Digital Factory

Leading trade fair for industrial automation, industrial IT and industrial suppliers

7–11 April 2014
Hannover • Germany

hannovermesse.com



HANNOVER MESSE



From the very start the integration of all processes in the industrial value chain has been the core topic of Digital Factory, the Leading Trade Fair for Integrated Processes and IT Solutions. This focus was reflected by the HANNOVER MESSE slogan in 2013 – Integrated Industry. Embedded software is the most important driver of innovative products, while IT solutions such as those showcased at Digital Factory are the key tools for developing and manufacturing these products.

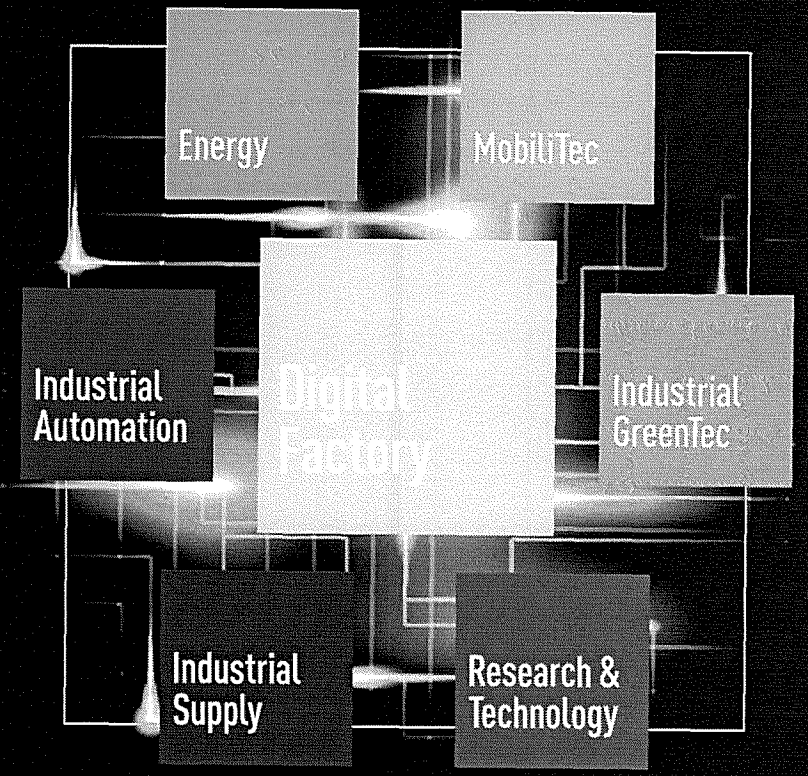
This leading trade fair has long been a pivotal event at HANNOVER MESSE. After all, the other trade fairs present products that are the result of IT solutions on display at Digital Factory. Industry 4.0 is the name of the major trend that is today enabling intelligent technical systems to conquer the world. For anyone who wants to find out how, Digital Factory will provide the answers.

Yours sincerely,

Olaf Daebler, Director, Digital Factory

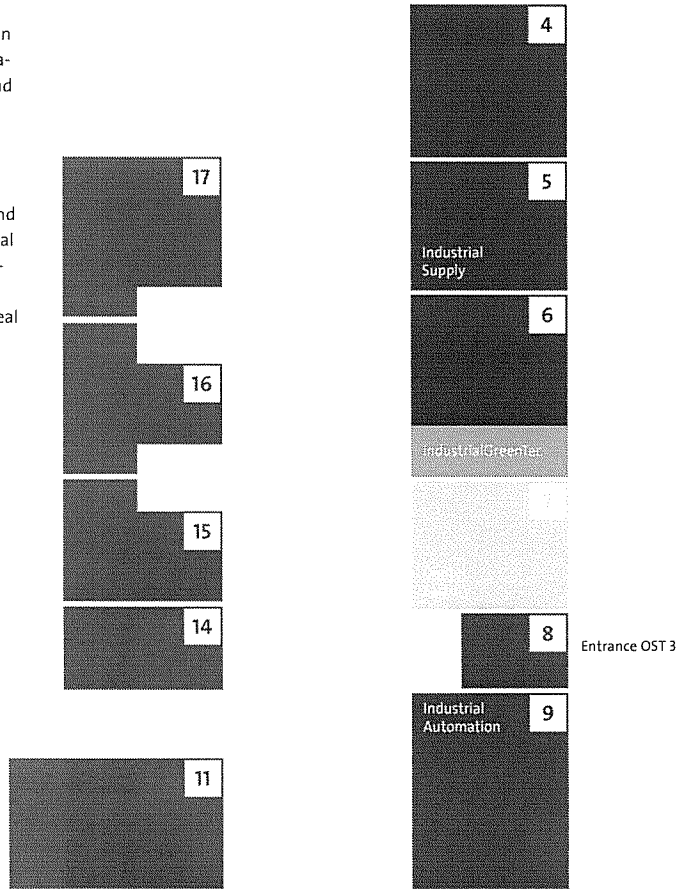
The go-to event for exhibitors at all leading trade fairs.

Whether automation or the subcontracting industry, research or energy, mobility technology or environmental technology – all the exhibitors in Hannover use the tools showcased at Digital Factory to digitally develop and manufacture their own products. The synergetic benefits are obvious here.



Digital Factory has had an optimal location since 2012. At the focal point of industrial IT, it is the hall for exhibitors offering automation solutions and innovative IT providers with close links to science and research. Hall 7 is situated between research, development and innovative technologies in Halls 4 to 6 and production automation in Halls 8 to 17.

At the interface between product ideas and concepts on the one hand and realization on the other. Virtual product development and production planning are areas where the boundaries between digital and real industry are blurred. That fits.



Exhibition keynotes

Virtual product development (CAx)
From CAD for mechanics through electronic CAD and electronics to simulation

Process integration
Software-controlled integration of the key value-added processes

Product lifecycle management (PLM)
Management of data and processes – from requirements to recycling

Visualization
Process, product and system data in 2D, 3D or as virtual reality

Enterprise resource planning ERP (production planning)
Order processing, logistics, planning of all company resources

Supply Chain Management
Intelligent SCM solutions for the efficient integration of suppliers

Manufacturing execution systems MES (production control)
Production management, production control systems and machine data

Technical sales and service
Current data from product development, IT-supported customer service

Rapid prototyping and rapid manufacturing
Fast ways of building prototypes and components, 3D printing

Virtual commissioning, offline programming and set-up
Reduced downtime and machine set-up times, higher process reliability

... program, displays and conference



Digital Factory is more than an exhibition. Indeed, in cooperation with experts and industry associations, Deutsche Messe organizes a program of supplementary events that address topics covering far more than the individual product categories. Not the same topics each year, but those that are currently the most important.

Some events are not at all suited to the hustle and bustle of an exhibition hall. They need a smaller, more peaceful environment. Talks and expert discussions, for example, are best held in the Convention Center directly opposite rather than in the middle of Hall 7.

Other events require an infrastructure that cannot feasibly be provided at each stand. This is why special designated areas are used for a program of events in which exhibitors can participate.

Group presentations for specific provider categories or product groups are always in demand. For new, innovative companies in particular they offer an excellent opportunity to showcase what they do at low cost.

Digital Factory is supported by the German Engineering Federation (VDMA), and all decisions regarding the Digital Factory concept take account of the VDMA's opinions. What's more, the VDMA shared stand is an integral part of the trade fair. In 2013, BITKOM was represented at Digital Factory for the first time with its own shared stand.

It is the interaction of key players that defines Digital Factory and makes this event an absolute "must" in the industry calendar. Every year.







Taking place for the sixth time and in conjunction with Digital Factory is the two-day MES Conference. It addresses topics relevant to discrete manufacturing on the first day and issues of importance for the processing industries on the second day. The event receives the professional support of several top German industry associations, including NAMUR, VDI, VDMA and ZVEI. Attendance at the Conference is always excellent. This is due, not least, to the many interesting and noteworthy examples of applications presented by leading companies.

3D visualization has become "common currency" across industry – in all processes and areas of application. As a basic technology, it is the central theme of the fourth "Technology Cinema 3D" presentation, which demonstrates the value of 3D in simplifying processes and indicating the best use and selection of engineering solutions.

The inaugural CAE Forum took place in 2013 and focused on numerical simulation. It is anticipated that the event will be even bigger in 2014. Representatives from industry and higher education will give specialist talks examining topics such as IT services and quality assurance in virtual product development.

2014 will see the first special display of Additive Manufacturing (AM) under the direction of NC Gesellschaft e.V. and involving various partners from industry. Here the spotlight will be on the use of digital data for the generative process of manufacturing plastic and metal components. Another major topic will be the distinction between basic and professional 3D printers. Trade fair visitors will have the opportunity to get "hands-on" during this event.

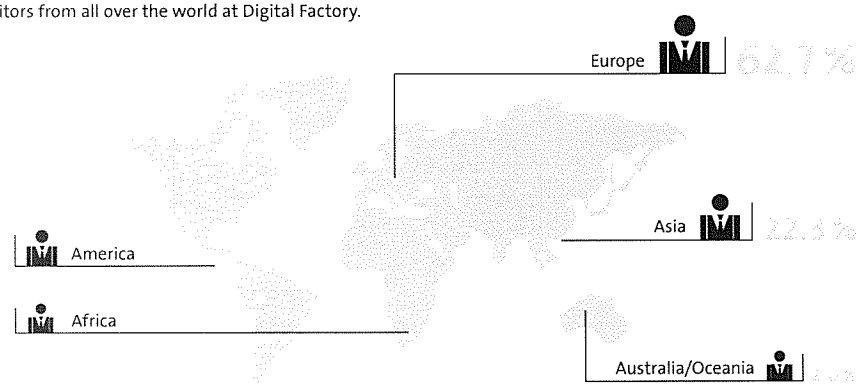
... and international: ... at Digital Factory.

At Digital Factory you can address industry professionals from your target sectors – from all over the world. Reap the benefits of HANNOVER MESSE's huge appeal.

visitors in total

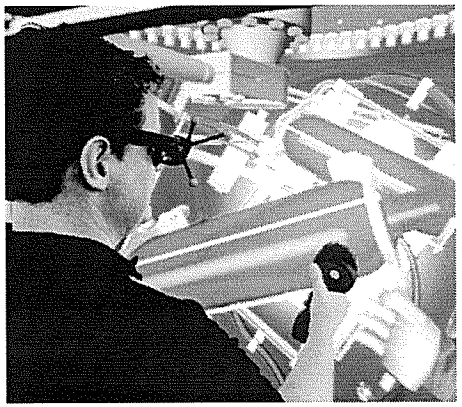
Over trade visitors, including from outside Germany

Meet visitors from all over the world at Digital Factory.



Don't miss this opportunity to showcase your products and services to all industrial sectors at Digital Factory.







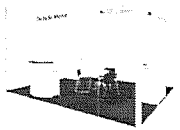
trade fair performance

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.

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.

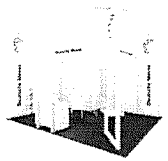
Basic rental charge for indoor space
Basic rental charge for open-air site

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 . You can calculate your own fair-package costs online at .



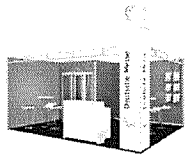
as from € 3,671[1]

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

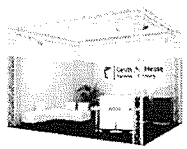


as from € 5,082[1]

Upgrade price Comfort+ as from € 8,082[1]



as from € 9,376[2]



as from € 9,376[2]



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 .

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 .

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 .





VDMA