



# ENGINEER SUCCESS

New markets  
New customers  
New networks

## Industrial Automation 2013

Leading Trade Fair for

- Process Automation
- Factory Automation
- Building Automation Systems and Solutions

**NEW TECHNOLOGY FIRST**

8-12 April 2013 · Hannover · Germany

Industrial  
Automation

  
**HANNOVER  
MESSE**

# Driving industry. You can rely on Industrial Automation.



Short innovation cycles and the fast cross-sector transfer of knowledge are important trends that characterize the market for automation technology. As an integral part of HANNOVER MESSE, the leading trade fair Industrial Automation serves as a platform that covers the entire industrial spectrum and all the topical issues relevant to modern industry. Focussing on innovative technology, this event provides the perfect context for finding new leads and developing business contacts.

In 2013, the focus will again be on those keynote themes and trends that matter most to industry as a whole. These include the fast-growing fields of robot technology and process automation, the increasing convergence of industrial automation and IT, as well as smart systems for assembly and handling applications.

Showcase your expertise at this highlight of HANNOVER MESSE 2013 – exhibit at Industrial Automation.

Yours sincerely,

Marc Siemering  
Director, Industrial Automation

## Exhibitor benefits at Industrial Automation

### New markets

The breadth of coverage provided by the 11 parallel leading trade fairs that constitute HANNOVER MESSE creates powerful synergies and business opportunities. The event serves as a unique meeting-place, attracting market players from all over the world.

### New contacts

Showcase your solutions at the most important forum for this industrial sector and meet an international trade audience – from business leaders to product development engineers. Exhibitors will benefit from the activities of

Deutsche Messe Interactive, which offers exhibitors support in the generation of leads, e.g. through personalized e-mail campaigns and online media services.

### New networks

Global players and industrial sectors all represented at one venue – nowhere else can you meet so many international top decision-makers from mechanical and plant engineering, electrical engineering and the energy industry. Make the most of this opportunity to access new customer potential and extend your network.

# Harness synergies. Top networking potential.

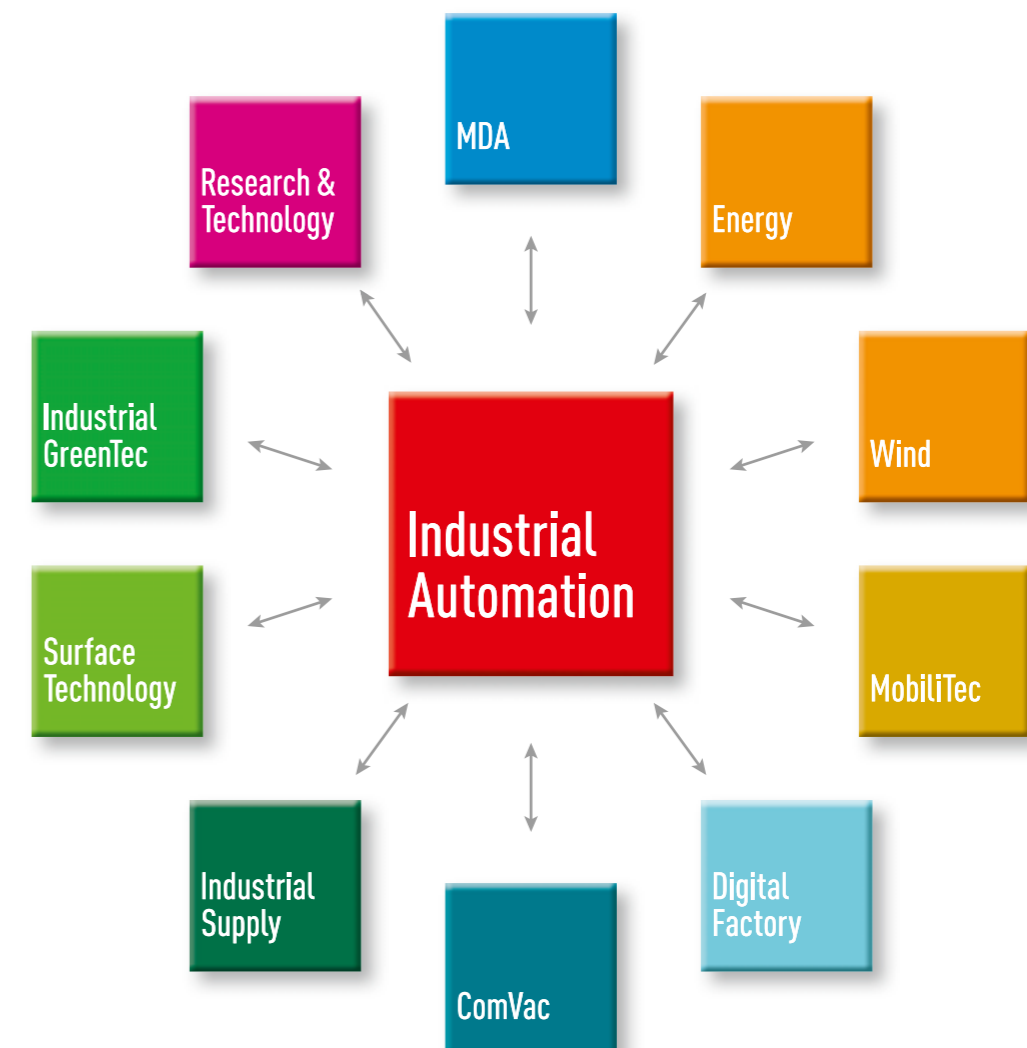
Industrial Automation takes place next to 10 other leading trade fairs and is an important element of the HANNOVER MESSE line-up. As an exhibitor you'll be at the centre of international attention and can find countless opportunities to extend your global network and reach new target groups.

## Benefit from the proximity of the other trade fairs

HANNOVER MESSE 2013 brings a unique spectrum of key technologies together at one venue. Companies exhibiting at Industrial Automation encounter trade visitors from a broad range of key industrial sectors. You can expect additional visitors and new business as a result

of the proximity of trade fairs which share your user groups, e.g. IndustrialGreenTec, Energy, MobiliTec, Industrial Supply and most significantly Digital Factory – the leading trade fair for integrated processes and IT solutions.

## Industrial Automation is embedded in a network of opportunities



# The complete picture.

## A broad spectrum of keynote themes in seven halls.

A clearly structured presentation in seven exhibition halls provides a complete overview – from automated production, process and energy automation to IT-supported automation technology. By exhibiting at this central marketplace, your company will benefit from ideal opportunities for presenting your latest systems and solutions to an audience of professionals.

### Visitor magnets: Robotics, Industrial IT, Process and Energy Automation

The market for robot technology is booming. Here you can put your practical applications of robots and automated systems in the spotlight. Profit from the growing market potential for IT-based automation technology – and draw attention to your energy-efficient process automation solutions, as well as smart assembly and handling technology.



#### Production Automation (Halls 16, 17)

- Robotics and Automation Solutions
- Mechanical and Plant Engineering
- Assembling and Handling Systems
- Image Processing
- Drive Technologies
- Identification
- Linear Technology
- Pick and Place
- Mobile Robots
- MicroTechnology – Smart Systems for Automation
- Lasers

#### Production and Process Automation (Halls 14, 15)

- Electric Power Transmission/Motion Control
- Pneumatics
- Production Logistics and Handling technology
- Pumps, Pump Systems and Fittings
- Vibration Measurement Systems
- Energy Efficiency

#### Process and Energy Automation (Hall 11)

- Solutions for Automation and Energy Engineering
- Process Automation Solutions
- Process Control Systems
- Instrumentation (Measurement and Control)
- Process Analysis Technology
- Connection/Interface Technology
- Industrial Building Automation
- Engineering, Maintenance, Services



**Important dates for the robot industry**  
 5-6.11.2012: ROBOTICS CONGRESS  
 9.4.2013: ROBOTICS AWARD

#### Automation Technologies and IT (Halls 8, 9)

- Industrial IT/Industrial Communications
- Control technology
- IPCs
- SPS
- Sensor Technology, Instrumentation (Measurement and Control)
- Image-processing Sensors
- Security Technology
- Connection/Interface Technology
- IT Security & Product Protection
- Wireless/M2M

# In the spotlight. A broad range of special displays.

A program of special displays and events geared in particular to the requirements of SMEs provides additional opportunities to establish contact with trade visitors. Exhibitors can take part in the following highlights at Industrial Automation:



## **Industrial IT & Forum Industrial IT, Hall 8**

Showcase your solutions for optimized automation and efficient product lifecycle management. Why not play an active part in the Forum? Exhibitors can present practice-oriented lectures or take part in discussions on important topics such as IT security, network management and production planning.

## **IT Security & Product Protection, Hall 8**

This joint display, which gets the keen attention of a professional audience, is a first-class arena for innovative solutions designed to protect brands and products in every industrial segment. Keynote themes include laser marking, coding and software security.



## **Wireless Automation & M2M, Hall 8**

Inspire your target groups with an exciting display of your wireless communications technology. The focus is on technologies such as ZigBee, Bluetooth, WLAN and WirelessHART, as well as innovative solutions in wireless machine-to-machine connectivity.

## **Efficiency Arena, Hall 14**

If you specialize in energy-saving products and have future-oriented solutions to offer, you should not miss this important event. Demonstrate your capabilities to high-ranking politicians and EU representatives either in the form of a lecture-style presentation or at your stand.



## **Pumpenplatz, Hall 14**

In cooperation with the German trade journal Pumpe DE, the organizers will again stage Pumpenplatz. Make the most of the opportunities afforded by this attractive joint display to show your pumps, pumping systems and components to your target groups and potential customers.



## **Identification, Tracking & Tracing, Hall 16**

This display is devoted to the identification and tracking of components, workpieces and finished products. Highlight your products for supply chain management and demonstrate your expertise in areas such as bar coding, RFID transponders and the monitoring of incoming and outgoing goods.

## **Application Park & Forum Robotics, Automation & Vision, Hall 17**

For systems houses, in particular, this platform provides an excellent opportunity to showcase products to trade visitors looking for innovations. Place your company in a new light at the Forum and generate new business contacts in a dynamic growth sector.



## **MicroTechnology - Smart Systems for Automation, incl. Forum, Hall 17**

An ideal showcase for pioneering high-tech: Demonstrate your new products in the fields of energy harvesting, printed electronics, intelligence, green micro-systems and condition monitoring. This year a special focus will be placed on laser technology.

## **Mobile Robots & Autonomous Systems, Hall 17**

Use this dedicated presentation area to demonstrate autonomous inspection robots, robot-assisted solutions and driverless transport systems in action. The use of service robots is no longer confined to industrial applications, and will soon become part of everyday life.

The Lower Saxony Ministry for Economic Affairs, Employment and Transport has chosen HANNOVER MESSE as the location for its technology competition "Autonomous Robots Under Water".



## **2nd round of the success tour: Automation & IT Tour**

The Automation Tour launched last year proved to be one of the major attractions of Industrial Automation. In 2013 it will again prove an effective, attention-getting opportunity to showcase your innovations and promote your company.

# Major attraction. Strong performance in 2012.

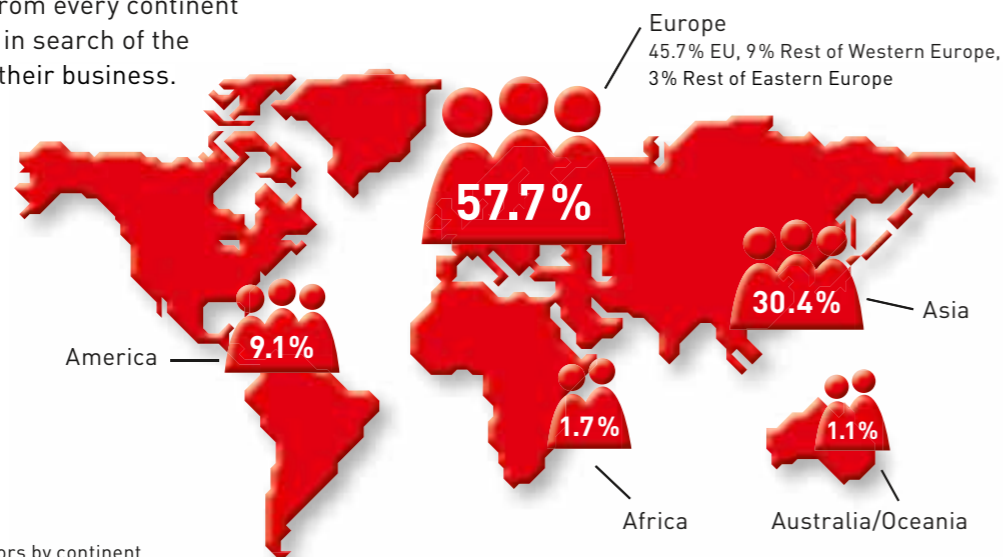
Industrial Automation was a highlight at HANNOVER MESSE in 2012, as can be seen from the following figures.

**Visitors**  
124,900, incl.  
27.3% from outside Germany

**Proportion of trade visitors**  
96.5% were classed as trade visitors

## The whole world at one place

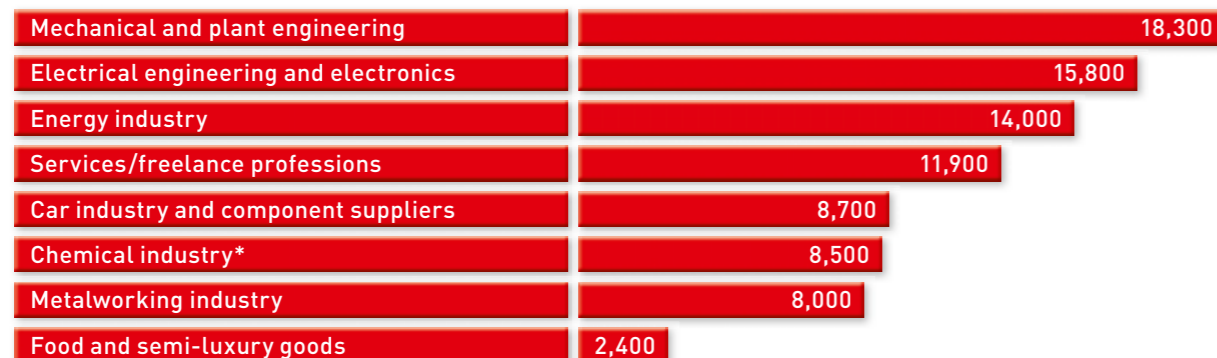
Decision-makers from every continent travel to Hannover in search of the right solutions for their business.



Breakdown of trade visitors by continent

## Cross-industry visitor presence

Visitors from various industries come to Industrial Automation to find out which solutions are available to meet their needs.

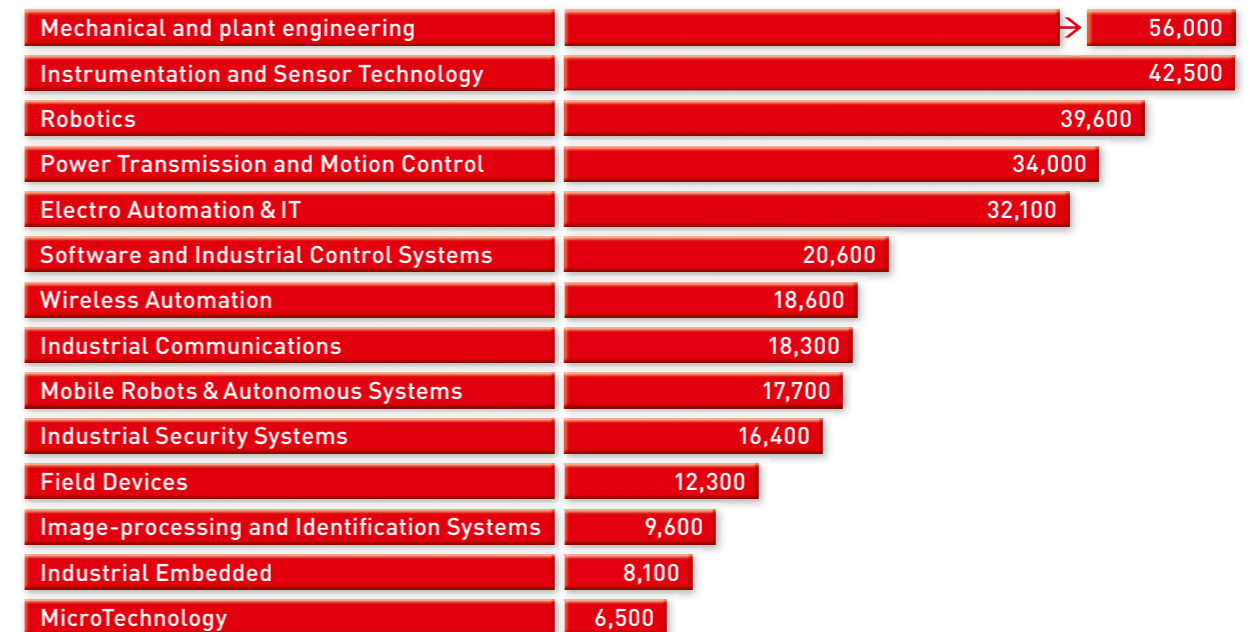


\*incl. pharmaceuticals, cosmetics, petrochemicals, plastics and rubber



## On target for potential business

Trade visitors look for concrete solutions and will head to your stand. You'll meet professionals from your target countries and market segments, including:



## Making all the right connections

At Industrial Automation you'll meet decision-makers from every sector of industry and make valuable new business contacts. In 2012 69.6% of all trade visitors at the show were directly involved in their company's investment decisions.



## Contacts and more...

No other technology event can offer you so many international contacts.

For more info go to:  
[www.aftershow.hannovermesse.de/en](http://www.aftershow.hannovermesse.de/en)

# Your passport to success. Our services.

Regardless of whether you are planning your own customized stand or require an all-inclusive solution, HANNOVER MESSE offers various options for the effective presentation of your business.

## Stand space only – you design your own presentation

If you decide to supply your own stand, just book your stand space in the normal way. Additional services can be booked as required. Our Terms and Conditions of Participation can be viewed at: [www.hannovermesse.de/en/registration](http://www.hannovermesse.de/en/registration)

Basic rental charge for indoor space	€ 199 per m <sup>2</sup>
Basic rental charge for Open-air Site	€ 77 per m <sup>2</sup>

**It pays to decide early.**  
A generous early booking discount is available until 15 September 2012

**NEW:**

## The new “fair packages”: our all-inclusive solutions

Developed by professionals, for professionals: our customized packages consisting of stand space, stand construction and support services maximize your success and minimize your organizational input. Four different packages are available, including two with upgrade options – for promising contacts at very fair conditions. You can call our “fair package” hotline on +49 511 89-38000 or else go directly to: [www.hannovermesse.de/en/fairpackage](http://www.hannovermesse.de/en/fairpackage)



### Basic

as from € 3,715<sup>1</sup>

Upgrade price Basic+  
as from € 4,966<sup>1</sup>

### Comfort

as from € 5,128<sup>1</sup>

Upgrade price Comfort+  
as from € 7,740<sup>1</sup>

### Premium Style

as from € 9,093<sup>2</sup>

### Premium Trend

as from € 9,093<sup>2</sup>

<sup>1</sup> On the basis of a row stand sized 9 m<sup>2</sup>

<sup>2</sup> On the basis of a row stand sized 12 m<sup>2</sup>

Illustrations contain additional fittings/furnishings involving an extra charge.

**NEW:**

## Turnkey construction – at an introductory price of € 3,800

The “Demopoint” is a compact and convenient solution for your trade fair presentation which offers all the benefits of a joint display. We organize everything. All you need to do is get to the venue – you can then immediately showcase your solutions and innovations. Do not hesitate to contact our team for further information and advice: Tel. +49 511 89-37500.



Illustration not final.  
We reserve the right to make changes.

All prices are subject to VAT.

## More contacts thanks to our highly effective services

Our goal is to maximize your success – in the form of new contacts. At HANNOVER MESSE you can reap the benefits of our tried-and-tested lead generation tools.

## Match & Meet – win over new customers

Boost your international sales. Our “Match & Meet” platform is configurable in accordance with your specific requirements.

- Specific B2B contact suggestions – 365 days a year
- Scheduling of meetings online in the run-up to HANNOVER MESSE
- Access to the central Match & Meet Area and modern conference rooms
- Planning and organization of delegation programs

The Match & Meet team looks forward to hearing from you on Tel. +49 511 89-34550. Detailed information can be found at: [www.hannovermesse.de/en/match-and-meet](http://www.hannovermesse.de/en/match-and-meet)

## Targeted lead generation with Deutsche Messe Interactive

Our subsidiary Deutsche Messe Interactive works throughout the year to introduce you to prospective business partners. Make use of our special services such as:

- Personalized e-mail campaigns
- Targeted activities to enhance your online coverage
- Reliable scheduling service for your company events

Detailed information can be found at: [www.messe-interactive.de/en](http://www.messe-interactive.de/en)

Further information can be found in our price list:  
[www.hannovermesse.de/en/participation](http://www.hannovermesse.de/en/participation)

We will be pleased to help and advise you.  
Your contact for initial enquiries:

Emanuel Marra  
Tel. +49 511 89-31146 · [emanuel.marra@messe.de](mailto:emanuel.marra@messe.de)



## You can count on us

User-friendly, transparent and fast: via our Online Business Service (OBS) you can plan and calculate the costs of your presentation at HANNOVER MESSE. Go to [www.obs.messe.de](http://www.obs.messe.de).

**OBS**



Deutsche Messe  
Hannover · Germany

Deutsche Messe

Messegelände

30521 Hannover

Germany

Tel. +49 511 89-0

Fax +49 511 89-32626

info@messe.de

www.messe.de

Use this opportunity to present your products  
and solutions to the world.



10-15. 9. 2012/  
Sept. 2014  
Chicago, USA



21-24. 3. 2013  
Istanbul, Turkey



25-28. 9. 2012/  
Sept. 2013  
Moscow, Russia



21-24. 11. 2012/  
Nov. 2013  
Dehli, India



June 2013  
Beijing, China



June 2013  
Shanghai, China



6-10. 11. 2012/  
Nov. 2013  
Shanghai, China

Your Industrial Automation Team

**Marc Siemering**

Director

**Carolin Illig**

Halls 16 + 17

Tel. +49 511 89-31132

carolin.illig@messe.de

**Ines Kirsch**

Efficiency Arena, Mobile Robots

Tel. +49 511 89-31145

ines.kirsch@messe.de

**Emanuel Marra**

Halls 11, 14 + 15

Tel. +49 511 89-31146

emanuel.marra@messe.de

**Markus H. Schorak**

Halls 8 + 9

Tel. +49 511 89-31312

markus.schorak@messe.de

**Sonia Wedell-Castellano**

Hall 17

Tel. +49 511 89-31142

sonia.wedell-castellano@messe.de

Contact details for our local sales partners worldwide are listed at

[www.messe.de/salespartner\\_gb](http://www.messe.de/salespartner_gb)



HANNOVER  
MESSE

NEW TECHNOLOGY FIRST

8-12 April 2013 · Hannover · Germany