

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

MicroNanoTec

Leading Trade Fair for Microtechnology,
Nanotechnology and Laser Micro-
Materials Processing

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



Microtechnologies for mega success



Welcome to MicroNanoTec 2011

Microtechnology, nanoengineering and laser-based micromachining play an increasingly important role in the global economy. MicroNanoTec is the only trade show world-wide that focuses exclusively on ready-to-run applications in these sectors. The close proximity to SurfaceTechnology and Lightweight Construction under the umbrella of HANNOVER MESSE will strengthen the position of MicroNanoTec and offer interesting business opportunities to your company. Take advantage of this unique opportunity to present your products and services and sign up for MicroNanoTec 2011. We look forward to seeing you there!

Yours sincerely

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

Manfred Kutzinski
Director of MicroNanoTec

What you gain by exhibiting at MicroNanoTec:

→ NEW MARKETS

MicroNanoTec is the world's premier trade show for microtechnology, nanotechnology and laser-based micromaterials processing. This uniquely international showcase is the springboard to new business opportunities – above all in the growth markets of Asia.

→ NEW CONTACTS

MicroNanoTec is a magnet for business leaders from all over the globe. Harness this high-calibre audience to your corporate objectives and generate new leads across a broad range of industrial sectors.

→ NEW CUSTOMERS

At MicroNanoTec you can present innovations and services to potential customers in a diverse spectrum of user industries. Profit from the unique interaction of 12 additional technology shows taking place simultaneously at the same venue.

→ NEW NETWORKS

At the FORUM "Innovations for Industry" leading experts from science and industry get to grips with the latest trends and innovations in micro/nanotechnology and laser-based micromaterials processing. This creates the ideal basis for establishing productive new networks.

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.



Micro and nanotechnology in all sectors

Today there is hardly a sector of industry that does not depend to some extent on applied micro-technology and/or nanotechnology. Strong synergies exist with the trade shows SurfaceTechnology, Industrial Automation and Industrial Supply. You, too, can reap the benefits of this unique, integrated line-up of industrial technology and target trade visitors and purchasers in all sectors of industry.

Technology keeps the world moving

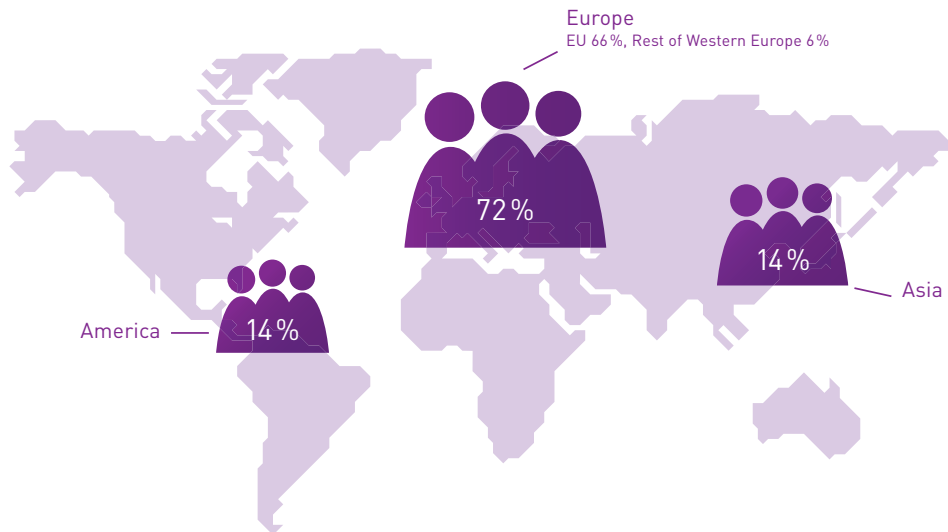
Success can be measured

By exhibiting at MicroNanoTec you'll gain access to a high-calibre audience.

- In 2010 **46,000 visitors** were interested in micro, nano and laser technology
- **92.2%** were **trade visitors**
- **10.5%** of the visitors came **from abroad**
- **66.7%** are already planning to come back in **2011**

The whole world in one place

At MicroNanoTec you'll meet decision-makers from all continents.



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

Winning sales across the industrial spectrum

Thanks to the thematic overlap with the other 12 trade shows at HANNOVER MESSE, MicroNanoTec attracts visiting professionals from a broad variety of industries.

Manufacturing industry	11,600
→ Capital goods industry	8,100
Research institutes/Industrial research	5,100
Corporate services/freelance professionals	5,000
Public authorities and institutions	3,700
Energy industry	2,200
Skilled trades	1,400
Telecommunications	1,100

One for all

MicroNanoTec appeals to a broad potential audience. 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/product development	14,100
Manufacturing/production	4,600
Senior management/plant management	3,500
Admin./HR/social services/training	2,100
Purchasing/procurement/energy buying	1,800
Servicing/maintenance	1,500
Planning/work scheduling	1,400
Production/quality control	1,400

Key contacts

At MicroNanoTec you'll establish contact with senior personnel from all sectors of industry. **55.8%** of the visitors at MicroNanoTec 2010 were **decision-makers**.



Investments that pay dividends

17.1% of the visitors at MicroNanoTec 2010 travelled to Hannover with **specific investment intentions**. More than **73%** of this capital spending had been earmarked for **technical innovations and further developments**.

»Commitment pays dividends – this applies to our development efforts as well as our continuous presence at HANNOVER MESSE. This year we experienced an overwhelming level of interest at our stand. Following the presentation of the Hermes Award to our Fusion3D laser structuring system for three-dimensional moulded interconnect devices, our stand was a real magnet for the visiting public.«

Dr. Ingo Bretthauer, CEO
LPKF Laser & Electronics AG, Garbsen, Germany

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

The No.1 industry event

Harness MicroNanoTec to your corporate success

Under the umbrella of HANNOVER MESSE the high-tech trade show MicroNanoTec presents a comprehensive array of applications-oriented microsystems, nanosystems and lasers. Many experts and enterprises predict that nanotechnology will play a major role in the future. The diverse international audience at HANNOVER MESSE paves the way to new customers and sales opportunities – above all for small and medium-sized enterprises.

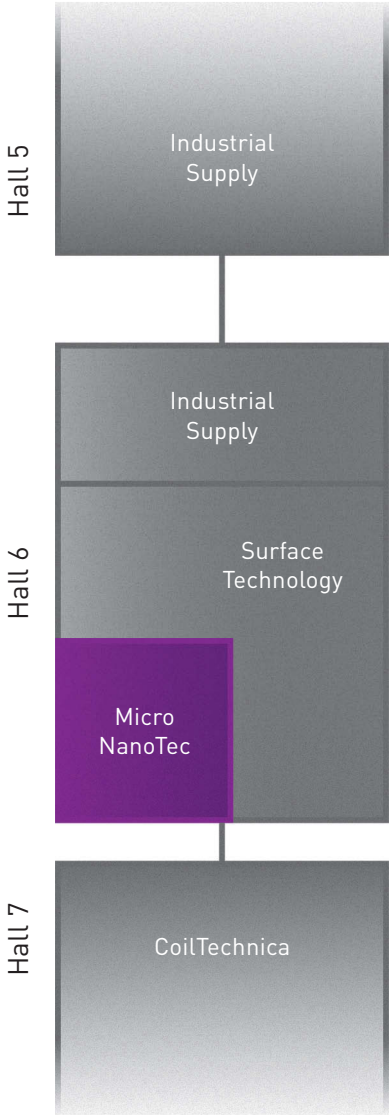
The line-up at MicroNanoTec

- Microsystems
- Microfluidics
- Microsensorics
- Materials
- Microproduction engineering
- Microfinishing techniques
- Laser machining of materials
- Nanotechnology applications



Where professionals meet professionals

Thanks to the central location of MicroNanoTec at HANNOVER MESSE, you'll attract visitors from the other 12 trade shows that make up HANNOVER MESSE. By exhibiting at MicroNanoTec you'll benefit from the close proximity of SurfaceTechnology and Lightweight Construction in Hall 6. Productive interrelationships also exist with Industrial Automation. Exploit these additional visitor flows in order to recruit new customers.



Spotlight on innovations

The **FORUM “Innovations for Industry”** plus numerous other special events create a stage for presenting the key topics and issues of the future. This is your chance to showcase your company’s innovations and reap the benefits of the integrated HANNOVER MESSE line-up – in particular the optimum thematic links with SurfaceTechnology and Lightweight Construction. In short, MicroNanoTec serves as a passport to the major market players and industry associations – and to new potential customers.

Focus on the key issues

MicroNanoTec 2011 will illuminate the key issues of the future from all angles.

→ Energy Harvesting

The spotlight here will be on the latest concepts for generating electricity using sources such as ambient air, vibrations and airflows. This goes a long way towards eliminating the disadvantages of wired power supplies and batteries.

→ Printed Electronics & Intelligence

The focus here will be on methods for printing electronic components and circuits on paper, polymers and organic substrate materials.

→ Microproduction

Researchers and developers from all over the globe will present the latest trends in the production of microsystems, miniaturized products and functional microstructures.

→ Lasers for Micromaterials Processing

Lasers deliver pinpoint accuracy in micromachining applications. MicroNanoTec 2011 will demonstrate how lasers speed up the production process and extend the functionality of individual components.

→ NanoEngineering

Under the heading “NanoEngineering” MicroNanoTec 2011 will present innovative technologies for machining microstructures in the nanomillimetre range – with special reference to applications in the fields of mechanical and plant engineering.



Program

→ FORUM “Innovations for Industry”

The FORUM “Innovations for Industry” has established itself as the leading platform for innovations in the fields of microtechnology, nanotechnology and laser-based micromaterials processing. This is where experts, academics and business leaders get to grips with state-of-the-art miniaturized solutions and tune into the latest trends and research findings.

→ IVAM Product Market “Micro, Nano, Materials”

The latest trends and applications in many different areas of high technology are featured here. “Micro, Nano, Materials” will once again be the central information source at MicroNanoTec for all those interested in micro/nanotechnology and new materials.

→ Special display “Lasers in Micro-Materials Processing and Microproduction”

In 2011 the IVAM will once again team up with laser technology specialists and showcase innovative solutions in the area of materials processing and high-precision manufacturing. This special display is targeted not only at photonics experts but also at all those who want to explore the practical potential of laser technology in micromachining and microproduction.

→ “Nano for Industry”

The spotlight here will be on the role of nanotechnology in practical industrial applications – with special emphasis on new energy sources, new materials, as well as the modification of materials and production methods.

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

