



MAKING MORE OUT OF WOOD

Be part of a growth industry – and exhibit
at the World Fair for the Forestry and
Wood Industries

30.05. – 03.06.2011

LIGNA
HANNOVER · GERMANY
World Fair for the Forestry and Wood Industries

Bigger by nature



Welcome to the show!

The World Fair for the Forestry and Wood Industries LIGNA HANNOVER is the most international trade show of its kind worldwide. More than half of the exhibiting companies come from outside Germany. That makes the show the perfect platform for you – great for meeting trade visitors from all over the world, making valuable new contacts and securing a foothold in new markets. Make the most of this opportunity – and watch your order books fill up!

Present your innovative products and technical developments to an international trade public. Whatever your area of expertise – timber harvesting and recovery, machinery, equipment or tools – at LIGNA HANNOVER you can offer potential customers exactly the right solutions to meet the growing needs of today's markets.

The benefits of exhibiting at LIGNA HANNOVER:

- The world's most important trade show for the forestry and timber industries
- No other trade fair attracts so many visiting professionals from all over the world as LIGNA HANNOVER
- Contacts with top decision-makers in the business community, networks, industry associations and organizations
- Signing of business cooperation agreements with international players in foreign trade
- Ideal conditions for establishing international business contacts
- The presence of market leaders in all industrial segments from 49 countries makes the show the most important technology event for international suppliers
- Use the exhibition and the accompanying communication formats to tell visitors about your initiatives, products and business services
- LIGNA HANNOVER brings together all the key sectors involved in timber processing and woodworking for a uniquely comprehensive overview

Natural attraction

LIGNA HANNOVER 2009 offered a first-class display environment and attracted high levels of international participation.

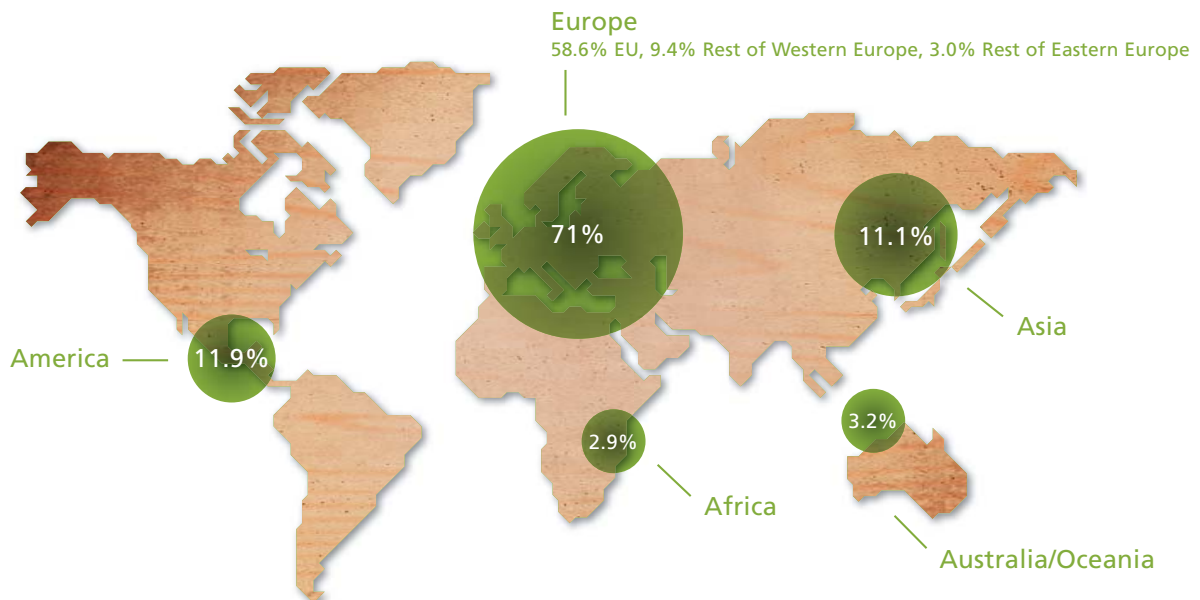
With 130,000 square metres of display area and outstanding presentations by over 1,700 exhibiting companies, LIGNA HANNOVER 2009 was once again the most important event in the business calendar for the industry's top innovators and opinion-leaders. Exhibitors and visitors alike were able to benefit immensely from a high-calibre program of conferences, forums and special events. The numbers speak for themselves:

- 80,000 visitors in total
- from 89 countries
- with a 94.6% trade visitor quota
- 34.2% of all visitors came from outside Germany
- 35.7% of the trade visitors came from outside Germany

Use this opportunity to put your company in touch with the global wood industry. We look forward to seeing you there!

Breakdown of foreign visitors

LIGNA HANNOVER is the global marketplace for decision-makers from all over the world.



Visitors according to business sector

LIGNA HANNOVER attracts visiting industry professionals from a broad spectrum of industries and trades involved in the processing of wood.



Visitor satisfaction ratings

81% of visitors rate the displays at LIGNA as “very good to good”

Visitors according to decision-making role

Innovations attract investors, and at LIGNA HANNOVER you and your products will be seen by top decision-makers with firm investment plans – and the authority to make buying decisions.

In 2009 77.6% of trade visitors had a significant say in their company’s investment decisions.



Visitors according to investment plans

Some 21% of trade visitors from the private and public sectors come to Hannover with firm investment plans. Use this excellent opportunity as an exhibitor to pick up new orders for your business!

Naturally diverse

The display categories at LIGNA HANNOVER 2011

New technologies designed to make more efficient use of resources are now starting to drive investment. This trend can be seen across all display categories at LIGNA HANNOVER. In part it's about acting to secure supplies of wood and conserve natural resources through sustainable forestry management. For manufacturers of woodworking machinery the focus is on using the wood input as efficiently as possible, while reducing the consumption of energy and time. The range of exhibits at LIGNA HANNOVER 2011 comprises the following:

Forestry industry, forestry technology	Bioenergy from wood	Handwerk, Holz & mehr
<ul style="list-style-type: none">· Machinery, equipment, tools and accessories· Transport, storage systems and logistics· Information systems	<ul style="list-style-type: none">· Waste wood utilization and energy generation	Joinery and cabinet-making <ul style="list-style-type: none">· Woodworking machinery· Furniture production· Interior finishing work
Sawmill technology	Wood materials and veneer production	Carpentry, timber construction, timber-frame building <ul style="list-style-type: none">· Woodworking machinery· Technical applications for wood, remodelling· Materials, accessories, services
<ul style="list-style-type: none">· Machinery and plant for the production of sawn timber· Measuring and optimization systems for roundwood yards and sawmills	<ul style="list-style-type: none">· Machinery, plant and accessories for the production of wood-based materials and veneers	
Solid wood working	Furniture industry	Special presentations
<ul style="list-style-type: none">· Machinery and plant for solid wood working· Machinery and plant for the production and maintenance of machine tools· Drying systems for sawn timber	<ul style="list-style-type: none">· Machinery, plant and facilities for industrial furniture production· Automation systems	
	Industrial surface treatment technologies	
	Lightweight construction	



Forums, conferences and special presentations

Complementing the product displays at LIGNA HANNOVER 2011 are numerous special presentations aimed at the practical needs of users, such as the VDMA Forum "Careers in Wood", the VDMA Action Forum "vector", Research & Teaching, Forestry and Energy presentations, seminars and conferences on topics of current interest to the industry. Such events play an invaluable role in promoting knowledge transfer and networking.

Naturally effective

Exhibition presence with communication support

Book your place today to exhibit at LIGNA HANNOVER 2011!

The organizers of LIGNA HANNOVER work hard behind the scenes to ensure the success of your presentation, organizing press and marketing campaigns in Germany and around the world. Numerous press conferences worldwide, country-specific campaigns and the deployment of media such as print advertising, posters and online banners serve to target and motivate specific visitor groups and point out the benefits of attending the show.

With our comprehensive service packages you have access to targeted marketing tools that will generate a lot of attention at very little cost. The following marketing services are included with all our packages:

- **Practical stand packages, complete from one supplier**
- **Full customer care before, during and after the show**
- **Ideal location in Hannover**
- **Outstanding facilities and amenities**
- **High-class display environment**

Decision time

Choose a presentation option that meets your particular needs, and benefit from our early booking discounts and loyalty bonuses.

1. Bare stand space, no stand included, one-year contract for 2011

Hall

Early booking discount for registrations received by 31 May 2010

Open-air site + pavilions

Early booking discount for registrations received by 31 May 2010, rental charges staggered according to number of square metres

2. Bare stand space, no stand included, two-year contract for 2011/2013

Hall

Loyalty bonus for registrations received by 31 December 2009.
Early booking discount for registrations received by 31 May 2010

Open-air site + pavilions

Loyalty bonus for registrations received by 31 December 2009, rental charges staggered according to number of square metres.
Early booking discount for registrations received by 31 May 2010, rental charges staggered according to number of square metres.

3. fair-package – stand space with stand assembly and services

**Book by 31 December 2009
to qualify for your loyalty
bonus!**



Naturally fair

Services for exhibitors at LIGNA HANNOVER

With our comprehensive service packages you have access to targeted marketing tools that will generate a lot of attention at very little cost. We can make arrangements for you to set up your own stand where you can receive your visitors in style and discuss their needs. Alternatively you can opt for one of our modular system stands. Show buyers how innovative and pioneering your initiatives and services for industry really are – at www.service.messe.de you'll find everything you need to smooth your path and make your presentation more effective.

Individual stand space

This section contains important information for exhibitors who want to book stand space only.

fair-package

Our all-inclusive fair-packages let you book stand space and exhibition stand, plus many useful services, with just one order.

Events & Catering

Let us help you to organize your successful trade show presentation.

Advertising materials + downloads

Deutsche Messe offers all kinds of advertising aids, most of them free – use them in conjunction with your address book to energize your advertising campaigns!

Advertising your presence at the show

Choose from our wide range of communication media to create your own individual advertising concept.

Entries in official trade fair media

The entries in the official trade fair media are of particular importance for you as an exhibitor.

Online advertising

Advertising online at ligna.de is a great way to get the attention of visitors and potential visitors.

Press services

Proactive press and PR work is central to any successful marketing strategy today.

Online Business Service (OBS)

Get all the facts – without obligation – about exhibiting at the show. You can also use the service to plan your stand, work out the cost and register to exhibit.



Event organizers



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