



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

ComVac

Leading Trade Fair for
Compressed Air and Vacuum Technology

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



Powering industry: compressed air and vacuum technology



Welcome to ComVac 2011

Compressed air and vacuum technology now plays a key role in many manufacturing processes, and modern industrial companies competing on international markets would simply not be able to function without it. The leading trade fair in its field, ComVac is the most important gathering for industry decision-makers and users from all over the world. With its comprehensive coverage of products and engineering, this trade show is both a leader in technology and a trendsetter. This is your chance to position your company centre stage at the world's foremost technology event of the year – HANNOVER MESSE 2011. We look forward to seeing you there!

Yours sincerely

A handwritten signature in black ink, appearing to read 'O. Daebler'.

Olaf Daebler
Director of ComVac

What you gain by exhibiting at ComVac:

→ NEW MARKETS

Take advantage of this show's international audience to explore new market opportunities – particularly in the fast-growing Asian economies.

→ NEW CONTACTS

As the industry's communication and community platform of choice, ComVac offers ideal conditions for generating new business contacts and driving your business forward.

→ NEW CUSTOMERS

Taking place alongside ComVac in 2011 are 12 other leading trade fairs – all part of the unique constellation that is HANNOVER MESSE. This is a great opportunity to reach visitors from across the industry spectrum who will also be interested in your products and know-how.

→ NEW NETWORKS

As an exhibitor at ComVac you can build on your network of contacts and generate important 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.



Mutual benefits

ComVac is the premier international meeting-place for the compressed air and vacuum industry. As an exhibitor at ComVac you'll benefit from the 12 other top international trade fairs which form the line-up of HANNOVER MESSE 2011, whose visitors and exhibitors are potential customers for the companies exhibiting at ComVac. There are particularly close thematic links between ComVac 2011 and MDA – Motion, Drive & Automation as well as Energy, Industrial Automation and Industrial Supply.

Technology keeps the world moving

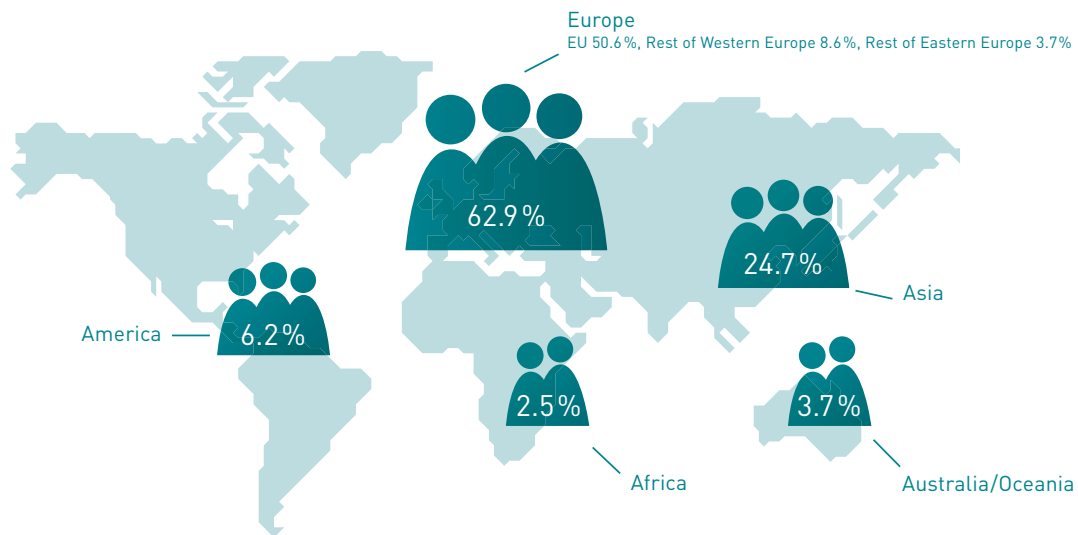
Success can be measured

HANNOVER MESSE 2009 offered ideal conditions for its flagship events, attracting large numbers of foreign visitors – including visitors to ComVac.

- In 2009 a total of **25,600 visitors** attended ComVac
- **95%** of these visitors were classed as **trade visitors**
- **28%** of trade visitors came **from outside Germany**
- Over **65%** are already **planning** to return in **2011**

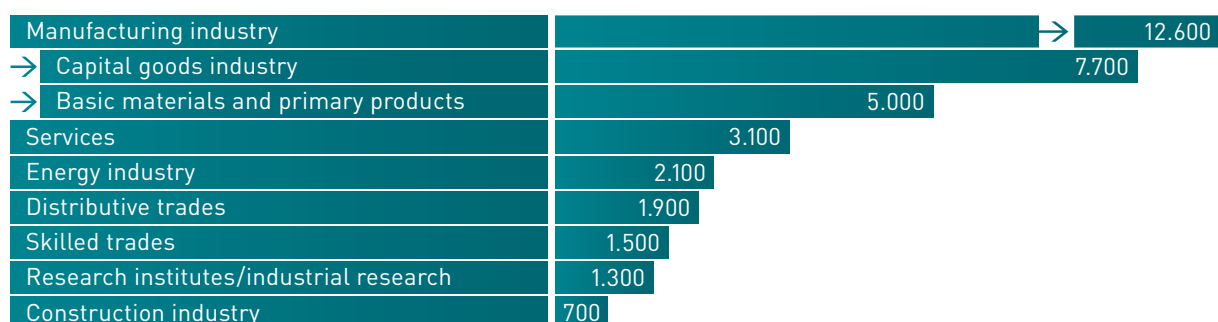
The whole world in one place

ComVac is a key event in the business calendar for decision-makers and users from all over the world.



Winning sales across the industrial spectrum

ComVac functions as a highly effective communication platform geared to the needs of trade visitors across the industry spectrum.



One for all

Potential customers for ComVac come from all sectors of industry and all types of professional background. So you can be sure that the 2011 trade show will once again be a must-see for everyone who wants to find out about the latest trends and market offerings from the compressed air and vacuum industry.

R&D/product design and development	6,900
Senior management/plant management	4,700
Marketing/sales/advertising/PR	4,300
Servicing/maintenance	3,700
Manufacturing/production	3,100
Purchasing/procurement/energy buying	2,800
Planning/work scheduling	2,100

Key contacts

At ComVac you'll reach the industry's top international decision-makers. The calibre of trade visitors in 2009, in terms of their authority to make buying decisions, remained as high as ever – **77.7% of trade visitors** were classed as **decision-makers**.



Investments that pay dividends

27.6% of trade visitors came to the show in 2009 with **firm investment plans** in mind. Don't miss this chance to pitch your innovations and solutions to international investors in 2011.

»The compressed air show ComVac, which takes place once every two years as part of HANNOVER MESSE, is the most important trade fair of its kind in Europe – and probably in the world. The whole industry uses HANNOVER MESSE as a launch pad for its latest products. The show accurately reflects current market trends and developments. It attracts many specialist dealers and end customers from all over Germany and beyond.«

Wolf D. Meier-Scheuven, Managing Director
BOGE KOMPRESSOREN Otto Boge GmbH & Co. KG, Bielefeld

You can find more information online at: hannovermesse.de/comvac_e

Performing well under pressure

Making ComVac work for you

As the leading trade fair for the compressed air and vacuum technology sector and the foremost industry gathering for international decision-makers and users, ComVac 2011 offers you a unique opportunity to raise your profile and attract the attention of potential new customers. Use this trade show to present your innovations, products, solutions and strategies to an audience of key industry buyers – for example, from mechanical and plant engineering or the car industries. Discover what the interdisciplinary line-up at HANNOVER MESSE 2011 can do for your company image and sales.

Display categories

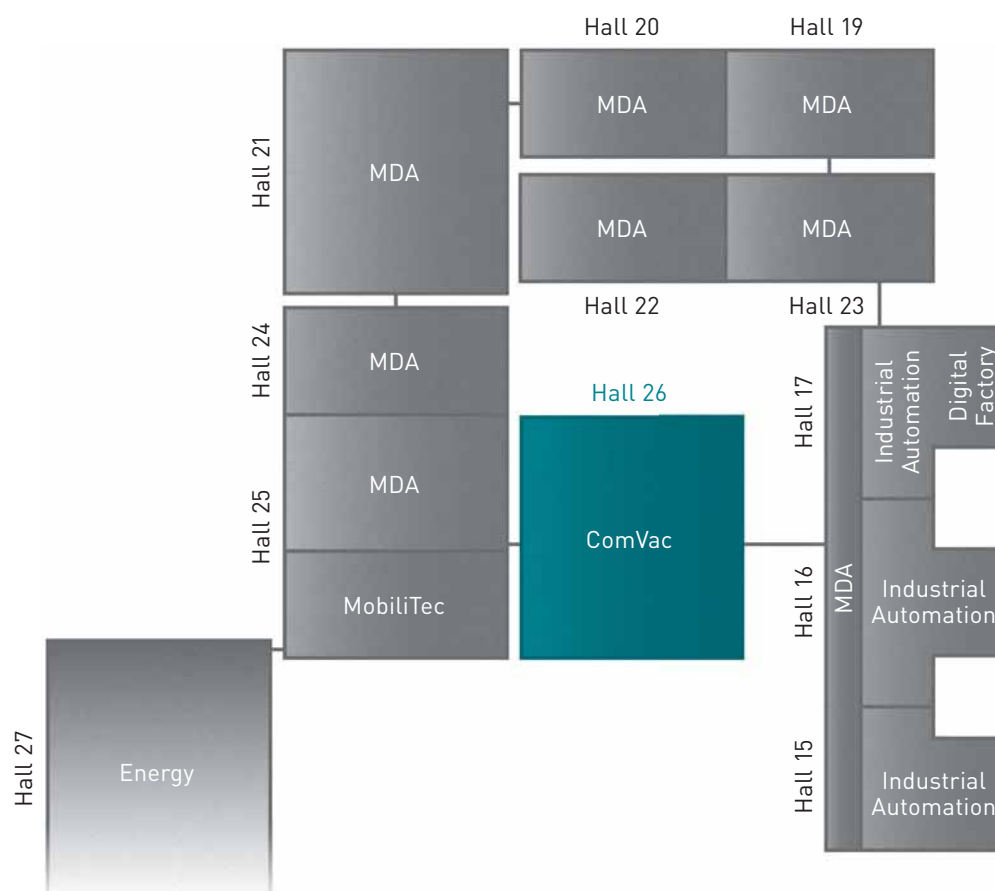
In 2011 exhibitors at ComVac will once again be showing an international trade public what the compressed air and vacuum technology industry has to offer: from the generation, treatment and distribution of compressed air to applications in machines and systems. The keynote displays at next year's ComVac will include improved compressor elements, speed-controlled compressors and pumps, integrated cold dryers, improved systems for filtering, drying and condensate drainage as well as new compressor drive designs. A whole range of services for industrial users of compressed air are also featured at the show, including current state analyses, simulations to evaluate the feasibility of pneumatic applications, and compressed air contracting.

Compressed air technology	Vacuum technology
<ul style="list-style-type: none">• Generation• Treatment• Storage• Tools• Applications• Distribution• Contracting• Management	<ul style="list-style-type: none">• Plant and components• Metering devices• Leak detectors• Drying• Financing• Consulting• Services



ComVac 2011 – a perfect fit

Strategically located within the complex of industrial trade fairs that make up HANNOVER MESSE, ComVac guarantees maximum exposure for you and your business, along with plenty of international contacts and new sales inquiries. You'll also benefit from the presence of neighbouring trade shows like MDA – Motion, Drive & Automation, which generate additional visitor traffic – and thus potential new customers for your products and services from other branches of industry.



Spotlight on innovations

Proficient, innovative and geared to the practical needs of users, ComVac takes its place in the line-up for HANNOVER MESSE 2011. Staged once every two years, the show provides an excellent presentation and community platform for the industry, covering all areas of compressed air and vacuum technology – backed up by a full range of services and an informative supporting program. It adds up to a potent combination, which attracts industry professionals from all over the world who come here to extend their network of contacts, catch up on the latest technical developments and decide on future investments.

Energy efficiency – now a major issue for compressed air

Rising energy prices and increasing environmental awareness are focusing everyone's attention on the issue of energy efficiency, not least in industry. This is particularly relevant for compressed air and vacuum technology, which plays such a big role in modern industrial manufacturing. In order to remain internationally competitive in the future, manufacturers need efficient technology and solutions aimed at lowering energy consumption – and ComVac 2011 is the place to find them.

Highlight for 2011

→ ComVac Eco Park

An exciting new addition to ComVac 2011: alongside energy efficiency, two other issues are assuming increasing significance within the compressed air and vacuum sector, and these are total cost of ownership (TCO) and financing. This is why ComVac 2011 is launching the ComVac Eco Park – a special display that guides visitors through a series of themed display islands manned by exhibiting companies in order to illustrate the potential cost savings across every stage of the production chain. This pilot project is supported by VDMA Compressors, Compressed Air and Vacuum Technology.

Proposed display islands and keynote themes:

- Financing
- Generation
- Systems
- Treatment
- Distribution
- Control/Telemonitoring
- Value maintenance
- Legislation and regulation



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



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

