

#HM21 DIGITAL EDITION

**NEW VISIBILITY.
NEW LEADS.
NEW BUSINESS.**

Be part of it: hannovermesse.com



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



HANNOVER MESSE 2021 DIGITAL EDITION

EXPO

INNOVATION

Here, everything revolves around your products and solutions.

Showcase innovations and best-case applications and take advantage of all the opportunities to inspire your customers with a digital presence via livestream, video tutorials or live chat.

CONFERENCE

INSPIRATION

Inspiring keynotes, top speakers and partners.

The interactive conference program of the HANNOVER MESSE Digital Edition discusses the trends and future topics of the industry over five days.

Become part of the program with your own livestream events.

NETWORKING

INTERACTION

HANNOVER MESSE is the meeting place for the industry community!

Publish your specialist experts and consult your business contacts simply by video call.

Matchmaking and Business Dating offer new contact opportunities for even more interaction.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



MEETING PLACE FOR THE INDUSTRY COMMUNITY



CEO



ENERGY MANAGEMENT



SOFTWARE & IT



PRODUCTION



DEVELOPMENT
& CONSTRUCTION



INTRALOGISTICS

140,000

SENIOR INTERNATIONAL
DECISION-MAKERS

72%

OF TRADE VISITORS PLAN
TO VISIT THE NEXT
HANNOVER MESSE

50,000

ACTIVE APPOINTMENT
& CONTACT REQUESTS

40%

OF VISITORS
ATTEND NO OTHER
TRADE FAIR

>80%

OF TRADE VISITORS
RECOMMEND HANNOVER
MESSE TO OTHERS

2,500

JOURNALISTS
FROM 51 COUNTRIES

Top goals of your visitors:

- Search for innovations
- Search for suppliers
- Initiation of new business contacts
- Networking & exchange of knowledge



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



HIGH DIGITAL REACH

#HM19:

1.3 Million
VISITORS (UNIQUE)

2.4 Million
SEARCHES FOR
EXHIBITORS AND
PRODUCTS

13.5 Million
PAGE VIEWS

45%
INTERNATIONAL ACCESS
FROM OVER 150 COUNTRIES

Digital Expo Digital Conference News Für Besucher Für Aussteller Presse

LIVESTREAM 13:45 - 14:30 Uhr

Predictive Analytics in der Industrie 4.0

Industrial
Transformation

Intelligent &
Smart Production

Digital
Ecosystems

IHR DASHBOARD

Hallo User

- Profil erweitern
- Zur Merkliste
- Tipps für Sie

IHR NÄCHSTES EVENT



PIONEER'S STAGE
15:30 - 16:30 Uhr
The Future of Urban Mobility

IHR NÄCHSTEN TERMINE

- HEUTE - 16:00 UHR
Max Mustermann
Firma AG →
- HEUTE - 17:45 UHR
Max Mustermann
Firma GmbH →
- HEUTE - 17:45 UHR
Max Mustermann
Firma GmbH →

Tagesprogramm →



PIONEER'S STAGE

14:45 - 15:30 Uhr
Condition Monitoring



PIONEER'S STAGE

15:00 - 16:30 Uhr
Efficient Technologies



PIONEER'S STAGE

16:00 - 16:30 Uhr
Forum Mobile Roboter und
Fahrerlose Transportsysteme

160,000

INTERNATIONAL
NEWSLETTER SUBSCRIBERS

MORE THAN
100,000
FOLLOWERS



180,000

STREAMING VIEWS
OF DIGITAL CONFERENCES
AT #HM19



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



CONFERENCE PROGRAM

MONDAY

12 April 2021

POLITICS AND PRESS

HANNOVER MESSE opens its digital doors with representatives from politics and business.

- Opening
- Press Conferences
- HERMES AWARD Ceremony
- Partner Country

TUESDAY - THURSDAY

13 – 15 April 2021

INDUSTRIAL TRANSFORMATION

Three live channels address the future topics and trends of the industry.

- Energy & Resource Efficiency
- Intelligent Production & IT Infrastructure
- Climate-neutral production & mobility
- Supply Chain, Logistics & Mobility

FRIDAY

16 April 2021

SPECIAL EVENT: WOMENPOWER

Under the motto RESET.RETHINK.RESTART, the 18th Career Congress will take place as a digital event.

Virtually, we bring inspiring women and men on stage, offer practical workshops, exciting panel discussions and new solutions for intensive networking.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



INNOVATION AWARDS

As part of HANNOVER MESSE, the latest innovations will be honored and awarded live!

Award Ceremony live: Monday, 12 April 2021

HERMES AWARD

As one of the most coveted industry awards worldwide, the HERMES AWARD is presented annually as part of HANNOVER MESSE. It is aimed at all companies and institutions exhibiting at HANNOVER MESSE and honors outstanding products and innovative solutions.

Award Ceremony live: Friday, 16 April 2021

Engineer Powerwoman Award

At WomenPower 2021, Deutsche Messe AG will honor for the ninth time a female pioneer from the STEM sector who, through her commitment, ideas and work, sets innovative trends in the technical environment of her company and thus motivates and inspires fellow women.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



PARTNER COUNTRY INDONESIA

Every year, one country is the special focus of HANNOVER MESSE. The Partner Country not only attracts the attention of trade visitors and the media, but also plays a role at the highest political level.

Indonesia is our partner country in 2021. As part of the Association of Southeast Asian Nations (ASEAN), Indonesia is by far the largest economy there. The island nation is set to become one of the world's ten largest economies by 2030.

As a Partner Country of HANNOVER MESSE, Indonesia not only strengthens its good economic and political relationship with Germany, but also puts itself in the spotlight of the world's most important industrial event.

Making Indonesia 4.0

A central component of the technological upswing is the "Making Indonesia 4.0" strategy, which is also the motto of the partner country participation at HANNOVER MESSE
→ hannovermesse.de/partnercountry



Deutsche Messe

YOUR PARTICIPATION **EXPO**

Your products - Your solutions - Your innovations

You are shaping the Expo. For this, we also offer you digitally optimal and numerous new possibilities for a successful appearance.

Take advantage of the opportunity to reach regular customers and new business contacts via livestream, optionally with following video conference, in a personal conversation via video chat and with an extensive company and product presentation.

Use all the possibilities:

- Digital company presentation
- Product presentation
- Exhibitor live streaming events. Optional with follow-up videoconference with the participants
- Media library for your highlights
- Attractive advertising formats for even more attention



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



YOUR PARTICIPATION **CONFERENCE**

Trend topics - Top speakers - Inspiring keynotes

What role does AI play in the industry? How do I generate added value from my data? What potential does hydrogen offer for industry?

These and other questions will be addressed in the five-day interactive conference program at HANNOVER MESSE 2021. All presentations will be streamed live on our website.

Be part of the program with your lives tream!

Use all the possibilities:

Participation with a livestream incl. video conference room for discussion with visitors

Limited offer.

Please contact us:

hm-conference@messe.de

+49 511 89-34466



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



YOUR PARTICIPATION **NETWORKING**

Matchmaking - Business Dating - Networking

Exchange ideas with visitors about your innovations, products and solutions. Discuss current industry trends with speakers and other exhibitors.

You can find visitors specifically by interests, contact goals or other criteria, make appointments with them and get in touch via video call.

So the next business deal, the next partnership, the next successful business case is just one click away!

Use all the possibilities:

- Publish your contact persons
- Find other participants via interests, contact goals, industries, origin, etc. criteria
- Appointments and personal diary
- Business dating via video call



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



YOUR PARTICIPATION OPTIONS

DIGITAL PACKAGE S

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 3 company contacts
- Special placement of up to 3 product videos in the product media library
- Up to 50 Added Qualified Leads

2,900.00 €

DIGITAL PACKAGE M

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 8 company contacts
- Special placement of up to 8 product videos in the product media library
- Up to 25 minutes live streaming
- Up to 200 Added Qualified Leads

7,500.00 €

DIGITAL PACKAGE L

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 25 company contacts
- Special placement of up to 25 product videos in the product media library
- Up to 7 x 25 minutes live streaming
- Up to 500 Added Qualified Leads

30,000.00 €



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



DIGITAL JOINT STAND

You would like to organize a digital joint stand?

Then use our Digital Pavilion Package and benefit from all the new presentation and dialog options.

Please note: Booking is reserved for non-profit organizations with at least five co-exhibitors.

DIGITAL PAVILION PACKAGE

MAIN EXHIBITOR

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 3 company contacts
- Special placement of up to 3 product videos in the product media library
- Up to 50 Added Qualified Leads
- Up to 7 x 25 minutes live streaming

22,500.00 €
for main exhibitor

CO-EXHIBITORS

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 3 company contacts
- Special placement of up to 3 product videos in the product media library
- Up to 50 Added Qualified Leads

1,970.00 €
per co-exhibitor



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



LIMITED PREMIUM PACKAGE

Our Premium Package for Premium customers:

Maximum visibility, an extensive livestreaming program and your keynote in the official HANNOVER MESSE conference program.

Limited offer. Please contact us:

Emanuel Marra / Franziska Allruth

+49 511 89-34466

DIGITAL PACKAGE XL

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 50 company contacts
- Special placement of up to 50 product videos in the product media library
- Up to 1,000 Added Qualified Leads
- Up to 7 x 25 minutes live streaming
- Exhibitor Streaming Channel: 1 full day of live streaming program
- Conference Keynote incl. video conference room for follow-up discussion

99.000,00 €



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



MARKETING SERVICES

Many valuable marketing services are already included in our participation packages.

- Trade visitor tickets for your invitation management in unlimited number
- Use of free advertising materials
- Entry in the exhibitor directory and all HANNOVER MESSE visitor information systems
- Provision of a list of accredited trade journalists
- Provision of visitor analyses
- Registration/usage data of visitors invited by you

Our tip:

Invite your trade visitors to participate with a direct link and also promote your digital presence at HANNOVER MESSE on your own website.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



WOULD YOU LIKE EVEN MORE?

Invitation services, sponsoring, press services and more ...We have the right range of additional services for your digital presence!

Place your advertising on the website or in the visitor newsletter and achieve maximum visibility in the run-up to the trade fair!

All booking options and also numerous free advertising materials can be found directly exhibitor store at shop.hannovermesse.de/en

Our tip:

- Premium placement in the website's "Search Overlay"*
- Take advantage of the high reach of the exhibitor and product search with a keyword banner in the hit list

*Limited availability



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



YOU WOULD LIKE TO LEARN MORE?

We have provided detailed information on the services of our new digital packages and for your planning and organization.

- How To - Your digital presence
- How To - Exhibitor live streaming
- How To - Your contact persons & business dating

Also take advantage of our webinars for exhibitors!

Everything at a glance:

All tutorials and the dates and links to webinars can always be found up to date at hannovermesse.de/exhibitorservice



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



HANNOVER MESSE 2021 DIGITAL EDITION

THE INDUSTRY NETWORKING PLATFORM FOR YOUR BUSINESS

Be part of it: hannovermesse.com

Please contact us:

Emanuel Marra / Franziska Allruth

+49 511 89-34466

hannovermesse@messe.de



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS

