



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

Industrial Supply

Leading Trade Fair for Industrial Subcontracting
and Lightweight Construction

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



Technology brings innovation to subcontracting solutions



Welcome to Industrial Supply 2011

Following the repositioning of the Leading Trade Fair for Industrial Subcontracting and Lightweight Construction in 2010 under the name Industrial Supply, exhibitors can now look forward to even more benefits from the line-up at the next HANNOVER MESSE in 2011. This is because the 13 concurrent flagship fairs taking place then share more common ground – thus generating more synergies and business opportunities. Exhibiting at Industrial Supply has obvious advantages for international component suppliers. It allows you to reach all your important target groups at just one event – a cost-saving venture that generates vital business. Seize the opportunities offered by a display environment that reflects your interests and places the focus on future-oriented themes such as lightweight construction and the efficient use of materials. We look forward to seeing you there!

Yours sincerely

A handwritten signature in black ink, appearing to read 'Arno Reich'.

Arno Reich
Director of Industrial Supply

What you gain by exhibiting at Industrial Supply

→ MARKETING PLATFORM FOR INNOVATIONS

By focusing on issues such as lightweight construction and the efficient use of materials, which affect almost every sector of industry, Industrial Supply offers a high-profile platform for innovative supply solutions.

→ ACCESS TO TARGET SECTORS

Industrial Supply helps you reach all the relevant user industries, whether it's the car industry, mechanical and plant engineering, electrical engineering or the energy sector.

→ FOCUSED PRESENTATION

A combination of seminars, themed presentations and other events designed to promote dialogue ensures that your products will get the international attention they deserve.

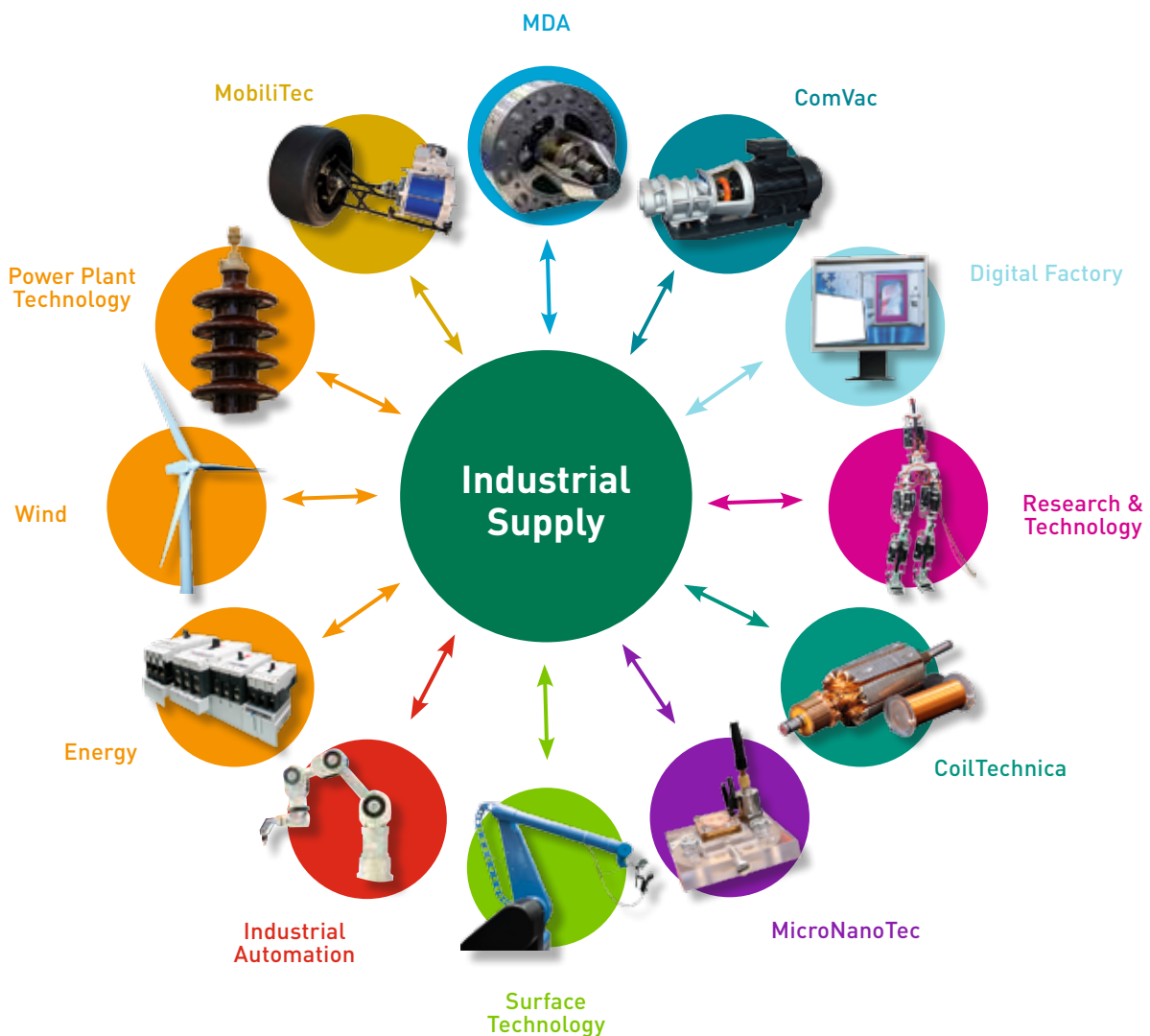
→ GLOBAL SOURCING

Buyers and product engineers from across the globe come to the leading trade fair for industrial supply in search of components and systems that match their technological needs. Don't miss this chance to position your company at this important international marketplace for global sourcing.



A unique opportunity to grow your business

There are many reasons why it pays to exhibit at Industrial Supply. Being part of HANNOVER MESSE gives you access to some 6,100 other exhibitors within the constellation of 13 leading technology fairs. Thus German and foreign trade visitors from every major user industry can learn about your products. Superb organization and the vast business potential generated across HANNOVER MESSE guarantee that Industrial Supply will open up outstanding market opportunities for you.



Your success is our yardstick

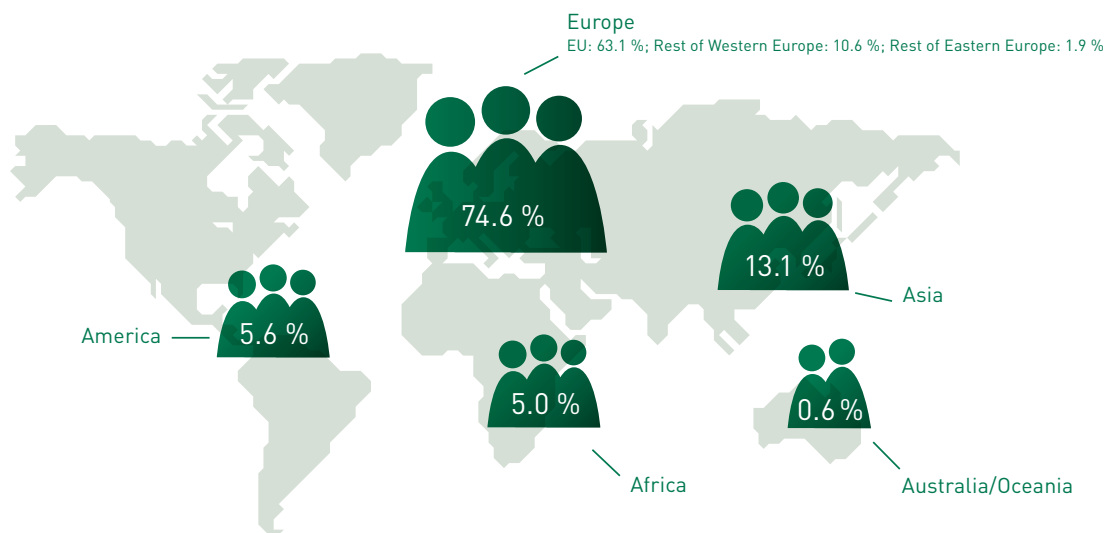
A track record of successful delivery

The new concept for Industrial Supply introduced in 2010 was a real success, shaping the market and generating new sales for the exhibiting industrial suppliers:

- **60,900 visitors** attended Industrial Supply
- **98 %** of these were **trade visitors**
- More than **74 % of trade visitors** are already **planning to return in 2011**

Your passport to global markets

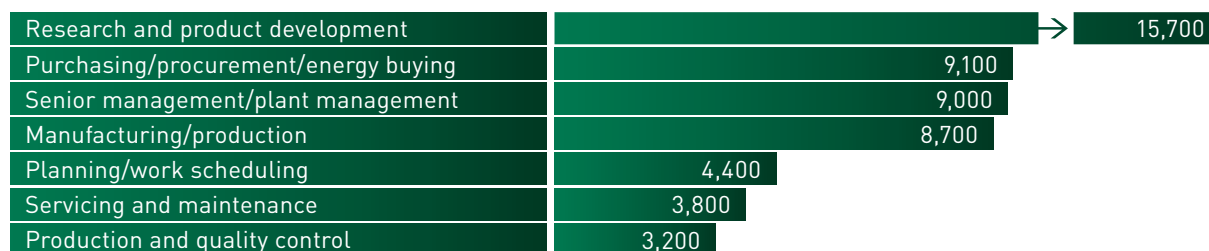
The high proportion of foreign trade visitors means that your company makes an impression on the global marketplace. You too can play host to the world – at HANNOVER MESSE 2011.



In spite of the ban on air travel over large parts of Europe at that time, HANNOVER MESSE 2010 still drew a large proportion of its trade visitors from outside the host nation, Germany.

Leads from every sector

The visitors at Industrial Supply come from a diverse range of areas and functions within their respective companies. Position your business here to reach your key target groups.





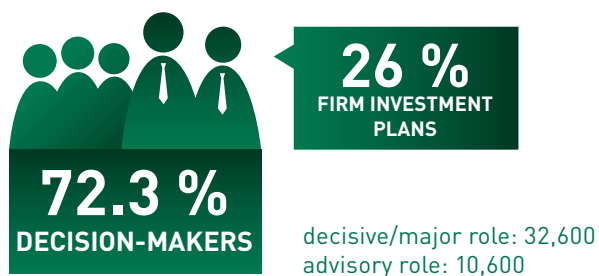
All your target groups in one place

You'll find your target groups fully represented here, where conditions are ideal for generating new sales and meeting trade visitors from the main user industries.

Capital goods industry	20,000
Basic materials and primary products	12,000
Services	5,800
Distributive trades	5,000
Energy industry	4,400
Research institutes/Industrial research	2,900
Skilled trades	2,600
Public authorities and institutions	2,200

Investors for your innovations

More than 72 % of visitors were involved in the **investment decisions** of their companies.



For more facts and figures visit: hannovermesse.de/industrial_supply_e

Hot Spot for Dynamics

We supply the concept – you position your products

The industrial supply sector is an innovator that drives industry forward. Every year Industrial Supply demonstrates its capacity to inspire and motivate the manufacturing sector. Approx. 1,500 suppliers from more than 50 countries deliver a diverse and attractive display for top decision-makers. Trade visitors come here to discern future trends, do business and find out what the market has to offer. Under the aegis of HANNOVER MESSE the trade fair Industrial Supply now serves as a central platform for ideas, featuring cross-sector displays on keynote themes such as the efficient use of materials and lightweight construction. Showcase your company alongside your competitors and don't miss out when the subcontracting and supply sector gathers for its most important trade event in Hannover.



Graphic → Industrial innovation is the sum of many parts





Main topics featured at Industrial Supply in halls 3 – 6

Entrance NORTH 2 →

2

3

← Entrance EAST 2

Casting products
Fitting parts

4

Forging
Sheet metal forming
Machining processed parts
Systems / Components
Suppliers Convention

5

Materials know-how
Parts and components of:

- rubber
- metal
- plastic
- ceramic

joining & fastening
process engineering

6

Lightweight construction
• Solutions Area
Materials-Forum –
Intelligent lightweight construction

All together in one place

Take advantage of the ideal marketing platform to exhibit your innovative solutions and strategically target international markets. Whether it's products, engineering or services – at Industrial Supply you can offer your customers a choice of options across the entire value chain of the global subcontracting and industrial supply market.

» We've been coming to HANNOVER MESSE for the past six years and this year produced yet another pleasing outcome for us. One got a clear sense of the improved business climate. People are beginning to look forward again, they are more positive and prepared to invest once more. We made many new contacts and dealt with plenty of serious sales inquiries. «

Stefan Veltum, Head of Sales at DOCERAM GmbH,
Dortmund, Germany

A wealth of opportunities to boost your business

Focusing attention on the issues that matter

At Industrial Supply you will be able to take part in themed presentations, special displays and seminars to present your expertise to an audience of significant market players. You will not find such an effective, dynamic sales platform elsewhere, so get on board to expand your network and generate new sales.

→ **Themed presentation Lightweight Construction:** The special display Lightweight construction celebrated its premiere in 2010 and it remains as topical as ever. At its hub is the Solutions Area, where visitors congregate in search of answers to the key questions of lightweight construction, principally efficiency and cost-effectiveness.

→ **Suppliers' Convention:** Be part of the action when industry experts from Germany and other countries discuss key topics such as sustainability, energy efficiency and new technologies.

suppliers'convention



→ **NEW: Themed presentation Bio-based Materials:** In association with the nova Institute, HANNOVER MESSE is staging a new joint presentation dedicated to bio-based materials, the fastest-growing group of materials today.



→ **Themed presentation "gegossene Technik":** Germany's foundry industry showcases its strengths by bringing together an array of solutions that match the needs of industrial users in Hannover. This presentation is organized by the German Foundry Federation (BDG).

→ **Themed presentation Solid Forming:** With its largest ever trade fair presence, the German industry association for this sector will be demonstrating its market leadership and technological prowess. Join the line-up, and show the visiting trade public that your company is a high-tech innovator too.





→ **Themed presentation Engineering Ceramics:** This presentation, organized by the German Ceramics Industry Federation (VKI) and the Technology Agency for Structural Ceramics (TASK), features sophisticated, high-performance engineering ceramics and their diverse applications.

→ **Themed presentation SystemPartner:** This display pools the know-how of systems suppliers in their role as value-adding partners at all stages of the product lifecycle. The focus will be on profitable collaboration in the areas of product design, development, engineering, process optimization, logistics and cost reduction.

→ **Innovations Centre for Engineering Materials:** Exploit the endless possibilities of materials technology at this event. This group display at Industrial Supply is another great opportunity for showcasing innovative solutions in areas such as lightweight construction.

→ **Materials Forum – Intelligent Lightweight Construction:** In order to optimize efficiency on a more sustainable basis, industry is looking for ideas based on new materials and lightweight construction. At the Materials Forum leading experts from the scientific and business communities will be presenting applications-oriented solutions.

→ **WeP – Value-adding Partner ContiTech:** This presentation staged by ContiTech demonstrates how customers benefit from the value-adding collaboration between suppliers and logistics partners.

→ **Special presentation material TRENDS:** In 2011 this special display staged in association with the International Forum Design will be devoted to smart materials for engineers, designers and architects. Workshops and demonstrations of materials will provide in-depth coverage of the issues.

→ **National and regional group displays:** For companies interested in exhibiting but concerned about costs, taking part in one of the numerous joint displays staged by different countries or regions is an effective option that reduces the commitment of funds and resources. We will gladly inform you about the possibilities and put you in touch with the appropriate industry or regional representatives.

Further details about the Industrial Supply program are available at:
hannovermesse.de/industrial_supply_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



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

