

Digital Factory

Leading Trade Fair for
Integrated Processes and IT solutions

23 – 27 April 2018
Hannover • Germany

hannovermesse.com #hm18



Parallel to
HANNOVER MESSE 2018

CeMAT



Deutsche Messe

Digital
Factory



Showing the way to intelligent manufacturing.

Industry needs your solutions!




Arno Reich
Global Director Digital Factory

Digital technology has transformed every area of industry. This is not only evident in R & D and production, but also across the entire supply chain. Nothing illustrates the rapidity of this change or the impact of innovation more clearly than Digital Factory.

Within just four years the display space allocated to the leading international trade show for integrated processes and IT solutions has trebled. This growth reflects its recognition by the marketplace as an event that offers a lot more: digital twin and simulation technology, ERP, MES and PLM, Industrie 4.0, industrial security, additive manufacturing and industrial cloud services are keynote themes. Digital Factory provides software and solutions for every stage of the industrial value chain.

We would welcome your participation! Profit from the unique business opportunities offered by the IT hub at HANNOVER MESSE. Your company can add to the excitement and be at the digital nerve center of industry – at Digital Factory 2018.

I look forward to seeing you there!

The trade fair Digital Factory plays a key role in the advance of intelligent manufacturing – today and in the future. As an integral part of the leading world fair for industry, it answers all questions relating to software and digital solutions along the entire industrial value chain.

Digital Factory has a global reputation, not simply as a showcase for applications for Industrie 4.0. Year after year, this leading international trade fair for integrated processes and IT solutions reflects the progress made in interdisciplinary digitization. In 2018 it will showcase the full extent of digital transformation!

Virtual product development, product life cycle management, enterprise resource planning, production control and additive manufacturing are the core themes of the trade fair. However, content such as the Cloud and industrial security, artificial intelligence, machine learning, digital twin, VR/AR and Big Data Management have also contributed to making Digital Factory the top event for every aspect of software in an industrial context.

Exhibitors can meet all the relevant target groups. After all, the trade fair forms an integral part of HANNOVER MESSE, which attracts a highcalibre audience of over 200,000 trade visitors. In short, you can expect your solutions to get the attention of top decision-makers at Digital Factory!



Top trends driving the transformation of industry.

>74,000  trade visitors

incl.
>14,000
from research and development

At Digital Factory decision-makers in industry can find the software and IT solutions they need for the transformation process. This flagship event embraces the entire value and supply chain – and in 2018 it will focus on three key trends in intelligent manufacturing which are of special interest to industrial users.



Industrial Security

When machines and production plant are linked to the Internet they are often targets for data saboteurs, cyber criminals and product piracy. There is growing demand for the kind of advice and solutions now offered in the new display category Industrial Security. Exhibitors can use this platform and the stage in Hall 6 to show visitors from industry how to protect their companies against cyber attacks and breakdowns in production. The focus will be on everything from security by design and authentication to encryption, copy protections and access control.

NEW!



AI/Machine Learning

AI or artificial intelligence has taken on new significance in industrial circles. The combination of new algorithms in machine learning and knowledge-based processing offers a lot of potential for speeding up many Industrie 4.0 processes. Large volumes of data are involved in digital production processes which can be evaluated centrally through machine learning and fed back into the system to facilitate self-optimization, predictive maintenance and other functions.

Virtual Reality/Digital Twin

Smart factories depend completely on VR, AR and simulation. Digital twins replicate and integrate the physical and digital world. Created with the product idea, they serve as production models, continuously learning and updating data across the whole life-cycle. Industry has been quick to recognize the potential of digital twinning, which obviates the need for expensive prototypes and lengthy trials as well as allowing various scenarios to be played out. Solutions can be found and optimized processes developed and implemented over a short period.



Your most important buyers

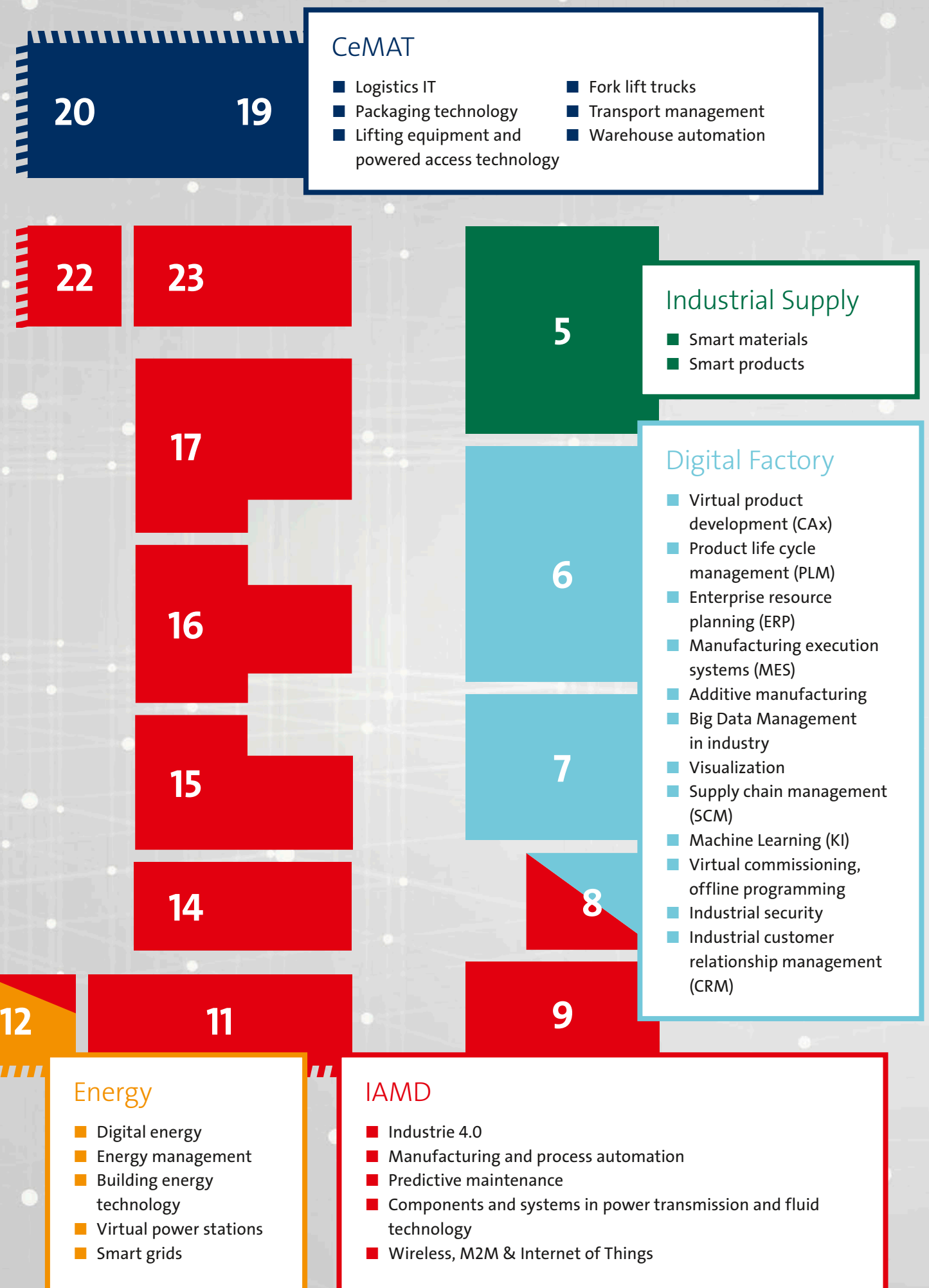
all at one place.

Five leading international trade fairs and every core area of industry represented at one location – only HANNOVER MESSE offers such valuable synergies. Be at the heart of a unique network: Digital Factory.



IT has become an essential link in the industrial value chain. Digital Factory has an important role to play, not least due to its position within the unique network of five international flagship fairs. Digital Factory focuses on systems integration and IT solutions and benefits exhibitors in various ways. Digital Factory 2018 is taking place alongside the new trade fair IAMD – Integrated Automation, Motion & Drives, thus linking it to Industrie 4.0, IoT, predictive maintenance, M2M, wireless technology, smart components and image processing. IT forms an important common link.

This is also evident at the trade show Energy with keynote themes such as smart grids, ICT in energy, virtual power stations, digital energy and energy management, as well as building energy technology. With digital technology making inroads into supply chain, transport and warehouse management CeMAT – the world's leading fair for intralogistics and supply chain management – is another major source of potential business. CeMAT is taking place parallel to HANNOVER MESSE.



The perfect stage for your products.

CAE Forum

For the sixth time this communication and networking platform for simulation experts will take a look at the future and highlight numerical simulation, 3D visualization and additive manufacturing. A joint display stand incorporating the forum provides the ideal place to present your latest CAE software, tools for the creation and management of digital twins, immersive technology, typical applications (such as checking the operational status of energy plant), quality assurance in virtual product development and supply chain modelling.

MES Conference

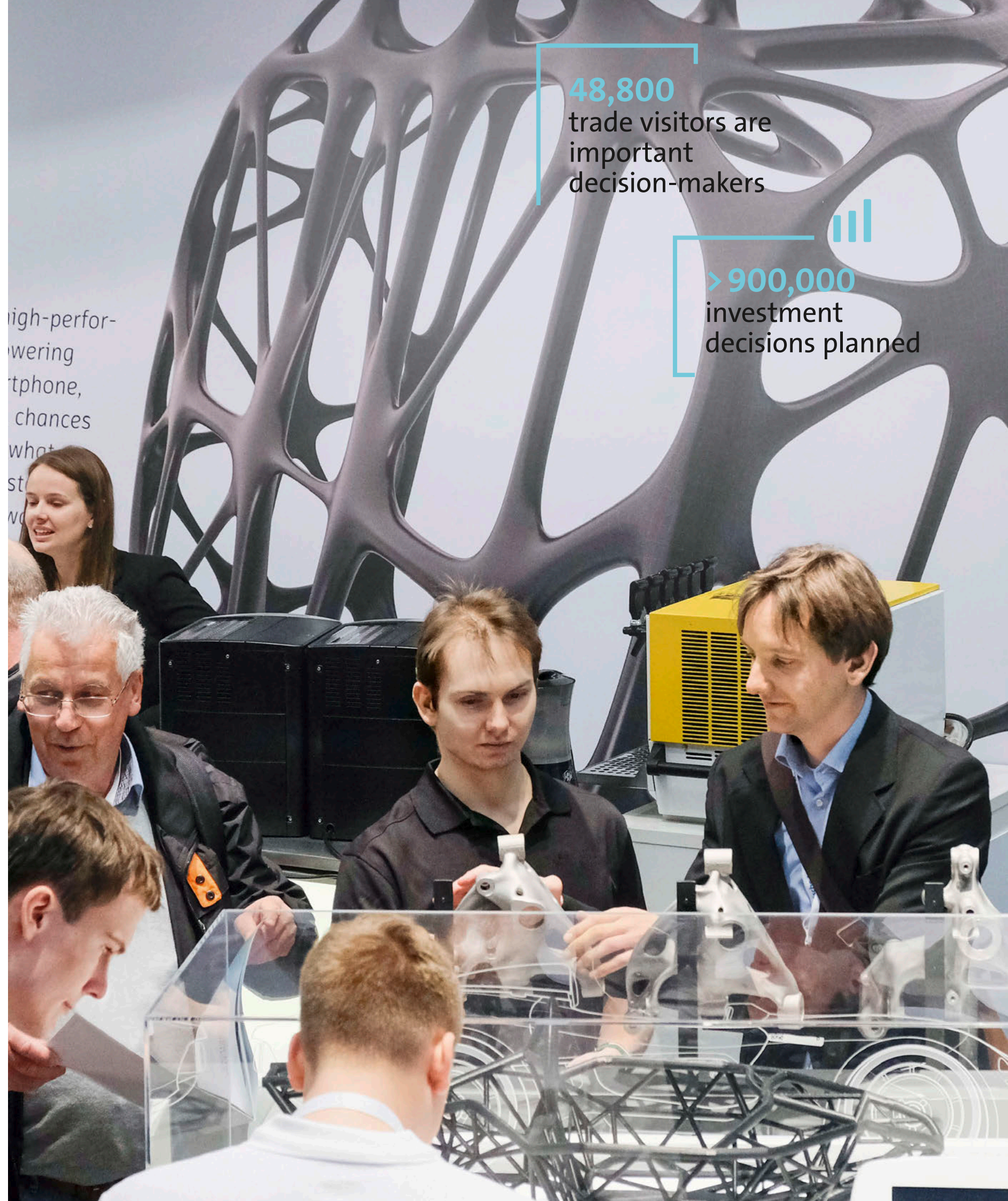
The 10th MES conference in the Convention Center is a highlight shared by Digital Factory and IAMD. Manufacturing execution systems (MES) which are essential to digital networking at production and management levels are at the centre of the one-day event. Manufacturers and users will present best-practice examples and explain how the efficiency of manufacturing and processing can be maximized with smart MES solutions. Simultaneous translation and Guided Tour available.

Additive Manufacturing

Additive manufacturing is one of the most popular attractions of the Digital Factory program. The true significance of layer manufacturing for industry, particularly engineering, is the subject of a one-day symposium. Featuring contributions from plant suppliers and engineers, it provides an overview of the innovative processes and new solutions that characterize additive manufacturing. Hardware such as 3D printers and new materials for additive manufacturing are the technical interface to the trade show IAMD with the related topics of lightweight engineering and automation.

48,800
trade visitors are
important
decision-makers

> 900,000
investment
decisions planned



The right place for dialogue

and new business.

Making contacts and generating business – from experience we know how you can best achieve your business targets. We place all our extensive trade fair know-how at your disposal.

Your success is our goal and we do our best to ensure that your presentation at Digital Factory is tailored precisely to your needs. As an exhibitor you can organize your own trade fair stand or book a favourably priced fair-package. Perhaps you would also like to present your innovative solutions in a forum or conference at HANNOVER MESSE? Ask us about the various options and our discounts – for example, the early booking discount is available until 15 September 2017.



Your main contact partner

I am pleased to help you at all times with your trade fair participation!

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Our
early booking price
is available until
15 September 2017!

Individual presentation or one-stop solution

Put your innovations in the spotlight by designing your own trade fair stand. Alternatively, keep your organizational efforts to a minimum and opt for one of our attractive fair-package offers. Details can be found online at:
www.hannovermesse.de/en/exhibit

Basic rental charge in the halls	from € 214 per m ² *
Charge for "Basic" fair-package	from € 4,442**

* Early booking discount available until 15.09.2017. ** Early booking price for row stand, 9 m². All prices are subject to VAT.

Meeting-place for professionals

Showcase your company next to all the market leaders

Innovation

Give fresh impetus to global developments

International reach

Gain a foothold in new markets world-wide

Networking

Overcome technological barriers and market boundaries



Thorsten Cleve, Director Manufacturing Industry & Resources, Microsoft Deutschland

"We see HANNOVER MESSE as the most important international event for industry. As a leading supplier of solutions that advance the digital revolution, our experience is that Digital Factory is the right place for us to present our innovations, engage in a dialogue with partners and customers, bring ideas and clever minds together and generate new business. We will be back next year and hope that our stand will again make a good impression at Digital Factory."



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