

20–24 APRIL 2020

# HANNOVER MESSE THE BIGGEST PLATFORM FOR SMEs



HOME OF INDUSTRIAL PIONEERS



# FOUR THINGS YOU SHOULD KNOW ABOUT US!

Lots of good reasons to be part of HANNOVER MESSE 2020!  
Business opportunities – the facts.



1

## GERMANY'S TOP MEETING-PLACE FOR SMALL AND MEDIUM-SIZED COMPANIES

*Companies with ten to 499 employees account for more than 50 percent of the professional visitors at HANNOVER MESSE. In addition, SMEs occupy the majority of the stands and a large share of the total exhibition space.*

2

## DECISION-MAKERS COME HERE TO GET DOWN TO BUSINESS

*Eight out of ten trade visitors have a professional reason to attend HANNOVER MESSE and one in four visitors comes with concrete investment plans in mind. Two thirds of the visitors are involved in making their company's investment decisions.*

3

## TWO MAJOR BENEFITS: GLOBAL ACCESS + REGIONAL PRESENCE

*It goes without saying: HANNOVER MESSE is a global brand. But it is also the no. 1 regional business platform for Germany, Austria and Switzerland – as well as the central industrial event for every region of the German market.*

4

## WHEN PEOPLE GET TOGETHER, THEY DO BUSINESS!

*Although social media and big data are very influential, the most efficient networking still takes place offline. Doing business face to face works best. The statistics show that trade fairs are the most effective platform for nurturing contacts, generating leads and concluding deals.*



# SMEs – THE BACKBONE OF HANNOVER MESSE

*At the most important event for SMEs in Germany you meet the people who make the investment decisions. SMEs are considered to be the backbone of the German economy. Small and medium-sized companies generate more than one third of the country's gross domestic product and employ more than half of all employees.*

Essentially the same applies to HANNOVER MESSE. Most of the 200,000 trade visitors are from companies with fewer than 500 employees, while a large proportion of the 6,000 exhibiting companies are also SMEs. Consequently, this top global event is also the most important event for Germany's SMEs.

## CORE SECTORS ARE WELL REPRESENTED

Two thirds of the trade visitors come from outside Germany and are from the core industries of the host nation: mechanical engineering, the automotive industries, energy, metalworking, goods handling & logistics. HANNOVER MESSE is the most important annual summit for companies involved in automation technology, power transmission, fluid technology and industrial IT. The fact that 94 percent of the visitors are trade and industry professionals testifies to the serious focus placed

on business. Eight out of ten trade visitors have a business reason to attend HANNOVER MESSE. They want to gain an insight into the market, want to discover innovations and develop their network. Two thirds of the visitors are involved in making their company's investment decisions, while one in four visitors comes with concrete investment plans in mind.

## THE GOAL: CONTACTS AND SALES

Surveys of marketing professionals show that trade fairs are the most effective platform for nurturing contacts, generating leads and concluding deals. More than 70 percent of the trade visitors at HANNOVER MESSE reported that, compared with other industrial technology shows, the event has proved "valuable or extremely valuable" to their business. For one third of the visitors surveyed, it is the only trade fair they visit during the year.

**211,000 VISITORS**

SIZE REALLY ISN'T EVERYTHING:  
**40% OF THE STANDS ARE SMALLER THAN 100 M<sup>2</sup>**

**52%**  
OF THE VISITORS ARE FROM SMEs

**140,000 VISITORS FROM OUTSIDE GERMANY**

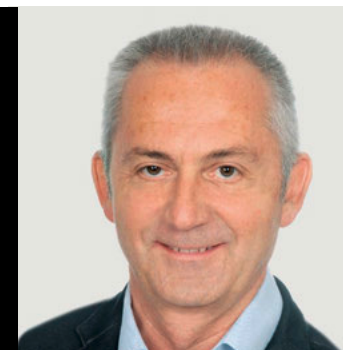
DISCOUNTS FOR SOME NEW FIRMS OF UP TO **60%**

PROPORTION OF TRADE VISITORS **94%**

**NO. 1 BUSINESS PLATFORM FOR GERMAN-SPEAKING COUNTRIES**

*» HANNOVER MESSE provides a great opportunity to acquire new contacts and customers. In this regard both the national and international outreach of the trade fair is of major importance. It provides an excellent platform for forging new business relations. The numerous supporting events and extensive press activities are a great help in enhancing a company's level of recognition, especially smaller businesses. «*

Michael Baranowski, CEO, TEAM GmbH

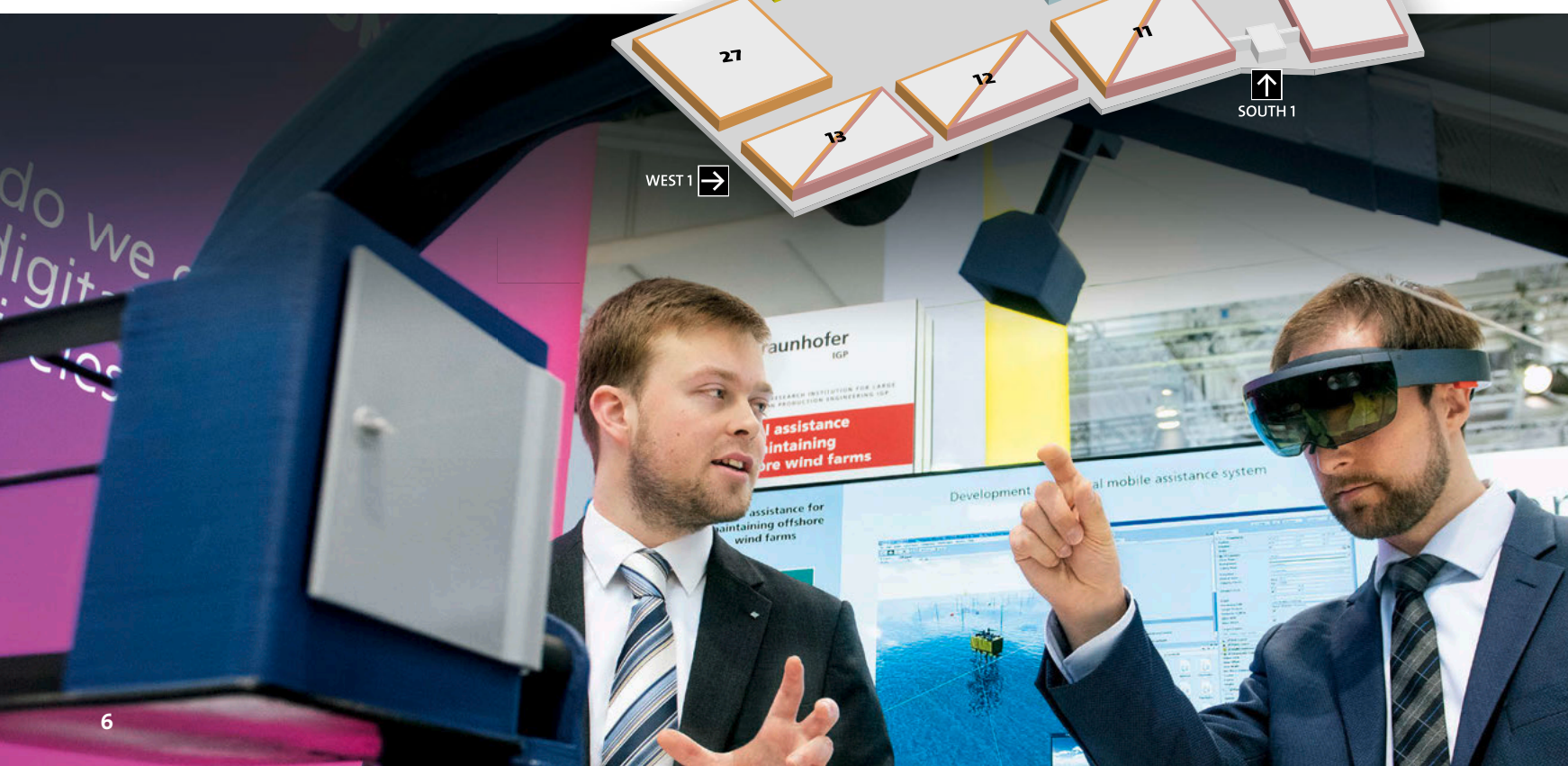
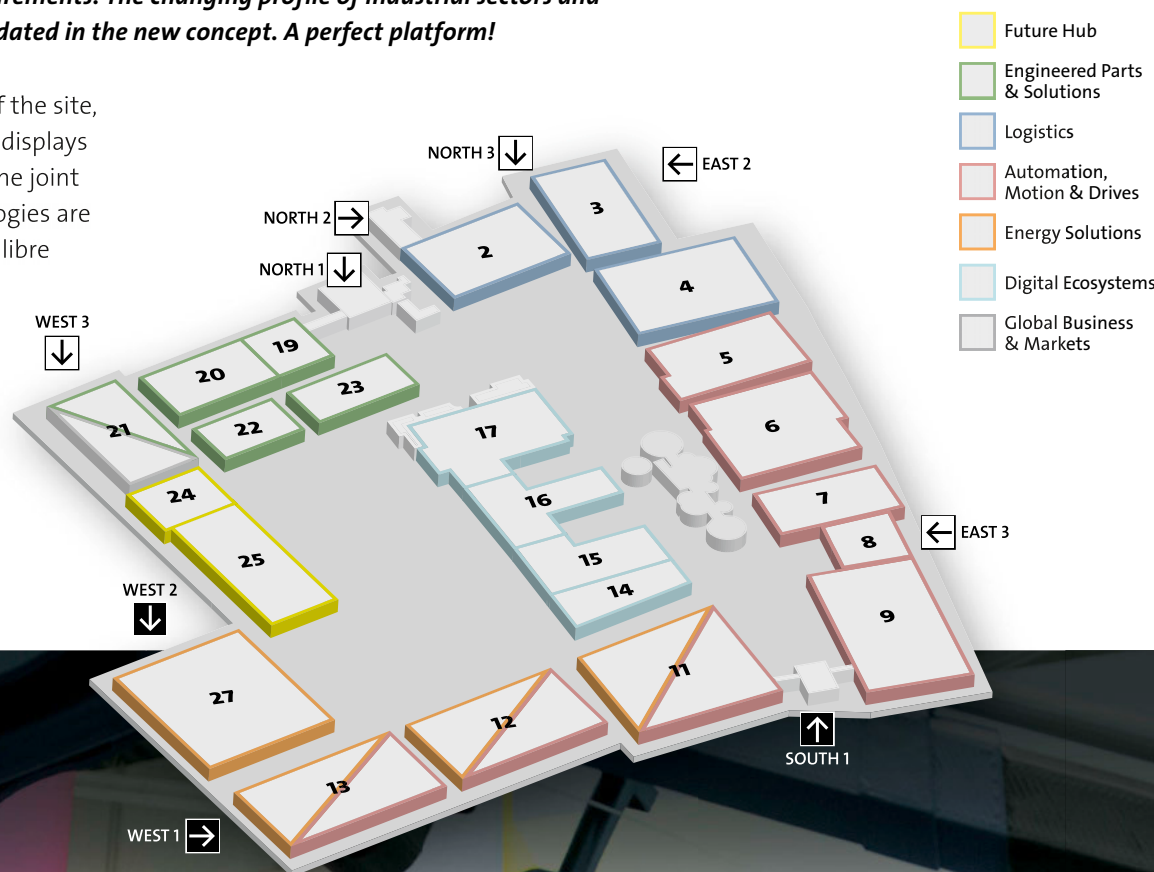


# CLEAR STRUCTURE – MORE BENEFITS

The new structure is geared to your requirements. The changing profile of industrial sectors and visitor interests is intelligently accommodated in the new concept. A perfect platform!

The new arrangement makes optimal use of the site, reducing the walking distance between the displays and enhancing the visibility of the stands. The joint presentations of specific sectors or technologies are an interesting option for exhibitors. High-calibre forums attract key target groups.

Our trade show site:  
[www.hannovermesse.de/maps](http://www.hannovermesse.de/maps)



## FORUMS, SPECIAL DISPLAYS, JOINT PRESENTATIONS

### HALLS 2–4

- Logistics Forum
- The autonomous supply chain – driverless transport systems and drones
- Logistics Camp – quick boarding in industry

### HALL 5

- Motion & Drives Forum
- Smart Power Transmission and Fluid Power Solutions
- PUMP PLAZA

### HALL 6

- Application Park Robotics, Automation and Vision
- Automation Forum
- ROBOTICS AWARD

### HALL 8

- Industrie 4.0 Forum
- SmartFactory<sup>KL</sup>

### HALL 12

- DIGITAL ENERGY Forum + special display, Energy 4.0 solutions for industry, trade and energy providers

### HALL 15

- Industrial Security Forum

### HALL 16

- Joint presentation Predictive Maintenance

### HALL 17

- CAE Forum
- Logistics IT Pavilion

### HALL 19–20

- Suppliers Forum

### HALL 21

- 5G Arena

### HALL 23

- Integrated Lightweight Plaza with “Speakers’ Corner”

### HALL 24

- young tech enterprises

### HALL 25

- Research and Development for industry
- Joint presentations by universities and federal states

### HALL 27

- Energy in production and buildings – joint presentation for integrated energy supply and utilization
- Integrated Energy Forum
- E-mobility and charging infrastructure
- Hydrogen + Fuel Cells EUROPE

### P36

- Additive Manufacturing Symposium

### CC

- Industrial Pioneers Summit
- MES Convention

### INTERDISCIPLINARY

- Red Carpet Route

We reserve the right to make changes.

# HOW TO OPTIMIZE YOUR PRESENTATION

We offer a broad range of services and solutions to help you make the most of your trade fair presentation. For example, you could take part in a specialist forum or be part of our Guided Tours and/or special events. You could also participate in one of the well-known competitions.

» WE DO EVERYTHING FOR YOUR SUCCESS

## COMPETITIONS

Whether Hermes or IFOY Award, Engineer Powerwoman, Robotics or the Industrial Energy Efficiency Award – the winners of these competitions and all contestants benefit from the global attention they receive long after the award presentation.

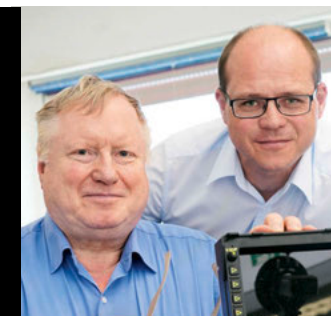
## GUIDED TOURS

Expert guides take trade visitors to the exhibitors' stands and displays most relevant to their area of interest and business sector – whether industrial automation & IT, mechanical or plant engineering or 5G in industry. If you would like your stand included on the tour route, simply contact us.

## FORUMS AND CONFERENCES

Present your latest innovations for industry at one of our renowned specialist forums, either as speaker or sponsor. Simultaneous translation is often available. Live streamed and on-demand videos will amplify the impact of your presentation, far beyond HANNOVER MESSE 2020. The new format "Meet the Speaker" establishes direct contact between speaker and audience. **Call for Papers:** [www.hannovermesse.de/en/cfp](http://www.hannovermesse.de/en/cfp)

» Teubner Industrie Elektronik has been a strong partner to industry since 1973, developing and manufacturing custom-made electronics for almost every sector. And for over 30 years HANNOVER MESSE has played a fundamental part in our efforts to convince customers and new contacts of our expertise. «  
Matthias Teubner,  
CEO Teubner Industrie Elektronik



# HOW WE OPTIMIZE YOUR SUCCESS

**High visibility and good business results at HANNOVER MESSE – even on a small budget!**

Thanks to our packages for exhibitors, which offer inclusive marketing services and joint display stands with shared infrastructure, and also specifically promote start-ups and new companies, the investment in the trade fair presentation pays off – especially for SMEs. How can we contribute to your company's success? Why not ask us – we would be pleased to advise!



## YOUR BENEFITS AT A GLANCE

### FAIR-PACKAGES: ONE-STOP SOLUTIONS

Simplify your trade fair preparations with one of our interesting one-stop packages. The deal: We take care of the planning, booking, stand construction, visitor services and PR work. This leaves you more time for what really matters: making contacts and taking orders.

MODULAR SYSTEM STAND	PRICE
fair-package Basic (minimum size 9 m <sup>2</sup> )	From € 4,709
fair-package Comfort (minimum size 12 m <sup>2</sup> )	From € 6,325
fair-package Premium (minimum size 20 m <sup>2</sup> )	From € 11,730

### ALL INCLUSIVE: WHAT YOU GET FOR THE MARKETING FEE

You get a lot for your money. Our marketing helps boost your presentation at HANNOVER MESSE. You can invite your entire network as exhibitors are entitled to free admission tickets for visitors. Evaluate your visitor data. Benefit from our internet and social media presence, as well as professional PR services.

- Visitor admission tickets
- Invitation to opening ceremony
- Registration and usage data of all your guests
- Extensive opportunities for online presentation: You can present your products and services online free of charge in the list of products and exhibitors. January – April 2019: over 7 million page impressions.
- Press activities
- Inclusion in the list of exhibitors
- Inclusion in the electronic visitor information system (EBi)

### YOUNG & INNOVATIVE? YOU COULD SAVE UP TO 60 PERCENT!

The German Federal Office for Economic Affairs and Export Control (BAFA) is offering technological start-ups and new companies established within the last 10 years a discount of up to 60 percent on the costs of their trade fair participation.

HANNOVER MESSE 2020

**WE WOULD  
BE PLEASED TO  
ADVISE YOU!**

**YOUR CONTACT**

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[shop.hannovermesse.de/en](http://shop.hannovermesse.de/en)

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