

INDUSTRIAL AUTOMATION NORTH AMERICA

at IMTS 2012



CENTER OF INNOVATION

**International Trade Fair for
Process, Production and Industrial
Building Automation**

**September 10 - 15, 2012
McCormick Place, Chicago, Illinois**

**Industrial
Automation**

NORTH AMERICA 

at



www.ia-na.com
www.hannovermesse.de/worldwide



Deutsche Messe
Worldwide



ABOUT INDUSTRIAL AUTOMATION NORTH AMERICA (IANA)

As the organizer of the **HANNOVER MESSE** family of industrial technology events throughout the world, Deutsche Messe and Hannover Fairs International are pleased to present the inaugural **INDUSTRIAL AUTOMATION NORTH AMERICA!**

The United States is the largest economy in the world, and a leader in global trade and investment. Economic conditions are expected to improve in North America, thus this world-class industrial automation event will provide an excellent platform for exhibitors and buyers from around the world to meet. Even more exciting is the launch of IANA parallel with IMTS, the leading international manufacturing technology show in North America!

Mark your calendar and plan to attend this premier B2B event for the global industrial automation community!

INDUSTRY MARKETS/KEY PRODUCT CATEGORIES

INDUSTRIAL AUTOMATION SYSTEMS

- Assembly & handling systems, linear positioning systems
- Robotics
- Industrial image processing systems
- Control systems, PLC, SCADA
- Sensors and actuators
- Industrial PCs
- Communication, networks and field bus systems
- Embedded systems
- Measuring and test systems
- Industrial automatic data capturing and identification systems
- Laser technology
- Automation services
- Industrial building automation systems
- Safety and security systems

MICROSYSTEMS TECHNOLOGY

- Microsystems components
- Modular micro-systems
- Micro sensors
- Micro actuators
- Micro & fibre optics
- Micro assembly
- Micro joining technology
- Micro reaction technology
- Design & modelling of micro-systems
- Micro engineering
- Rapid micro product development

- Nanotechnology
- Microsystems technology, others

ELECTRICAL SYSTEMS

- Electronic and opto-electronic components
- Electric and electronic test and measuring equipment
- Lighting equipment

INDUSTRIAL IT & SOFTWARE

- Operating systems
- Database systems, DBMS
- Program development systems
- Virtual reality systems
- Multimedia software
- Speech recognition software
- Video conferencing systems
- Internet & communication software
- Manufacturing execution systems, MES
- Product life cycle management software, PLM, computer aided design software, CAD
- Enterprise resource planning software, ERP
- Customer relationship management software, CRM
- Computer aided facility management software
- Supply chain & demand chain management systems
- Human resources software
- Quality management software
- Industrial IT services & outsourcing
- Industrial IT & software, others

IFPE FLUID POWER ZONE



A dedicated display area to showcase the latest products, technologies, trends, and services for the motion and drive automation sector will be offered at IANA 2012. Hosted by the National Fluid Power Association (owner of IFPE, North America's largest trade show focused on these technologies), this theme park is an excellent platform to attract key buyers from around the world!

MOTION, DRIVE & AUTOMATION

- Fluid Power Transmission
- Hydraulics & Pneumatics
- Mechanical Transmission, Parts and Equipment
- Bearings
- Linear Drives, Gears, and Motors
- Electrical Power Transmission
- Compressed Air Technology
- Internal Combustion Engines and Small Gas Turbines



Supported by:



GAIN ACCESS TO THE GLOBAL MANUFACTURING AND AUTOMATION TECHNOLOGY MARKETPLACE



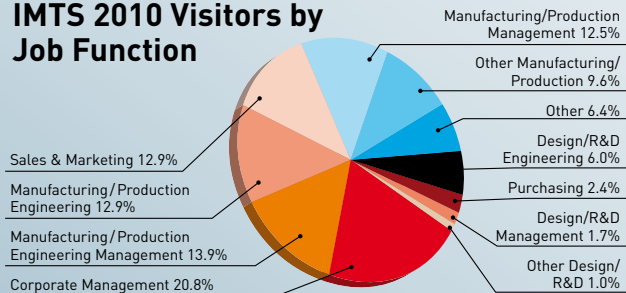
ADDITIONAL "VERTICAL" BUYER PROMOTION

- Advertising campaigns at major vertical industry publications in the US and worldwide with a focus on Automotive, Aerospace, Energy, Infrastructure, Food & Beverage, Machine Tool, Material Handling, Medical, Mechanical and Fluid Power Transmission
- Buyer promotion through 70+ representatives worldwide and leveraging relationships to media and association partners
- Buyer promotion at Deutsche Messe major industry events in Hannover (HANNOVER MESSE, CeMAT, EMO) and industrial events in BRIC countries: <http://www.hannovermesse.de/en/hannover-messe-international>
- Value-added programs for visitors include best practices conferences, technical standard training seminars, and networking events
- Broad social networking campaigns in cooperation with IMTS

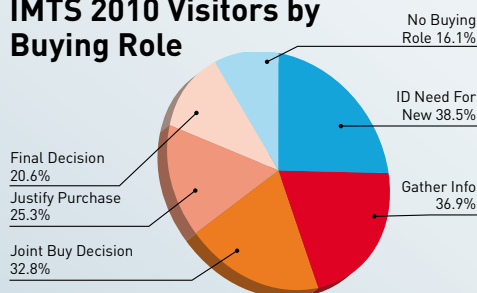
IMTS 2010 Product Categories of Interest

Turning Centers & Lathes	56.4%
Machining Centers	55.8%
Grinding & Finishing Machinery	33.5%
Quality, Testing, Measuring & Vision	28.3%
Software/CAD/CAM	24.3%
Material Handling/Storage	19.1%
Robots & AGVs	18.0%
EDM & ECM	17.3%
Forming & Fabricating Machines	16.5%
Systems-Automation Integration, Cells & Mechanical	15.7%
Assembly Machine & Equipments	15.7%
Components/Access./Attachments/Parts & Materials	11.3%
Gear-Making Machines	11.1%

IMTS 2010 Visitors by Job Function



IMTS 2010 Visitors by Buying Role



PARTNER



Douglas K. Woods, President and CEO of AMT

Douglas K. Woods, President and CEO of AMT, sees INDUSTRIAL AUTOMATION NORTH AMERICA as an ideal complement to IMTS: "We are thrilled to reinforce the international nature of IMTS by having one of manufacturing's premier trade show organizers join with us for our important North American event. We are taking a major step forward by bringing INDUSTRIAL AUTOMATION NORTH AMERICA to the IMTS campus so that we can expand and strengthen the range of solutions available to IMTS visitors."

VALUE-ADDED PROGRAMS AT INDUSTRIAL AUTOMATION NORTH AMERICA

GLOBAL AUTOMATION & MANUFACTURING SUMMIT

CFE Media and Hannover Fairs International will present a two-day senior-level conference program at the inaugural Industrial Automation North America expo, September 2012, in Chicago. Key topics in global automation and manufacturing will be highlighted, including: enterprise asset management, process optimization, energy management and sustainability manufacturing. Additionally, case studies on how plants have automated for profitability, improved performance of existing assets, and reduced maintenance costs will be presented. Mark your calendar and plan to attend Industrial Automation North America 2012!

AUTOMATION PLANT TOUR

As part of the two-day **INDUSTRIAL AUTOMATION NORTH AMERICA Global Automation & Manufacturing Summit**, two plant tours will be organized by CFE Media and Hannover Fairs International. A box lunch will be provided with these half-day tours, which will provide plant engineers an excellent opportunity to experience top manufacturing facilities in the Chicago area!



MOTION, DRIVES & AUTOMATION CONFERENCE

Penton Media's Design Engineering Group and the National Fluid Power Association will present two in-depth conference tracks — 1) **Motion Control in Automation**, and 2) **Hydraulics and Pneumatics in Automation** — for engineers and individuals tasked with improving performance, productivity, life, efficiency, and environmental footprint of manufacturing equipment and industrial automation systems.

The **Motion, Drives & Automation Conference** will highlight innovations in electrical, mechanical, hydraulic and pneumatic motion systems, as well as electronic control, sensing and vision, condition-monitoring, and safety considerations.

Topics will include machine efficiency, noise and vibration, predictive maintenance, closed-loop control, and software and simulation tools for effective system design.

CFE Media

Content for Engineers

CONTROL
ENGINEERING

PLANT
ENGINEERING

GLOBAL
PLANT ENGINEERING



ALLIANCE TO
SAVE ENERGY

Creating an Energy-Efficient World

Penton
Design Engineering Group

MACHINE
Design
BY ENGINEERS FOR ENGINEERS
.com

MSD
MOTION SYSTEM DESIGN

Hydraulics
& pneumatics

EET
Energy Efficiency & Technology





ISA INSIDE: TRAINING SESSIONS AT INDUSTRIAL AUTOMATION NORTH AMERICA*



The International Society of Automation (ISA) is recognized worldwide as a leader in non-biased, vendor-neutral education, training and standards programs for automation professionals. ISA will team with Hannover Fairs International to bring a multitude of one-day training and educational workshops for all attendees at IANA and IMTS. A sample of the courses which will be presented at IANA include:

ONE-DAY COURSES

- Overview of Measurement and Control Fundamentals (FG05C)
- Overview of Grounding and Noise Reduction for Control Equipment (TI21C)
- Introduction to SCADA Systems Integration (IC30C1)
- Practical Applications of SCADA Systems (IC30C2)
- Industrial Wireless Systems (IC85C)
- Improving Manufacturing through Automation: Opportunity Identification and Project Justification (MT10C1)
- An Introduction to Safety Instrumented Systems (EC50C)
- Using the ANSI/ISA99 to Secure Your Control System (IC32C)

* A minimum number of registrants required.

USA: ONE OF THE LEADING MARKETS FOR AUTOMATION

- Next to China, the US is one of the world's largest national automation markets.
- The global outlook for automation and manufacturing is promising, with long-term potential for sales.

US\$ 350 BILLION IN EQUIPMENT TURNOVER

- The 400 members of AMT are global leaders in innovating, producing and implementing advanced manufacturing solutions with an annual equipment turnover of US\$ 350 billion.
- Industrial automation is a hot topic in many industries due to the direct advantages it offers, for example in the fields of manufacturing, transport, utilities, defense or environmental control.
- According to renowned sector experts, to secure further growth the US needs to ensure that a productivity growth is broadly based, coming from efficiency gains, innovation, and increasing the value and quality of goods and services produced.



Sources: U.S. Bureau of Economic Analysis (BEA), 2009; ZVEI - German Electrical and Electronic Manufacturers' Association, 2009; McKinsey Global Institute, 2011



EXHIBITING AT INDUSTRIAL AUTOMATION NORTH AMERICA

Showcase your products and services to an international audience of buyers and end users at the premier industrial automation and manufacturing event in North America! The combined strength of IANA, IMTS and IFPE is the ideal platform to generate new leads and increase your sales!



RAW SPACE

US \$29 per sq. ft

Companies can purchase raw space at IANA and order their required services through the IMTS online E-Kit. All exhibitors will be located within their relevant product sector to ensure optimum visibility.

TURNKEY BOOTH PACKAGE

Pricing: 10' x 10' US \$4,980
 10' x 20' US \$9,530

Complete turnkey booth packages provide an ideal solution for your exhibiting needs. This option makes it easy for you to showcase your products without the worry of setting up your own booth! Turnkey booth packages are available in increments of 10' x 10' and include:

- Stand area
- Back and side hard walls (white)
- Carpeting
- Company signage
- (1) Reception counter
- (1) table
- (2) Chairs
- (1) 15 amp electrical outlet & power strip
- (2) Spot lights
- Material handling
- Lead retrieval unit



IFPE FLUID POWER ZONE

Companies servicing the motion, drive, fluid power, hydraulics & pneumatics, mechanical, bearings, compressed air technologies, and other related products are encouraged to exhibit within this focused theme zone. Independent space and turnkey packages are available for all size companies! NFPA members will receive a 10% discount.



For Additional Information on exhibiting and sponsorship options at IANA, please contact:

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SEPTEMBER 10 - 15, 2012

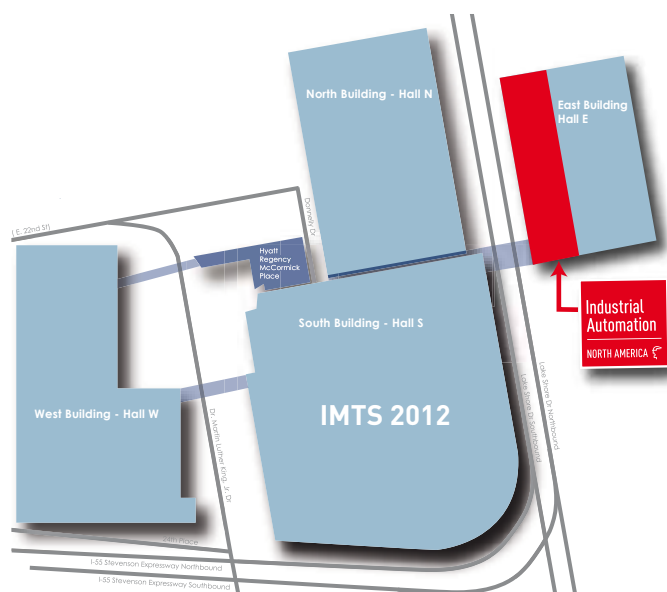
McCORMICK PLACE, CHICAGO, ILLINOIS

CHICAGO: A WORLD-CLASS METROPOLIS ON LAKE MICHIGAN

Chicago is the third largest city in the US and an important industrial and trade show center. From spectacular art to innovative fashion, famous museums, choice restaurants, and architectural masterpieces — few cities offer such a wide variety of tourist attractions to enhance your exhibition experience!

McCORMICK PLACE: NORTH AMERICA'S PREMIER SHOW FACILITY

Chicago's McCormick Place, the premier convention facility in North America, is located just minutes from downtown Chicago. McCormick Place is comprised of four state-of-the-art buildings, which provides ample space for IMTS and IANA. The conference center, various restaurants, cafes, and other visitor amenities will make the venue ideal for networking and meeting existing and potential new clients.



CHICAGO
Convention & Tourism Bureau

Make the most of your trip! Chicago travel information on sightseeing, attractions, theater, hotels, and events for visitors, meeting planners, and travel professionals.

www.choosechicago.com



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