

22 – 26 APRIL 2024

APPLICATION PARK X – NEXTGENWORK

WORLD. LEADING. INDUSTRYSHOW



START-UP YOUR (AI) ROBOT

In cooperation with the **German Robotics Association (DRV)**, HANNOVER MESSE is presenting the **Application Park X NextGenWork**, which this year will to a greater extent focus on start-ups and especially **young companies** from the field of AI-supported robotics. The Application Park X has set itself the goal of communicating not only the special dynamics and innovative strength of start-ups but also the interaction between humans and machine, by including **artificial intelligence** in the context of recently founded companies. Advancing **AI-driven automation** is playing an increasingly important role in this context, as it is increasingly based on **data-oriented automation**. The subsequent mechanical implementation by robots or **driverless transport systems** in Application Park X then vividly illustrates how digital data is set in motion with **green energy**, and will shape the future of production.

How does AI use the data collected and analyzed through machine learning? How much AI is required to **increase output efficiency** while still balancing the factors of "easy-setup", cost, and complexity? We want to de-mystify these questions in the Application Park to jointly advance our understanding of a **sustainable future** for robotics in the context of **Manufacturing X**.

Consequently, not only does the Application Park X NextGenWork offer a platform for presenting groundbreaking innovations by young companies in the field of robotics, it also facilitates an **intensive exchange** between emerging **start-ups**, **established players** and the **applications industry**.

EXHIBITION CATEGORIES

- Human-robot collaborations (cobots)
- Industrial robotics
- Autonomous transport and assembly systems (AMR / AGV)
- Image recognition and processing tools
- Digital control systems
- Virtual platforms
- Technology for sustainability / green energy
- System integrators
- Services

ADVANTAGES

- Uncomplicated "all-inclusive" participation packages
- Professional handling – we look after you from the overall graphic concept right through to the power connection
- Central placement even with relatively small stands
- Better visibility to visitors due to the overall effect of the park on about 800 m².
- Targeted PR and marketing measures

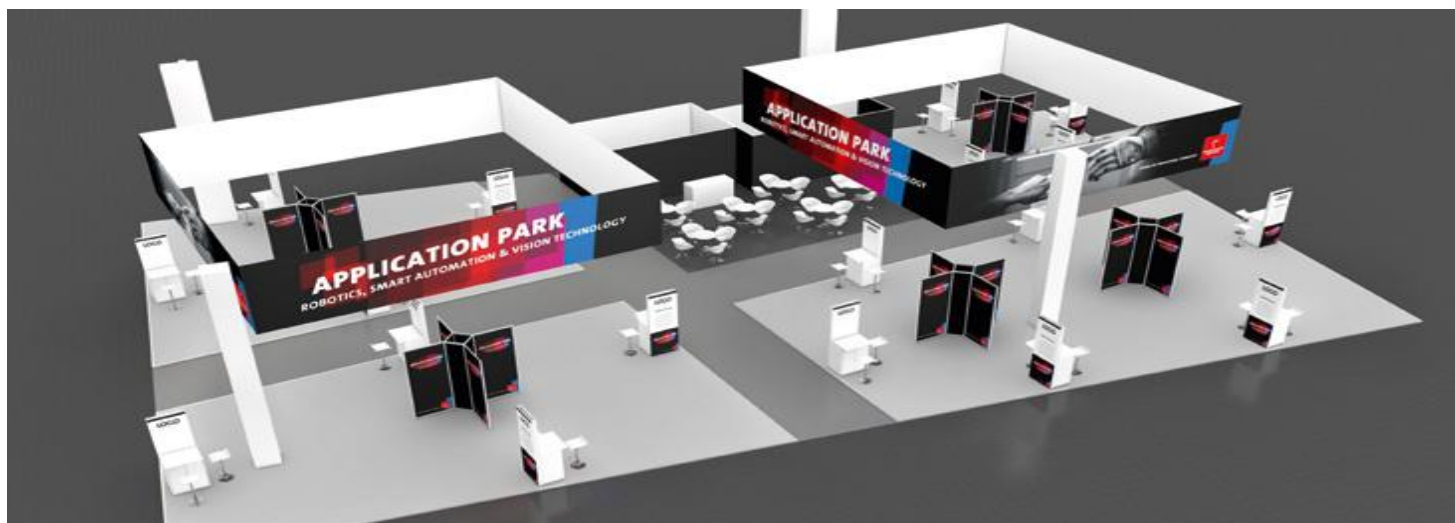


Cooperation partner:



DEUTSCHER
ROBOTIK
VERBAND

ALL-INCLUSIVE PARTICIPATION PACKAGES



PRICES FOR PARTICIPATION IN THE APPLICATION PARK X

Stand size	12 m²	20 m²	30 m²
Prices	8,000 €	13,000 €	18,000 €
Early-bird rate*	7,500 €	12,500 €	17,500 €

Startup Special

Prices	4,000 €		
Early-bird rate*	3,500 €		

Can only be booked for companies that were established less than 5 years ago, have fewer than 50 employees, and an annual balance sheet total or annual sales of no more than 10 million euros.

Mobile Area

Prices		4,500 €	6,000 €
Early-bird rate*		4,000 €	5,500 €

For the demonstration of mobile transportation systems (AGVs). Can only be booked in conjunction with a stand area in Application Park X.

*Early-bird rate valid until 31 October 2023

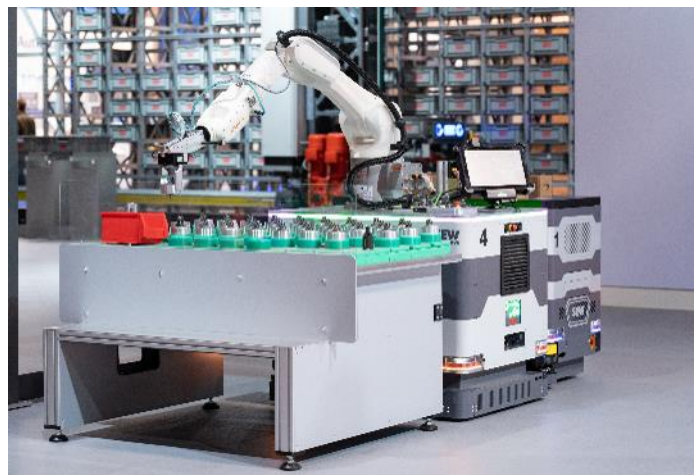
For exhibitors who have already booked an individual stand at HANNOVER MESSE (meaning this represents a second-time attendance), the price to take part in the Application Park X will be reduced by 50%.

Customized sponsoring on request.

All prices are subject to VAT and the registration fee (flat rate) for HANNOVER MESSE.

SERVICES

- Open stand design without partition walls, incl. carpeting
- Electrical/compressed air connections included
- Display with company logo and individual exhibitor information
- Bar table with bar stools
- Lockable sideboard and brochure rack
- Support by hostesses in the lounge and kitchen area
- Hot and cold drinks incl. coffee specialties
- Draught beer available in the evening for networking and get-togethers



CONTACT:

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FULLY AUTOMATED SERVICES



FULL SERVICE (ROBOTIC)

During your important discussions with your customers in the Application Park lounge, you are welcome to use the friendly service robots from Giobotics of Kiel, which will provide you with coffee, cookies or even cold drinks during your meeting.



ROBOTIC BEER AFTER FOUR O'CLOCK

When the work is done, there will of course also be after-work food and drinks, and networking together, at the Application Park. Enjoy a refreshing end to the trade fair and raise your glasses to some successful discussions with your colleagues and business partners. The robot bartender from igus ensures perfect service and smooth dispensing, so that you can enjoy your evening to the fullest. To your very good health!



At <https://www.hannovermesse.de/en/for-exhibitors/special-displays/automation-motion-drives/> you will find all the information you need for your exhibition attendance, and the direct registration option for the Application Park X NextGenWork. We look forward to your participation!