THINK TECH, ENGINEER SUCCESS

New markets
New customers
New networks

Research & Technology

Leading Trade Fair for R&D and Technology Transfer

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

Research & Technology

HANNOVER MESSE

hannovermesse.de/en/researchandtechnology

Bundesministerium
für Bildung
und Forschung

Forward-looking research findings can only be identified and efficiently exploited if bridges are built between science and industry. Indeed, this is the primary goal of Germany's high-tech strategy. In order to locate usable solutions, the remit of research programs must be formulated at an early stage and appropriate to requirements. Research establishments and businesses must therefore work together in partnership across the value chain. Germany seeks to lead the field in terms of developing outstanding scientific and technical products in the areas of climate/energy, mobility, health, security and communications.

The leading trade fair "Research & Technology" at HANNOVER MESSE is a key platform for international know-how transfer between science and industry. It brings together people and their innovative ideas, offering researchers, developers, designers and managing directors an excellent opportunity to explore innovations, engage in networking and showcase their work in an interdisciplinary environment encompassing the breadth of industry.

During the five days of the trade fair, the Federal Ministry of Education and Research will highlight projects being undertaken under its auspices to an audience from Germany and abroad, giving visitors an insight into the full bandwidth of German research activities. Moreover, presentation of the Hermes Award to companies responsible for outstanding developments will underline the importance of collaboration in furthering research and technology transfer.

I would like to thank the organizers of "Research & Technology" for their hard work. I would also like to wish the exhibitors every success in marketing their ideas and trust that visitors to the event will thoroughly enjoy acquiring new information about a vibrant and highly promising market.

Prof. Dr. Annette Schavan, Member of Federal Parliament
Federal Minister of Education and Research

The show where science means business

Research & Technology is the world's foremost exhibition platform for technology transfer and collaboration between scientific research and industry. Last year some 410 exhibitors from 23 nations presented their latest research findings and technological developments here. Because the show is part of the line-up for HANNOVER MESSE – the No.1 driver of innovation for industry worldwide – you'll have access to all your key buyer industries in one place. Your presence here will enable you to market your innovations quickly and efficiently. Book your stand at Research & Technology 2012 – your unique passport to industrial markets across the globe.

We look forward to seeing you there!

Yours sincerely,

Arno Reich
Director, Research & Technology

What you gain by exhibiting at Research & Technology

- **Meeting manufacturers from all over the world**
  Research & Technology is like no other event dedicated to applied scientific research – and that's because it takes place at the heart of the world's largest and most important showcase for industrial technology.

- **Forging new links**
  At Research & Technology you'll enjoy exclusive access to a whole series of networks, communities and matchmaking events such as our "Night of Innovations".

- **Reaching the decision-makers who matter**
  Over 54,000 trade professionals from all over the world attended the last Research & Technology in 2011. Many of these come from the R&D departments or senior management teams of the businesses that constitute your target market.

- **The undivided attention of journalists and politicians**
  Because the show's current patron is the Federal Ministry of Education and Research (BMBF), many key political figures will be there. And the HANNOVER MESSE brand is a powerful media magnet – which means more publicity for you.

- **Attracting investors – finding new partners**
  Universities, colleges and research establishments come to Research & Technology to find new investors and joint-venture partners from industry for their research projects.

Our research confirms a high-calibre visitor presence

Research & Technology attracts an audience of highly qualified professionals, making it the perfect platform for marketing your research findings and technological developments.

Visitor attendance at Research & Technology

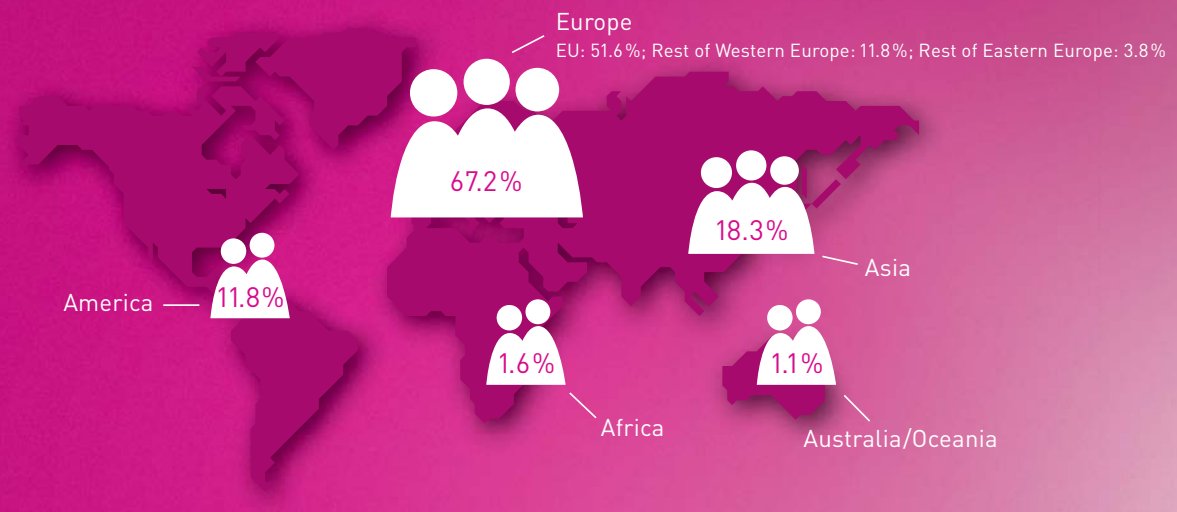
54,400 visitors

Proportion of trade visitors

94.5 % of total attendees

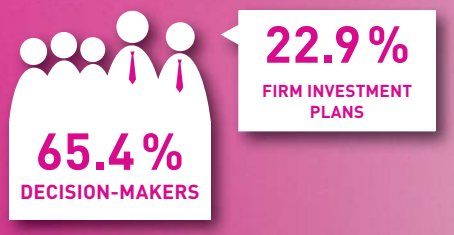
The whole world at one place

Industry professionals from all over the world come to Research & Technology to learn about your ideas.



Business partners with the power to decide

Over 65 % of trade visitors attending Research & Technology are classed as decision-makers. Around 23 % come to the show with the definite intention of investing in innovations.



Cross-industry dialogue

Research & Technology is the perfect place to make new contacts and initiate working partnerships with visiting professionals from many different branches of industry.

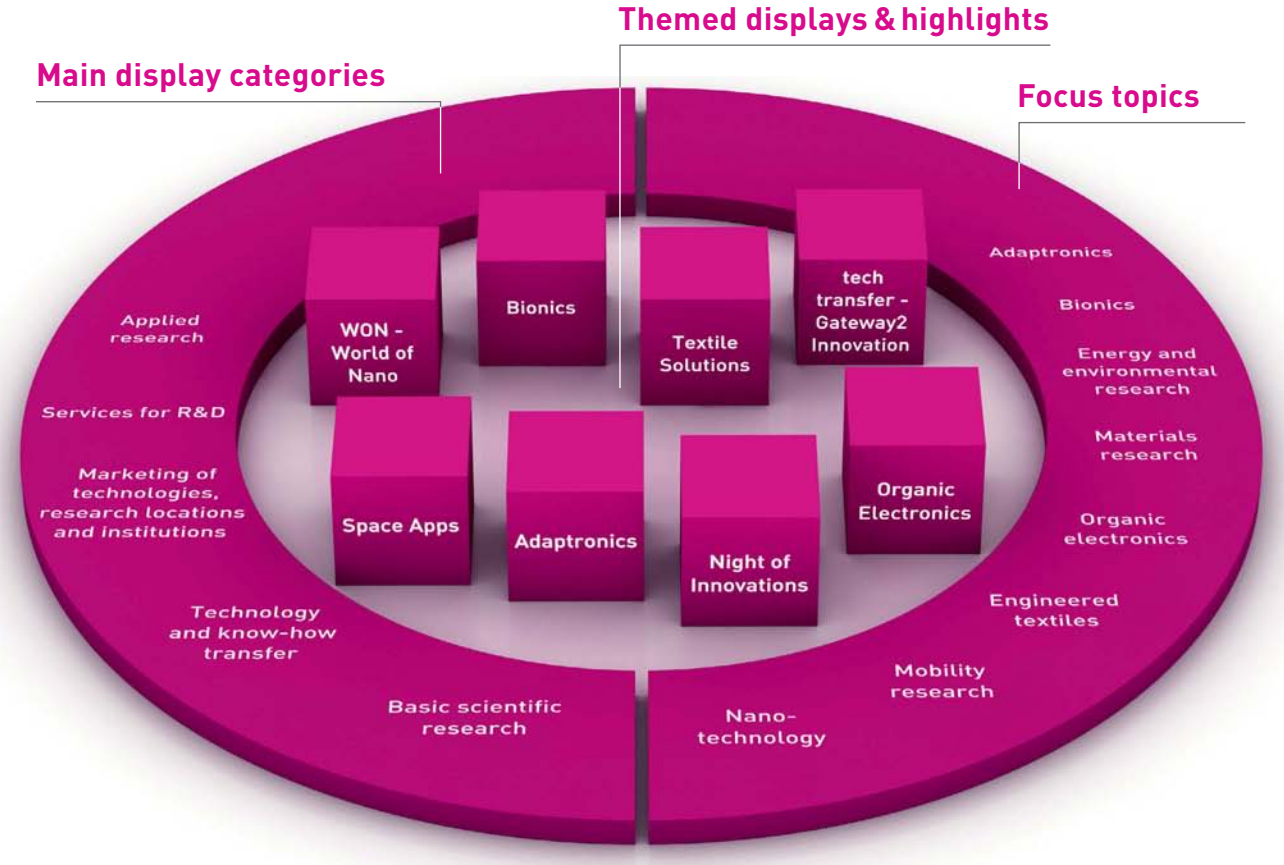
The link between science lab and factory floor

It's not just the visitors to HANNOVER MESSE who are looking for the latest innovations, but also the exhibiting companies at the other trade shows in the line-up. This is a unique opportunity to meet potential customers and business partners for future collaborations. Here, and only here, can you expect to meet all the potential users of your technology from every branch of industry and every part of the world. So don't miss out when the key decisions are taken at Research & Technology 2012 about strategic partnerships between research and industry.

Technology transfer in action

The unique concept behind Research & Technology

All the major innovation leaders from industry, higher education and research organizations will be showcasing their latest work at Research & Technology. The themed display concept and wide-ranging supporting program provide plenty of opportunities for networking with fellow professionals. The various display categories and focus topics featured at Research & Technology allow you to profile your business in the context of your services and innovations, so that the right visitors will easily find their way to your stand. Within the show's themed displays and highlight presentations trends are set, business is transacted and the future course of the market is mapped out. In short, this is the show where ideas take centre stage at HANNOVER MESSE.



Professor Dr. Eberhard Umbach, President of the Karlsruhe Institute of Technology (KIT), Karlsruhe:

"Nowhere else can we find such a concentration of key players with a serious interest in applied research. This is the world's leading showcase for industrial technology, so it's important for our research people to be here. It is by talking to business entrepreneurs that we can identify where the future research priorities will lie, and can establish early contacts with a view to collaboration in the coming years."

Themed displays

- **Adaptronics**
  This presentation highlights various areas of application and sector-specific solutions for R&D services in the field of intelligent structural systems. The display is organized by the Fraunhofer Adaptronics Alliance and the European Centre for Adaptive Systems (ECAS).

- **Bionics**
  This is the ideal showcase for your bionic applications, key technologies and product solutions in areas such as functional surfaces, optical technologies, communications technology, robotics and microsystems technology.

- **Organic Electronics**
  From OLEDs to printed electronics – the exciting possibilities of organic electronics have vast commercial potential. HANNOVER MESSE is the ideal platform for exploring sales opportunities in all markets.

- **Space Apps**
  Designed to promote knowledge transfer in the field of aerospace technology, this event is the only one of its kind worldwide, and is supported by the European Space Agency (ESA). The focus here is on taking innovations developed by the aerospace industry and applying them in other areas of industry closer to home.

- **Textile Solutions**
  This themed display looks at intelligent textile materials. Here you can demonstrate the potential of engineered textiles and develop sales leads in new market sectors.

- **WON – World of Nano**
  Present your latest technological developments, processes and ideas from the world of nanotechnology on this central platform.

Highlights

- **tech transfer – Gateway2Innovation**
  This long-running group presentation serves as a central source of professional advice and guidance for taking your ideas forward and turning them into successful products.

- **Night of Innovations**
  Traditionally held on the opening night of the show, this informal gathering in Hall 2 is a chance for scientists and academics, business leaders and politicians to get together and share their thoughts about our technological future and the key trends that are already emerging. You can try out your ideas on an audience of your professional peers, make valuable new contacts and reap the benefits of extensive media coverage.

Your presentation options at Research & Technology

- Individual exhibition stand
- Themed displays
- Group presentations featuring regions, federal states and nations

The Research & Technology team will be pleased to advise and put you in touch with the right people:
hannovermesse.de/en/researchandtechnology

Prices, terms and conditions

Basic charge

Basic charge, indoor space	**€ 194/m²**
Basic charge, open-air site	**€ 75/m²**

Reduced charge for early bookings (offer ends on 15 September 2011)

Basic charge, indoor space	**€ 187/m²**
Basic charge, open-air site	**€ 71/m²**

An extra charge of 5 % will be added to the basic rental charge for bookings made as from 1. 2. 2012.

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.

Additional charges

Registration fee, lump sum	**€ 310**
Marketing fee*, including AUMA contribution	**€ 31/m²**
Reduced marketing fee for stand space in excess of 1,000 m²	**€ 12/m²**
Space on the upper floor of two-storey stands	**€ 79/m²**

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

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 m² corner stand	20 m² corner stand	20 m² corner stand
Early booking price	€ 7,478*	€ 7,898*	€ 8,413*
Standard price	€ 7,653*	€ 8,073*	€ 8,588*

* 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

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Deutsche Messe has a global network
of representatives who speak your language.
A detailed list of names and addresses
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