

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

Digital Factory

Leading Trade Fair for
Integrated Processes and IT

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



Technology makes all the difference



Welcome to Digital Factory 2011

HANNOVER MESSE is the ideal place to find out what manufacturers are doing to keep pace with the competition. In Hall 17 leading IT suppliers will demonstrate products and systems designed to inject more intelligence into their customers' products and production processes. Software has a determining influence on innovation – and necessitates the seamless digitization of entire factories. The trade show Digital Factory presents a uniquely comprehensive array of state-of-the-art technology. We look forward to seeing you there!

Yours sincerely

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

Olaf Daebler
Director of Digital Factory

What you gain by exhibiting at Digital Factory:

→ NEW MARKETS

Smart products pave the way to new markets. HANNOVER MESSE consists of 13 international flagship fairs – and Digital Factory is at the centre of this unique line-up. The exhibitors at the other trade shows are potential customers for your products. At Digital Factory new sales opportunities are literally on your doorstep.

→ NEW CONTACTS

Business relationships set developments in motion. New projects get off the ground when people meet face to face and discover that they have shared goals. At Digital Factory you'll reach a receptive audience and establish productive contacts.

→ NEW IDEAS

New ideas for business models and products do not occur in isolation. On the contrary, new ideas are generated in the marketplace. At Digital Factory you'll encounter business professionals who are united by a common goal – the efficient deployment of IT systems as a basis for continuing innovation.

→ NEW CUSTOMERS

In recent years the Digital Factory exhibitors have reported a growing number of business leads – despite the economic crisis in 2009, and despite the volcanic ash cloud in 2010. This is because of the sustained demand for IT solutions in the area of product development and production. And because companies know that they will find these solutions at Digital Factory.

→ NEW PARTNERS

In our globalized economy networking plays a pivotal role. It's essential that your software interworks with the customers' existing systems. Digital Factory is the ideal place to form productive relationships with other market players. In many cases your competitors are also potential partners. And you can find these partners in Hall 17.

Related sectors at a single venue

Digital Factory is a jewel in the crown of HANNOVER MESSE. Almost all the exhibitors at the other twelve trade shows depend on the IT solutions on show in Hall 17 in order to organize their engineering, production and service operations. Such close proximity to the relevant target markets generates unique synergy effects.



Synergies and networking

The divide between development and production has yet to be fully overcome. Digital Factory in Hall 17 will showcase IT solutions that bridge this gap – for example, PLM, ERP, CAD and MES. Deployed either singly or in combination, these technologies smooth the transition from virtual to real-life products and prepare the ground for the digital factory of the future.

- Design, 3D modelling, computation, virtual prototypes, production simulation
- Digital management of products, projects and orders
- Simulation instead of costly tests as a basis for team-oriented decision-making
- Synchronization of mechanical/electronic development steps
- Simulation of plant control operations based on product data

Technology keeps the world moving

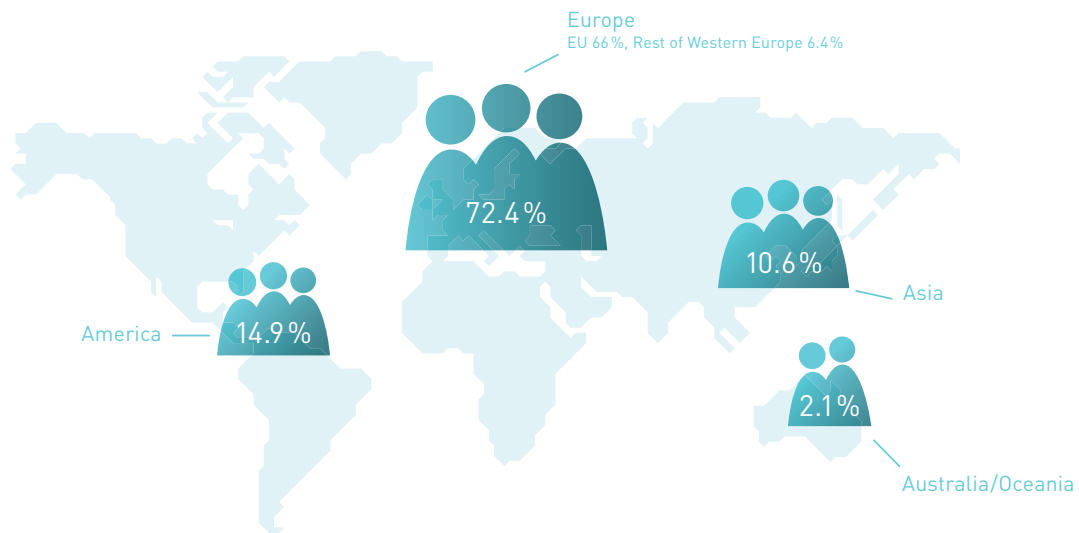
Success can be measured

Profit from the successful concept of Digital Factory and reach a high-calibre professional audience in Hannover.

- In 2010 a total of **45,300 visitors** attended Digital Factory
- **95.4%** of these visitors were classed as **trade visitors**
- **10.1%** of the visitors came from **outside Germany**
- **More than 72%** are **planning to return in 2011**

The whole world at one place

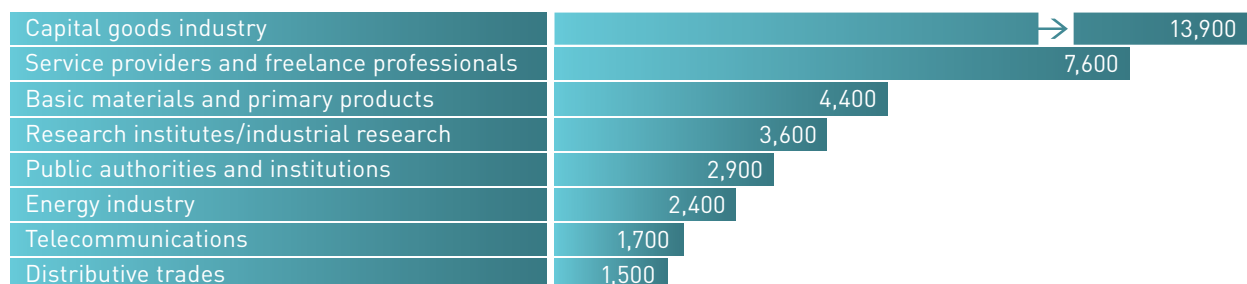
At Digital Factory you can present your products to an audience of experts from all over the globe. Decision-makers from all continents come to Hannover to tune into the latest trends and innovations in industrial technology.



- The visitor attendance figures allow for the air traffic restrictions during HANNOVER MESSE 2010.

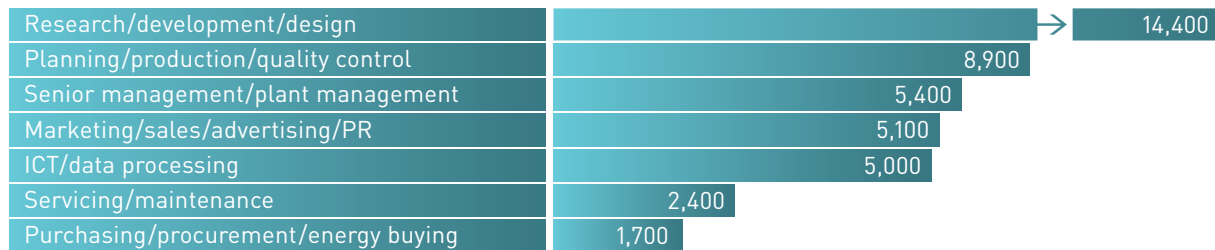
Winning sales across the industrial spectrum

Digital Factory is a magnet for professionals from a broad spectrum of industrial sectors.



One for all

Digital Factory appeals to a broad potential audience. It is your chance to establish links with senior executives, engineers and quality managers and raise awareness of your products and services.



Key contacts

At Digital Factory you'll reach the top people from all sectors of industry. **65% of the visitors are decision-makers** within their companies and organizations. This results in high-quality leads and contacts.



Investments that pay dividends

24% of the visitors to Digital Factory 2010 **had firm investment plans**. More than **74% of this total investment volume** had been earmarked for **technical innovations** and **further developments**. As an exhibitor you can tap into this lucrative source of new business.

»We supply ERP solutions to manufacturing industry. For six years in a row HANNOVER MESSE has brought us closer to our target customers and impressed us on account of its international scope and clear concept based on integrated flagship fairs. Digital Factory brings together all the software solutions that support industry. This benefits exhibitors and visitors in equal measure.«

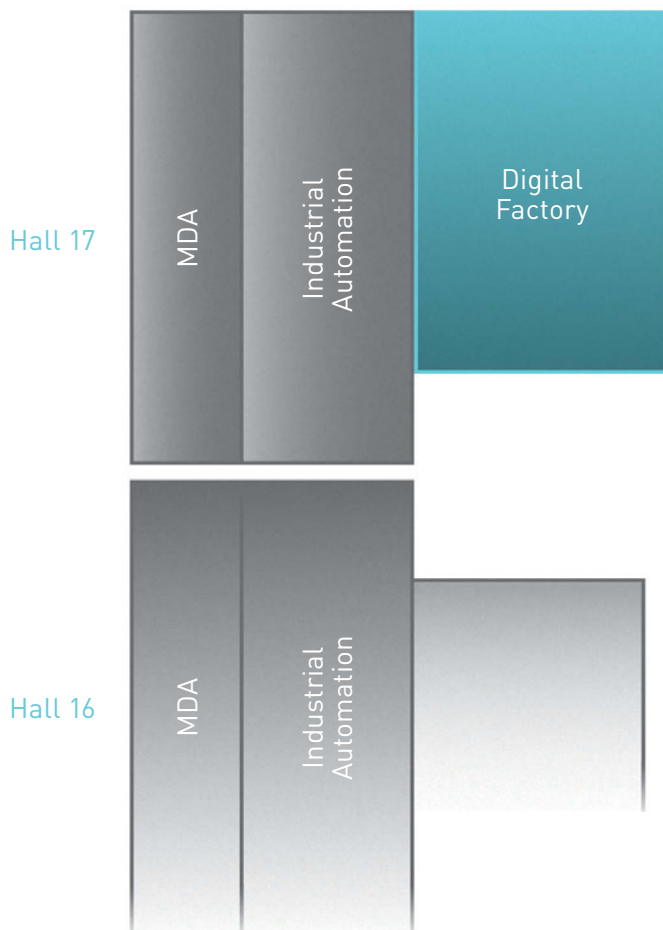
Alfred M. Keseberg, Managing Director, PSIPENTA Software Systems GmbH, Berlin, Germany

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

Digital Factory – focus on information technology

Use Digital Factory to showcase your strengths

Digital Factory is the only trade show worldwide that brings together all the leading suppliers of IT for product development and production. Industry professionals from all over the globe come to Hannover to tune into the latest developments in industrial IT, see which products are ready to enter the marketplace, and ascertain what developments are on the horizon. Large numbers of visitors also come from the neighbouring trade shows at HANNOVER MESSE.



Range of exhibits:

- Virtual product development (CAx)
- Product lifecycle management (PLM)
- Production and process planning (ERP, PPC)
- Rapid prototyping and rapid manufacturing
- Process integration
- Manufacturing/automation (MES)
- Technical sales and service
- Virtual commissioning, offline programming and installation
- Visualization and simulation



Main exhibit categories

- **Virtual product development (CAx)** embraces CAD for mechanical engineering, as well as systems for developing switchgear cabinets and cable harnesses for electrical engineering applications and systems for PCB layout and electronics.
- **Product lifecycle management (PLM)** encompasses software for product data management (PDM), project management (PM), requirements management (RM) and legal compliance.
- **Production and process planning (ERP, PPS)** plays a central role in order processing.
- **Rapid prototyping and rapid manufacturing** systems minimize the time needed to put new products on the market.
- **Process integration** is now performed via digital control stations – also with the aid of sophisticated simulation techniques.
- **Manufacturing/automation (MES)** is aimed primarily at achieving continuity of product development and manufacture. This topic plays a major role throughout the entire exhibition.
- **Technical sales and service** starts with the efficient provision of data from product development and extends to the logging of requests for changes/modifications from the market.
- A further topic featured in Hall 17 will be **virtual commissioning, offline programming and installation**.
- **Visualization and simulation** will illustrate the potential of virtual reality (VR).

Spotlight on innovations

Digital Factory is a multi-faceted event. Firstly, it showcases innovative products and systems designed to streamline all stages of the manufacturing process. Secondly, it features special presentations and activities that help visitors grasp the abstract processes going on behind their computer screens. Digital Factory brings together all the market leaders at a single venue and attracts the top people working in industrial IT. This applies in equal measure to the exhibitors and the visiting public.

With its sharp focus on product development, production planning, production control and visualization (since 2010), the program of Digital Factory has proved to be a sustained success. In 2011 – the eighth year of Digital Factory at HANNOVER MESSE – visitors will once again find the detailed information they are looking for.

Highlights

→ Visualisation/simulation

3D visualization creates the basis for the company-wide utilization of product and plant data and for communication with customers. **“Technology Cinema 3D”** will once again demonstrate what’s possible in this area – up to and including full-scale VR scenarios. Numerous leading manufacturers will deliver the necessary data.

→ RapidX – Advanced Prototyping Technologies

This special display is being staged for the fourth time – in association with “NC Gesellschaft”, the “sender\circle it-forum” and other partners. The aim is to demonstrate the interworking of various IT tools and to show how sophisticated digital technology has superseded expensive physical prototypes.

→ Digital Factory – Start-up: Maximum impact at minimum expense

For small, innovative newcomers among the exhibitors, Digital Factory will be making a special stand available on special terms. If you’ve got big plans, this is a great place to start.

→ MES – efficient production

Over the past two years the **MES Conference** has attracted large numbers of attendees. Organized in association with VDI, VDMA and MESA Europe, this event has become a major highlight at Digital Factory.



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.

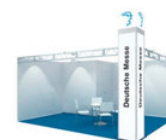
fair-packages

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



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.

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

Supported by



Contact details

Wolfgang Pech

Senior Vice President

Olaf Daebler

Director Digital Factory

Weert-Ellen de Riese

Project Manager

Tel. +49 511 89-31135

Fax +49 511 89-31323

weert-ellen.deriese@messe.de

Kirsten Eichhorn

Project Assistant

Tel. +49 511 89-31649

Fax +49 511 89-31323

kirsten.eichhorn@messe.de

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

