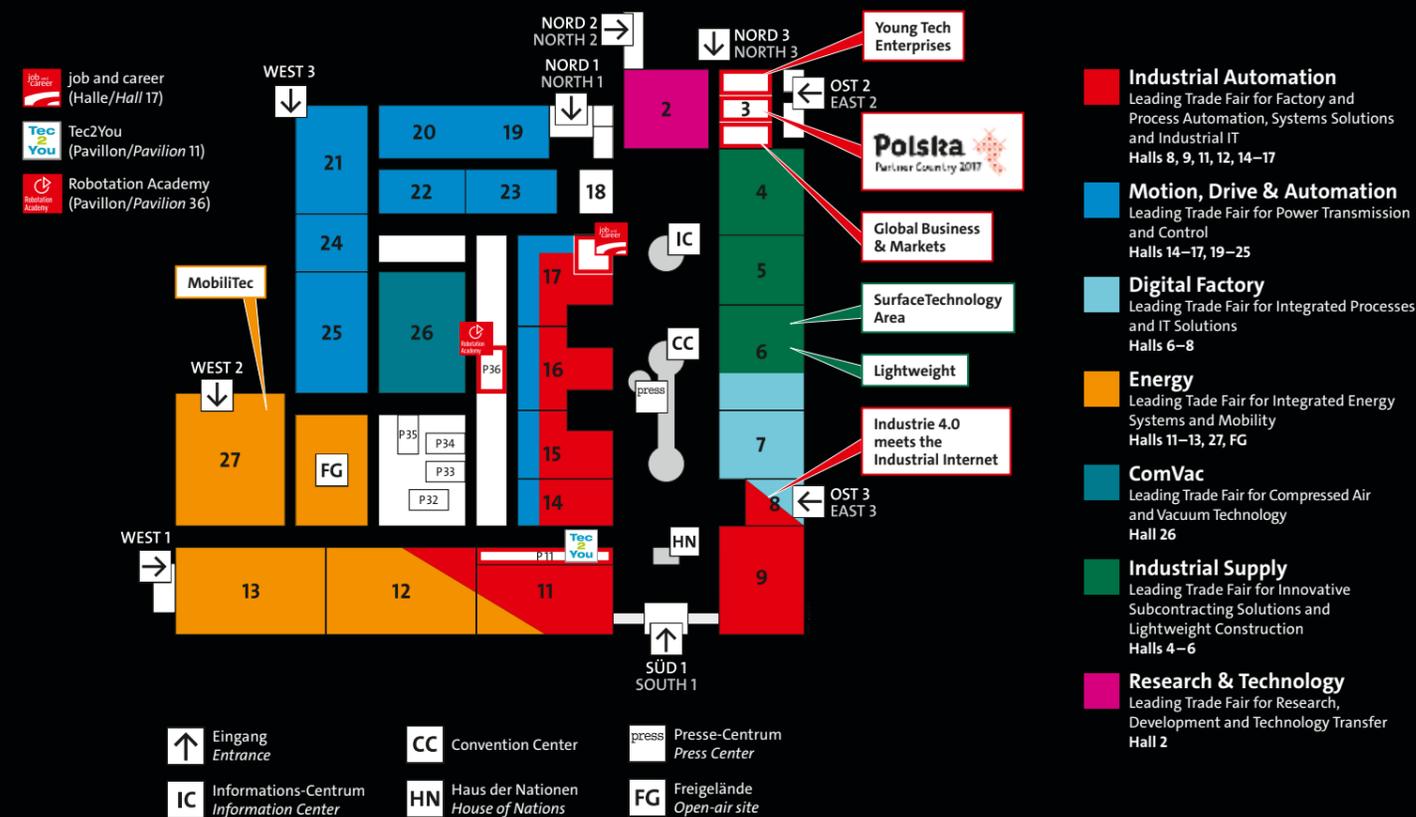


A unique opportunity: The world's leading industrial technology show.

HANNOVER MESSE is the international meeting-place of choice for technology pioneers. Each spring, more than 200,000 visitors and 5,000 exhibitors transform the world's largest exhibition complex into a fascinating window on the future. In April 2017, seven flagship international trade shows will be taking place at the same time. All the core sectors of industry are represented in Hannover – from industrial automation and IT to energy and mobility technologies, power transmission and control, innovative industrial supply solutions, compressed air and vacuum technology, as well as research and development. The official Partner Country for 2017 is Poland, with its fast-growing economy and an IT scene that is among the most innovative in the world.

So HANNOVER MESSE 2017 offers exhibitors and trade visitors alike a wealth of opportunities for doing new business. Make the most of this global business platform to position your own start-up enterprise in the international marketplace. You'll find that the tagline for the 2017 show means exactly what it says: "Integrated Industry – Creating Value".



The Hub for Industrial Startups

young tech enterprises

A new generation is bringing fresh energy to global industry. And the Young Tech Enterprises presentation at HANNOVER MESSE is giving these dynamic new tech entrepreneurs a platform of their own from 24 to 28 April 2017.

In the age of Industrie 4.0, innovation and speed are of major importance. Industrial startups deliver both. But in order to establish industry's specific needs, and develop the solutions to meet those needs, they need more than just courage, ideas, a computer and programming skills. They also need help with business management and financing, targeted market knowledge, and a clear strategy. It was to fill in these gaps that Deutsche Messe set up Young Tech Enterprises.

The new hub – launched at HANNOVER MESSE 2016 – puts young businesses in touch with potential partners, customers and investors. All the major industry players come to the world's leading industrial show looking for new technologies that will keep them ahead of the global competition.

In its very first year Young Tech Enterprises was one of the top visitor attractions at HANNOVER MESSE. Building on that success, the 2017 presentation is once again located in Hall 3, next to the display of Partner Country Poland and the leading trade fair Research & Technology – strategically placed, in other words, for making those vital new business contacts.



See what Young Tech Enterprises can do for you:

- Contact with established industrial companies
- Matchmaking with investors and joint-venture partners
- A chance to engage in dialogue with other startups
- Attract the attention of government and industry officials
- Advice on important aspects such as staff recruitment and implementation of new business models
- A presence at the world's biggest get-together of technology leaders and innovators

Your personal contacts

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Where newcomers and big players do business together.

The big companies know that the real innovations in our digital age often come from young startups. Young Tech Enterprises brings major industry players and newcomers together – to talk, and to do business. The new business hub offers an appealing mix of different presentation formats:

Forum

“Crowdfunding”, “Accessing venture capital through high-tech funding” – hot topics such as these attracted visitors and exhibitors to the Young Tech Enterprises Forum at HANNOVER MESSE 2016. As well as startups, organizations such as Fraunhofer Venture gave presentations. For 2017, another five-day program of presentations, panel discussions and lectures is planned. This is a great opportunity to showcase your latest developments at affordable cost, and to get the keen attention of the international media.

Pitchings

Pitch your idea to what may well be the most important audience of your life! Some 40 industrial startups took part in the Startup Pitch @ Young Tech Enterprises at HANNOVER MESSE 2016. All of them were pleased by the response and the new contacts they made. The three winners received prize money of 5,000 euros. For 2017, the Federal Association of German Startups is organizing another four pitching sessions.

So whether you're planning to revolutionize our energy supply or develop solutions for the smart factory – here's your chance to pitch your ideas to potential customers and business investors.

Partners

The Federal Association of German Startups and factum PR are supporting Young Tech Enterprises 2017 with their market knowledge.

Sponsorship

Place your corporate brand on our website, next to the platform, on the information counter or on the sponsorship board. Put out information leaflets or giveaways, show your corporate image video, become a catering or WLAN sponsor, and benefit from the intensive communication for Young Tech Enterprises. We have a variety of sponsorship packages available, which can be tailored to your individual requirements.



For further information go to:
www.hannovermesse.de/en/yte

We offer the following presentation options

Startup Counter



Showcase your young industry start-up at HANNOVER MESSE and book your all-inclusive package now.

Services

- Five-day presence at the new startup hotspot at HANNOVER MESSE
- Various additional presentation options, e.g. forum, sales pitches, etc.
- Inclusion in the extensive marketing campaign for Young Tech Enterprises before HANNOVER MESSE
- Additional customized marketing services
- Modern stand design (counter with barstools, graphics board, brochure display rack, electric power supply, Internet connection, locker, cleaning/waste disposal)

All-inclusive package € 2,000

Cluster Park



Showcase your business together with your startups in a joint presentation representing your organization or focussing on the same theme.

Services

- Five-day presence at the new startup hotspot at HANNOVER MESSE
- Various additional presentation options, e.g. forum, sales pitches, etc.
- Inclusion in the extensive marketing campaign for Young Tech Enterprises before HANNOVER MESSE
- Additional customized marketing services
- Presentation opportunity for 9 – 17 startups
- Modern stand design (counter with barstools, signboard, brochure display rack, electric power supply, Internet connection, locker, cleaning/waste disposal)

For your startups

- Added impact thanks to presentation as a cluster
- Modern stand design (see above)

All-inclusive package € 26,000 (9 Startups)
€ 40,000 (17 Startups)

Network Park



Are you in the business of supporting startups? Would you like to give some of your startups a chance to test the market at HANNOVER MESSE? Then our Network Park is the perfect solution for you. Just get in touch, and we'll be pleased to explain how this taster presentation format works.

Starting from € 5,900