

HANNOVER MESSE * 22. – 26.04.2024

ENERGIZING A SUSTAINABLE INDUSTRY



Deutsche Messe

WORLD. LEADING. INDUSTRYSHOW.



Review HM23 & Arena

HANNOVER MESSE 2023

- 128.000 trade visitors
- 4.000 exhibitors
- 14.000 products, innovation & solutions

Industrial Wireless & 5G Arena

- 44 main exhibitors (e.g. Siemens, Moxa, Weidmüller, Telefonica, Qualcomm, Rohde&Schwarz, Pepperl+Fuchs...) + 16 co-exhibitors
- approx. 3.000 sqms exhibitors space, stage, showcase area and lounge
- conference program
 - approx. 4.000 visitors onsite and 4.000 visitors online
 - 66 lectures + 10 panels; 147 speakers
- 13.000 mentions Wireless/ 5G as a topic of interests from visitor side
- 80 % of the participants evaluated the “5G guided tours” as excellent or good



5G and Industrial Wireless Arena

FAQ's

- **Exhibition space available in the Industrial Wireless Arena to showcase wireless technologies of all kinds:** A 5G campus network with 3,500 sqm of exhibition space and room for real showcases. Exhibition space available in the “5G and Industrial Wireless Arena to showcase wireless technologies of all kinds.
- **Expert Forum and Lounge:** Top-class conference programme with stage. The central networking area for industry peers for all questions related to wireless communications.
- **Reach:** Wireless technologies and 5G are one of the most searched terms on our website and a highlight topic at HANNOVER MESSE 2024.
- **Industry diversity:** At HANNOVER MESSE you can reach trade visitors from the mechanical engineering/plant construction, energy, electrical engineering, automotive, traffic, transport and logistics sectors.
- **High decision-maker density:** 47 % of trade visitors are decision-makers (decisive/co-decisive)
- **Satisfaction:** 50% of the HM exhibitors rated the post-fair business as very & promising, so embrace your chance to be there!

5G and Industrial Wireless Arena **What's New in 2024**

Name: 5G and Industrial Wireless Arena

Location: hall 14 and est. 3.500 sqms (+500 sqms to 2023)

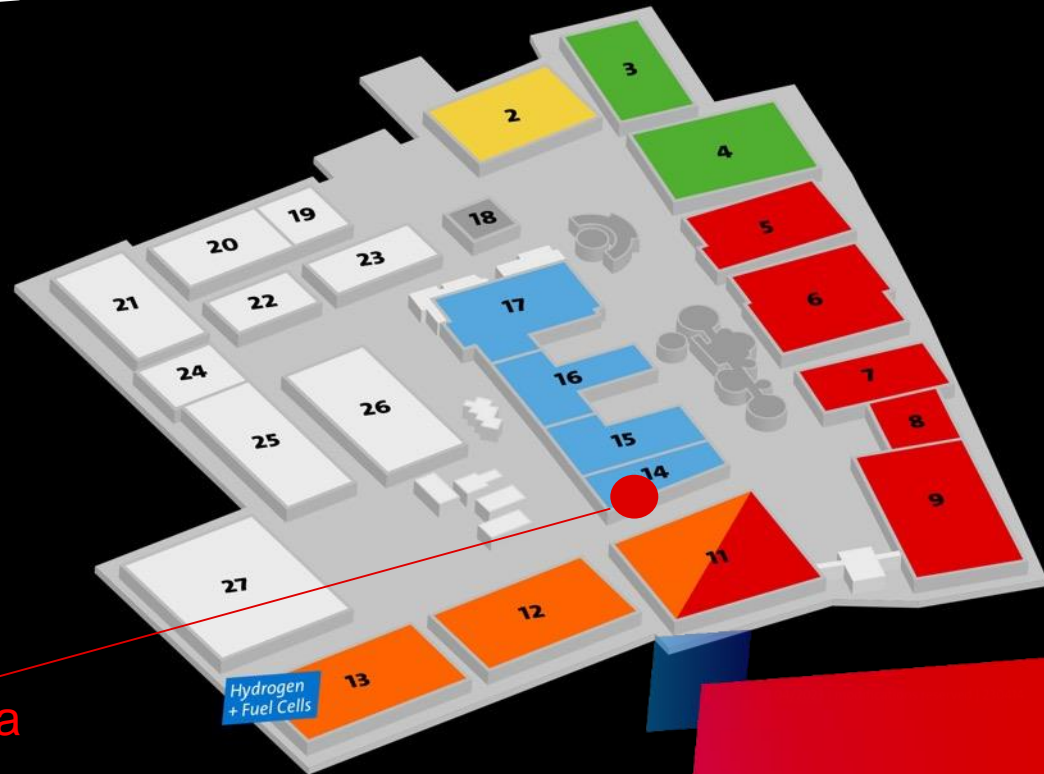


- Elements of the Arena:
 1. Exhibitor presentation: themes cluster of „flowers“, more services include -> visibility at booth construction
 2. Communication areas and exhibitor lounge -> restricted entrances for exhibitors and their clients
 3. Special show case area -> larger than 2023 and only for mobile devices
 4. Stage/ Conference -> more central, new layout and open position within the Arena
 5. Guided Tours -> 2 x per day, 5G related
 6. 5G applications are made possible by the 5G Campus network

5G and Industrial Wireless Arena
Hall Layout HANNOVER MESSE 2024

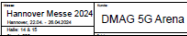
-  **FUTURE HUB**
Hall 2
-  **ENGINEERED PARTS & SOLUTIONS**
Halls 3–4
-  **AUTOMATION, MOTION & DRIVES**
Halls 5–9, 11
-  **ENERGY SOLUTIONS**
Halls 11–13
-  **DIGITAL ECOSYSTEMS**
Halls 14–17

Arena

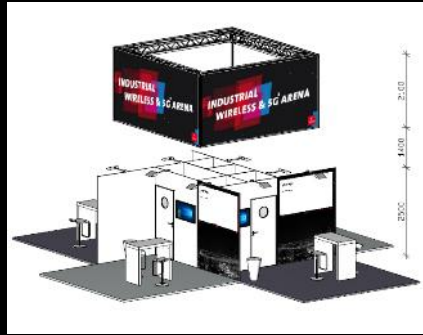


5G and Industrial Wireless Arena

Arena Layout and drafts for general



* first draft, layout stage not final



* first draft, gold package



* first draft, platinum package

Overview Prices

Detailed scopes of services & prices

Participation format - packages

Services: Stand construction, stand furnishing, WLAN, catering, access to the stage (call for paper)

- ❖ Silver (approx. 9m²)
For second participation

9.900 €*

5.500 €*

- ❖ Gold (approx. 16 m²)
- For second participation

13.900 €*

7.500 €*

- ❖ Platin (approx. 25 m²)
- For second participation

18.500 €*

9.500 €*

❖ Startup (approx. 9m²)

2.900 €*

- ❖ **Group Exhibit model**
 - Incl. 5 co-exhibitors

39.500 €*

Additional participation formats

- ❖ Pure space, own stand construction docked to the Arena

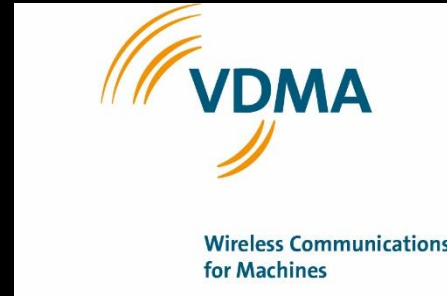
Standard price

*VAT not included

*Registration fee not included

*Technical details for the show cases have to be clarified beforehand

5G and Industrial Wireless Arena
Three Strong Partner



HANNOVER MESSE 2024(22.-26. APRIL)

**QUESTIONS? PLEASE
CONTACT US.**

Be part of it: hannovermesse.de #HM24

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