

THINK TECH,
ENGINEER SUCCESS

New markets
New customers
New networks

CoilTechnica 2012

Leading Trade Fair for Coil Winding,
Electric Motor, Generator and Transformer
Technology

NEW TECHNOLOGY FIRST
23 - 27 April 2012 · Hannover · Germany



Meet your customers at the No.1 industry showcase



CoilTechnica 2011 set new records: twice as many exhibitors compared with the premiere in 2010, more than 40,000 visitors and 30 percent more rented space. You, too, can benefit from the unique, cross-industry concept of HANNOVER MESSE. The entire coil winding community is represented at the show – as are potential customers in related manufacturing sectors. Thanks to the outstanding calibre of the visiting public and the broad international spectrum of exhibitors, CoilTechnica is a hot spot for top decision-makers and investors from all over the globe.

A further convincing argument: in 2012 exhibitors will be able to book stand space at preferential rates.

We look forward to seeing you at CoilTechnica 2012.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'H. v. Monschaw', written in a cursive style.

Hubertus von Monschaw
Director of CoilTechnica

How you benefit by exhibiting at CoilTechnica:

■ No.1 in terms of business opportunities

The visitors and the exhibitors at HANNOVER MESSE are searching for new solutions. CoilTechnica offers unique opportunities for new business and collaborative projects.

■ No.1 in terms of international scope

HANNOVER MESSE 2012 will present 8 leading international shows simultaneously at the world's largest trade fair venue – an unrivalled benefit for the CoilTechnica visitors and exhibitors. In 2011 HANNOVER MESSE attracted a quarter of a million potential customers from all sectors of the industrial value chain.

■ No.1 in terms of visitor calibre

CoilTechnica is a magnet for visitors. 40,900 visitors attended CoilTechnica 2011. 95.8 percent were industry professionals, and more than 75 percent were decision-makers. In other words, CoilTechnica offers you more high-quality contacts than any other trade show worldwide.

■ No.1 in terms of services

The CoilTechnica exhibitors profit from the all-round services provided by one of the world's leading trade show organizers – for example: individual consultancy support; marketing, advertising and communication; media services; all-year-round presence on the Internet; invitation and contact management; and much more besides.



Two-fold sales potential

At HANNOVER MESSE you can access two key sources of business potential – the visiting public plus the exhibitors at the other trade shows. CoilTechnica is located at the heart of HANNOVER MESSE, close to “Industrial Automation”,

“Energy” and “Industrial Supply”. This gives you direct access to potential users of your products and services. By exhibiting at CoilTechnica 2012 you will be the focus of attention when important investment decisions are finalized.



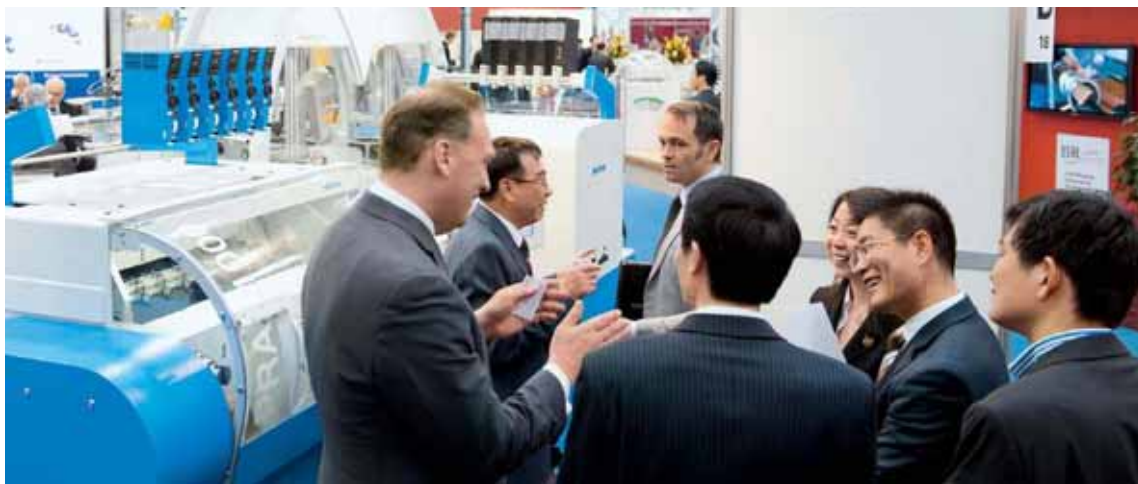
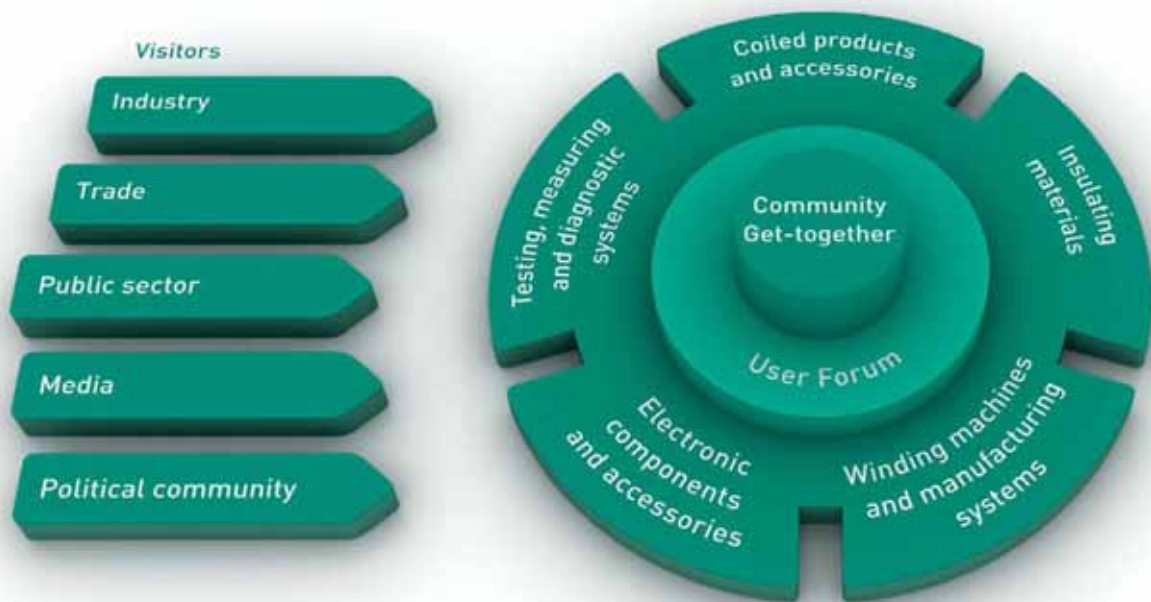
The CoilTechnica concept

Wide-ranging business opportunities

CoilTechnica is more than a trade show. Thanks to its sophisticated concept, CoilTechnica functions as a community platform which brings together suppliers, users, technologies and know-how.

Major trends such as renewable power generation and electromobility have boosted demand for the products and services of the coil winding sector. Your solutions are what the market is looking for. Against this background CoilTechnica will serve as your springboard to new business and collaborative ventures.

In its role as an industry benchmark, innovation driver and trend indicator, HANNOVER MESSE commands the attention of industry, the media and the political community.





The display categories at a glance

CoilTechnica presents a clearly structured overview of all the disciplines relating to the production of coil windings, electric motors, generators and transformers:

■ Coiled products and accessories

The display line-up includes enamelled copper wires and strips, cables and leads, coil formers and components formed by punching, bending and die-casting.

■ Winding machines and manufacturing systems

The spotlight here is on winding machines, moulding and bending equipment, impregnating machines, mixing and dosing systems, induction heating systems, impulse magnetizers, plus software products and services.

■ Testing, measuring and diagnostic systems

The ideal presentation platform for sensor systems, computerized testing systems, testing equipment for high voltages, pulsed/surge voltages, insulation and coils, as well as solutions for primary and secondary testing.

■ Insulating materials

Present your innovative solutions for the effective insulation of electric conductors and components – e.g. oils, tubes, foils, adhesive tapes and multi-layer insulating fabrics.

■ Electro-technical components and accessories

This display category showcases components and housings for electric motors, generators and transformers, rotors and stator housings for generators, electrical sheet metals, as well as magnetic components and systems.

Detailed information about
CoilTechnica can be found at:
hannovermesse.de/en/coiltechnica

An entire sector and its customers at a single venue

CoilTechnica User Forum

Located at the centre of the CoilTechnica exhibition, the User Forum brings together exhibitors, experts as well as visitors from the various user industries. This represents an excellent opportunity to engage in an intensive dialogue with potential purchasers, discuss the key issues and build new business relationships.

Benefits:

- Directly linked to the exhibition
- Networking with top decision-makers and experts
- Know-how transfer in the context of discussions and lectures
- Interaction between exhibitors and visitors

Community Get-together

Every year CoilTechnica attracts the entire coil winding community – the established market leaders as well as innovative start-up enterprises. A popular highlight is the get-together on the Wednesday evening of the show. Here you can swap ideas with other exhibitors, talk to experts about current issues and challenges in a relaxed atmosphere – and thus capitalize on the wide-ranging sales and networking opportunities at CoilTechnica.





**Roland West, Managing Director,
Ingrid West Machinery, Tewkesbury/Great Britain:**

“CoilTechnica creates completely new industry networks – also thanks to the integration of the individual trade shows into the large-scale HANNOVER MESSE. We are no longer in a niche. Instead, we can exploit the potential of an international industry show. CoilTechnica is excellently prepared. The services provided by the organizers – also in the run-up to the show – are outstanding. It’s fun to exhibit at such a trade show. We are looking forward optimistically to the future.”

**Eric Laurent, Marketing Manager Europe,
ESSEX, Compiègne/France:**

“CoilTechnica is a central meeting-place for the European coil winding industry. From our viewpoint the synergies generated by the close proximity to the motor industry and the energy sector are the most important factor. We count on establishing new leads in other sectors.”



Detailed information about
CoilTechnica can be found at:
hannovermesse.de/en/coiltechnica

Facts and figures

The audience at CoilTechnica consists of a unique line-up of purchasing specialists, R&D experts, senior managers and decision-makers.

Visitor attendance at CoilTechnica

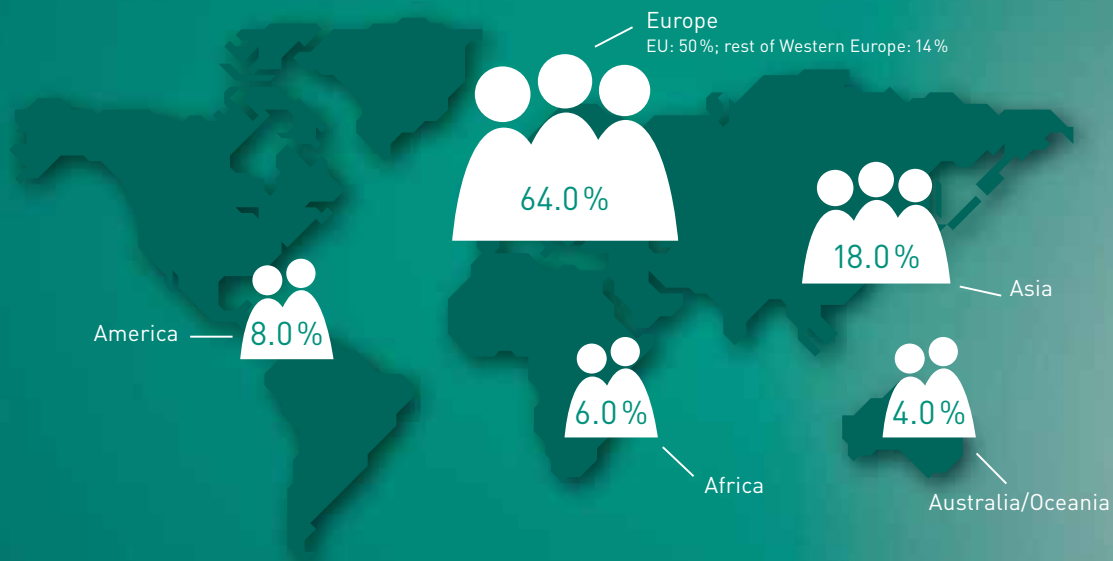
40,900 visitors

Proportion of trade visitors

95.8% of total attendees

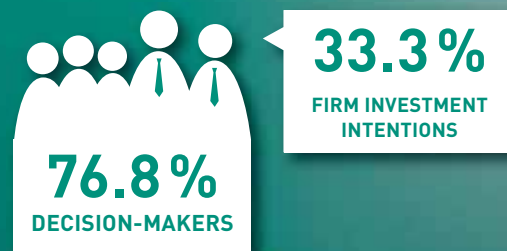
The whole world at one place

Exploit the international scope of CoilTechnica and present your products and ideas to top decision-makers from all over the globe.



Decisive contacts

More than three quarters of the CoilTechnica visitors are involved in investment decisions in their companies. This means that nearly every discussion at your stand can lead directly to a potential sale.





All your target groups at a single venue

Communicate with potential investors from all sectors of the industry.

Capital goods industry	12,800
Energy industry	7,400
Basic materials and primary products	7,200
Distributive trades	3,400
Corporate service providers/freelance professionals	3,100
Research institutes/industrial research	1,800
Skilled trades	1,300

Interest at all levels

The CoilTechnica visitors perform a wide variety of functions within their companies.

Research/development/design	8,000
Manufacturing/production/quality control	7,500
Purchasing/procurement	4,600
Senior management/plant management	2,800
Maintenance/servicing	1,000
Marketing/sales/advertising/PR	800

Detailed information about
CoilTechnica can be found at:
hannovermesse.de/en/coiltechnica

Prices, terms and conditions

Basic rental charge and additional charges

Basic charge, indoor space	€ 100/m ²
Registration fee, lump sum	€ 310
Marketing fee*, including AUMA contribution	€ 31/m ²
Reduced marketing fee for stand space in excess of 1,000 m ²	€ 12/m ²
Space on the upper floor of two-storey stands	€ 45/m ²

* Please refer to the Terms and Conditions of Participation for details of the services covered by the marketing fee.

Stands with two or more open sides

High-visibility stands with two or more open sides are subject to an extra charge. For stands of up to 120 m²:

Stands open on 2 sides (corner stand)	25%
Stands open on 3 sides (end stand)	40%
Stands open on 4 sides (island stand)	60%

Any space in excess of 120 m² will be invoiced at the basic rental price.

Co-exhibitors

Participation fee, lump sum	€ 790
Marketing fee, lump sum	€ 310

Participation options

Detailed information on the various participation options for HANNOVER MESSE as well as on prices, conditions and how to register can be found at:

hannovermesse.de/registration

fair-packages

The easy way to exhibit successfully at HANNOVER MESSE. Available in three different versions, our “fair-packages” embrace stand space, stand construction, plus additional services – for example, daily cleaning, press services and marketing services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	“Basic”	“Comfort”	“Premium”
Stand type	20 m ² corner stand	20 m ² corner stand	20 m ² corner stand
Standard price	€ 4.803*	€ 5.723*	€ 6.238*

* Charges relate to one-year rental agreements, including registration fee



Further information: hannovermesse.de/en/fairpackage

The services are described in detail in the Terms & Conditions.

All prices are subject to VAT.

Registration and services

Register online: it's just easier!

In future, if you wish to register as an exhibitor at HANNOVER MESSE, please go to www.obs.messe.de and register online.

You can start preparing your trade show presentation immediately via our Online Business Service (OBS). Here you can plan your

presentation, work out your costs, make a booking and order all the services you require.

Register online now at:
www.obs.messe.de

Targeted services designed to win new customers

Apart from contact management and online reach, the generation of new leads is one of the most important factors for the success of your presentation. Use our services to give your business a good start in all these areas.

Matchmaking services: global contacts, meetings geared to your needs

Our matchmaking services are designed to help you manage your contacts before, during and after HANNOVER MESSE.

We handle the whole process of establishing valuable new contacts – from customized searches to making the initial contact and arranging appointments with potential business partners from all over the world.

Full details at:
hannovermesse.de/en/leadservices

Online campaigns and services that target your customers with precision

Deutsche Messe Interactive (DMI) puts you in touch with potential business partners all year round. We can organize e-mail campaigns carefully targeted at prospective new customers – and you profit from the following benefits:

- Successful new business leads through dialogue marketing
- All-year-round interaction channels for business professionals
- Media services for everything concerned with your presentation

Full details at:
www.messe-interactive.de/en

Further services designed to assist you with your presentation

Take advantage of our experience and expertise to present your company to optimum effect and get your message across to potential buyers.

Marketing and press services

We offer you a comprehensive service package: cost-effective invitation campaigns, numerous advertising options, organization of press conferences and sponsoring of selected press events.

Stand services

It goes without saying that we can equip your trade show stand with all the necessary technical services and state-of-the-art communication devices. We will be pleased to discuss your individual requirements with you.

Full details of all our exhibitor services at:
hannovermesse.de/en/exhibitorservice



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

Supported by



Supporting Association



Your CoilTechnica team

Hubertus von Monschaw
Director, CoilTechnica

Thomas Pinkowski
Tel. +49 511 89-32427
Fax +49 511 89-31148
thomas.pinkowski@messe.de

Susanne Clemens
Tel. +49 511 89-31315
Fax +49 511 89-31148
susanne.clemens@messe.de

In the United States:

Ulli Hammer
Tel. +1 (609) 987-1202 x 205
uhammer@hfusa.com

Deutsche Messe has a global network of representatives who speak your language. A detailed list of names and addresses is available at: www.messe.de

