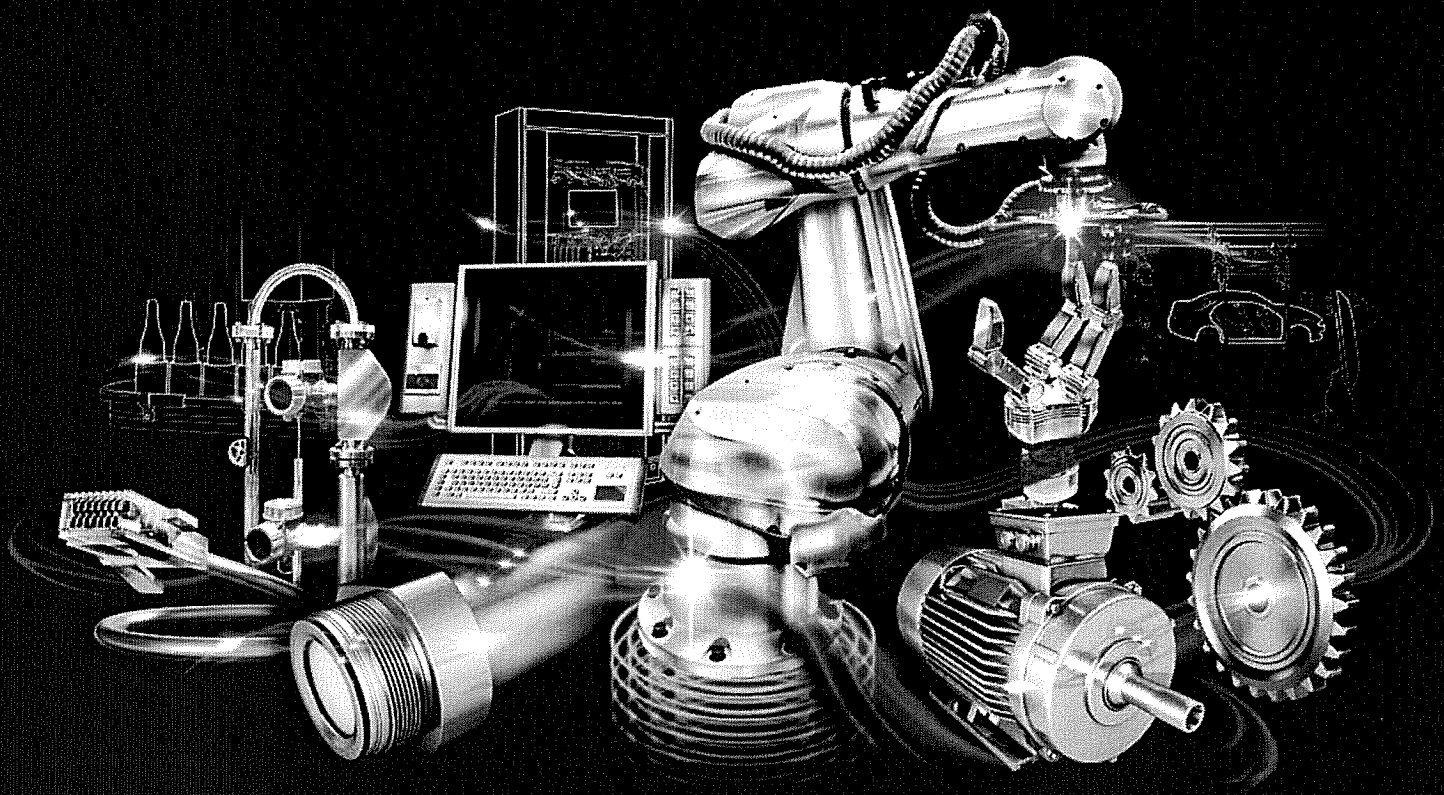
Industrial Automation

Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions

7–11 April 2014
Hannover · Germany

hannovermesse.com



Deutsche Messe
Hannover · Germany

Industrial Automation

HANNOVER MESSE

Exploit dynamic market trends – at **Industrial Automation.**



Automation technology is an area which has for many years been characterized by innovation. Nowhere is this more evident than in the application of IT in industrial production. Industrial Automation at HANNOVER MESSE is dedicated to what has been rightly called the fourth industrial revolution. It asks, for example, where and how can the new technology be applied? How much potential is there for networking every industrial segment? The event has a proven record of identifying key themes, thus contributing to progress in this sector. The line-up of highly innovative technology shows here helps to drive business and ensures that exhibitors meet promising new customers from different markets. The international profile of the event and the broad spectrum of topics and trends covered by Industrial Automation offers exhibitors new opportunities to tap into global markets and thus helps secure your business success.

In 2014 Industrial Automation will again take up the themes that interest trade visitors from various sectors: the networking of automation and IT, process automation, energy and materials efficiency, robotics and systems integration, as well as smart systems offering solutions in assembly and handling.

Exhibit at Industrial Automation and use this international platform to present your solutions to key target groups and industrial segments.

Yours sincerely,

T. Forsblad

Tessa Forsblad, Director, Industrial Automation

Only Industrial Automation offers you:

Direct access to international markets
Present your automation solutions in a dynamic business environment driven by innovation and research. Use this unique opportunity to meet professional visitors from all over the world and access new sales markets. Top people from every sector and every level of relevance to your company – from mechanical engineering to information technology, from managing directors to product development engineers – come to Hannover.

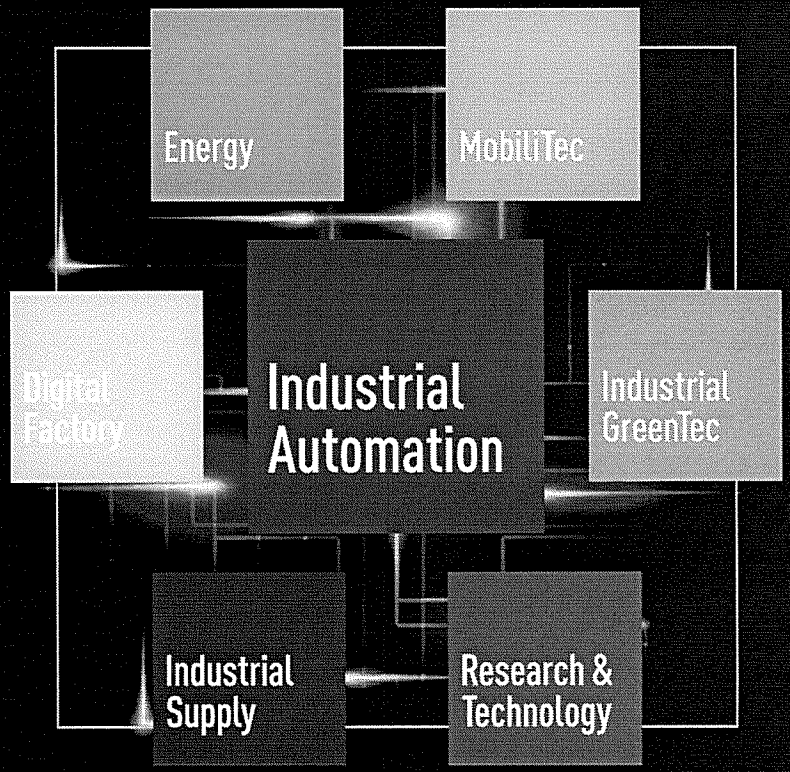
Worldwide media attention
Present your networking solutions, e.g. in the fields of IT-based automation technology or robotics to the world media gathered at this leading international event and position your products in the context of major industrial growth markets.

A unique platform for new business
Exploit the huge potential for reaching decision-makers from business, science and politics. Use the well-established forum meetings and special displays to develop and build your network.

Focus on automation – benefits for **all sectors.**

Automation is a key technology that impacts on many industrial sectors. As an exhibitor at Industrial Automation you will be in the centre of things – part of a constellation of seven interrelated leading trade fairs that make up HANNOVER MESSE. In particular, the proximity to the leading trade fair for integrated processes and IT solutions – Digital Factory – will ensure more interest in your exhibits and optimal conditions for networking and meeting new customers. Your stand will also benefit from visitor traffic from the trade fairs Energy, MobiliTec and Industrial Supply.

Due to the broad spectrum of technology covered and the emphasis on cross-industry issues, exhibitors can be sure of an audience of industry professionals. There's no better way to get new contacts in your target groups.

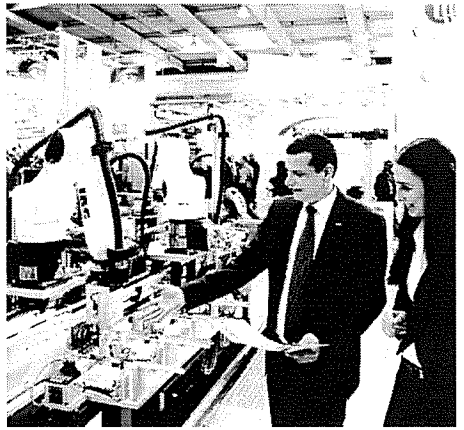


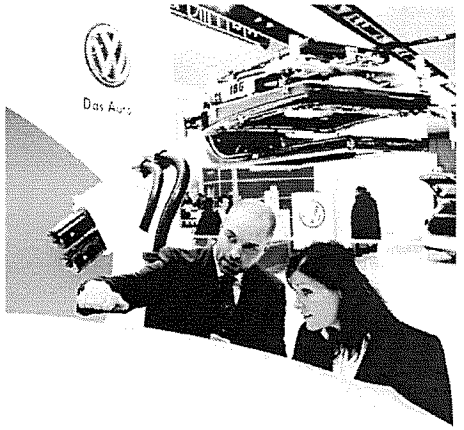
Clear hall layout – a concept for **maximum success.**

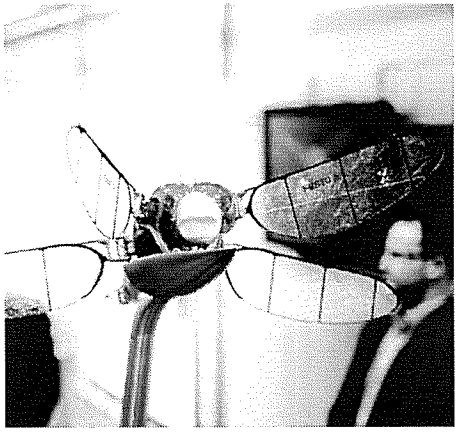
Information technology and intelligent systems for industrial automation are revolutionizing production and will again be the highlight at Industrial Automation in 2014.

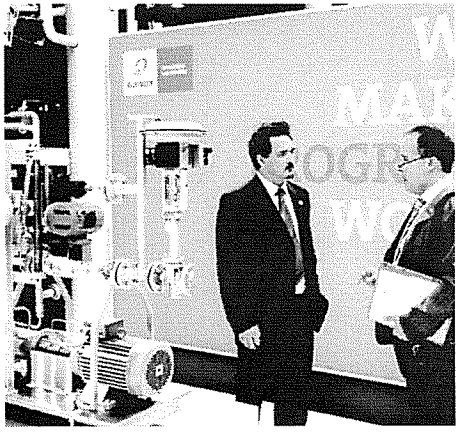
The display category Process Automation will present cutting-edge technology designed to optimize efficiency and return on investment. For robot manufacturers and specialists in systems integration Industrial Automation is a springboard to new international markets.

A total of seven halls are dedicated to industrial automation, process automation and industrial IT. Visitors are guided to the display highlights which are linked together to form the Automation & IT Tour.





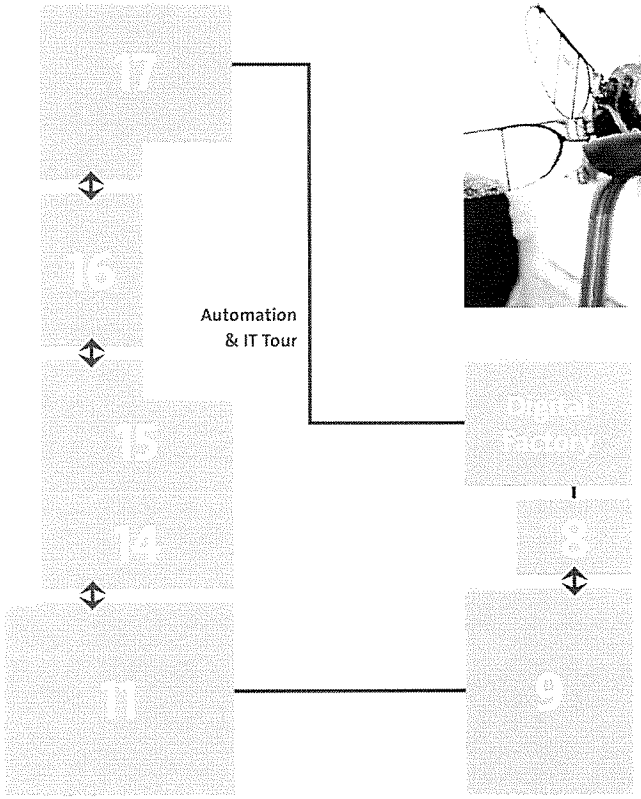




Production Automation (Halls 16, 17)
- Robotics and Automation Solutions
- Mechanical and Plant Engineering
- Assembling and Handling Systems
- Image Processing
- Drive Technologies
- Identification
- Linear Technology
- Pick and Place
- Mobile Robots
- MicroTechnology – Smart Systems for Automation
- Lasers

Production and Process Automation (Halls 14, 15)
- Electric Power Transmission/Motion Control
- Pneumatics
- Production Logistics and Handling technology
- Pumps, Pump Systems and Fittings
- Vibration Measurement Systems
- Energy Efficiency

Process and Energy Automation (Hall 11)
- Solutions for Automation and Energy Engineering
- Process Automation Solutions
- Process Control Systems
- Instrumentation (Measurement and Control)
- Process Analysis Technology
- Connection/Interface Technology
- Industrial Building Automation
- Engineering, Maintenance, Services



Industrial IT (Halls 8, 9)
- Industrial communication for the production environment
- Control technology
- IPCs
- SPS
- Sensor Technology, Instrumentation (Measurement and Control)
- Image-processing Sensors
- Security Technology
- Connection/Interface Technology
- Industrial Security & Product Protection
- Wireless & M2M

Themed **special displays** for added value.

Our special displays are extremely popular and offer SMEs in particular an excellent opportunity to reach their target groups. You can pick the form of participation to suit your specific needs – e.g. present a company lecture at the Forum, take part in a group display stand or a special display area.



Special displays for the production automation sector

Application Park & Forum Robotics, Automation & Vision (Hall 17): Experts in systems integration, robot manufacturers and specialists in industrial image processing will stage live demonstrations of their robot-assisted automation concepts on a 500 m² action zone. The display is complemented by an expert forum on robots.

Micro Technology – Smart Systems for Automation, incl. Forum (Hall 17): Innovative microtechnology could make a major contribution to industrial automation in the years ahead. Put your solutions in micro, nano and laser technology at the focus of attention.

Mobile Robots (Hall 17): Make sure that your technology is among the ever-popular display of driverless transport systems, flying robots, diving robots and service robots. Universities offer a vision of the future, presenting their latest findings and prototypes of intelligent, networked and mobile robots. Put your company in this important sector, which will shape industry and everyday life in the future.

New! **Assembly Solutions Park (Hall 17):** Participation in the joint display Assembly Solutions is a really worthwhile option. This modern exhibition stand offers good opportunities to network with other exhibitors and comes complete with stand assembly, catering and a PR/publicity package. It's the perfect choice for SMEs.



Special displays for the process automation sector

Efficiency Arena (Hall 14): Boost your company profile by taking part in this popular forum and present your energy-saving products to an audience of high-calibre politicians and key figures from the EU. Here you can engage in discussions about energy efficiency and position your company as a provider of leading technology.

Pumpplaza (Hall 14): Organized in cooperation with the trade journal Pumpe DE this popular group display stand will again provide ideal display conditions in 2014. An ideal opportunity to show your pumps, pump systems and components to potential buyers across industry.

New! **The Process Automation Arena (Hall 11):** As from 2014 this new central stand, together with an adjoining forum and workshop sessions, will cover all major aspects of process automation. Experts will discuss key parameters such as measuring accuracy, pressure, temperature, filling levels and liquid analysis.



Special displays for the IT sector

Industrial IT & Forum Industrial IT (Hall 8): The forum offers you the chance to outline your company's expertise in optimizing automation and product lifecycle management in practice-oriented lectures and discussions with visitors. The main topics are IT security, network management and production planning.

Industrial Security & Product Protection (Hall 8): This exhibition area is an attractive stage for your innovative solutions for brand and product protection. Laser identification, encryption and software protection will be among the keynote themes.

Wireless & M2M (Hall 8): Exhibit your products at this showcase for every aspect of wireless and machine-to-machine communication. The main focus of this display category, which always attracts an international audience of professionals, will be wireless technology.

Young, innovative companies at Industrial Automation (Hall 8): The self-employed, freelancers, company founders and young entrepreneurs are encouraged to take part in this stand. Indeed, German businesses which meet specific criteria may receive up to 70% of the costs of their trade fair participation from the German Ministry for Economic Affairs and Technology. Only German companies can take part.



Your "tour highlight" on the Automation & IT Tour

The Automation & IT Tour links the exhibition halls featuring Industrial Automation and Digital Factory. The route is traced by a red carpet, along which there are various designated attractions. Does your company have an "Attraction" which you would like to highlight or would a sponsorship of the Automation & IT Tour be a better way of raising your profile? Simply contact us for advice.

Important dates in the robotics calendar

ROBOTICS KONGRESS on 5. 12. 2013 in Hannover

Presentation of the ROBOTICS AWARD on 8. 4. 2014 at HANNOVER MESSE. Applications to this competition must be submitted by 12. 2. 2014 at **www.automationsnetzwerk.de/home!**

Impressive **visitor numbers** for 2013.

Figures for Industrial Automation at HANNOVER MESSE 2013:

Visitors

217,000 visitors at HANNOVER MESSE, incl.
107,600 who attended Industrial Automation

Trade visitors

95.1% trade visitors
27.7% from outside Germany

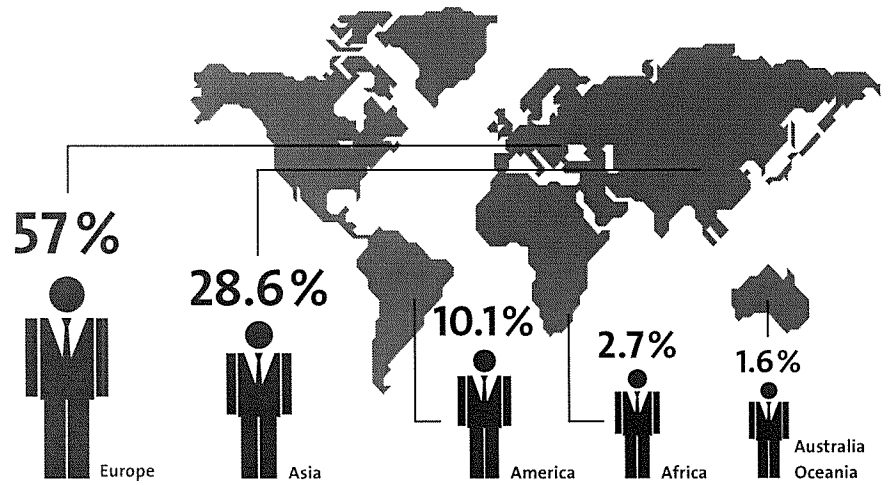
High-calibre contacts

68.7%
decision-makers

28.3%
with firm investment plans

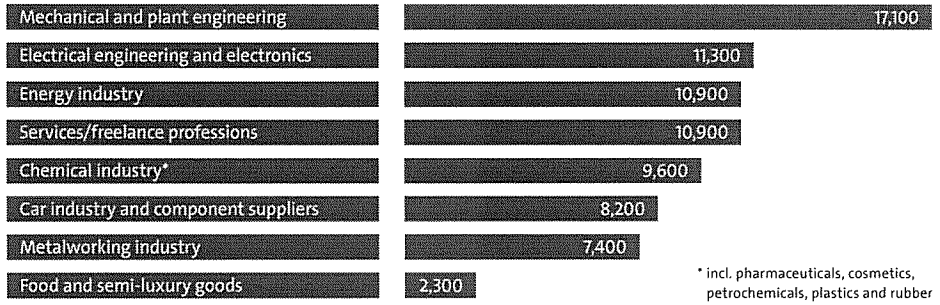
The whole world at HANNOVER MESSE

High-calibre visitors from every continent come to Hannover looking for pioneering solutions.



An interdisciplinary approach to reaching new markets

Trade visitors according to area of business at Industrial Automation 2013:



* incl. pharmaceuticals, cosmetics, petrochemicals, plastics and rubber

Global success with Industrial Automation Events Worldwide.

International specialists with an abundance of local expertise: Industrial Automation is a core theme of six other trade fairs at locations outside Germany. These leading events offer further opportunities to secure a position on international markets and profit from the global network of HANNOVER MESSE, which not only boasts decades of experience in organizing leading trade fairs but also cooperates closely with industry and industry associations across the world.

An overview of our events:

WIN – Eurasia Automation, Istanbul
19–22 March 2014

Industrial Automation, Beijing
7–9 May 2014

Industrial Automation NORTH AMERICA, CHICAGO
8–13 September 2014

IAS – Industrial Automation Show, Shanghai
5–9 November 2013, November 2014

Industrial Automation at WIN INDIA, Dehli
17–20 December 2013, 10–13 December 2014

Industrial Automation RUSSIA at ITFM, Moscow
24–27 September 2013, September 2014

Your contact for enquiries about our international events:
Dorothea Schütz, dorothea.schuetz@messe.de, +49 511 89 33087

Services for your **perfect trade fair performance.**

As an exhibitor at HANNOVER MESSE you profit from customized solutions – from an individual presentation at your own stand to a complete, turnkey solution. Discover the different options and find the best solution for your company presentation. We would be pleased to advise you on the right choice based on your aims and requirements.

Individual stand option

Customize your stand according to your needs: with this option you simply book the stand space and can choose various options from our extensive range of technical and marketing services.

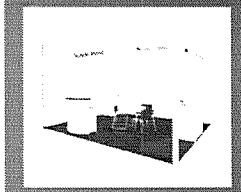
Basic rental charge for indoor space	€ 204 per m²
Basic rental charge for open-air site	€ 79 per m²

Early bookers are rewarded!
Take advantage of the attractive early booking rate available until 15 September 2013.

The fair-packages

Minimum effort, maximum trade fair success: We provide a package covering stand assembly, basic utilities, business lead management, catering services and numerous marketing services. This reduces your organizational preparations to a minimum. Simply select one of the four packages and two upgrade options to find the solution which suits you best! Our team will be pleased to advise you on the fair-package hotline at +49 511 89-38000. You can calculate your own fair-package costs online at www.hannovermesse.de/en/fairpackages.

Please note: The stands illustrated contain additional fittings/furnishings which involve an extra charge.

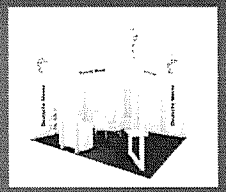


Basic

as from € 3,671[1]

Upgrade price Basic+ as from € 4,929[1]

Price for additional fittings as shown above € 569.50[3]

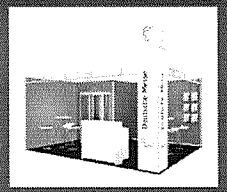


Comfort

as from € 5,082[1]

Upgrade price Comfort+ as from € 8,032[1]

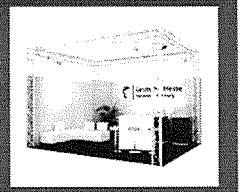
Price for additional fittings as shown above € 1,589.08[3]



Premium Style

as from € 9,376[2]

Price for additional fittings as shown above € 1,618.75[3]



Premium Trend

as from € 9,376[2]

Price for additional fittings as shown above € 1,759.30[3]

[1] Early booking price for basic 9 m² row stand
[2] Early booking price for basic 12 m² row stand
[3] Additional cost for digital prints

All prices are subject to VAT.



New business contacts all year round with Match & Meet

Our professional matchmaking services facilitate world-wide business leads.
All Match & Meet services are available in modules which can be ordered separately to meet your individual needs. The spectrum ranges from online contact services to the efficient planning of appointments through to the organization of personal meetings at the trade fair. Find out more at www.hannovermesse.de/en/match-and-meet.

Get new customers with Deutsche Messe Interactive

Enjoy exclusive access to B2B decision-makers with responsibility for company budgets, many of whom come to Hannover with concrete investments in mind. Deutsche Messe Interactive will also target potential business partners all year round with personalized e-mail campaigns and intelligent online tools on the relevant sites – all geared to new business for you. More information at www.messe-interactive.de/en.

Professional event and visitor management with event it

Benefit from our web-based software for efficient visitor management! We offer flexible solutions for your exhibitor and visitor ticket management, individual online registration and modern lead tracking/management. event it, an experienced partner, will make a significant contribution to the success of your trade fair presentation and your events, including provision of personnel. Find out more at www.eventit.ag.



The convenient option:
Online registration via OBS.
You can start planning for HANNOVER MESSE 2014 immediately – via our Online Business Service (OBS) at **www.obs.messe.de.**

OBS

The HANNOVER MESSE Team will be pleased to advise you on all questions you have about your trade fair participation.
Your contact for initial enquiries:
Emanuel Marra
+49 511 89-31146
hannovermesse@messe.de

Everything you need to know:
All details of prices and services can be found in our price list.
All conditions of participation can be accessed online at **www.hannovermesse.de/en/participation.**



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Contact details for our local sales partners worldwide are listed at
www.messe.de/salespartner_gb.

For news, updates and more visit Industrial Automation on Facebook.