

IAMD – Integrated Automation, Motion & Drives

Leading Trade Fair for Integrated Automation,
Industrial IT, Power Transmission and Control

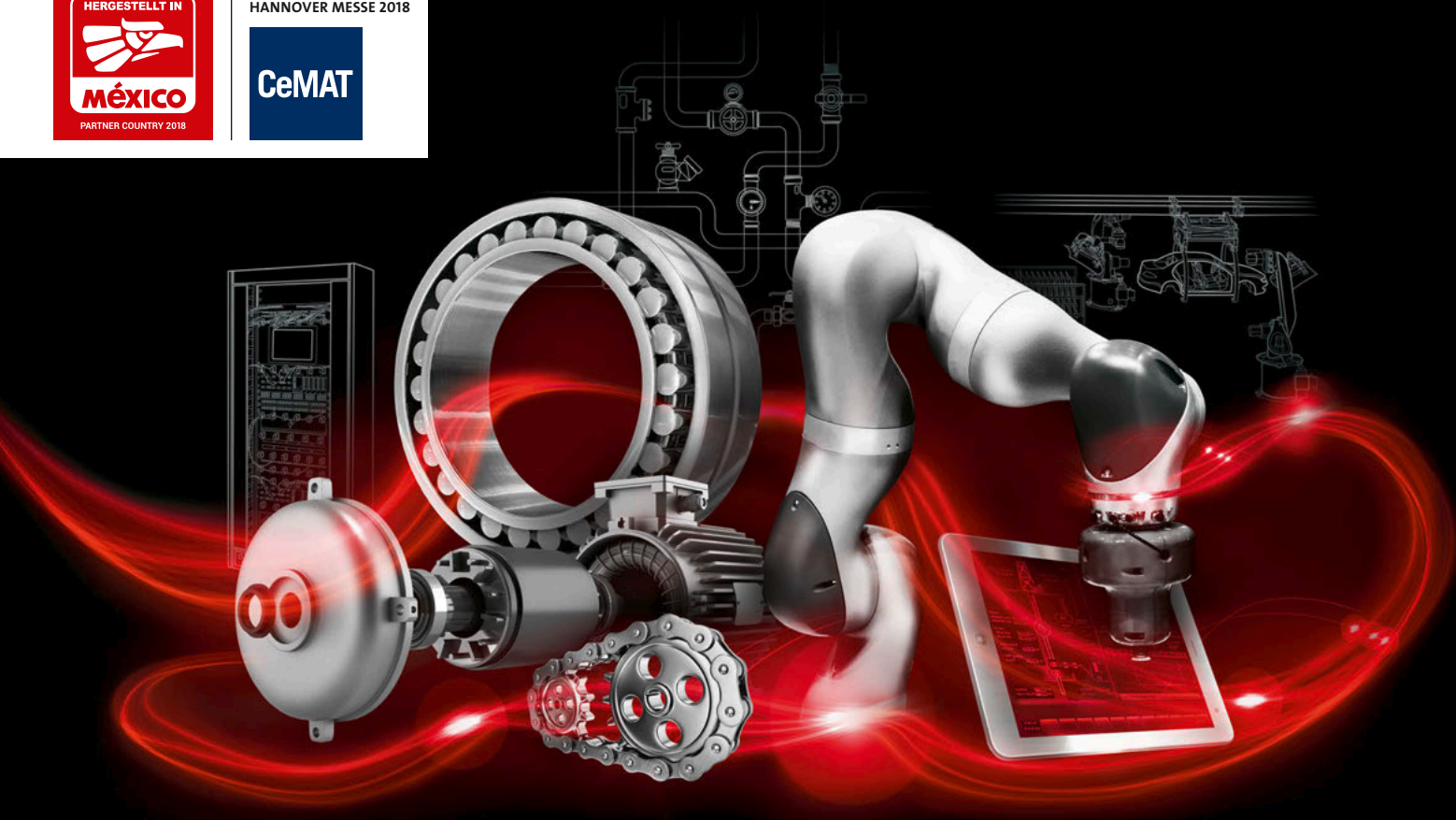
23 – 27 April 2018
Hannover ■ Germany

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Parallel to
HANNOVER MESSE 2018

CeMAT



Deutsche Messe

IAMD



New global platform for

Industrie 4.0

143,700
visitors at
Industrial
Automation

>68%
decision-
makers

Feel the combined power of Integrated Automation, Motion & Drives



“Industrial Automation” plus “Motion, Drive & Automation” equals “IAMD”. Why have these two successful brands been amalgamated?

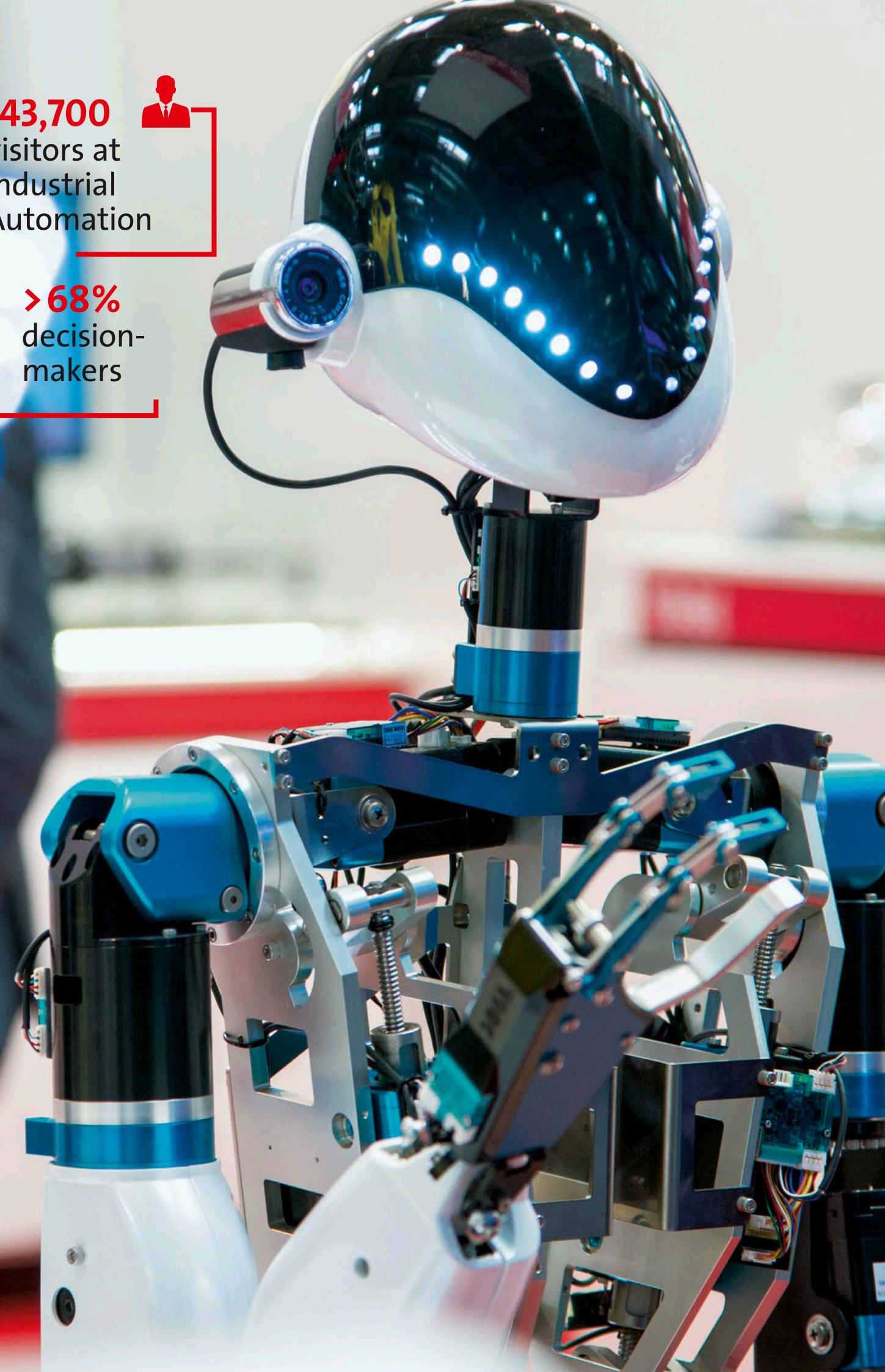
Because the underlying technologies are converging. And because automation, motion and drive systems play a pivotal role in integrated industry. HANNOVER MESSE, the world’s leading industrial technology show, has responded to these developments and now presents a complete spectrum of solutions for smart production and manufacturing under a single umbrella. Exhibitors of power transmission and control technology will have the opportunity to showcase their products and services on an annual basis. This is in line with the ever-shorter innovation cycles in this sector.

Arno Reich
Global Director IAMD
(Automation)

Krister Sandvoss
Global Director IAMD
(Motion & Drives)

We are convinced that IAMD 2018 will set global benchmarks. By presenting Industrie 4.0 as an integrated whole IAMD will provide a guideline for media and the political community, serve as an innovation platform for industrial enterprises, and open up new business opportunities for your company.

We look forward to welcoming you at IAMD, the Leading Trade Fair for Integrated Automation, Industrial IT, Power Transmission and Control.



Innovations that keep the world moving.

86,800
visitors
at MDA

>70%
decision-
makers

IAMD covers a broad thematic spectrum, including production, process and energy automation; industrial IT, hardware and services; production engineering and services; hydraulics, drive technology and pneumatics.

Robotics

Companies that are planning to use the latest robot systems should head straight for IAMD 2018. Hannover has become a global hotspot for suppliers and users of robots, cobots and autonomous guided vehicles. The key players come here to present their ideas for Industrie 4.0. Human-robot collaboration is high up on the agenda at IAMD. A major highlight is the presentation of the prestigious ROBOTICS AWARD for applied robot solutions.

Application Park

This forum for robot manufacturers, IT systems integrators and industrial image processing is a magnet for visitors at HANNOVER MESSE. The Application Park is a showcase for smart cameras, image processing equipment and other innovative solutions. This is your chance to demonstrate the potential of your mobile robots and autonomous systems.

PUMP PLAZA

This applications-oriented presentation centres on the latest solutions for the efficient transport of liquids and gases, i.e. pumps, pump systems, components, drive systems, measuring and control technology, valves, actuators, frequency converters, etc. Together with the various networking events, this exciting product line-up brings users and suppliers together and creates the basis for new business.



Product and trademark protection

Competitiveness depends on the ability to safeguard research findings and product expertise. Seventy percent of all companies are affected by product piracy. The damage incurred by German engineering companies alone is estimated at €7.3 billion annually. The members of the VDMA Product and Know-how Protection Working Party will present solutions which help companies to safeguard their know-how and maintain their innovative edge.

Top trends in the industrial transformation process.

At IAMD decision-makers in industry can identify the smart components and systems they need in order to accomplish the transformation process. The display categories reflect the global trends in automation and mechanical engineering.

Predictive Maintenance

A gigantic market and a hot topic at IAMD: sophisticated sensors and smart analysis tools now generate optimum maintenance schedules for plant and machinery. This minimises downtimes and streamlines maintenance procedures, resulting in lower costs and higher productivity. The large number of visitors at this special event reveals a significant shift within industry – from reactive to predictive maintenance.

Wireless & M2M

Innovations for industrial networking – presented by market leaders and newcomers specializing in the Industrial Internet of Things, wireless technology and machine-to-machine communication. Visitors at this group presentation can view data communication solutions all along the industrial value chain: hardware, software plus related service concepts.

Smart Components

This display category focuses on the interrelationships between automation on the one hand and smart components on the other. Sensors and transmitters are transforming roller bearings, flange bearings, pedestal bearings, linear guides and threaded spindles into increasingly smart machine components which are fully integrated into communication networks. These components automatically acquire condition and production data, ready for transmission via the Internet. This makes the 4th Industrial Revolution (Industrie 4.0) possible.



Predictive Maintenance 4.0

Global hotspot with unique synergies.

At HANNOVER MESSE more than 200,000 visitors every year experience the interaction of key industries and technologies. IAMD forms the centrepiece of this unique global network – together with CeMAT. As from 2018 the world's leading trade fair for intralogistics & supply chain management will take place in parallel with HANNOVER MESSE – in even-numbered years.



Industrie 4.0 necessitates ever-closer integration, innovative technology and new structures. This applies equally to HANNOVER MESSE. Following the fusion of two leading trade fairs, the new IAMD will create a global hotspot for Industrie 4.0. Thanks to the presence of numerous market leaders on site, IAMD will function as a global summit meeting. Perfectly embedded in the applications-oriented setting of HANNOVER MESSE, IAMD will attract potential buyers across a broad spectrum of user industries.



Industrie 4.0 meets

Logistics 4.0

CeMAT

A strong bridge: in the logistics sector there is a growing demand for modern drive solutions, as well as smart warehousing, transport and supplier management systems.



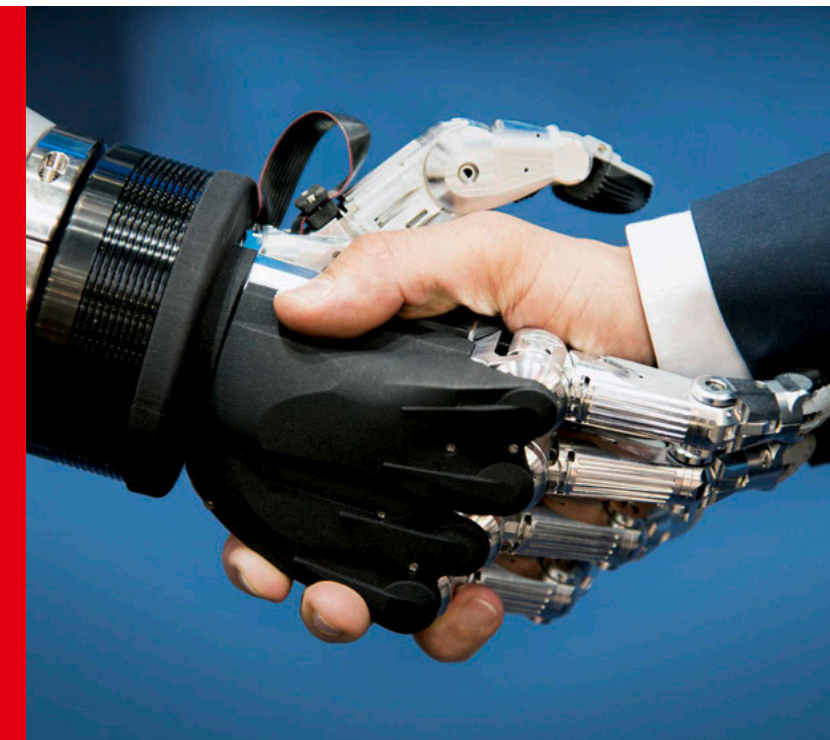
New opportunities thanks to CeMAT

Warehouse management systems, smart transport containers, autonomous guided vehicles ... Digital technology is revolutionizing in-plant logistics. As from 2018 CeMAT – the world's leading trade fair for intralogistics & supply chain management – will take place at two-yearly intervals in parallel with HANNOVER MESSE. Suppliers of automation systems, power transmission and control equipment and industrial IT solutions can now access additional target groups, e.g. in the warehousing sector and in the area of stationary/mobile logistics. Our motto is: "Industrie 4.0 meets Logistics 4.0".

Beginning in 2019: extended line-up at IAMD

In odd-numbered years CeMAT will not be staged parallel to HANNOVER MESSE. This will provide additional scope for expanding Integrated Automation, Motion & Drives (IAMD). Following in the tradition of its forerunner MDA, IAMD will showcase a complete line-up of power transmission and control technology, starting in 2019 and then every two years.

In addition to the space occupied by IAMD 2018, the display will then extend to Halls 19 – 21, 24 and 25. Established power transmission and control exhibitors at MDA will value the opportunity to exhibit at the much extended IAMD event every second year.



The perfect platform for your solutions.



Not least due to the attractive supporting program, IAMD will foster innovations in the area of Industrie 4.0. Three internationally renowned forums ensure that exhibitors command international attention. Top decision-makers come here to discuss the key issues in the automation, motion and drive sectors.



Automation Forum

Building on the success of its forerunner, the Industrial Automation Forum, this new event will focus on digital production solutions and robot applications – in particular, on modular automation, process automation, industrial IT, electric automation technology, motion control, cobots, stationary/mobile robots, frequency converters, motors, automation-related measuring systems, pumps and drive solutions. One of the highlights will be the presentation of the ROBOTICS AWARD 2018, the best-known international prize for applied robot technology.



Forum “Industrie 4.0 meets the Industrial Internet”

This top-level forum attracts decision-makers from all over the globe. The lectures (with simultaneous translation) will focus on key issues such as the Internet of Things, cyber physical systems, industrial security, industrial apps, predictive maintenance, interoperability, security and IoT standards.

Power Transmission + Control Forum

Previously known as the MDA Forum, this new event will be the first port of call for the power transmission and control sector. The spotlight will be on Industrie 4.0, condition monitoring systems (CMS), predictive maintenance, power transmission for wind turbines, sustainability, energy efficiency, sealing systems and sensor systems.



IAMD is a global player.

In today's global markets industry urgently needs effective business platforms. IAMD delivers such platforms – not only in Hannover, but also in Beijing, Shanghai, Shenzhen, Istanbul, Toronto and Chicago.

China



Beijing

■ IAMD BEIJING
9 – 11 May 2018

Shenzhen

■ IAMD SHENZHEN
27 – 29 June 2018

Shanghai

■ IAS Shanghai
7 – 11 November 2017
■ PTC/MDA Asia
31 October – 3 November 2017

Turkey

Istanbul

■ WIN EURASIA
15 – 18 March 2018



Canada

Toronto

■ IAMD CANADA
September 2019



USA



Chicago

■ IAMD USA
10 – 15 September 2018

México – Partner Country 2018



The Partner Country at HANNOVER MESSE 2018 is one of the world's top ten industrialized nations. In Hannover next year Mexico will present new technology, investment opportunities, innovative growth strategies and research projects.

Our goal? Your success!

Innovation

Showcase your solutions and give fresh impetus to global developments

Networking

Overcome technological barriers and market boundaries

Decision-making authority

Communicate with a unique audience of senior managers

International reach

Access new, dynamic markets

Early booking discount available until 15 September 2017.

Generating new leads and developing new business opportunities – based on our experience we know how you can best achieve your trade show objectives. We harness our entire know-how to your business success.

Your contact



I look forward to helping you plan your presentation.

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Custom-designed stand or full-service package

You can either exhibit at a custom-designed stand or choose one of our attractive fair-packages, which will reduce your organizational effort to a minimum. Detailed information is available at:
www.hannovermesse.de/en/exhibit

Basic rental charge in the halls from € 220 per m²*

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.



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