

12 - 16 April 2021

NEW VISIBILITY. NEW LEADS. NEW BUSINESS.

hannovermesse.com #HM21

HANNOVER MESSE 2021 TAKES PLACE!

1. INDUSTRY NEEDS A TOP EVENT TO SHOWCASE INNOVATION AND TO NETWORK



2. DIGITAL PARTICIPATION POSSIBILITIES MAXIMIZE THE RANGE OF THE EVENT



3. LARGE EXHIBITION GROUNDS AND A COMPREHENSIVE HYGIENE CONCEPT OFFER MAXIMUM SECURITY



HANNOVER MESSE 2021 IS HYBRID!

Whether live on site or purely digital on the net: Exhibitors and visitors alike have the opportunity to customise the respective features according to their individual requirements. Personally on site or purely digitally - everything is possible!



HANNOVER MESSE 2021:

DIGITAL. ANALOG. HYBRID.

From an analog stand to a purely digital presence - we offer exhibitors and visitors the right package!

YOUR ADVANTAGES:

✓ REACH ALL MAJOR INDUSTRIES IN ONE PLACE:

From A for Audi to Z for Zalando. Nowhere else can you expand your business contacts across all industries.

✓ EXPAND YOUR NETWORK AND BUSINESS:

All leading companies from the mechanical & plant engineering, electrical engineering and software industries are represented in Hannover. Use your participation to establish new partnerships.

✓ MAKE YOUR STATEMENT TO POLITICIANS AND THE MEDIA:

More than 2,500 journalists and countless international business delegations as well as representatives of EU, federal, state and local politics visit and report on HANNOVER MESSE.

✓ SAFETY FIRST:

The Hanover trade fair venue already has an infrastructure that guarantees the highest standards of hygiene. These measures are now being significantly expanded.

You can rely on us! We guarantee that HANNOVER MESSE will take place in April 2021. Depending on the pandemic situation, we will adapt our trade fair concept to ensure a successful and safe event.

FACTS THAT MEAN BUSINESS.

160,000
INTERNATIONAL
NEWSLETTER
SUBSCRIBERS

ABOUT
180,000
STREAMING
ACCESS
TO DIGITAL
CONFERENCES OF
THE #HM19



140,000
SENIOR
INTERNATIONAL
DECISION-MAKERS

WEBSITE WITH
1.3 MIO.
USERS

APPROX. **2.4 Mio.** HITS
EXHIBITOR AND PRODUCT SEARCH

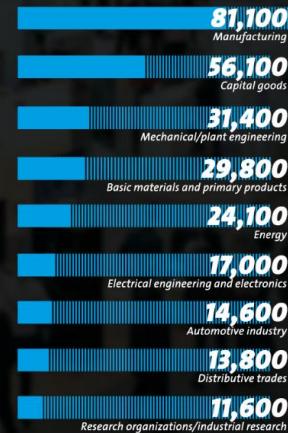
Over **100,000**
FOLLOWERS

40%
OF VISITORS ATTEND
NO OTHER TRADE FAIR

**RECORD
RESULT**

~ 40% OF VISITORS
COME FROM ABROAD

VISITORS
ACCORDING TO
BUSINESS SECTOR



2,500
JOURNALISTS FROM
51 COUNTRIES



CORE VISITORS OF HANNOVER MESSE



CEO



SOFTWARE & IT



PRODUCTION



ENERGY MANAGEMENT



DEVELOPMENT &
CONSTRUCTION



INTRALOGISTICS



EXHIBIT CATEGORIES

AUTOMATION, MOTION & DRIVES

The integration of production facilities and a holistic approach to the production process are decisive factors in maintaining future efficiency and competitiveness.

KEY TOPICS

- Factory, process and energy automation control and feedback control
- Systems measuring and testing technology
- Electrical and mechanical drive technology
- Motion control
- Fluid power

- Electrical automation technologies
- Robotics
- Linear technology
- Assembly and handling technology
- Sensor technology and industrial image processing

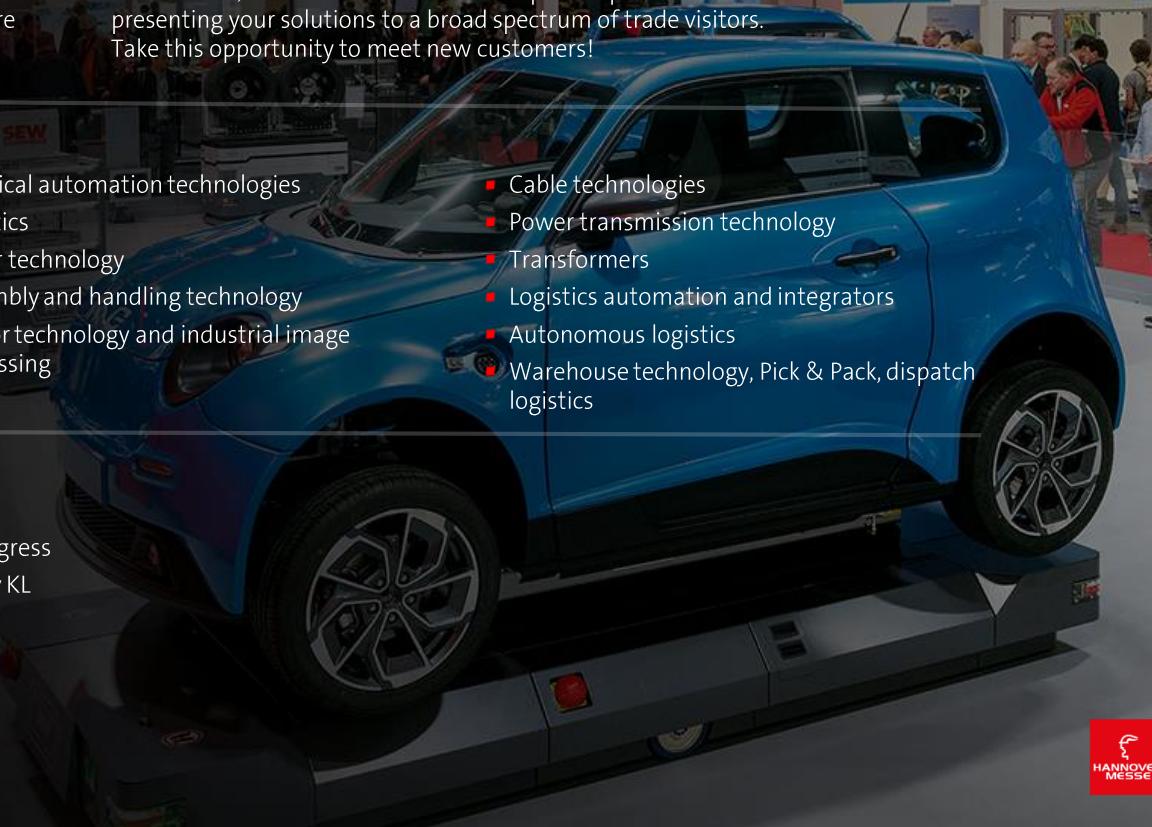
- Cable technologies
- Power transmission technology
- Transformers
- Logistics automation and integrators
- Autonomous logistics
- Warehouse technology, Pick & Pack, dispatch logistics

SPECIAL DISPLAYS, FORUMS & EVENTS

- Industrie 4.0 Forum
- AMA - Center for Sensor and Measurement Technology
- Automation, Motion & Drives Forum
- International MES Conference

- PUMP PLAZA
- Robotics Congress
- SmartFactory KL

Automation, Motion & Drives offers the perfect platform for presenting your solutions to a broad spectrum of trade visitors. Take this opportunity to meet new customers!



DIGITAL ECOSYSTEMS

The largest B2B platform of its kind, Digital Ecosystems maps the entire digital value chain.

The spotlight is on IT solutions and applications that drive forward digital transformation in manufacturing enterprises.

Take the opportunity and find out how you can benefit from the digital integration of your machines and human resources.

KEY TOPICS

- MES
- ERP
- Logistics IT
- CRM
- Wireless, M2M & IoT
- VR/AR
- Cax/PLM
- Predictive maintenance
- ICT
- Digital platforms

- Consulting
- Industrial security
- 5G

SPECIAL DISPLAYS, FORUMS & EVENTS

- CAE Forum
- Industrie 4.0 Forum
- Industrial Security
- Logistics IT
- International MES Conference
- Predictive Maintenance Area

LOGISTICS – 2021 SPECIAL

Digitalization unites production and logistics. Following the Covid-19-related cancellation of the two-year logistics focus in 2020, HANNOVER MESSE 2021 is now offering an integrated logistics platform with high visibility in the odd-numbered year, at the request of the market. Logistics digitalizers and solution providers

gain access to the future planners of the entire industrial supply chain. Logistics automation and logistics digitalization runs like a red thread through many exhibition areas with a focal point and center in Hall 4.

KEY TOPICS

- Materials handling technology
- Complete systems
- Automated guided vehicles
- Robot technology in logistics
- Conveying and warehousing technology
- Handling technology
- WMS (warehouse management systems)
- TMS (transport management systems)
- ERP software
- Identification technology

- Order picking systems
- Loading equipment
- Packaging technology
- Cranes, lifting systems
- Logistics services

SPECIAL DISPLAYS, FORUMS & EVENTS

- Group exhibit Logistics IT
- Special Display Drones and drone flight show

ENERGY SOLUTIONS

Climate neutrality and energy efficiency are core requirements for industry that require energy-saving and low-emission solutions for climate-neutral plants.

The Energy Solutions community showcases integrated energy solutions for everything from infrastructure development to practical application in the production process.

KEY TOPICS

CLIMATE NEUTRALITY IN INDUSTRY:

- The CO2 neutral factory: ways to reconcile profitability and sustainability
- Energy management: a system for greater efficiency and emission reduction

INFRASTRUCTURE

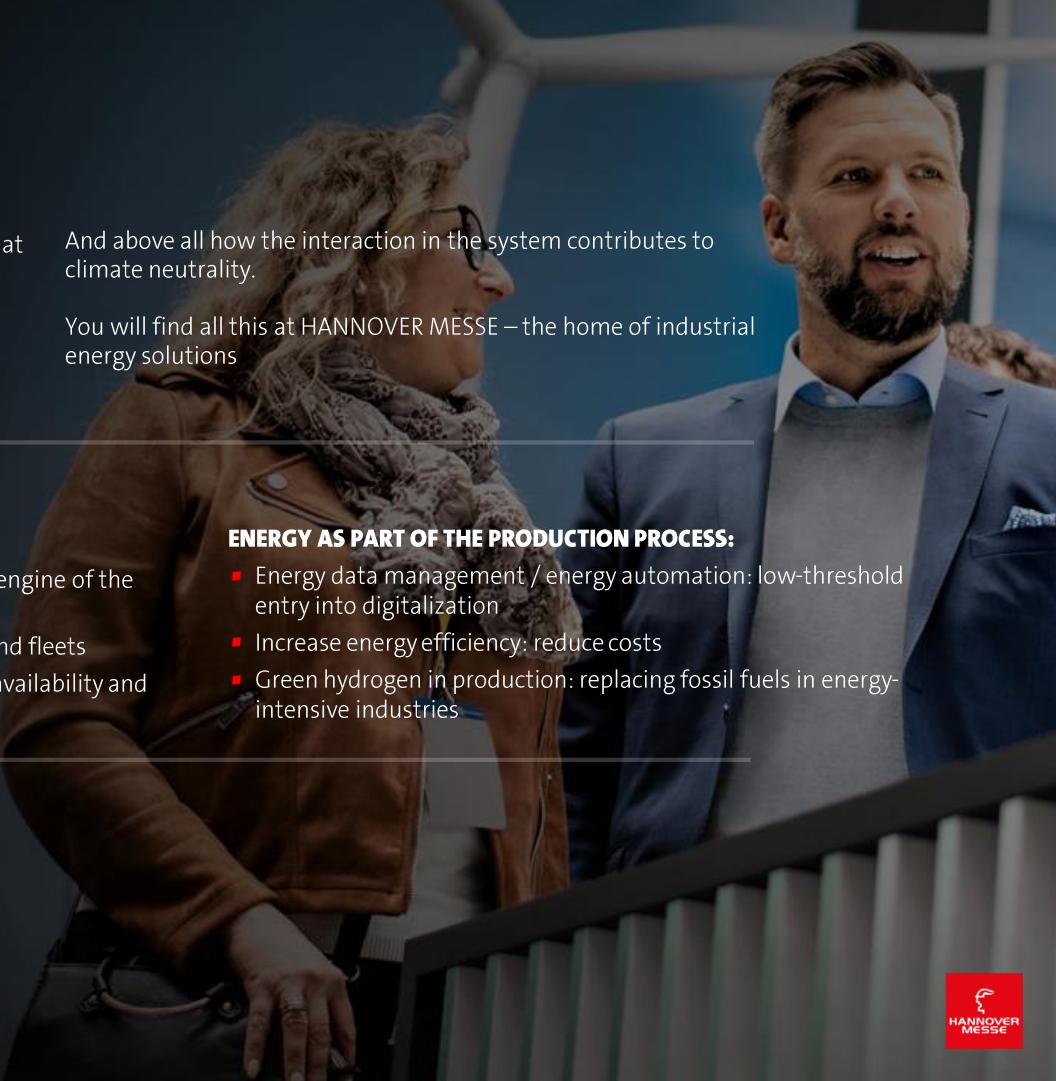
- Green hydrogen: industrial engine of the future
- Electric mobility: quarters and fleets
- Energy networks: stability, availability and security

ENERGY AS PART OF THE PRODUCTION PROCESS:

- Energy data management / energy automation: low-threshold entry into digitalization
- Increase energy efficiency: reduce costs
- Green hydrogen in production: replacing fossil fuels in energy-intensive industries

SPECIAL DISPLAYS, FORUMS & EVENTS

- Integrated Energy Forum
- Hydrogen + Fuel Cells EUROPE
- Special Display & Forum "DIGITAL ENERGY"



ENGINEERED PARTS & SOLUTIONS

THE BACKBONE OF INDUSTRIAL PRODUCTION

In the Engineered Parts & Solutions area, suppliers show the entire range of products and services and present themselves as development partners at eye level.

KEY TOPICS

- Engineering services
- Metalworking/processing (castings, forgings, machined parts, sheet metal forming)
- Parts and components made of plastics, rubber and composite materials
- Engineering ceramics
- Contract manufacturing
- Additive manufacturing
- Lightweight construction

SPECIAL DISPLAYS, FORUMS & EVENTS

- Additive Manufacturing Symposium
- Lightweighting Summit
- Lightweight Plaza
- Engineering Ceramics
- Surface Technology

COMPRESSED AIR & VACUUM

Whether in automation, pneumatics or environmentally friendly systems: Without sophisticated compressed air and vacuum technology, the Smart Factory would remain nothing more than a dream of the future.

If you want to make production processes energy-efficient and sustainable, there is no way around cross-sectional technology

KEY TOPICS

- Compressed air technology: generation, preparation, storage, tools, applications, distribution, management
- Vacuum technology: systems and components, pumps, measuring instruments, drying
- Filter technology
- Contracting models, financing, consulting, services

TREND TOPICS

- Energy efficiency and resource conservation
- Trend of total solution offers: Contracting / Operator models
- Predictive Maintenance / Industry 4.0
- Customized solutions



FUTURE HUB

RESEARCH & DEVELOPMENT

You are already thinking about the next transformation steps? You want to present innovations geared to future requirements? The research hall is the place to be.

SCIENCE MEETS BUSINESS MEETS POLITICS

Meet the right people. In Hannover you will find ...
... senior decision-makers from industry, science and politics
... representatives of international networks and major project partners

ACHIEVE YOUR GOALS

- Know-how and technology transfer
- Commercialization of research findings
- Acquisition of external funding, investors and project partners
- Positioning as a major centre of innovation and research

STARTUPS

Do you belong to the innovators who are driving industrial transformation? If so, you should take part in "young tech enterprises", the hub for game-changing technology.

"young tech enterprises" – THE STARTUP HUB AT HANNOVER MESSE

Shaping the future together: "young tech enterprises" in Hall 24 is the global hub for pioneering industrial startups. It offers a first-class presentation area as well as a dialogue platform for forging successful alliances. It is where pioneers find the support their products and projects deserve – from people who are enthusiastic about new ideas.

- Young enterprises showcase their innovations
- Around 150 international startups at a single venue
- Pitches, matchmaking and extensive scope for networking

THE FUTURE OF WORK

Employer branding? Job offers? Career advice?
– This is the right place for you!

CAREERS EXPO IN TUNE WITH INDUSTRY

Tomorrow's industry will change the way people work. Future working environments, recruitment, further education and training – these topics are high up on the agenda.

CAREERS MARKET AT HANNOVER MESSE

Five action-packed days focusing on STEM-related careers: workshops, coaching, job walls with interesting job offers, plus extensive networking opportunities.

GLOBAL BUSINESS & MARKETS

- Europe's largest foreign trade platform focusing on market entry, foreign investment and international cooperation
- Comprehensive platform for participation by local, regional and national authorities and government-related organizations in the industrial environment of HANNOVER MESSE
- Combination of exhibition, conference program and the Investment Lounge
- Investment Lounge: cross-industry networking platform for top decision-makers from politics and economy
- Joint presentation with the partner country Indonesia
- Numerous conferences and events on current trade policy issues and international markets



PARTNER COUNTRY 2021: INDONESIA

- Resource-rich country (4th most populous in the world) and member of G20
- Largest economy in the Association of Southeast Asian Nations (ASEAN)
- Via the initiative “Making Indonesia 4.0” the Indonesian government is providing incentives to introduce 4.0 technologies in the key industrial sectors and to expand the digital economy
- The government is channelling significant investment into electromobility and electric vehicles, the expansion of the industrial base and energy infrastructure, as well as the development of the supply chain ecosystem
- President Joko Widowo is planning to visit HANNOVER MESSE, where he will open the National Pavilion and the German-Indonesian Business Summit. He will be accompanied by a large business delegation.



DIGITAL AND HYBRIDE PARTICIPATION – VIA HANNOVER INTO THE WORLD

Topics, products, solutions - as an international platform we continue to offer you the stage for this. With the help of new digital features you can present yourself to the world beyond Hanover. We also ensure personal contact!

NEW PRESENTATION POSSIBILITIES:

Live conference
program

Exhibitor live
streams

Product media
library

Business Dating

Added
Leads

Exhibitor presentation with
new dialogue functions

YOUR ADVANTAGES:

- More visibility and reach through new digital features
- New possibilities for lead generation
- New interaction possibilities for business development
- Participation in Business Dating
- Maximum flexibility for your participation
- Reliable planning during uncertain times
- Independence of place and time zones

PRESENT YOURSELF LIVE TO A BROAD AUDIENCE: THE HYBRID SUPPORTING PROGRAM

Exhibitor Live Streams

Whether on site from the exhibition hall or digitally from a studio, your company headquarters or factory, as an exhibitor you have the opportunity to hold a presentation that is streamed live on the HANNOVER MESSE website.

Please note: slots will be allocated in consultation with Deutsche Messe.

HANNOVER MESSE CONFERENCE PROGRAM

All conferences, presentations, panel discussions on our stages will be streamed live to the HANNOVER MESSE website. Book a slot and present yourself live on a large stage - whether on site or digitally via video feed from your own rooms. Video contributions are also transmitted to the stage on site.

OUR PIONEERS STAGES:

Industrial Transformation

Intelligent & Smart Production

Energy Efficiency

Engineering Technologies,
Logistics & Supply Chain

Future Tech &
Startups

Women Power*

CONFERENCE PROGRAM: PIONEERS STAGES

INDUSTRIAL TRANSFORMATION:

The Transformation Stage is the central place for the overarching discussion of the interaction between science and business, the upcoming challenges and current topics related to the transformation of industry. Top guests from science, economy and politics discuss their views on transformation - interdisciplinary, controversial, generalistic and personal!

ENERGY EFFICIENCY:

All topics for industry and the energy sector for saving CO2 emissions, increasing energy efficiency and the electrification of fleets. Topics are among others: The CO2 free factory, hydrogen, energy management, charging infrastructure for electric mobility.

FUTURE TECH & STARTUPS:

The next step of transformation - tomorrow's technologies and solutions! Topics are among others: Know-how and technology transfer, commercialization of research results Approaches to attract third-party funds, investors and cooperation partners, pitches, Everything about the topic of start-ups in the industrial sector.

INTELLIGENT & SMART PRODUCTION:

Solutions, best practices and new developments for the networking of production facilities as well as a comprehensive view of the production process including all digitized value-added processes for more efficient production and increased competitiveness. Topics are among others: Industry 4.0, platform economy, predictive maintenance, AI, machine learning, B2B platform economy etc.

ENGINEERING TECHNOLOGIES, LOGISTICS & SUPPLY CHAIN:

State of the Art Engineering and the integrated supply chain. Topics are among others: Additive Manufacturing for Tools Success, Artificial Intelligence in Logistics, Blockchain as an enabler for Industry 4.0, Lightweight Solutions, Functional Integration.

WOMENPOWER:

RESET.RETHINK.RESTART. - Under this motto the 18th Career Congress will take place on April 16, 2021. Whether virtual or on-site - we bring inspiring men and women on stage, offer practical workshops, exciting panel discussions and new solutions for intensive networking.

48% of visitors to Deutsche Messe events rate the streaming of panels, forums or webinars as very important and, in times of few face-to-face meetings at live events, would still like to exchange ideas with experts, refresh their knowledge and discuss technology trends

TRADE SHOW FEELING AS A DIGITAL EXPERIENCE: THE EXHIBITOR LIVE STREAMING

Thanks to the exhibitor live streaming, you can present your product innovations and solutions directly from your stand, externally switched on or in the fair's own studios in Hanover. Present your products and solutions live, give a digital tour of your factory or lead exciting discussions – rethink your participation completely!

Your program will be played out on the HANNOVER MESSE website.

53% of the visitors find live streams from exhibitors' stands as well as virtual factory tours of the exhibitors (approx. 47%) exciting and would like these offers.



MORE VISIBILITY FOR YOUR PRODUCTS: THE PRODUCT MEDIA LIBRARY

In the product media library you have the possibility to place your product videos in a prominent position. The product videos are displayed to the visitor according to an individual ranking procedure and according to his individual interests. In addition, a direct contact person is linked to new dialog functions such as video calls and text chats to enter into a direct exchange. Produce exciting content in advance and generate more attention!



THE "GOOGLE" OF HANNOVER MESSE: YOUR EXHIBITOR PROFILE WITH NEW FUNCTIONS

Be found! The exhibitor and product search is the most important trade fair preparation tool for visitors:

- 1.3 million users
- 3.5 million active search queries / +21%
- 7 million page views (Jan - March)
- 50.000 active appointment / contact requests

NEW: Even more dialogue functions for initiating contact and interaction with visitors! Assign direct contact persons to your products, who can be contacted at various points of interest for

- Appointments (incl. calendar function for digital appointments or on site at the stand)
- Text chats
- 1:1 video calls

PERSONAL CONTACT REMAINS IRREPLACEABLE: THE BUSINESS DATING

Nothing is more important in the current times than personal exchange - use Business Dating to maintain digital contacts and acquire new customers. There are various options available to you for this: By means of an appointment request, you can arrange video calls, text chats or on-site meetings at your stand. The contact initiation is based on search requests and can also be initiated by the exhibitor. So go on a targeted search for new customers!

Please note: Visitors must actively agree to be contacted by the exhibitor for data protection reasons.



46 % of DMAG visitors rate the provision of a platform for video chats, including in particular 1:1 chats with exhibitors, visitors and speakers as very important - nothing is more important in the current climate than personal exchange.

MORE POSSIBILITIES.

MORE CONTACTS.

ADDED LEADS.

The new digital features enable new forms of lead generation. See exactly who was interested in your company and your products! Added leads (digitally generated leads) are captured when a participant:

- visits your exhibitor profile
- watches your product video
- Participates in your exhibitor live stream
- Participate in the live stream of your conference presentation

The amount of added leads we send depends on the digital package you have booked.

Please note: According to the Data Protection Ordinance (DSGVO) we are only allowed to provide you with profile data of participants who have agreed to the transmission of their data to exhibitors.



YOUR PARTICIPATION OPPORTUNITIES – ONSITE AND HYBRID OR DIGITAL!

By adapting our event concept, we are opening up new participation opportunities for you. In addition to the existing stand space, you can expand your participation with new digital packages. You cannot be on site in April? Then just book one of our new digital packages and participate without a stand space. This way you too can become a hybrid or purely digital exhibitor and reach your target group!

YOUR ADVANTAGES:

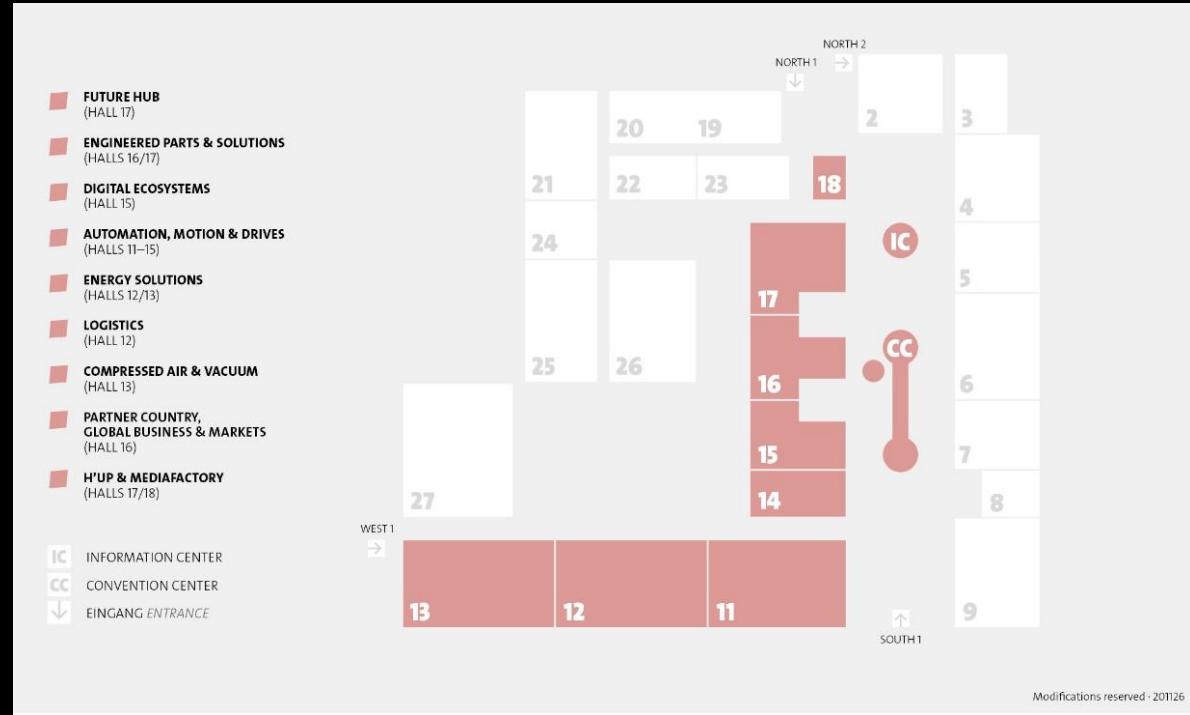
- Maximum flexibility for your participation
- Reliable planning during uncertain times
- Independence of place and time zones
- More visibility and reach through new digital features
- New possibilities for lead generation
- Participation in Business Dating

PLEASE NOTE: The Digital Package S is already included in your participation with stand space free of charge, so that you are also visible to digital visitors!

YOUR PRESENTATION – ONSITE

Present your company as usual with a stand or fair-package on-site at the exhibition grounds! You will also receive the Digital Package S free of charge!

We offer you, your staff and visitors maximum safety thanks to our comprehensive hygiene concept.



YOUR PARTICIPATION OPPORTUNITIES – ONSITE

BASIC PACKAGE

- Individual stand on site according to your needs
- Already included: stand space, marketing services
- You can also take advantage of our wide range of additional services in the store

Additionally, the Digital Package S is included free of charge!

FROM 2.862,00! € (*)

FAIR-PACKAGE

- Package services in different variants with everything you need
- Already included: Space, stand construction, furniture, basic services, marketing services and catering services
- Individualization possibilities: Selection from a variety of supplementary services in our store

Additionally, the Digital Package S is included free of charge!

FROM 4.715,00! € (*)

Do you require further information? Or would you like a quick and simple cost estimate? If so, you should visit our online shop: shop.hannovermesse.de

(*) Basis for calculation: standard price, minimum stand size 9 m², row stand

YOUR PARTICIPATION OPPORTUNITIES – OUR NEW DIGITAL PACKAGES

With our new digital packages, we offer you the opportunity to participate as a hybrid or purely digital exhibitor!

Have you already decided to participate with a stand space? Then get the Digital Package S free of charge! You also have the option of upgrading to the Digital Package M or L.

Would you like to participate without stand space and only in digital form? No problem - choose between our three digital packages!

DIGITAL PACKAGE S

- Exhibitor profile
- Trade visitor tickets
- Marketing Services
- Participation in Business Dating
- up to 3 contact persons with digital dialog functions
- up to 3 product videos visible in the product media library
- up to 50 Added Leads

**HYBRID: ALREADY INCLUDED
DIGITAL: 2,900 €**

DIGITAL PACKAGE M

- Exhibitor profile
- Trade visitor tickets
- Marketing Services
- Participation Business Dating
- up to 8 contact persons with digital dialog functions
- up to 8 product videos visible in the product media library
- up to 25 minutes live streaming
- up to 200 Added Leads

**HYBRID: 3,750 €
DIGITAL: 7,500 €**

DIGITAL PACKAGE L

- Exhibitor profile
- Trade visitor tickets
- Marketing Services
- Participation in Business Dating
- up to 25 contact persons with digital dialog functions
- up to 25 product videos visible in the product media library
- up to 7 x 25 minutes live streaming
- up to 500 Added Leads

**HYBRID: 15,000 €
DIGITAL 30,000 €**

YOUR PARTICIPATION OPPORTUNITIES – THE HYBRID TOUCHPOINT

Combine your pre-selected digital package with a presence at a stand without having to be on site with your own staff. Provided tablets offer a touch point to visitors in the exhibition halls. Visitors can make contact via video calls and text chats. Up to 3 tablets can be booked.

Inclusive services:

- Stand construction with carpet & lightning
- Tablet with Internet and appropriate software
- Hostess/host to support the operation and disinfection of the surface and equipment
- Representation of your company logo in the stand construction

Do you require further information? Or would you like a quick and simple cost estimate?
If so, you should visit our online shop: **shop.hannovermesse.de**

FROM 3,600 €



YOUR PARTICIPATION OPPORTUNITIES – FOR JOINT STAND ORGANIZERS

Are you organizer of a joint stand? Then why not switch from package S, M or L to the Pavilion Package? This way you can present yourself and your co-exhibitors in the best possible light and achieve greater visibility!

PAVILION PACKAGE

PARTICIPATION MAIN EXHIBITOR

Bookable with or without stand space. The following services are included for the main exhibitor:

- A central exhibitor profile
- up to 7 x 25 minutes live streaming
- 3 contact persons with digital dialog options
- 3 product videos in the product media library
- Up to 50 Added Leads

**HYBRID: 9,900 €
DIGITAL: 22,500 €**

PARTICIPATION CO-EXHIBITOR

Co-exhibitors receive the services of the Digital Package S

- Trade visitor tickets
- Participation in Business Dating
- up to 3 contact persons with digital dialog functions
- up to 3 product videos visible in the product media library
- up to 50 Added Leads

**NEW: DIGITAL CO-EXHIBITORS CAN
BE REGISTERED!***

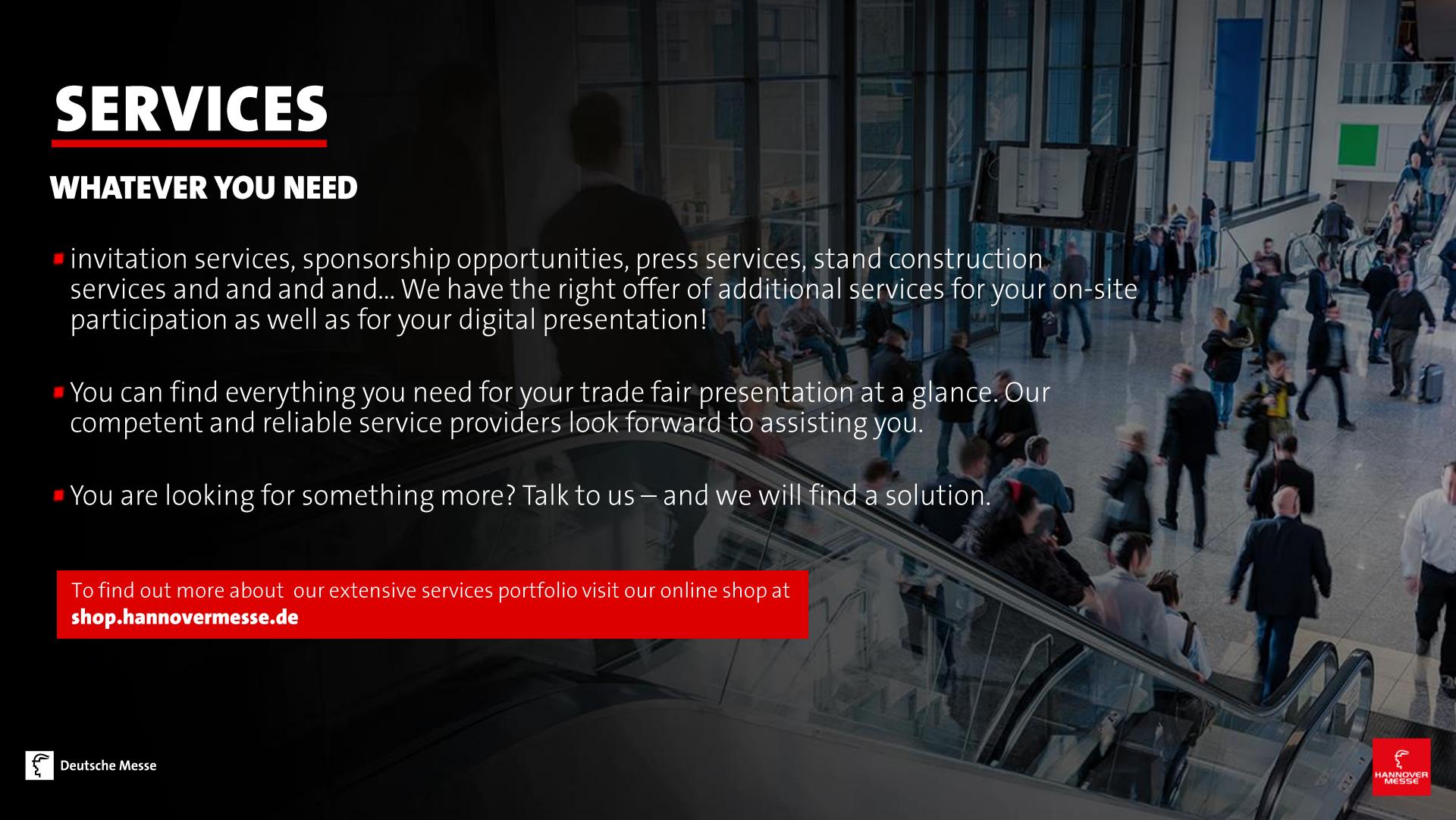
Please note: Joint stand organizers must be non-profit organizations and must register at least 5 co-exhibitors.
*Additional charge compared to co-exhibitors on site: 645 €

UNRIVALLED: **OUR MARKETING SERVICES**

Regardless of which package you choose, you benefit from our effective marketing services!

- Unlimited number of complimentary admission tickets
- Access to registration/user data of visitors invited by exhibitors
- Inclusion in the exhibitor directory of HANNOVER MESSE
- inclusion in a visitor information
- Access to visitor analysis data
- Use of free advertising material targeted at visitors
- Allocation of free exhibitor passes (dependent on stand size)
- Listing of international accredited journalists

SERVICES



WHATEVER YOU NEED

- invitation services, sponsorship opportunities, press services, stand construction services and and and and... We have the right offer of additional services for your on-site participation as well as for your digital presentation!
- You can find everything you need for your trade fair presentation at a glance. Our competent and reliable service providers look forward to assisting you.
- You are looking for something more? Talk to us – and we will find a solution.

To find out more about our extensive services portfolio visit our online shop at
shop.hannovermesse.de

AWARDS, COMPETITIONS

Awards and competitions – HANNOVER MESSE singles out technological innovations in key industrial sectors.

- HERMES AWARD: one of the world's most prestigious industrial technology prizes
- Engineer Powerwoman: prize for female pioneers in the STEM sector

Further information: hannovermesse.de

HANNOVER MESSE 2021

WOULD YOU LIKE TO KNOW MORE?

You can find the respective contact
person in your country at:
www.messe.de/salespartner

Do you need further information?

Please contact:

Emanuel Marra / Franziska Allruth

+49 511 89-34466

hannovermesse@messe.de