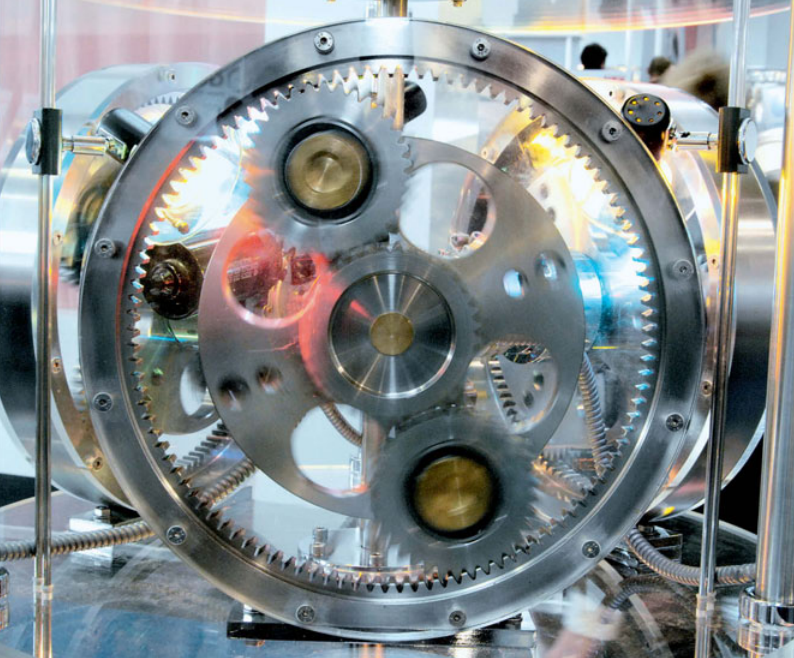
# Efficiency drive

## Making Motion, Drive & Automation work for you

MDA – Motion, Drive & Automation in Hannover is the most important event for the power transmission and control sectors worldwide. For about 1,300 exhibitors the show is the ideal place for the international rollout of their products and affords an unrivalled platform for innovative engineering and new technology. Exhibitors benefit too from the keen media interest: HANNOVER MESSE 2009 was the subject of a total of 439 TV reports. As one of the flagship fairs in the line-up, MDA often featured prominently in the coverage.

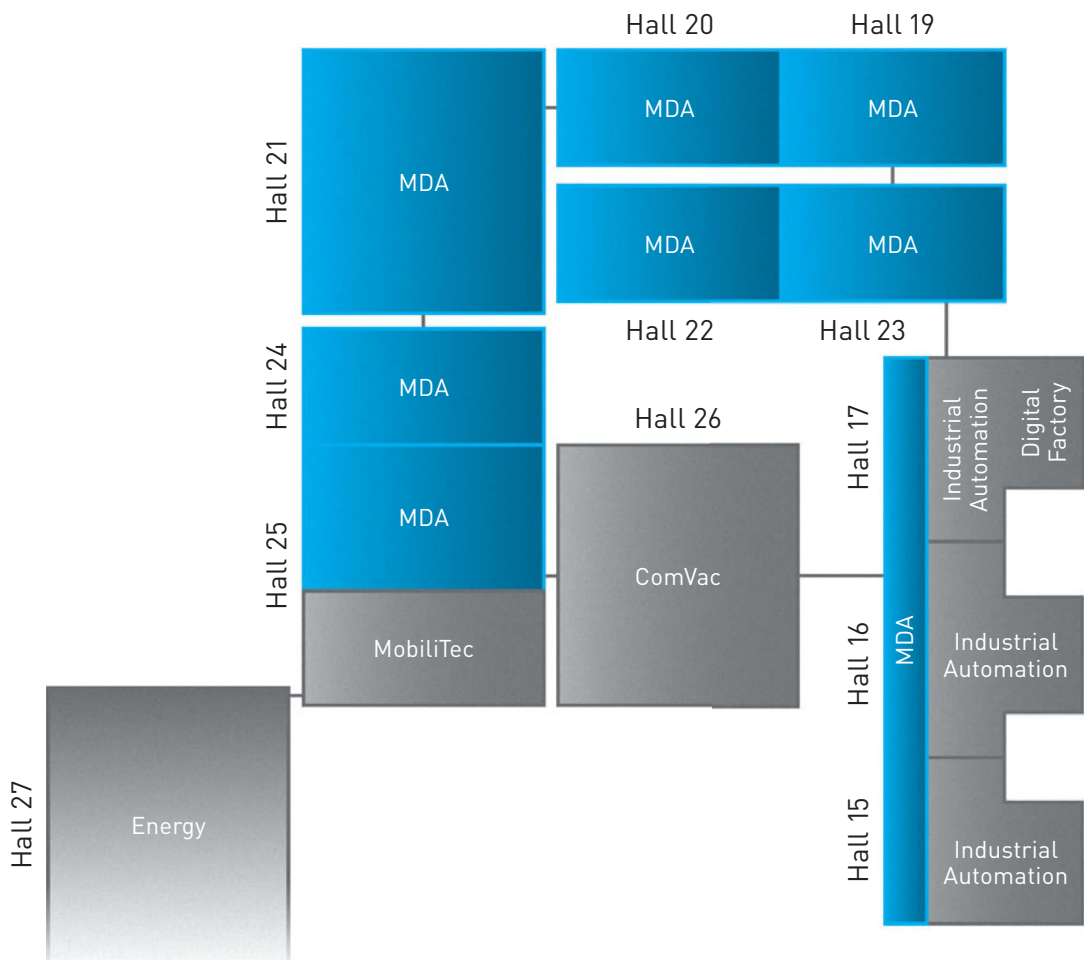
## Display categories





### New contacts from every sector

As an exhibitor at MDA – Motion, Drive & Automation you enjoy the benefits of an unbeatable line-up of 13 concurrent events, each of them a leading international trade fair in its own right. Users from the sectors represented by Wind and Industrial Automation share a lot of common ground with MDA – but thanks to its location at the heart of HANNOVER MESSE you can also expect to see industry professionals from the other trade fairs at your exhibition stand.



# Spotlight on innovations

MDA – Motion, Drive & Automation is the biggest and most international trade fair of its kind. This is due in part to the high proportion of exhibitors from outside the host nation, but also to the diverse program of special presentations, which attracts much international attention. In particular the MDA Forum offers an important platform for discussion, information-sharing and knowledge transfer between visiting professionals, other exhibitors, engineers and developers.

## Getting to grips with the big issues

The world community of power transmission and control gathers in Hannover in order to discuss the latest innovations and trends in their sector. Keynote themes for 2011 include the following:

- EnergyEfficiency in Industrial Processes
- Solutions for high-speed applications
- Automation technology
- Condition monitoring systems
- Total cost of ownership
- Life cycle cost
- Return on investment

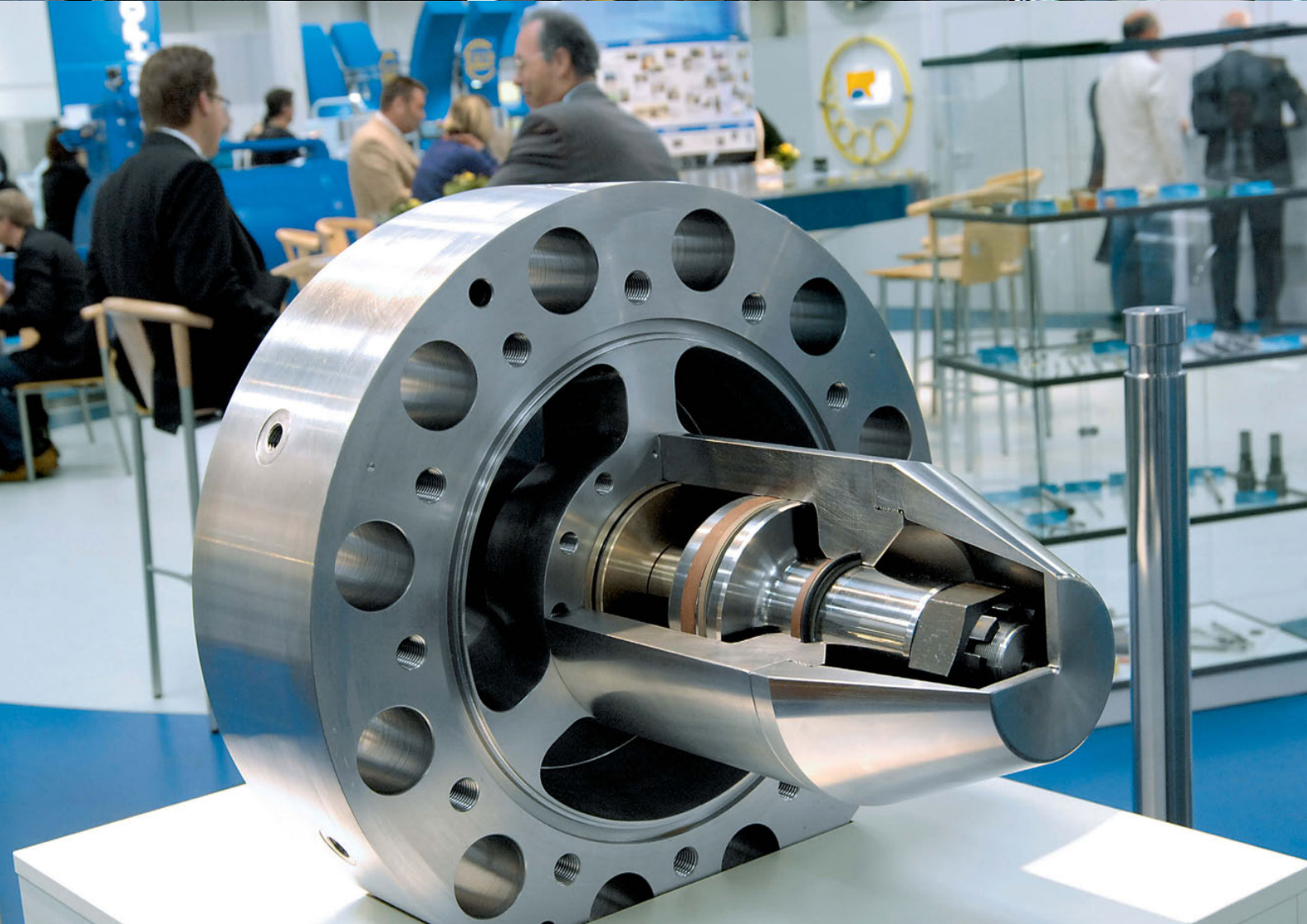
## Program

### → MDA Forum

New trends, significant innovations, proactive knowledge transfer: the MDA Forum is the hub of the show. An international gathering of exhibitors, developers and engineers from the power transmission and control sector converges here at the heart of this major trade event. The forum is organized by the VDMA (German Engineering Federation).

### → Group displays

MDA has the backing of the major international industry associations. In addition to the group display organized by the German VDMA there will be joint presentations staged by PTDA (USA), EPTDA (Europe), Assofluid (Italy), British Fluid Power Association (GB), UBIFRANCE (F), CHPSA (China) and Taiwan Fluid Power Association. If you are interested in this form of presentation, we would be pleased to advise.



# 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.

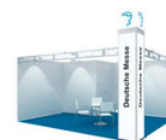
## fair-packages

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](https://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](https://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](https://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)

Contact details

**Wolfgang Pech**

Senior Vice President

**Manfred Kutzinski**

Director

**Christian Geier**

Project Manager

Tel. +49 511 89-31134

Fax +49 511 89-31150

[christian.geier@messe.de](mailto:christian.geier@messe.de)

**Cinzia Sanfilippo**

Project Assistant

Tel. +49 511 89-31133

Fax +49 511 89-31150

[cinzia.sanfilippo@messe.de](mailto:cinzia.sanfilippo@messe.de)

Supported by



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



25–28 October 2010  
24–27 October 2011  
Shanghai

