



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

Research & Technology

Leading Trade Fair for R&D and Technology Transfer

Hannover · Germany

GET NEW TECHNOLOGY FIRST · 4 – 8 April 2011



Technology turns ideas into new products



Welcome to Research & Technology 2011

Attention is now focusing more and more on research and development – after all, they play a pivotal role in the growth of industry and technology in the future. At the world's largest industry event, HANNOVER MESSE, you'll encounter the key branches of industry that are set to shape the future in their search for new ideas and more efficient ways of doing things. The leading trade fair Research & Technology is unique in its role as a marketplace for joint ventures and technology transfer. From initial idea to finished product – this is a great opportunity to meet new customers and industry partners and to get the full attention of politicians and the media. By entering into dialogue with all these groups at Research & Technology you will be building a successful future for your business. We look forward to seeing you there!

Yours sincerely

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

Arno Reich
Director of Research & Technology

What you gain by exhibiting at Research & Technology

→ EFFICIENT TECHNOLOGY TRANSFER

Making market-ready applications from smart ideas and new technologies: Research & Technology documents the entire process of industrial R&D from initial idea to end product. Your innovations will be seen by industry decision-makers from across the world, who come to Hannover in search of new ideas. So everything is in place for effective technology transfer from R&D to the marketplace.

→ NEW CONTACTS

Research & Technology is part of HANNOVER MESSE, the world's most important technology event. As an exhibitor you'll enjoy unique opportunities to talk face to face with business representatives, scientists, politicians and journalists. A tailor-made marketing concept gets your presentation off to a flying start and helps you to extend your network of international contacts.

→ NEW CUSTOMERS

Research & Technology is where decision-makers from all over the world come in search of new research findings and scientific developments that will give them a competitive advantage in today's global markets. The Hannover event is an invaluable marketplace for the research community, providing a commercial springboard for your ideas, technologies and processes.

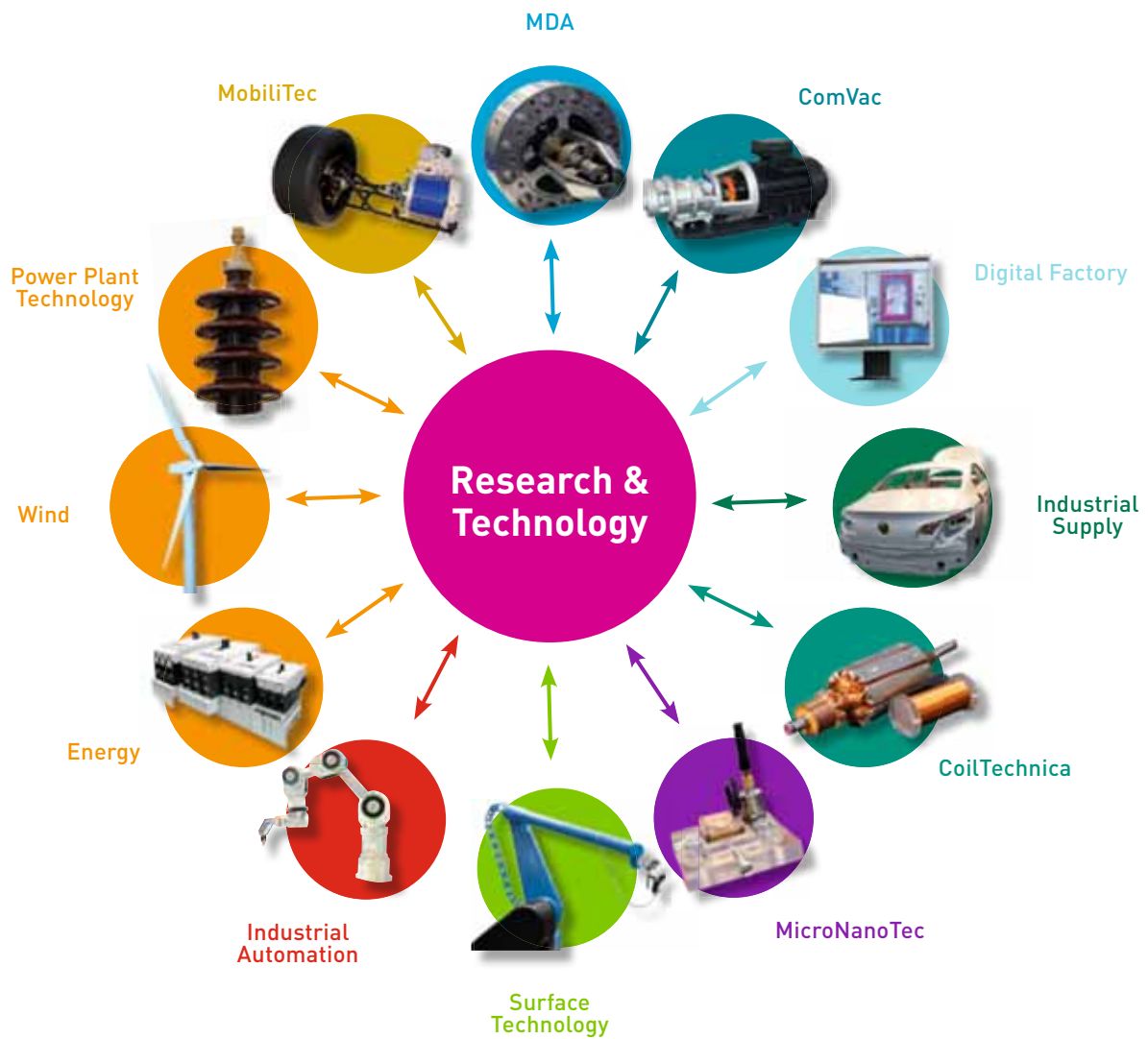
» This is our third time at HANNOVER MESSE. For us the show is one of the most important events of the year. Our goal is to develop new contacts here, especially with potential European partners. «

Hideo Itoh, Collaboration Coordinator, Advanced Industrial Science and Technology (AIST), Japan



A unique platform

HANNOVER MESSE showcases key industrial sectors at 13 flagship international trade fairs, making it the world's most important technology event. This unique format attracts an international trade public of potential investors from all sections of industry: exhibiting companies and visitors alike are all keen to use your innovations to secure a competitive advantage. Product developers, buyers and decision-makers come here in search of your cutting-edge ideas. The visitors and exhibitors at the other trade fairs in the line-up all represent additional opportunities for you to make new contacts, win new customers and initiate new partnerships across the industry spectrum.



New contacts for new technologies

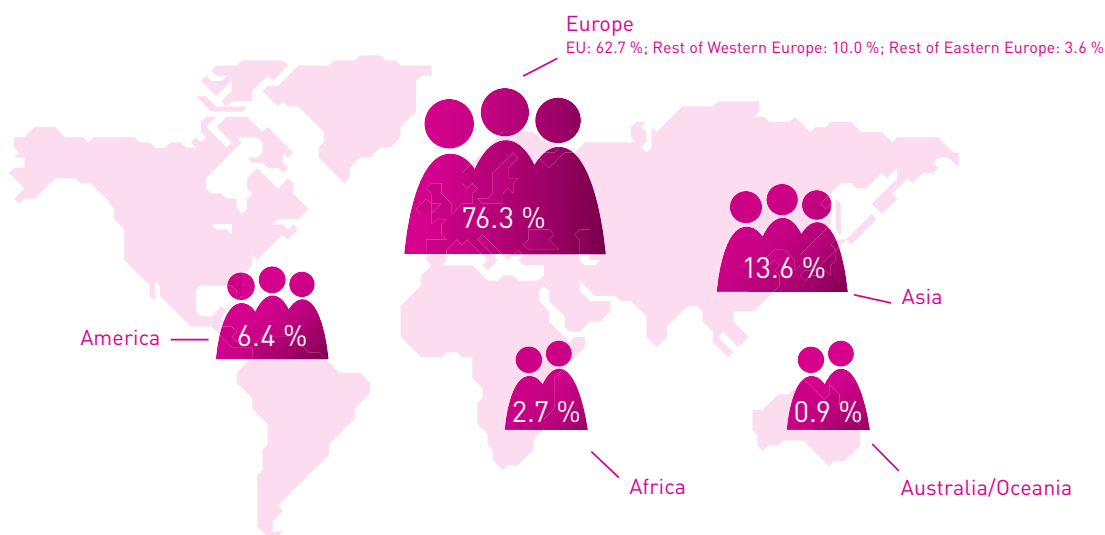
Marketplace for innovations

In 2010 Research & Technology once again provided exhibitors with a unique platform for marketing the fruits of their R&D endeavours:

- in 2010 a total of **52,100 visitors** attended Research & Technology
- **over 94 %** of these visitors were classed as **trade visitors**
- **over 70 %** are already **planning to return in 2011**

Your gateway to global markets

Trade visitors from five continents gather at HANNOVER MESSE to catch up on the latest trends and technologies. The high proportion of visitors from outside Germany effectively gives you a global presence at the show.



These visitor statistics reflect the international flight restrictions that were in force at the time of HANNOVER MESSE 2010.

Visitors from diverse backgrounds

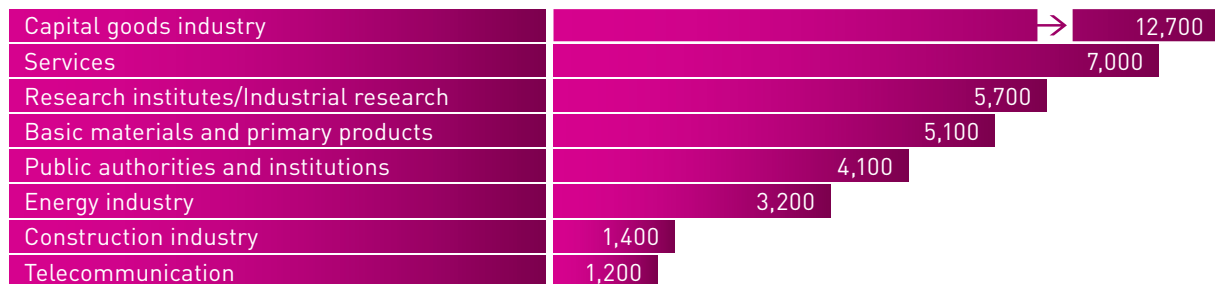
Product developers from industry constitute your most important target group. But many other visitors come to the show from different professional backgrounds. In this way HANNOVER MESSE creates countless opportunities to make new contacts and develop business partnerships.

Research and product development	20,200
Manufacturing/production	5,100
Marketing/sales/advertising/PR	4,400
Senior management/plant management	4,300
Purchasing/procurement/energy buying	2,400
Administration/organization/human resources	2,400
Planning/work scheduling	1,900
Information and communication technology	1,900



A complete industry cross-section

You'll find your target group represented here, because customers and business contacts from all the key branches of industry head for Hannover. Make new business leads and pitch your innovations to an audience of buyers.



Investors for your innovations

Some **62 %** of trade visitors in 2010 were involved in their **company's buying decisions**. Nearly one in five came to the show with firm investment plans in mind.



Building a future for industry

Research & Technology and its companion trade fairs at HANNOVER MESSE represent a great opportunity for you to expand your network of business contacts in 2011. Your presentation will introduce your company to international trade visitors from all of tomorrow's industrial growth markets. Many of them are buyers with money to invest – and they come to Research & Technology to seek out the latest innovations and technical developments.

For further information visit: hannovermesse.de/research_technology_e

Turning ideas into sales

New technologies for industrial progress

At no other event do new developments find such keen interest – or more investment capacity – than at HANNOVER MESSE. An important stepping-stone to your commercial success is the high-powered marketing of Research & Technology.

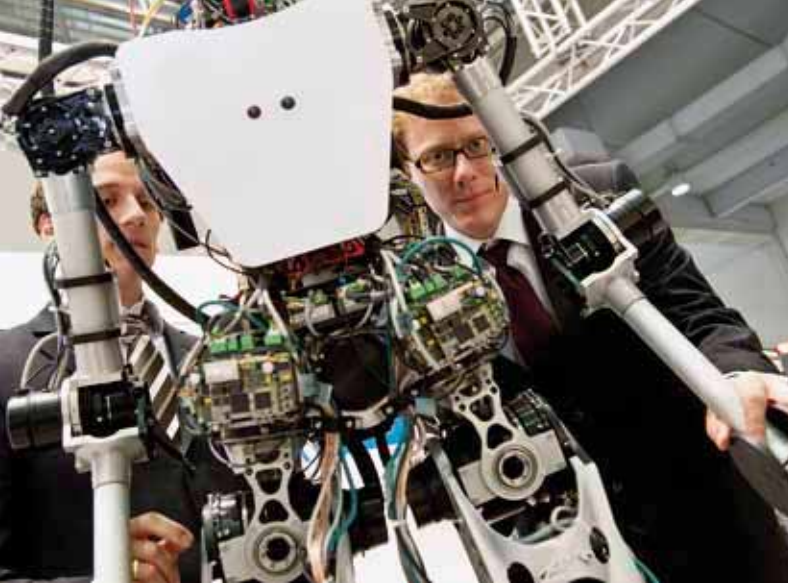
This ensures that industry finds the answer to its needs in the shape of the latest research findings – including your own R&D work. This show is dedicated to the proposition that scientific research and development are crucial for industrial success. So by exhibiting here at Research & Technology, at the hub of a cluster of industrial trade fairs, you'll be giving yourself a significant competitive advantage in the marketplace.

Display categories and keynotes of Research & Technology



» The improvement in the quality of our contacts at the show that we started to see in 2009 was continued this year. The exhibitors at the Bayern Innovativ joint display, consisting of SMEs and higher education establishments, were very pleased with the way this year's HANNOVER MESSE went. In almost all the exhibition halls you got a clear sense that the German economy is on the mend «

Charles Kern, Trade Fair Liaison Officer for Bavarian HE institutions, Technical University of Munich, Centre for Knowledge Transfer - WIMES, Munich, Germany



Display formats tailored to your needs

Your commercial success depends on finding the right partners in industry. By exhibiting at Research & Technology in 2011 you'll meet people who are interested in your R&D work. You can choose the presentation format that best suits your needs and budget, either opting for your own exhibition stand or contributing to one of the themed displays or group presentations.

All these different presentation options have their advantages. With your own stand you can present your research findings independently and in your own style. With a group presentation you will be representing a region or a nation. And by contributing to a themed display you will be showcasing your research findings in the context of the technologies to which they relate.

Your presentation options at Research & Technology

- Individual exhibition stand
- Themed displays
- Group presentations representing regions, federal states or nations

Strength in numbers

Group presentations offer a convenient way to exhibit at Research & Technology. If you are interested in contributing a display to one of the joint presentations, which represent a specific region, federal state or country, all you need to do is contact us. We will be pleased to advise and put you in touch with the right people.

The best example of how such a joint endeavour can work is the successful F&T Arena. Here four group displays organized by different German states augment their presentations with a shared forum organized around a series of keynote themes.



A spotlight on your innovations

Ideas need to be seen in order to make their mark

Many different disciplines – a single end in view. The many themed displays at Research & Technology give you the chance to present your area of specialization to the visiting trade public. They offer an ideal setting for your innovative solutions and will attract the attention they deserve in 2011.

→ **ADAPTRONICS:** A presentation highlighting the many different areas of application and sector-specific solutions for R&D services in the field of intelligent structural systems. The display is organized by the Fraunhofer Adaptronics Alliance and the European Centre for Adaptive Systems (ECAS).

→ **BIONICS:** An international platform for bionic applications that showcases a wide range of key technologies. Featured here are a whole series of solutions in areas such as functional surfaces, optical technologies, communications technology, robotics and microsystems technology.

→ **Space Apps:** The European Space Agency (ESA) is backing this unique presentation, which shows how technologies developed for space travel are now feeding into industry. This technology transfer is not only of interest to scientists and aerospace professionals, but also to the wider business community.

→ **Textile Solutions:** The potential of engineered textiles has yet to be fully exploited. By highlighting the various areas of application for intelligent textile materials, "Textile Solutions" opens up new sales opportunities for you in new areas of industry.

→ **VISION 2050:** You are invited to use this special display to float exciting new ideas for the future in many areas such as mobility, energy and urbanization. Visionary concepts will be presented here in collaboration with leading research establishments and business enterprises.

→ **NEW: Themed display "Organic Electronics":** Exploring the application possibilities of organic electronics – from OLEDs to printed electronics – this new themed display is set to become an important feature of HANNOVER MESSE in the future.





Headline events that put you in the news

In 2011 Research & Technology will once again be hosting a series of high-profile events at which you and your innovations can also be on show. Large crowds are guaranteed – and that can only be good news for your business.

→ **tech transfer – Gateway2Innovation:** This well-established initiative creates the perfect professional setting for taking your ideas forward and turning them into successful products. The forum provides in-depth coverage of the mechanics and technicalities of knowledge transfer.

→ **Night of Innovations:** A great HANNOVER MESSE tradition returns for another year. As usual the scientific fraternity and the business community get together in Hall 2 on the first night of the show for some informed – and informal – speculation about our technological future. This convivial gathering is a great opportunity to make new contacts in other areas of industry and enter into fruitful dialogue. If you want to get the full attention of politicians and the media, this is the place to do it. For further information go to: hannovermesse.de/night_e

→ **HERMES AWARD:** Each year an independent jury awards prizes for the five most outstanding and innovative R&D projects. The prize fund stands at €100,000. Why not enter the competition yourself, and be in with a chance to win a valuable and prestigious award? Full details can be found at: hannovermesse.de/hermesaward_e

Full details of the Research & Technology program are available online at: hannovermesse.de/research_technology_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



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

Contact details

Ulrike ("Ulli") Hammer

Director, HANNOVER MESSE Worldwide Events

Hannover Fairs USA, Inc.

2 Research Way

Princeton, NJ 08540

Ph: +1 (609) 987-1202 x 205

e-mail: uhammer@hfusa.com

Angela Gehrke

Project Manager

Tel. +49 511 89-31319

Fax +49 511 89-32417

angela.gehrke@messe.de

