

HANNOVER MESSE 2022

FINALLY, A "REAL" TRADE FAIR AGAIN!

Hybrid and digital participation options

Be part of it: hannovermesse.de • #HM22



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HANNOVER MESSE 2022: HYBRID!

HANNOVER MESSE will finally be staged as a physical trade show again from 25 to 29 April 2022 – supplemented by a comprehensive range of digital services for exhibiting companies.

By linking the physical trade show with new digital products and a hygiene concept that provides exhibitors and visitors maximum security, we bring the future to life with our exhibitors. With the lead theme of Industrial Transformation, it is finally "back to the future" of industrial production!

Present your innovations and promote the direct exchange of knowledge with your customers – on site and digitally!

YOUR BENEFITS:

- Maximum flexibility: participate hybrid or digital-only
- More leads from on-site and digital visitors
- New interaction opportunities with digital visitors
- Your digital presence remains online until data is updated for the follow-up event



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HYBRID PARTICIPATION

As an on-site exhibitor in our exhibition halls, you automatically participate in HANNOVER MESSE in a "hybrid" way – you complement your physical presence with a new digital package.

At no extra cost, you can use an exhibitor profile and live chats, among other features. You can also book additional digital services as required.

PARTICIPATION OPTIONS FOR MAIN EXHIBITORS

INDIVIDUAL EXHIBIT BOOTH

- You participate with an individual booth
- Participation price is based on your exhibition space
- The digital package and marketing services are included

from €2,988

FAIR-PACKAGE

- You participate with a configurable modular booth
- Benefit from a complete solution with extensive benefits and services
- The digital package and marketing services are included

from €4,866

JOINT EXHIBIT BOOTH

- By participating in a joint booth or a special presentation, you generate high visibility and benefit from numerous services
- The digital package and marketing services are included

variable

All prices, conditions and services at: shop.hannovermesse.de/en



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HYBRID PARTICIPATION

You would like to register additional companies as co-exhibitors at your booth?

All main exhibitors with hybrid participation may register co-exhibitors hybrid or digital-only.

PARTICIPATION OPTIONS FOR CO-EXHIBITORS

CO-EXHIBITORS HYBRID

- Your co-exhibitors can participate hybrid at your booth
- The digital package and marketing services are included for each co-exhibitor

€1,350 each

CO-EXHIBITORS DIGITAL ONLY

- Your co-exhibitors can participate with a digital-only - package
- Marketing services are included for each co-exhibitor

€2,900 each

All prices, conditions and services at: shop.hannovermesse.de/en



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DIGITAL-ONLY PARTICIPATION

If you are unable to attend on-site, book digital-only participation in HANNOVER MESSE: Manage your online presence with exhibitor profile, product presentations and dialog functions with all online participants.

You can add additional contact persons, livestream slots, generated leads and attention-grabbing online advertising at extra cost.

DIGITAL PACKAGE

- Company and product presentation
- Marketing services (see conditions of participation)
- Trade visitor tickets
- Up to 3 contact persons with digital dialog functions
- Highlight videos in the media library
- Participation in networking service

€2,900

- Included for all exhibitors and co-exhibitors with exhibit space (hybrid participation)
- Chargeable for all digital-only exhibitors and co-exhibitors
- Can be individually supplemented with digital services



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DIGITAL PACKAGE

YOUR EXHIBITOR PROFILE

A professional company presentation helps you motivate potential customers to take a closer look at your company and product portfolio even before the show.

Bring your digital presence to life with comprehensive information about your company, products and highlights.

Visitors can start a dialog directly with the contact persons on your exhibitor page, make appointments or leave a business card.

YOUR EXHIBITOR PROFILE:

- Contact details and company logo
- Your products and solutions
- Company profile and factsheet
- Company video
- Your target industries and countries
- Your worldwide locations
- Your contact persons with new dialog and appointment options
- Two languages: German and English



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DIGITAL PACKAGE

YOUR PRODUCT PRESENTATION

Take advantage of all the display options to present your products, solutions and innovations.

It's worth it, because the HANNOVER MESSE exhibitor and product search generates by far the highest number of views:
2.4 million searches alone right before and during HANNOVER MESSE 2019!

Publish as many products as you like. You can present each product or research project on a separate page with detailed information.

YOUR PRODUCT PRESENTATION:

- Text description (up to 2,000 characters) and images (max. seven)
- Assignment of up to four product groups
- Product video
- Your contact persons with new dialog and appointment options
- Two languages: German and English



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DIGITAL PACKAGE

EXHIBITOR MEDIA LIBRARY

Produce exciting content in the run-up to HANNOVER MESSE and generate more attention!

Place your product videos prominently in the new product media library.

List your technical experts as contacts for products and product videos with new dialog and appointment setting options.

IT'S THAT SIMPLE:

- Publish a video about each of your products
- Indicate the videos that you want to be prominently placed in the media library



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DIGITAL PACKAGE

YOUR EXPERTS IN DIALOG

New dialog functions for initiating contact and interacting with visitors!

Publish your experts and contacts on all pages of your digital presence and talk to your trade visitors easily via chat or video call. Appointment scheduling options, including a convenient calendar function, are available for this purpose. For publication, you receive exhibitor passes for your stand personnel or purely digital contact persons.

Each exhibitor pass entitles you to register and publish your contact persons on the website with a code provided – with all dialog options.

PUBLISHING YOUR CONTACT PERSONS:

- **Hybrid Participation:**
Exhibitor passes depending on the size of the exhibit area for booth personnel plus 3 additional exhibitor passes in the digital package
- **Digital-Only Participation:**
3 exhibitor passes for digital contact persons on the platform
- You can purchase additional passes for booth personnel or digital contact persons at any time: €39,00 per pass



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DIGITAL PACKAGE

NETWORKING SERVICE

Our Networking Service enables all HANNOVER MESSE participants – exhibitors and visitors, hybrid or digital only – to publish their own profile and start a dialog.

The advantage for you as an exhibitor: You can find visitors based on their interests, contact goals or other criteria; arrange appointments with them; and get in touch via chat or video call.

So, go on a targeted search for suitable new customers!

REGISTRATION FOR NETWORKING:

Your contact persons ...

- register on the HANNOVER MESSE website
- activate the Networking Service
- complete their public profile with a photo, interests and contact targets
- set their appointment availability
- arrange appointments on site at their booth or digitally via video call



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ADDITIONAL SERVICE

EXHIBITOR LIVESTREAMING

Give your digital appearance the trade show feeling: From live product presentations to digital tours of your factory to exciting discussions with visitors – live streaming sets the stage for your trade show presence even better digitally. Afterwards, you can exchange ideas with your customers directly in a video conference room.

Exhibitor streaming and our conference program have the same topic structure. Conference and exhibitor streaming are presented and promoted equally.

By limiting the parallel streaming channels and slots per exhibitor, we increase attention and the potential for more views.

BOOKING LIVESTREAM SLOTS:

- Each exhibitor or co-exhibitor can book a maximum of 3 livestream slots via the Exhibitor Shop – first come, first served
- First livestream slot:
For hybrid exhibitors: €3,200
For digital-only exhibitors: €4,000
- Second and third livestream slot:
For hybrid exhibitors: €4,800
For digital-only exhibitors: €6,000



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ADDITIONAL SERVICE ADDED QUALIFIED LEADS

Exhibitors who comply with European data protection requirements can book qualified leads via the Exhibitor Shop.

After generating the contacts for you, we use a internal scoring model that evaluates and ranks each visitor's interest in your company and products.

Those who have actively contacted you via the platform are treated as "added contacts" and provided to you additionally and free of charge!

Of course, we only consider people who have agreed to share their data.

BOOKING ADDED QUALIFIED LEADS:

- Any authorized* exhibitor or co-exhibitor can book any number of identified leads through the Exhibitor Shop
- Leads that are more relevant to you will be delivered to you first
- The leads are available for retrieval in the Exhibitor Shop until 8 weeks after the end of the event
- Price per lead:
For hybrid exhibitors: €40,00
For digital-only exhibitors: €50,00

* European data protection requirements according to GDPR apply



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ADDITIONAL SERVICE

ONLINE ADVERTISING

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

For example, book a premium placement* in the website's "Search Overlay" or take advantage of the high reach of the exhibitor and product search with a keyword banner in the hit list.

With a Sponsored Post, you can secure an attention-grabbing teaser on the home page for your own editorial article in the HANNOVER MESSE News Hub.

* Limited availability

BOOKING OF ONLINE ADVERTISING:

- The placement of advertising on the website in the ordered formats takes place via ad impressions or at a fixed price for a defined duration, depending on the format
- The production of online advertising is not included in the price
- Booking of online advertising by an agency commissioned by the exhibitor is possible
- All options and prices can be found in the Exhibitor Shop at shop.hannovermesse.de/de



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ADDITIONAL SERVICE

ONLINE PRESS BOX

Take the opportunity to inform the press about your trade show appearance!

Your press releases will be published in the press section of the website and on your company and product pages.

In addition, we inform our press distribution list about exhibitor press releases on an ongoing basis via e-mail service.

Our tip: Share the posted releases on your company's social media channels for even more reach.

BOOKING AN ONLINE PRESS BOX:

- With an online press box, you can publish any number of press releases about your company or individual products
- The publication includes text, up to 3 images and up to 3 PDF files to download
- Flat rate: €289,00



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WOULD YOU LIKE TO LEARN MORE?

Be part of it: hannovermesse.de • #HM22

Please contact us:

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