

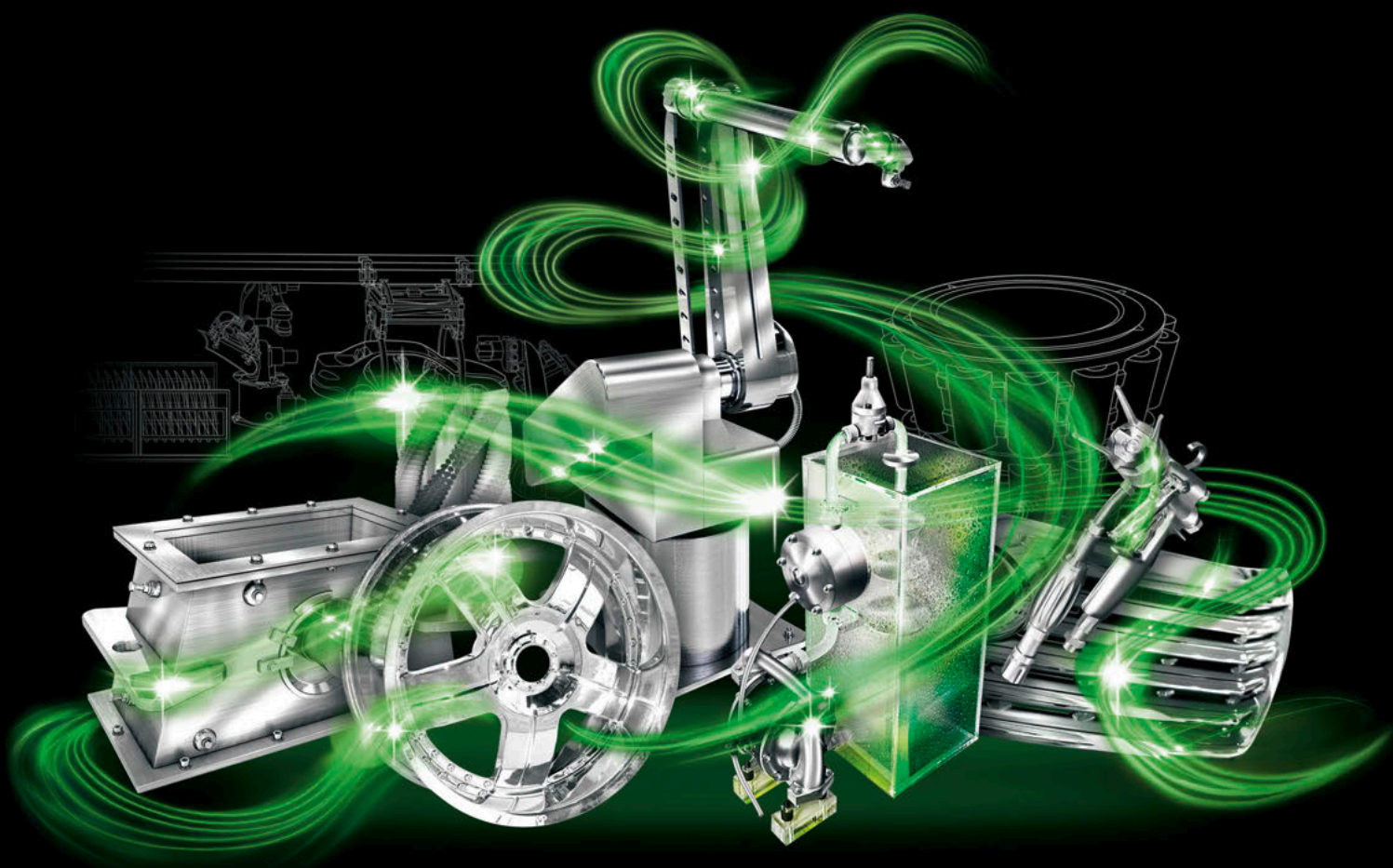
Surface Technology GERMANY

International trade fair for
surface treatments & coatings

5 – 7 June 2018
Stuttgart • Germany

surface-technology-germany.de

**previously
O&S**



Deutsche Messe

**All the latest materials
All branches of industry
All at one show**

**Surface
Technology
GERMANY**

Polished new look: O&S is now SurfaceTechnology GERMANY



The best of the old, but with fresh appeal: O&S is now SurfaceTechnology GERMANY. The change means substantial benefits for both exhibitors and visitors. New to this event, but already well-established and highly regarded in the marketplace, the name embraces the entire spectrum of surface treatment technology – which is exactly what exhibitors and visitors expect to see at the show. “O&S” refers in German to “Surfaces & Coatings”, but for many years now the event in Stuttgart has been about more than that, showcasing the full range of materials and industry sectors, as well as all the major industry associations.

The familiar format and dates, the venue and the scheduling – every two years, alternating with the well-established SurfaceTechnology Area at HANNOVER MESSE – remain unchanged. At the same time the show will reach out to new user groups. More international in scope, it will attract larger numbers of trade visitors from abroad, especially from neighbouring European countries. The new name also builds on the successful network of SurfaceTechnology trade fairs in other countries, which in turn means more market opportunities for the exhibitors.

Like O&S, SurfaceTechnology GERMANY will benefit to the full from its geographical location, close to its prime customer base. The Stuttgart exhibition centre lies in Europe’s No.1 high-tech region, and is well served by a highly developed infrastructure. So when the show premieres under its new name, it will be business as usual: packed exhibition halls, with full order books to follow.

We look forward to seeing you at the show!

Olaf Daebler
Global Director, SurfaceTechnology

A winning formula: Good reasons for exhibiting



National and international appeal

In 2016, 23% of the exhibitors and 21% of the trade visitors came from outside Germany. The new positioning and the new attractive name make the show even more interesting for buyers from Germany and neighbouring European countries.



Buyers from all your target sectors

The trade visitor quota is close to 100%. Sectors represented include mechanical and plant engineering, car manufacture, metals, plastics and rubber, industrial subcontracting, electronics and electrical engineering, contract coating and the skilled trades.



High-calibre visitors

The show’s broad approach, featuring coating processes for every imaginable type of material, attracts a high percentage of senior decision-makers – 84% of all visitors. And 81% of the visitors plan to invest in the impressive technology on display.

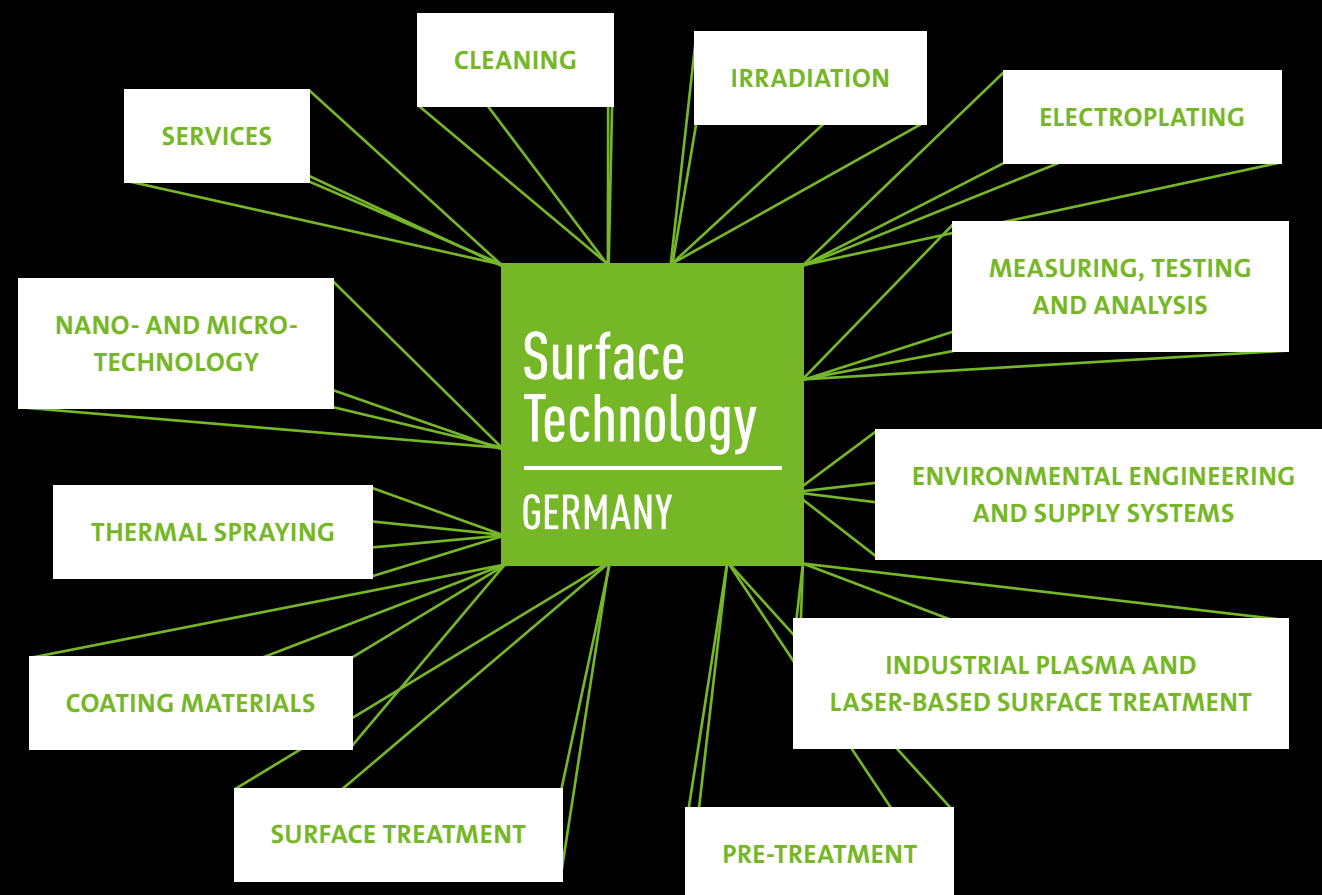


First-class infrastructure

You’ll be presenting your solutions in the industrial heartland of Baden-Württemberg. And you’ll benefit from excellent transport links to the venue, within easy reach of the airport and autobahn network.

Bringing out the best – the main display categories

The show covers the complete spectrum of surface treatment and finishing. Trade visitors can quickly find innovative solutions for applications at every stage of the industrial value-adding chain. As the only trade fair of its kind that embraces all sectors and materials, the show is the most important meeting-place of the year for buyers and decision-makers.



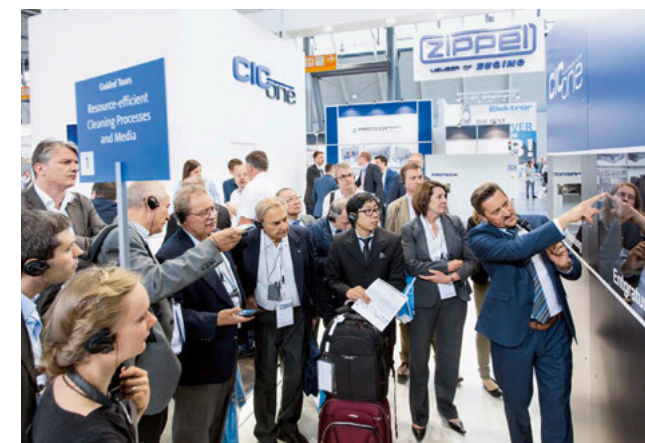
79% of exhibitors rate the calibre of visitors as “very good” or “good”

73% of visitors rate the economic outlook for the industry as “very good” or “good”

80% of visitors recommend the show

Spreading the word – the supporting program

The three days of the show are packed with opportunities to get your message across. It’s a chance to talk with customer groups from all sectors of industry, engage in knowledge transfer, and get plenty of lucrative new orders.



Theme park “Waste water and the environment”

Intelligent water and waste water systems are a topical issue for many manufacturers today. Intelligent processes can save businesses a lot of money, while also benefiting the environment. SurfaceTechnology GERMANY will be showcasing a very broad array of technologies in this growth area – which is why many customers have already announced their attendance.

Guided tours

The guided tours enable visitors to gather information about specific matters of interest in surface treatment technology. It is a quick and easy way for them to discover relevant solutions and innovations, and identify suppliers who can solve their problems. Meanwhile, participating exhibitors can present their products and innovations directly to a pre-selected target audience at their stands, resulting in additional contacts and sales prospects.

SurfaceTechnology Forum

The bilingual Forum is a must for international trade visitors. The focus is on the current status of research in surface treatment, as well as future developments and trends. Business professionals use the Forum to enter into dialogue with senior figures from the R&D community. The event is organized by technical media specialist WOTech GbR, with kind support from Fraunhofer IPA and VDMA Oberflächentechnik.

Surface Treatment Process Chain

The special presentation for the contract coating sector showcases the wide range of services available. In modern manufacturing, surface treatment and finishing are an integral part of the process chain. Specific requirements differ enormously, but contract coating specialists can supply a service for every need. The platform highlights current offerings, as well as future trends.

Theme park “Nano/Micro”

Microscopic structures, materials and systems are becoming increasingly important for nearly all exhibitors. This is why nano-, micro- and laser-based technologies have been high on the agenda at the show for many years now. Microsystems technology offers great potential for innovative surfaces. Areas of special interest highlighted at this group display include self-cleaning surfaces and improved scratch resistance.

Attracting the crowds – joint presentations

A great way to promote solutions and get them noticed: the joint presentations at SurfaceTechnology GERMANY are very popular with trade visitors. At the same time they offer exhibitors a very cost-effective option for placing their applications centre stage at the show.



Joint presentation “World of Surface Treatment”

SurfaceTechnology GERMANY is recognized as one of the leading industry platforms for the electroplating sector. Hosted by German trade association ZVO, the presentation covers more than 2,000 m² and offers ample space for contract finishers and suppliers of process engineering, plant, equipment and accessories to showcase their latest products and innovative research projects.

VDMA joint presentation

How can industrial applications be made more efficient? How can sustainability be implemented at affordable cost at every stage of the production chain? Answers to these and other questions being asked by the industry at present can be found here, at the stand hosted by the German Engineering Federation’s Surface Technology Section.



BMWi joint presentation

SurfaceTechnology GERMANY as a gateway to international markets: Promising young enterprises from Germany are the focus of attention at this joint presentation, hosted by the Federal Ministry for Economic Affairs and Energy (BMWi). In order to qualify for a place, companies must be less than 10 years old, employ fewer than 50 persons and have an annual turnover or balance sheet total not exceeding 10 million euros.

Group presentation by the German Enamel Association

Pioneering enamelling technologies and examples of new applications attract the trade visitors at the enamel industry’s most important presentation of the year. Decision-makers from all over Europe use this opportunity to explore future prospects for enamel – one of the most long-established, durable and eco-friendly of materials.



Positive signs – a strong echo

Kaiser GmbH Oberflächentechnik

ZIM-M

TH WIL DALL

cleanpart



Packed stands, new business leads – the original O&S was highly rated by exhibitors for its optimum blend of quantity and quality. Boasting a new name, the event now promises to deliver even more for the future. More international exhibitors and a growing number of trade visitors with investment plans have confirmed their attendance. SurfaceTechnology GERMANY is set to succeed from day one.

**Georg Fink, Marketing Manager
at Special Coatings GmbH & Co. KG**

"Mass-produced plastic parts with our special paint finish, replicating metallic or matt galvanized surfaces, gained us plenty of promising new contacts again at this year's O&S. Many visitors were not yet familiar with our processes, and they were excited. We hope that O&S will continue to grow in the coming years."



**Roland Gehring, Managing Director of
Benseler Oberflächentechnik GmbH & Co. KG**

"The show went very well for us, and our stand was well received. We had our organic and inorganic coatings on display, and welcomed many customers. Our impression is that there were more visitors this year, and that we had more serious inquiries than before."

**Christoph Matheis,
CEO of industry association ZVO**

"We are very pleased. The calibre and number of visitors were both very high, there was a real buzz at the 'World of Surface Treatment' display, and the feedback from our fellow exhibitors also registers high levels of satisfaction. We are also pleased to see a much more international visitor mix. O&S started out as a trade fair aimed at the domestic market, but that's no longer true. From the Association's point of view, too, O&S was a success. We signed up a number of new members in Stuttgart, and more firms will shortly be announcing that they are joining us. All in all, 2016 was the best O&S yet."



**Ludger Fuchs, Managing Director for Germany,
NOF Metal Coatings Europe**

"O&S is an absolute must. It's a bit like a family reunion. The show is for trade visitors only, so everyone knows exactly what he or she is looking for here. What we have noticed is that there is less and less in the way of technical innovation, but more cost-driven evolution instead. We see this as an emerging megatrend."



Dr. Martin Renner, Managing Director of Renner GmbH

"O&S was a very dynamic trade show for us. We had lots of serious inquiries, and the event clearly surpassed our expectations. The issues that trade visitors present us with are very practical and specific. In many cases, visitors are both users and decision-makers. We also like the international mix. We established new contacts with customers in Finland, Poland and France, and at the same time developed our contacts in the Asian region – in Korea, for example."

Transparent – Prices, terms and conditions

By deciding to exhibit at SurfaceTechnology GERMANY you'll secure your place at the top meeting-place for industry decision-makers. This is a great opportunity to fly the flag for your business – and you'll have our support.

Stand rental charge

Row stand	€ 203/m ²
Corner stand	€ 218/m ²
End stand	€ 227/m ²
Island stand	€ 235/m ²

(All prices plus VAT and AUMA charge)

Stand packages

	Basic package	Complete package
Comfort Line	€ 91/m ²	€ 129/m ²
Design Line	€ 117/m ²	€ 142/m ²
Exclusive Line	€ 151/m ²	€ 195/m ²

(All prices plus VAT)

Marketing service

An obligatory marketing charge of € 720 for exhibitors and € 610 for co-exhibitors embraces a package of additional benefits. Our professional editorial team will help you present your company and products on our website. Your customers will find you listed in our printed exhibitor catalogue, and details of your stand will be prominently displayed on the large plans at the entrances to the halls.

It's quicker to click!

The best way to book a stand is to use our Online Business System (OBS). So your exhibition stand is just a mouse click away. www.obs.messe.de

Flat-rate ticket allocation

The marketing charge also covers an unlimited allocation of free admission ticket codes, which you can use to invite as many visitors as you like to your stand. All your invited guests will enjoy free admission to SurfaceTechnology GERMANY 2018.

The bigger picture – SurfaceTechnology world-wide

The SurfaceTechnology network promises a still greater impact in 2018. The leading surface technology trade fairs on all major continents will now be working even closer together to deliver success for your business. All our exhibitors will gain from further improved access to all their global target markets – to the direct benefit of your growth strategies. Simply contact us.



North America

Canada

■ **parts2clean CANADA**, Toronto, 25 – 28 Sept. 2017

USA

■ **SurfaceTechnology USA**, Chicago, 10 – 15 Sept. 2018

Europe

Germany

■ **parts2clean**, Stuttgart, 24 – 26 Oct. 2017

■ **SurfaceTechnology GERMANY**, Stuttgart, 5 – 7 June 2018

■ **SurfaceTechnology Area HANNOVER MESSE**, Hannover, 1 – 5 Apr. 2019

Eurasia

Turkey

■ **SurfaceTechnology EURASIA, WIN EURASIA**, Istanbul, 15 – 18 March 2018



You can find full details of our international portfolio of events at: www.hannovermesse.de/en/worldwide



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