



CeMAT 2011 – the world's No.1 for intralogistics

Warehousing systems · Complete plant installations · Robot logistics · Cranes · Lifting platforms · Hoisting gear · Auto ID systems · Software · Factory equipment · Continuous handling systems · Industrial trucks · Loading equipment · Port handling equipment · Packaging systems · Logistics real estate · Services

HANNOVER, 2–6 MAI 2011

CeMAT2011
The world's leading fair for intralogistics

Welcome to the global platform for intralogistics



Ladies and Gentlemen,

CeMAT takes place every three years – and sets new standards every time. Now we are getting ready for the next show in 2011, when the world's leading fair for industrial logistics opens for business in Hannover from 2 to 6 May. No other show in the world gives such a complete overview of what is happening in intralogistics today. And there is a lot happening, because this is an industry that never stands still in its search for better and more efficient solutions to keep the world's goods moving. Come and see for yourself!

A handwritten signature in black ink that reads "Wolfram v. Fritsch".

Dr. Wolfram von Fritsch
CEO, Deutsche Messe

How you benefit as an exhibitor

As an exhibitor at the world's leading trade show for innovative and pioneering solutions in industrial logistics you can benefit in so many ways:

- the entire global market assembled in one place
- network access to other exhibitors, visiting professionals and market experts
- intercultural dialogue with senior decision-makers from all over the world
- comprehensive overview of current trends, topics, technologies and competitors
- international supporting program with forums and workshops
- extensive media presence, with key commentators and opinion leaders





CeMAT – where everyone's a winner

Ever since CeMAT first went solo in 2005, the world's leading fair for industrial logistics has captured the imagination of exhibitors, journalists and visiting professionals from all over the world. A strong international presence and displays that chart all the latest trends and innovations make this show the highlight of the business calendar for the entire industry every three years. So book your place early at the world's leading marketplace for intralogistics – and move up to the first league.

New ideas

At CeMAT 2011 in Hannover you can see all the latest solutions and applications from the intralogistics industry, explore the key display areas and benefit from an extended supporting program and a broad range of services for exhibiting companies.

With these enhancements CeMAT 2011 is well placed to strengthen its position as an international showcase for innovations and an engine of growth for the intralogistics industry, and to drive the business of participating exhibitors.

New feature topics/Specials

- Developments in RFID
- Innovations in crane technology
- Sustainability in power transmission technology
- Efficient warehouse automation and modernization
- Specialized sector-specific solutions, e.g. temperature-controlled logistics
- Logistics real estate: future trends



Sustainability in Intralogistics

The ongoing global debate about the effects of climate change and the availability of finite natural resources shows that the issues of **ecology, economy and social responsibility** are becoming increasingly important priorities for business enterprises everywhere. The intralogistics industry is no exception, and much thought is now being given to the issue of how to reconcile careful management of resources with sound commercial objectives. CeMAT will present solutions already in operation today, plus innovative concepts designed to achieve this difficult balancing act.

Special highlights

High-calibre supporting program at the International CeMAT Forum (ICF)

Located in Hall 12, the International CeMAT Forum (ICF) will focus on global issues in intralogistics and the impact of the new technologies on the world's major population centres.

The Forum will, in particular, deal with issues that affect future actions and choices in all countries that are major hubs for intralogistics – issues such as sustainability, standardization, Internet use and warehouse management. At the same time more general topics such as port handling equipment and city logistics will be covered in relation to specific countries on different days of the show (see below).

The program:

- Monday, 2.5.2011: Global concepts for sustainability
- Tuesday, 3.5.2011: Intralogistics in the USA
- Wednesday, 4.5.2011: Current developments in China
- Thursday, 5.5.2011: Russia and Brazil
- Friday, 6.5.2011: Specific local requirements in India

Intralogistics Campus

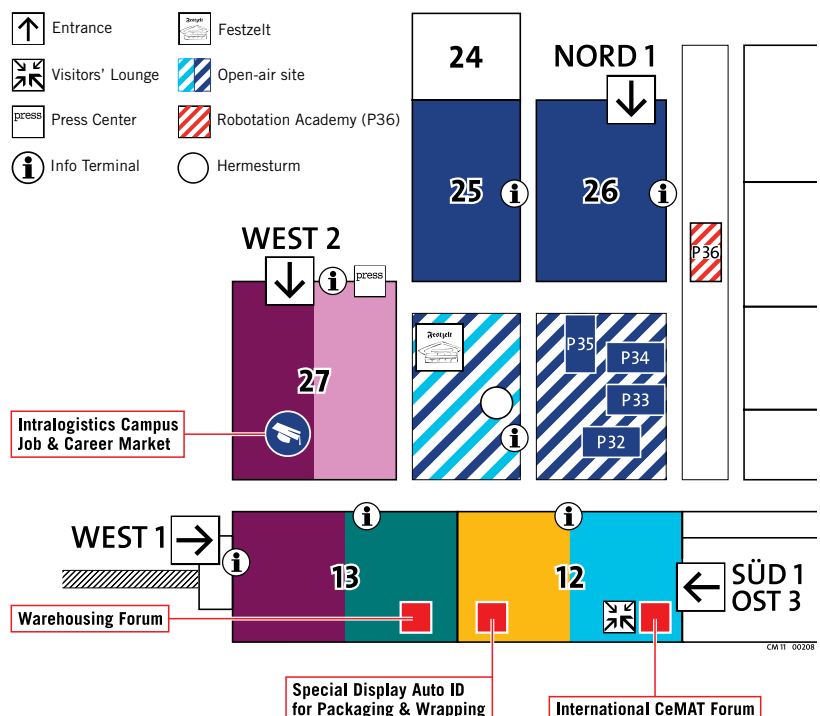
Intralogistics needs the best brains. In the interests of continuing growth, CeMAT 2011 is collaborating with top industry associations such as WGTL, VDMA, BVL and VDI to stage the popular Intralogistics Campus once again. The main themes in 2011 will be:

- Technology transfer from the science lab to industrial practice
- Career opportunities for the young
- Lifelong learning



Campus Intralogistik

-  **Complete plant installations, systems and accessories, continuous handling systems, robot logistics.** Halls 13, 27
-  **Cranes, lifting platforms, access platforms, hoisting gear, port logistics**
Hall 12, Open-air site
-  **Logistics management, Auto ID systems, software, hardware, services, e-logistics, procurement.** Hall 27
-  **Warehousing systems and equipment, factory equipment**
Hall 13
-  **Industrial trucks and accessories, port handling equipment, transport systems**
Halls 25, 26, Pavilions 32–35, Open-air site
-  **Order-picking and packaging systems, transport services, loading equipment, contract logistics, telematics, financing, logistics real estate, logistics locations, logistics planning.** Hall 12



Everything at a glance

CeMAT 2011 serves as a platform for innovations and communication for all sections of the intralogistics industry – exhibitors and visitors alike:

The range of exhibits

Mechanical Handling

Cranes

Complete cranes

Bridge cranes

Portal cranes

Vehicle-mounted cranes

Crane assemblies, crane components

Accessories for cranes and hoists

Vacuum lifters for cranes and hoists

Series lifting equipment and lifting platforms

Electric hoists

Hoists without electric drive (series hoists), blocks, crab, rams

Winches and capstans

Lifting platforms

Platforms lifting persons

Continuous mechanical handling equipment and monorail conveyors

Continuous mechanical handling equipment

Conveyor belts and accessories for materials handling technology

Belt conveyors for bulk materials

Belt conveyors for unit loads

Accessories for belt conveyors

Telescopic belt conveyors

Large-scale belt conveyor systems

Bucket elevators

Chain conveyors for bulk materials

Chain conveyors for unit loads

Roller conveyors

Monorail conveyors

Special-purpose continuous handling systems

Accessories for continuous conveyors and monorail

Industrial trucks and fork-lift trucks

Industrial trucks

Fork-lift trucks

Fork-lift trucks with internal combustion engine

Lift trucks

Stackers for containers, container handling facilities

Accessories for industrial trucks

Driverless/remote controlled transport systems and hand-operated transport equipment

Driverless/remote controlled off-track transport systems

Hand-operated transport equipment and trailers

Components of power transmission, hydraulics and pneumatics

Components of power transmission

Components of hydraulics

Components of pneumatics

Accessories for all mechanical handling

Warehousing technology and workshop equipment

Warehousing systems, shelving systems, shelving technology

Compartment shelving systems

Pallet shelving units

Cantilever type shelves

Automatic storage systems, dynamic storage systems

Industrial vehicles for storage and retrieval

Storage and retrieval equipment for shelves and racks

Factory equipment

Cabinets (workshop equipment)

Workshop trolleys

Pallets, bins and containers

Pallets

Equipment and systems for pallet handling

Stacking and transport containers

Equipment and systems for container handling

Industrial doors and industrial gates

Industrial doors

Industrial gates

Quick-opening gates

Cleaning devices for warehouses and warehouse fittings

Packaging and order assembling equipment

Packaging and identification equipment

Packaging machines and packaging devices

Machines and equipment for the production of loading units and packing units

Peripherals for packaging machines

Marking machines

Labelling machines

Complementary packaging means

Scales and proportioning devices

Weighers

Metering devices

Accessories and peripheral equipment for scales and proportioning devices

Packaging and order picking systems

Loading technology

Dock levellers

Loading ramps

Loading systems for bulk goods, containers, etc.

Loading systems for bulk goods

Loading systems for unit loads

Special loading systems

Everything at a glance

Port handling equipment

Hafenportalkrane

Conveying systems for harbour operation, harbour logistics (E.u. 5.1.6)

Automation solutions for harbour technology, harbour logistics

Complete systems for logistics, materials handling technology and warehouse technology

Complete belt conveyor systems

Turnkey systems for logistics

Complete robots and handling systems for materials flow, warehouses and logistics

Traffic engineering

Road vehicles, commercial vehicles and accessories

Commercial vehicles

Trailers, bodywork and mounted implements for commercial vehicles

Vehicle equipment and accessories

Fuelling systems for road vehicles

Rail vehicles

Railway equipment

Road maintenance equipment and machinery

Traffic control systems

Integrated traffic systems

Intralogistics – systems and software

Computer systems and controls for material handling and logistics

Computer systems for intralogistics systems

Network systems and communication systems for intralogistics

Control engineering for materials flow and logistics

Occupational safety systems for intralogistics

Identification technology, Auto ID systems, sensors for intralogistics

Factory data acquisition systems for material flow, warehouses and logistics

Identification systems/Auto ID systems

Barcode systems

Sensors for intralogistics

Data carriers for identification systems

Application software and solutions for intralogistics and transport logistics

Special systems and solutions for intralogistics and logistics

Warehouse management systems

Business software for intralogistics and logistics companies

Industry solutions for intralogistics and transport

Transport logistics services

Multimodal, combined transports

Road transports, road traffic

Rail transports, rail traffic

Sea transports, shipping

Air transportation, air traffic

Means-independent transport logistics services

Logistics services, outsourcing solutions

Logistics management

Logistics, intralogistics services

Joint and system logistics services

eLogistics services

Consultancy, planning, financing, and project management services

Consultancy and planning in the field of Intralogistics, Materials

Handling Technology and Logistics

Engineering, development for logistics

Development of branch-specific logistics concepts

Leasing and financial services for logistics

Certification, quality management for logistics

Project management for materials flow and logistics

System and software services for intralogistics and logistics

Maintenance and repair services for logistics

Service of technical systems for logistics

Logistics real estate

Logistics locations, logistics real estate

Logistics real estate; other

Logistics buildings, logistics building solutions

Professional background of visitors

- Vehicle construction and shipbuilding, aircraft industry
- Food wholesaling and retailing
- Freight forwarding, warehousing and transport service providers
- Public authorities
- Chemical industry
- Food and semi-luxury goods
- Manufacture of building materials
- Printing and paper industry
- Beverage industry
- Iron and metalworking industry
- Iron and metal-producing industry
- Textile, garment and leather industry
- Port operators, airport operators and public transport corporations
- Timber processing and woodworking industry
- Building contractors and builders' merchants
- Energy generation and supply
- Agriculture
- Car industry
- Waste disposal industry

Prices, terms and conditions

Stand rental charges

→ Standard charge up to 200 m²

Row stand	€ 182
Corner stand	€ 191
End stand	€ 203
Island stand	€ 215
Open-air site	€ 79

→ Standard charge up to 500 m²

Row stand	€ 177
Corner stand	€ 186
End stand	€ 198
Island stand	€ 209
Open-air site	€ 77

→ Standard charge over 500 m²

Row stand	€ 172
Corner stand	€ 181
End stand	€ 193
Island stand	€ 203
Open-air site	€ 74

→ AUMA fees, currently
€ 0.60/m²

→ Space on the upper floor of two-storey stands
€ 76/m² net

→ Co-exhibitor charge
Co-exhibitors pay a fixed charge of € 750
irrespective of stand area

→ Visitor promotion charge per co-exhibitor
€ 290

→ Registration fee
300 Euro

Visitor promotion charge/ Complimentary admission tickets

Lump-sum charge covering obligatory publication of exhibitor company profile and product information in the exhibition catalogue and electronic media, plus complimentary tickets for the exhibitor's guests. These tickets, which must be registered prior to use, are allocated to exhibitors in unlimited numbers and at no extra charge. The visitor promotion charge is scaled according to the area booked.

→ Visitor promotion charge
(depending on area booked)
€ 350 – € 1,800

→ Value added tax
All prices are subject to VAT at the current rate.

fair-packages

The easy option. Our all-in fair packages ("Classic", "Comfort" and "Premium") include stand space, stand construction and other services – e.g. daily stand cleaning, media services and visitor promotion services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	"Classic"	"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
Standard price	€ 5,118*	€ 7,383*	€ 10,441*

Further information is available at:
www.cemat.de/fairpackage_e

* Prices for one-year rental agreements, including registration fee



Every 3 years: Hannover is host to the world

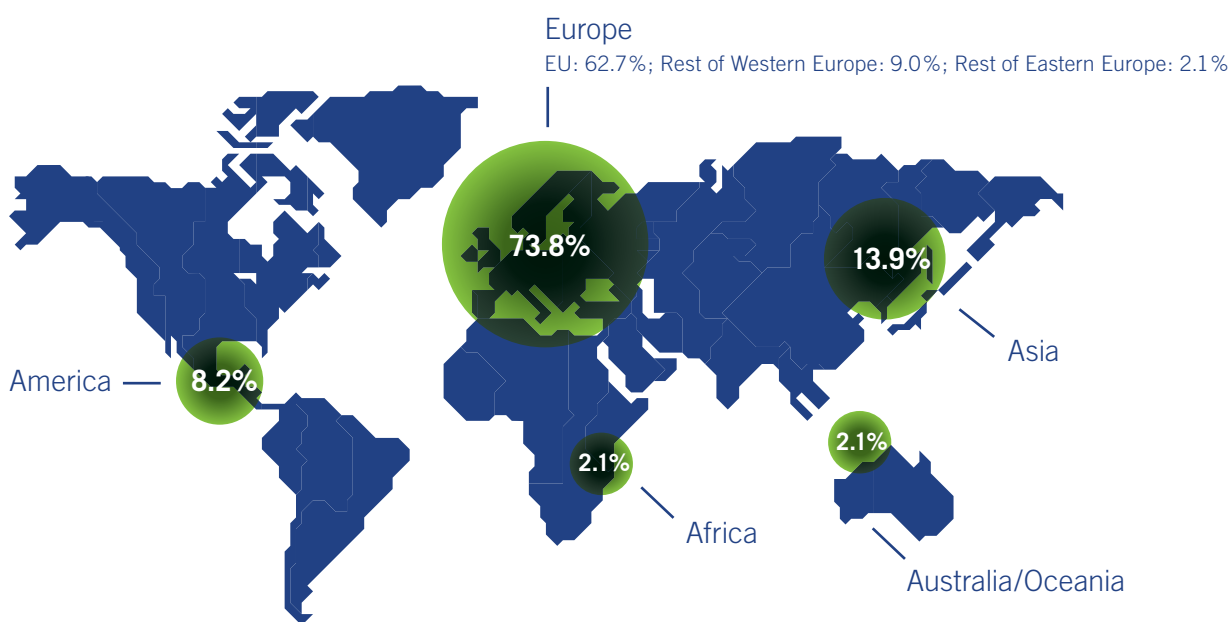
The foundation for your success

In 2008 CeMAT convincingly reaffirmed its reputation as the world's leading trade fair for intralogistics and the meeting-place of choice for suppliers and customers from all branches of logistics:

- approx. 80,000 square metres of display area
- 1,040 exhibitors from 37 countries
- over 58,000 visitors from Germany and the rest of the world (including 56,500 trade visitors)
- more than 180 world premieres

Foreign visitors according to country or region of origin

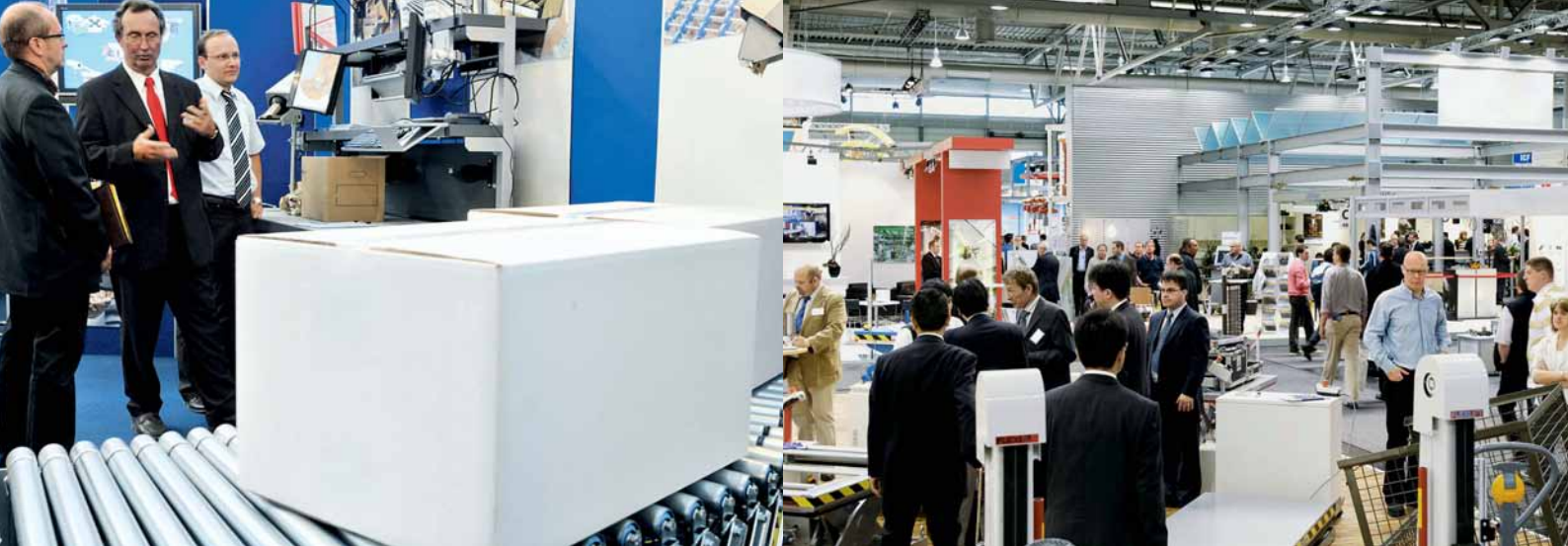
CeMAT is the global marketplace for decision-makers from all over the world.



Visitors according to sector or industry

CeMAT gives visiting professionals from all over the world a complete picture of industry at all stages of the production cycle.

Manufacturing industry	25,400
Services supplied by companies/freelancers	13,600
Trade and commerce	8,300
Port operators, port handling equipment	1,700
Construction industry	1,600
Local authorities and public agencies	1,500
Energy industry	1,100
Skilled trades	1,000



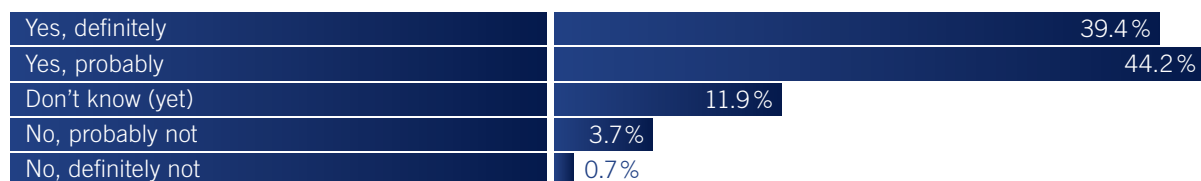
Visitors according to decision-making role

Innovations attract investors, and at CeMAT you and your products will be seen by top decision-makers from across the world who are ready to invest in the future of your business. In 2008 over 78% of trade visitors at the show had a significant say in their company's investment decisions.



Visitor plans for 2011

The vast majority of visitors in 2008 (84%) have already decided to come to CeMAT 2011.



» We were able to generate a large number of new contacts and had a lot of interesting talks with visitors. The whole show is very professionally organized and laid out along very clear lines. The visitors came from a broad cross-section of countries, which is particularly important for us as a global player.«

Dr. Remco Overwater, Managing Director, Vanderlande Industries GmbH, Mönchengladbach

Whatever you need

INVITATION SERVICES

Complimentary admission tickets – included in the visitor promotion charge – are an effective way to attract selected visitors to your stand. If you choose the e-ticket option, you'll have direct access to the visitors' registration data. The CeMAT Premium Pass offers an exclusive range of benefits and is the ideal incentive for your key-account customers and business partners.

CONTACT MANAGEMENT SERVICES

Find and be found. Our innovative contact management services will help you to build productive business relationships with trade visitors – before, during and after the show. The sophisticated exhibitor and product search database ensures your year-round presence in our online media. And our electronic LeadSuccess service is an easy way to keep track of visitor data.

ADVERTISING & COMMUNICATION

Attract additional attention with outdoor advertising. CeMAT offers you numerous possibilities to choose from – including billboards, towers and other individual options. Outdoor advertising at the Exhibition Grounds allows you to advertise your company and products direct to your target audience without any wasted coverage. In addition, you have the option of advertising online at www.cemat.de/homepage_e

MEDIA SERVICES

Get your message across. CeMAT provides an extensive range of media services for exhibitors. For example, you can distribute information material to journalists – either online or via the distribution boxes in the Press Center. In addition, you can count on our professional assistance when planning press conferences. In this way your company will receive the media coverage it deserves.

TECHNICAL SERVICES

You need an electrical connection? A video projector? Or an espresso machine, perhaps? If so, the Deutsche Messe team can supply all the connections you need for your communication or multimedia applications, along with the necessary equipment and utilities. We will plan and organize everything – from individual components to complete turnkey exhibition stands

Detailed information about these and other marketing tools can be found online at www.cemat.de/exhibitorservice

Online services

Quick, direct and always up to date: via www.cemat.de/registration you can download all the relevant information, registration forms and Terms & Conditions for CeMAT 2011.

The CeMAT Network for Intralogistics

Keep up with new trends the whole year round!

The CeMAT Network is a highly effective global network that connects together everything that is happening in the world of intralogistics today. Here you'll not only meet the industry trendsetters, but you can also find out about important congresses, forums and other developments of interest. With connections to other key international partners and industry associations and a broad portfolio of industry-relevant events, this is a very useful adjunct to CeMAT, available all year round and constantly updated. The CeMAT Network maintains strict quality standards and guarantees its partners the latest information, ongoing assistance with marketing and investment decisions and an outstanding international reputation – for relatively little effort and cost. cemat-network.com

German Materials Handling Congress – member of the CeMAT Network

As from 2010 CeMAT is collaborating with the German Materials Handling Congress (15–16 April 2010) in Munich. The aim is to promote an effective and regular dialogue between fellow professionals across the intralogistics industry. This includes support provided by CeMAT for the exhibition section of the Congress. Just one of many new network activities in which CeMAT is now engaged.

CeMAT International Network

Through its international presence CeMAT is expanding its engagement in the intralogistics industry and systematically activating new visitor potential. The CeMAT Network now offers you an ideal springboard for entry into key international markets. Ask us for details.

The BRIC CeMAT events



cemat-southamerica.com
4.4.–7.4.2011



cemat-russia.com
28.9.–1.10.2010



cemat-india.com
15.12.–18.12.2010



cemat-asia.com
25.10.–28.10.2010

Your contact

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Become a partner in the CeMAT Network

Are you interested in becoming a partner in this global network? If so, you'll find all the information you need at cemat-network.com. We'll be pleased to discuss your needs and advise you on what the CeMAT Network has to offer.





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