

20–24 APRIL 2026

STARTUPS WANTED



BE PART OF HANNOVER MESSE SHOW YOUR INNOVATIONS!

Join us at the world's leading trade fair for industrial technology. Our attractive startup offers are tailored to fit your needs, connecting you to decision-makers with enthusiasm for new ideas and generating the interest that your products and projects deserve!

At HANNOVER MESSE 2026, the Startup Area has a new home in Hall 11. In addition to a first-class exhibit area with integrated booth construction, it also features attractive stages for your pitches plus additional formats that promote networking and lead generation.

OUR TIPS FOR YOUR TRADE FAIR SUCCESS:

The new Solution Labs – located at the three main exhibit areas **Research & Technology Transfer**, **Automation & Digitalization** and **Energy & Industrial infrastructure** – provide new avenues for exchange, cooperation and practical knowledge transfer, adding even more value for all participants.

Whether at in-depth Masterclasses, focused round tables or a speed dating session, the interactive dialog promotes targeted matchmaking and qualified lead generation. This is where decision-makers, experts and thought leaders come together in an efficient and solution-focused way.

You may also highlight your innovations with **product presentations** and participate in **panel discussions and talks** – more great ways to win valuable contacts and increase your company's visibility. Play an active role in shaping the industry of tomorrow! Please do not hesitate to contact us for further information!

STAY TUNED: Join us throughout the year for special events organized with well-known industrial companies and partners – together we guide you to HANNOVER MESSE 2026. And make sure to follow us on LinkedIn and subscribe to our newsletters.



JOIN HANNOVER MESSE 2026 REGISTER NOW TO EXHIBIT PARTICIPATION OPPORTUNITIES

STARTUP COUNTER

Turnkey solution that includes:

- Booth construction
- Standard furnishings
- Lounge access incl. hot and cold beverages
- Marketing services (lettering, digital package, etc.)

€ 2,900



NETWORK PARK

If you support startups, you can open your own network park at the STARTUP AREA by hosting at least two startups per day.

- Booth construction incl. attractive wall elements
- Standard furnishings for two counters
- Lounge access incl. hot and cold beverages
- Marketing services (lettering, digital package, etc.)

from € 9,200

CLUSTER PARK

Host at least ten startups under the umbrella of your organization/topic at a group pavilion:

- Booth construction incl. attractive wall elements
- Standard furnishings for 10 counters
- Lounge access incl. hot and cold beverages
- Marketing services (lettering, digital package, etc.)

from € 37,000



Please note that all illustrations are examples of counters, network parks and cluster parks and subject to change without notice. Furthermore, the above visualizations include optional service components such as plants, graphic areas, etc. that in some cases are not included in the package price but can be ordered at additional cost.

DO YOU PREFER TO BUILD YOUR OWN BOOTH?
We also offer individual floor space starting at €185/m².
(70m² minimum)



Deutsche Messe

Deutsche Messe | Messegelände
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PLEASE CONTACT US WITH ANY QUESTIONS – WE ARE HAPPY TO HELP PLAN YOUR PARTICIPATION AT HANNOVER MESSE 2026.

YOUR CONTACTS

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