



ENGINEER SUCCESS

New markets
New customers
New networks

SurfaceTechnology 2013

Leading Trade Fair for Surface Technology

NEW TECHNOLOGY FIRST
8-12 April 2013 · Hannover · Germany

Surface
Technology



It's all covered. For your trade fair success.



SurfaceTechnology is the world's leading meeting place for decision-makers and end users from all sectors of the surface treatment and finishing industry. The line-up of 11 leading international trade fairs offers huge opportunities for exhibitors. And nowhere else will you find all the industry sectors, all the suppliers and all the prospective buyers in the same place at the same time. At SurfaceTechnology you can talk business with a visiting trade public from all over the world and make numerous valuable new contacts for the future. You'll meet partners for joint ventures, trade suppliers, and above all: new customers. Many new projects will be getting off the ground at next year's show – so you certainly won't want to miss out. We look forward to seeing you there!

Yours sincerely,

Olaf Daebler
Director, SurfaceTechnology

How you benefit by exhibiting

New markets

SurfaceTechnology gives you direct access to markets in Germany and around the world: in 2011 more than 48,000 visitors, mainly from Europe, Asia and America, travelled to Hannover for SurfaceTechnology. As an exhibitor you'll benefit from the very high trade visitor quota of 96.9%, and the fact that decision-makers from all over the world come here with concrete investment plans.

New contacts

Business owners, managers and executives, company buyers, engineers, technical directors and quality-control managers come to SurfaceTechnology to learn about the latest trends in surface finishing technology – in all areas of industry and for all types of materials. This makes the show the perfect place to get new business contacts.

New networks

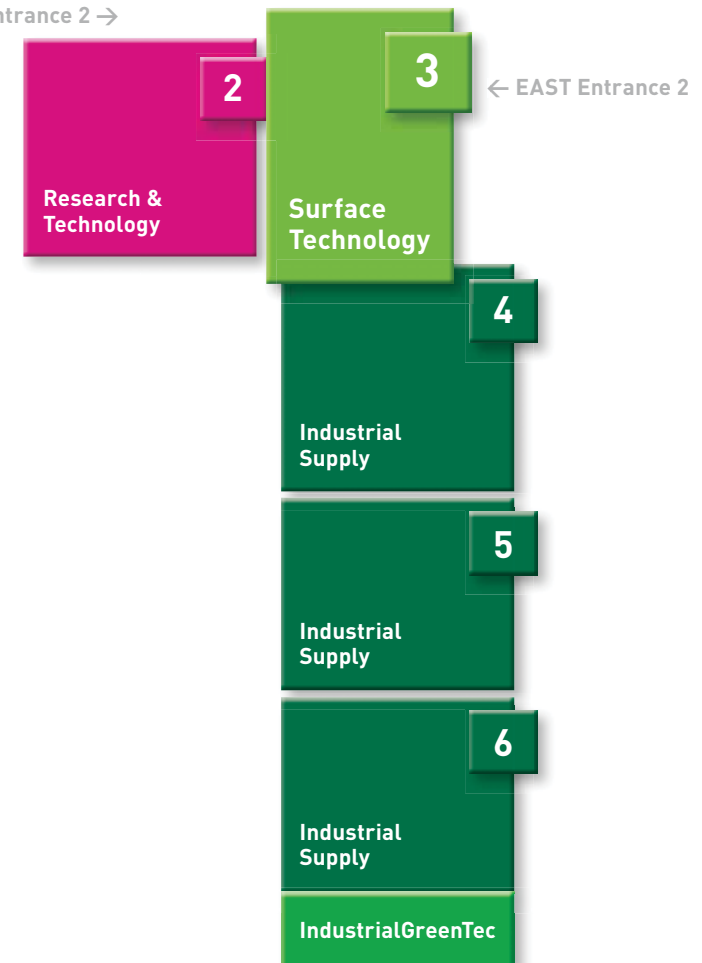
SurfaceTechnology is a beacon event that attracts a huge following. Here, and only here, you'll come into daily contact with engineering professionals, car makers and technicians working in the electrical and timber industries. So you can expand your network far beyond your existing sales market.



Perfectly placed to get results

Innovative surface treatments and finishes are needed by all sectors of industry worldwide. That's why exhibiting at HANNOVER MESSE makes so much sense – because here you can meet all the people you need to talk to. There's simply no better place to make new contacts and generate new sales leads. Occupying the whole of Hall 3, SurfaceTechnology not only has its own dedicated exhibition hall, but is also strategically placed right at the heart of HANNOVER MESSE 2013, very close to both Industrial Supply and Research & Technology. This proximity means that you benefit from crossover visitor traffic, as many aspects of surface treatment and finishing overlap with themes covered at these other shows – nanotechnology, for example, and of course industrial materials in all their different forms. And the fact that trade visitors have direct access to your hall from the East Entrance will also bring more people to your stand.

NORTH Entrance 2 →



State of the art.

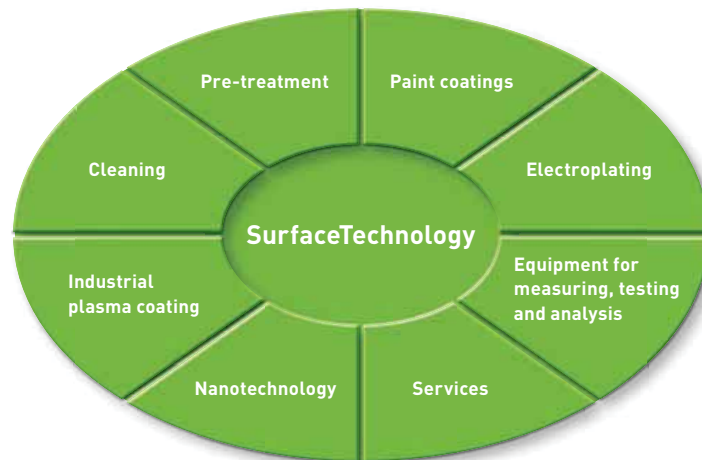
New technical trends in 2013.

All eyes on your solutions

SurfaceTechnology is the leading marketplace for buyers, decision-makers and investors in surface treatment technology. On display are integrated systems as well as the latest trends in nanotechnology. Embracing a wide range of materials and industry sectors, the show's format provides exhibitors with an ideal showcase for their innovative cleaning and pre-treatment methods, efficient coating processes and all the latest developments in painting, electroplating and industrial plasma coating techniques.

Visiting professionals discover here how they can improve the energy efficiency and resource efficiency of their plants and processes at a cost that makes commercial sense. New, eco-friendly painting systems and the latest trends in application technology will be presented to an international audience at SurfaceTechnology.

The main display categories at a glance



Ideal for generating new business

At HANNOVER MESSE 2013 you'll find 11 leading trade fairs taking place in parallel at a single venue – and all with the aim of generating new business. SurfaceTechnology is centrally located close to the most popular routes followed by visitors as they tour the show. That brings several benefits for you as a participating exhibitor:

- The key investors and business leaders in the surface treatment industry will find their way directly to you
- You'll attract interest from prospective buyers attending the other trade shows taking place in parallel – such as Industrial Automation and Industrial Supply
- You'll meet decision-makers from the other firms exhibiting at HANNOVER MESSE, who are a potential source of additional sales

These are excellent opportunities – so grab this chance to make valuable new business contacts for the future!



Holger Weidmann, Managing Director, Krautberger GmbH, Eltville:

"The show went very well for us this year. Over the last few days we have had many serious inquiries from customers and others. We were particularly pleased to see an increase in the number of customers here in Germany who are planning to invest in new equipment. The thematic overlaps with the other shows in the line-up continue to generate more visitor interest, which shows how well the format works."

Christoph Matheis, CEO, Zentralverband Oberflächentechnik e.V. (ZVO), Hilden:

"The electroplating industry and allied sectors, which came together in our group display WORLD OF SURFACE TREATMENT, had high expectations of this year's SurfaceTechnology at HANNOVER MESSE in view of the current strength of the economy and the positive business climate here in Germany. Given the high calibre of the visitors we saw, many of whom wanted advice on specific projects, we are pleased with the overall results."



Debate and dialogue.

Adding the finishing touches.

Where the business world meets the scientific and research community

Special presentations and group displays aimed at specific user groups complement the range of exhibits at SurfaceTechnology and make this show the leading communication platform for the international surface treatment industry.



Special presentation "Surface World"

The entire process chain at a glance – from pre-treatment and plant engineering to quality assurance and test methods. A regular fixture at the show for many years, the presentation is organized by ZVO, the industry's central trade association in Germany. The interesting and popular program covers techniques for the cleaning of components, electroplating, the basics of process chemistry, and much more besides.



SurfaceTechnology Forum

Talks by leading experts and vibrant discussions give a fascinating insight into the future of industrial surface treatment. This forum for users is organized by the Fraunhofer Institute for Production Engineering and Automation (IPA) in Stuttgart in association with the VDMA, Germany's central engineering federation.



"Practice Park"

Here surface treatment systems can be seen in action. The centrepiece is a fully functioning industrial coating line, where the products of participating exhibitors can be seen at work. The presentation is organized by AB Anlagenplanung GmbH.



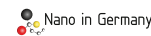
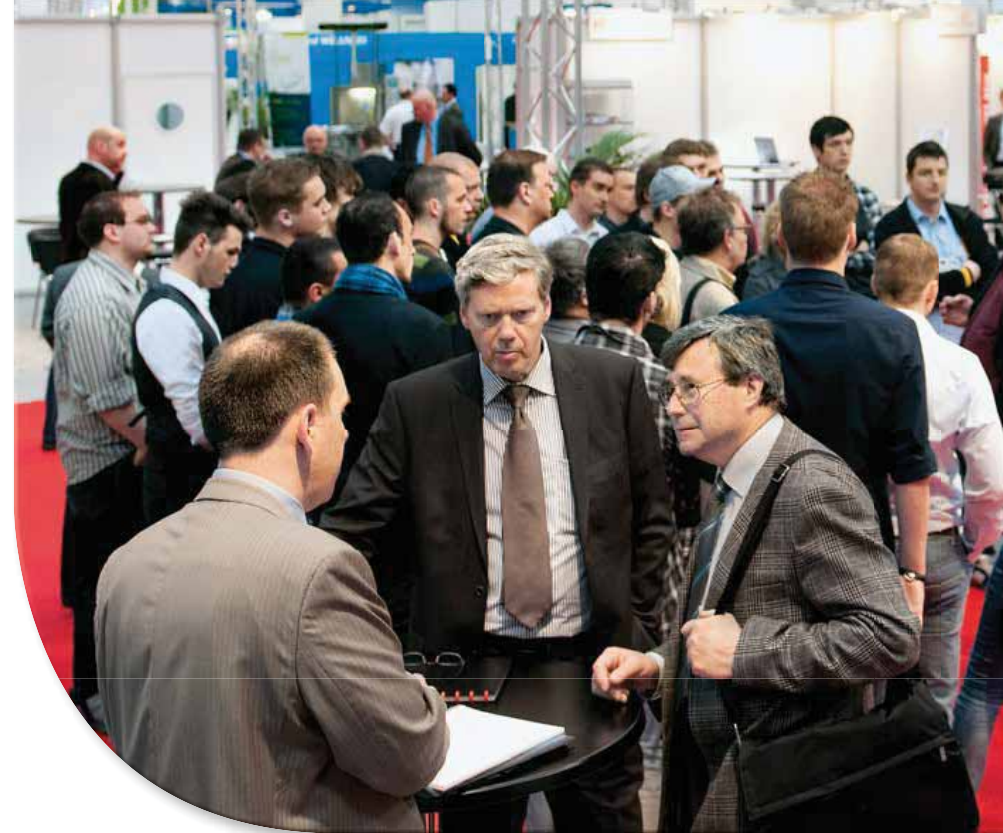
Group display "SurfPlaNet"

An established crowd-puller for many years now, the group display "Surface Plasma Network" organized by RunKom showcases innovative products and applications. The main emphasis is on plant, processes and applications for plasma and laser-based surface treatment and finishing, including coverage of processes for analysis and testing as well as ultra-precision surface treatment.



VDMA group presentation

Saving energy is one of the top themes of the show, and the focus here is on energy-efficient technologies for the surface treatment industry. Suppliers of painting systems, irradiation technology and industrial plasma surface treatment systems will be presenting new ways of conserving resources and reducing energy consumption, along with the latest eco-friendly processes for surface treatment and finishing. The group presentation is coordinated by the VDMA's Surface Technology section, which will have an information counter at the stand.



SchauPlatz NANO

The destination of choice for industry professionals interested in innovation and know-how transfer in nanotechnology. Focusing on practical applications, this B2B platform hosted by Beiersdorff GmbH showcases market-ready nanotechnology solutions and applications. Suisse Technology Partners AG is teaming up with ALUCOBONDmedia® to present an innovative system for displaying media content on architectural façade panels. Featured nearby is the new initiative "Nano in Germany", launched in 2012, which is a cluster initiative designed to foster innovation and growth in micro- and nanotechnology. And the best part: there's room for you here too! SchauPlatz NANO serves as a marketplace for all nanotechnology firms, institutions and research centres, as well as service providers and investors.



"Start Up" group display

Even major concerns start from very small beginnings. This group display gives innovative young companies the opportunity to present their solutions to an international audience. The presentation is supported by the Federal Ministry for Economic Affairs and Technology (BMWi). If you are interested in taking part, we will be pleased to discuss your requirements with you.

Global.

The unique appeal of HANNOVER MESSE.

A trade show is only as good as its visitors. In 2011 the quality of the SurfaceTechnology visitors was truly outstanding.

Visitors

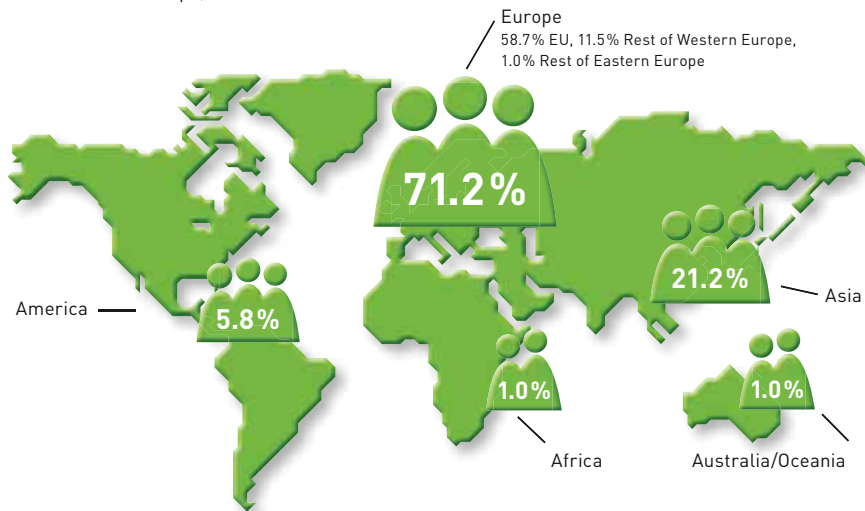
48,200 visitors in total

Proportion of trade visitors

More than **96.9%**, including
23.9% from outside Germany

Global appeal

At SurfaceTechnology you will meet key decision-makers from all continents – above all from Europe, Asia and America.



Breakdown of trade visitors by continent

Spotlight on success

Pictures say more than words. For this reason we have produced a video about SurfaceTechnology 2011 summarizing the impressions and statements of exhibitors and visitors. Go to www.hannovermesse.de/en/surfacetechology

Cross-industry impact

11 flagship fairs at a single venue – this means strong synergy effects, plus contact with visitors from a broad spectrum of industrial sectors.

Capital goods industry	16,200
Research/development/design	13,700
Basic materials and primary products	11,300
Manufacturing/production/quality control	7,300
Senior management/plant management	5,000
Services by companies/freelance professionals	3,300
Research institutes/Industrial research	3,300
Energy industry	3,200

The place where the experts meet

The potential users of surface treatment technology come from a broad range of industrial sectors. At SurfaceTechnology 2013 you can present your products and services to a high-calibre international audience.

Paints and coating materials	14,600
Electroplating	14,200
Measuring, testing and analysis equipment	13,700
Special-purpose plant for surface coatings	13,100
Cleaning and pre-treatment	12,400
Paint coatings	11,800
Surface technology services	11,700
Environmental protection and special equipment	6,100

Decisive contacts

At SurfaceTechnology you will meet top decision-makers: in 2011 75.5% of the visitors were directly involved in their companies' investment decisions.



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

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

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

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

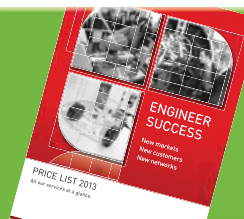


Basic	Comfort	Premium Style	Premium Trend
Standard price as from € 3,715 ¹	Standard price as from € 5,128 ¹	Standard price € 9,093 ²	Standard price € 9,093 ²
Upgrade price Basic+ as from € 4,966 ¹	Upgrade price Comfort+ as from € 7,740 ¹		

Further information can be found in our price list:
www.hannovermesse.de/en/participation

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

Emanuel Marra
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¹ On the basis of a row stand sized 9 m²

² On the basis of a row stand sized 12 m²

All prices are subject to VAT.
Illustrations contain optionally bookable fixtures/furnishings.

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 und 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

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

You can count on us

OBS

User-friendly, transparent and fast: via our Online Business Service (OBS) you can plan and calculate the costs of your presentation at HANNOVER MESSE. Either go to www.obs.messe.de or call us on Tel. +49 511 89-37000.



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