

31 MARCH – 4 APRIL 2025

# APPLICATION PARK ROBOTICS. LOGISTICS. AUTOMATION.



## ROBOTICS REVOLUTION APPLICATIONS, INNOVATIONS AND PERSPECTIVES

### THE FUTURE OF AUTOMATION STARTS HERE

The Application Park offers you a unique trade fair experience within HANNOVER MESSE on around 1,600 square meters. With its clear focus on robotics, logistics and automation and the interplay between the technologies, coupled with top-class specialist presentations in the RoboTalk and a showcase area, the Application Park offers you an ideal platform for an intensive exchange with trade visitors. With our “all-round carefree packages”, we enable you to quickly and cost-effectively enter a world-leading trade fair with the character of a trade fair and cross-industry synergies.

### WHAT IS IT ABOUT?

On display will be a.) robotics applications and the associated peripheral systems, b.) logistics solutions in the respective application areas, and c.) the overarching interaction between the two worlds, how automation and logistics processes can be made more (energy) efficient, cost-effective and reliable in the future. Exhibition categories can be:

Robotics:	Logistics:
Cobots	Automated guided vehicles
Industrial robots	Autonomous mobile robots
Handling technology	Industrial trucks
Sensors	Conveyor systems
Image processing systems	Sorter systems
Digital control systems	Labeling machines
System integrators	Transponder technology

### YOUR ADVANTAGE

- Smart participation options incl. presentation slot
- Uncomplicated “all-round carefree” packages
- Freely selectable area sizes
- Large showcase area as a crowd puller
- Integrated forum “RoboTalk: Applications and Insights”
- Exclusive lounge area with hostess service
- Professional handling - we support you from the overall graphic concept to the power connection
- Central placement even with smaller stand areas
- Greater attention from visitors thanks to the overall effect of the park on approx. 1,600 m<sup>2</sup>
- Targeted PR and marketing measures in advance

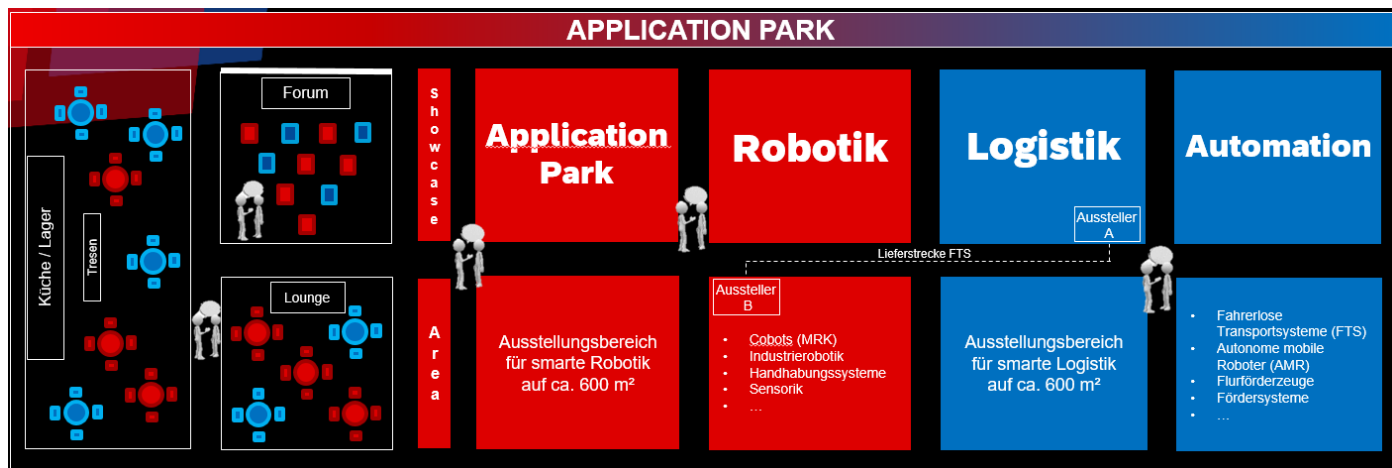


HANNOVER MESSE 2024 was our fifth, but our first time in the Application Park. We achieved our goals: high quality leads and a strong presence of automotive and OEM visitors. We are looking forward to HM25 and the robotics community in the Application Park.

Dennis Nocke, Senior Sales Manager, ArtiMinds Robotics



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## PARTICIPATION PRICES APPLICATION PARK 2025

Registration	until 15.09.	from 16.09.
Flat registration fee	426,- €	426,- €
Price per square meter*	729,- €	749,- €

\*Participation from 12 m² stand area

### Startup Special\*

Flat registration fee	426,- €	426,- €
Price per square meter	389,- €	409,- €

\*Only bookable for companies that are no more than 5 years old, have fewer than 50 employees and an annual balance sheet total or annual turnover of no more than EUR 10 million.

Customized sponsoring on request.

All prices plus statutory VAT for HANNOVER MESSE.

## SERVICES

- Open stand construction without partition walls incl. carpeting
- Display with company logo and individual exhibitor information
- Lockable stand/counter with 2 bar stools
- Lockers for bags, notebooks, cell phones, etc.
- Power supply, lighting, compressed air and WLAN included
- Use of the exclusive lounge area for customer meetings
- Office space for meetings in a quiet atmosphere
- Lunch catering with hot and cold dishes
- Hostess service in the lounge and kitchen area
- Hot and cold drinks including coffee specialties
- 20-minute presentation slot in RoboTalk: Applications and Insights
- Integration in the social media channels and the HANNOVER MESSE newsletter to up to 120,000 recipients
- “Robo-tapped” after-work beer for joint networking



I AM HAPPY TO HELP:

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