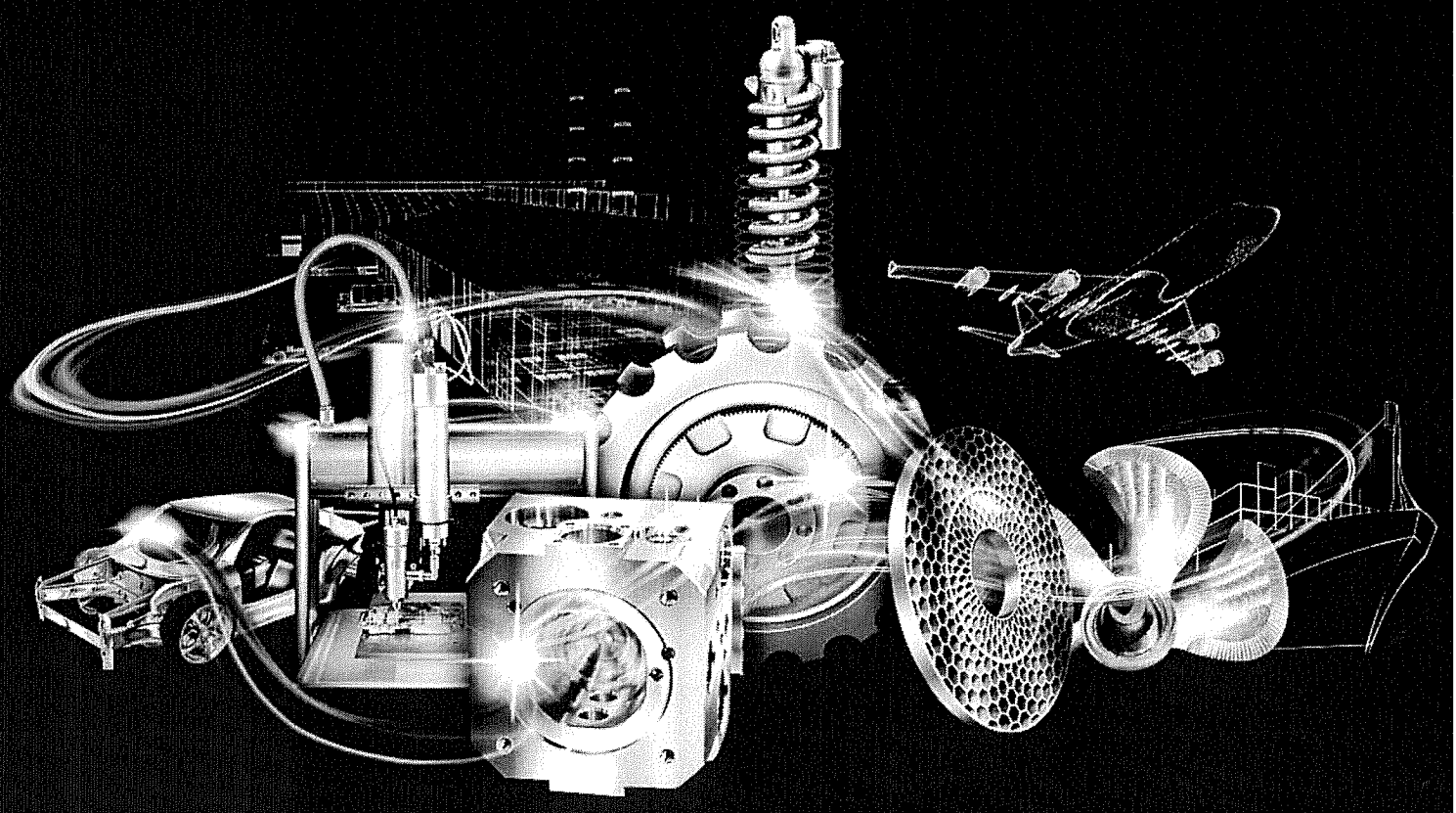
Industrial Supply

Leading Trade Fair for
Industrial Subcontracting and
Lightweight Construction

7–11 April 2014
Hannover • Germany

hannovermesse.com



Deutsche Messe
Hannover · Germany

Industrial Supply

HANNOVER MESSE

Welcome to the world's **leading trade fair for industrial suppliers!**



Boasting highly specialized expertise and adaptability, industrial suppliers play an important role in their customers' ongoing drive for innovation. The components and assemblies supplied by these specialist subcontractors are vital for the manufacture of all downstream end products. This symbiotic relationship makes today's industrial suppliers the forerunners of what we now call "Integrated Industry".

Exhibitors at Industrial Supply will show how the growing demands of customers can be met through intelligent components and assemblies and collaborative partnerships. Attended by decision-makers from all your user sectors and over 50 nations, this show is the ideal place for you to market your solutions for materials, components, systems and processes.

So make the most of this opportunity to take your business to the next level. We look forward to seeing you at the show!

Yours sincerely,

Arno Reich, Director, Industrial Supply

Only Industrial Supply offers you all these benefits:

Promising new contacts from all over the world

Industrial Supply attracts visitors of proven calibre from many countries. Exhibitors, trade visitors and investors from every continent come to Hannover with specific investment plans in mind. All of this makes the show by far the most important global sourcing event for the industry.

All your target sectors in one place

Make the most of unique sales opportunities:
At Industrial Supply users from all sections of the subcontracting industry come into contact with exhibitors from all sectors of modern industry. This is your opportunity to win new customers and sign new business partnerships.

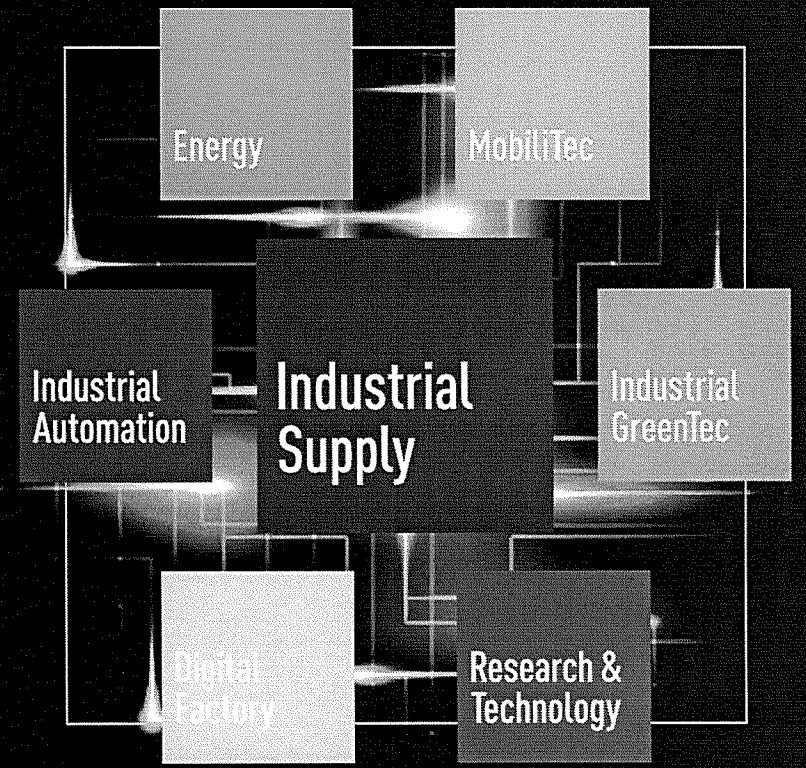
Knowledge-sharing and new networking opportunities

At Industrial Supply you'll be talking to a wide range of people from industry, the scientific community and government. So it's a great opportunity to develop your network of contacts. At the same time you can contribute to the transfer of knowledge in areas such as lightweight design and construction and the more efficient use of materials and resources.

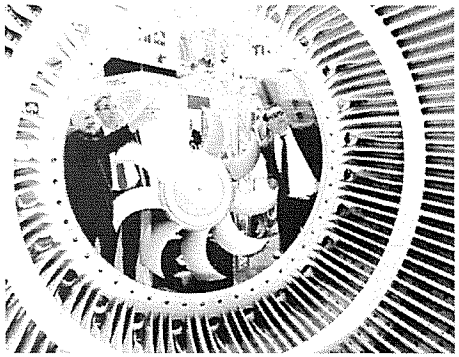
Integrated into the **world's leading industrial trade fair.**

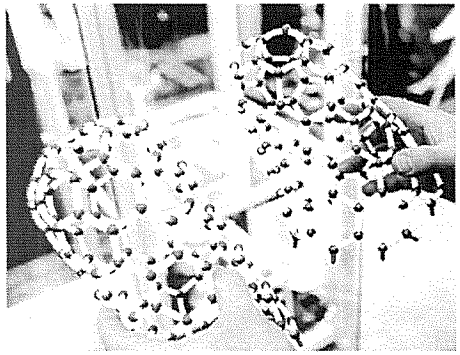
At Industrial Supply you'll be exhibiting at the heart of the world's largest and most important industrial trade show: With its unique line-up of 7 major trade shows, HANNOVER MESSE serves as a global marketplace for the industrial sectors worldwide that buy your products. So the exhibitors and trade visitors at all these shows are all potential customers.

Make the most of the unique synergies generated here by the presence of producers and buyers from all sectors of industry and all stages of the industrial value-adding chain.



Solutions for every need.
Get noticed!

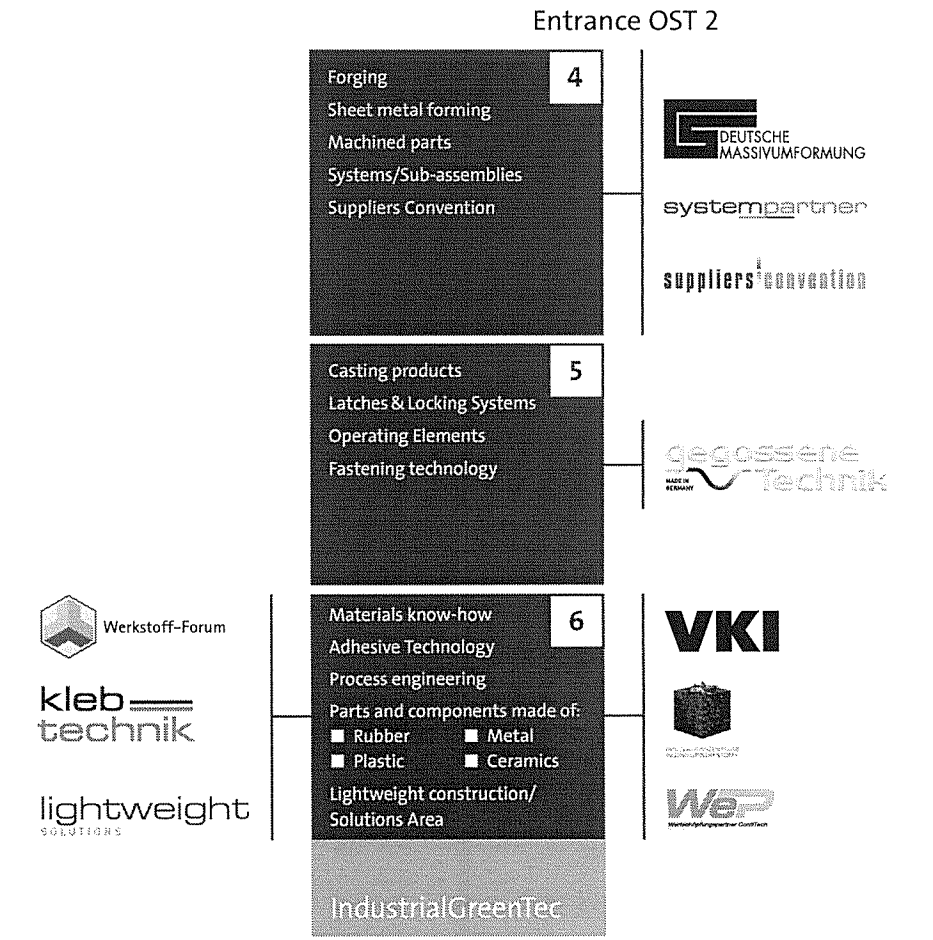




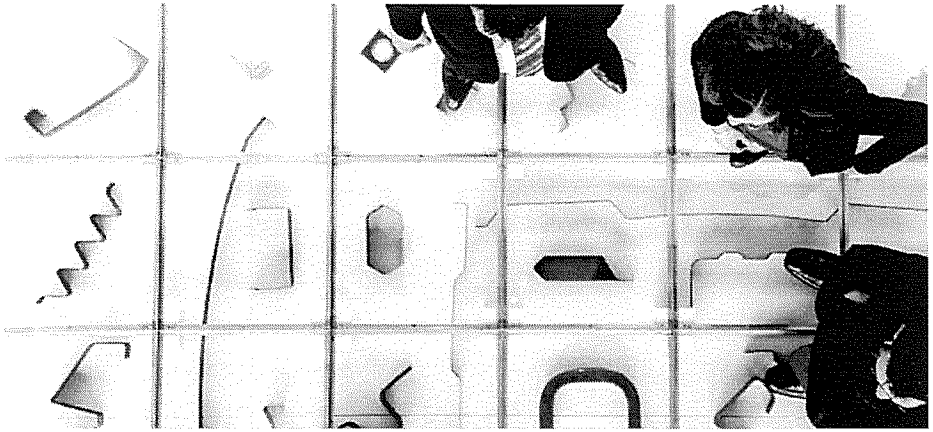


The established layout of Industrial Supply puts everything within easy reach. As visitors tour the exhibits at HANNOVER MESSE they will find all the displays of subcontracting products conveniently grouped together in adjacent halls. This ensures that potential customers from all sectors of industry are channelled in your direction and will have no difficulty in finding your stand.

- Hall 4 houses the displays of forging and sheet metal forming, machined components, systems and sub-assemblies. The high-calibre lecture and discussion forum "Suppliers Convention" promotes the interdisciplinary sharing of knowledge and provides an additional attraction for visiting professionals.
- Hall 5 provides a central location for the displays of foundry products, closure systems, controls and fastening technology at the heart of the show.
- In Hall 6 visitors will find displays of materials know-how, joining and adhesive bonding systems, along with lightweight design and construction and the Materials Forum.
- Sharing the space in Hall 6 is the leading trade fair IndustrialGreenTec, which provides direct access to industrial environmental technologies.
- At Research & Technology you'll find plenty of exhibitors and visitors with shared interests, not least in the area of lightweight design and construction. And you'll be able to catch up on the latest developments for saving energy and resources. At Digital Factory, meanwhile, you can make useful business contacts with suppliers of IT solutions for better process integration as well as product design and development.



All the right customers.
Right on target.



Industrial subcontracting – driving innovation across industry

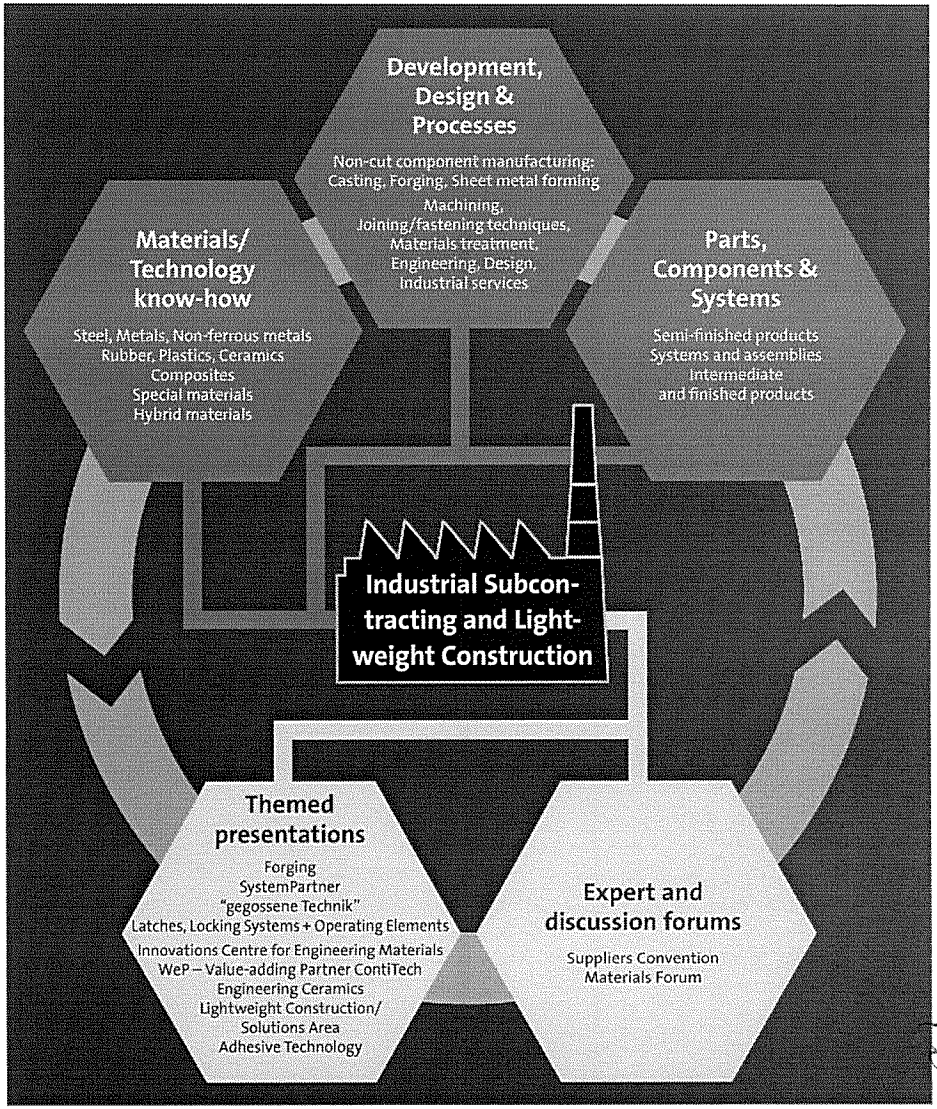


The role of specialist suppliers within integrated industrial processes today is increasingly important. Only at Industrial Supply are all the latest developments from all sections of the subcontracting industry presented at the same time and in the same place to an international audience of industrial users.

Displays in key topic areas such as lightweight design and construction and the efficient use of materials are grouped together by theme in order to promote networking and knowledge transfer. An extensive series of theme parks and forums creates the perfect setting for you to talk business with your potential customers. In short, there's no better place to generate new business than this – the top international marketplace for subcontracting solutions.

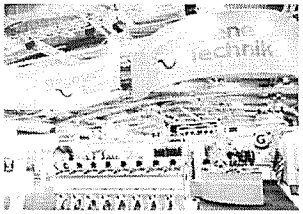
A wide choice of presentation options
Would you like your company to be featured in a special event, a theme park, or one of the group displays that focus on a particular theme or region? Our Industrial Supply team will be pleased to advise you. You can find full details by going to **www.hannovermesse.de/en/industrialsupply**.

Exhibition **keynotes.**

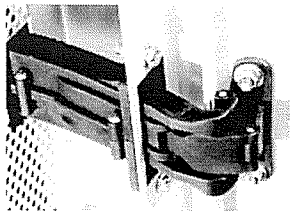


Concentrated expertise:
Setting the scene for your success.

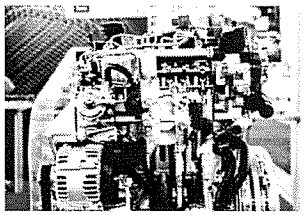
As well as your own corporate stand, Industrial Supply offers you a range of themed presentation formats designed to get you talking to your customers and colleagues. This is your chance to open up new sales opportunities by using the forums and special displays to showcase your product and process innovations.



Theme Park "gegossene Technik"
German companies will be displaying their sophisticated castings, modern production methods and comprehensive service offerings in a show of competitive strength in the international marketplace. This group presentation is organized by the German Foundry Industry Association (BDG).



Theme Park "Latches, Locking Systems + Operating Elements"
Manufacturers of locks and fastenings, hinges, locking levers, controls and standardized parts show their latest products. Exhibitors of fastening systems complete the line-up. Meet potential customers from a variety of relevant sectors, including mechanical engineering, the car industry, housings and electrical engineering.



Theme Park "Forging"
The latest trends and developments in the efficient use of materials and resources are a major focus of interest here at the industry's biggest presentation at Industrial Supply. Organized by the Industrieverband Massivumformung, the theme park is the perfect platform for you to position yourself as a supplier of innovative high-tech forgings.



Theme Park "SystemPartner"
The central theme of this presentation is the special expertise that systems suppliers bring to their role of adding value to industrial products. Choose this platform to show potential customers from all the user sectors what you can do as a systems supplier – from design, development and engineering to process optimization and logistics.



Theme Park "Engineering Ceramics"
Engineering ceramics are bringing innovation to virtually every area of industry. Organized by the German Ceramics Industry Federation (VKI), the theme park functions as a point of contact between ceramics manufacturers, users and research establishments.



Theme Park "Adhesive Technology"
Innovations in adhesive bonding are becoming increasingly important for industrial manufacturers. Present your work in the growth area of structural bonding to visiting professionals from all over the world – either as an individual exhibitor or as a contributor to a group display.



Lightweight Construction/Solutions Area. The use of lightweight materials and lightweight construction is an important step towards reducing our consumption of energy and materials, and at the same time improving the efficiency and cost-effectiveness of products and systems. The "Solutions Area" gives you the opportunity to showcase your products in the form of live demonstrations.



CFRP Meets Automation
Carbon fibre-reinforced plastics (CFRPs) are the material of the future. According to consultants Roland Berger, global production of high-strength CFRP components will grow by 17% a year by 2020. Your solutions for automated series production are therefore very much in demand – and this is the right platform to make contact with new buyers.



Suppliers Convention
Here emerging technological trends are recognized at an early stage. This lecture and discussion forum features a distinguished line-up of speakers and covers a wide range of themes – from forging to systems supply in mechanical and plant engineering – so that it is a popular event for subcontracting professionals and their customers alike.



WeP – Value-adding Partner ContiTech
ContiTech presents examples of effective collaboration between suppliers and logistics partners, all aimed at providing a better service to the customer. The presentation shows how component suppliers and manufacturers can coordinate their operations for optimum results.

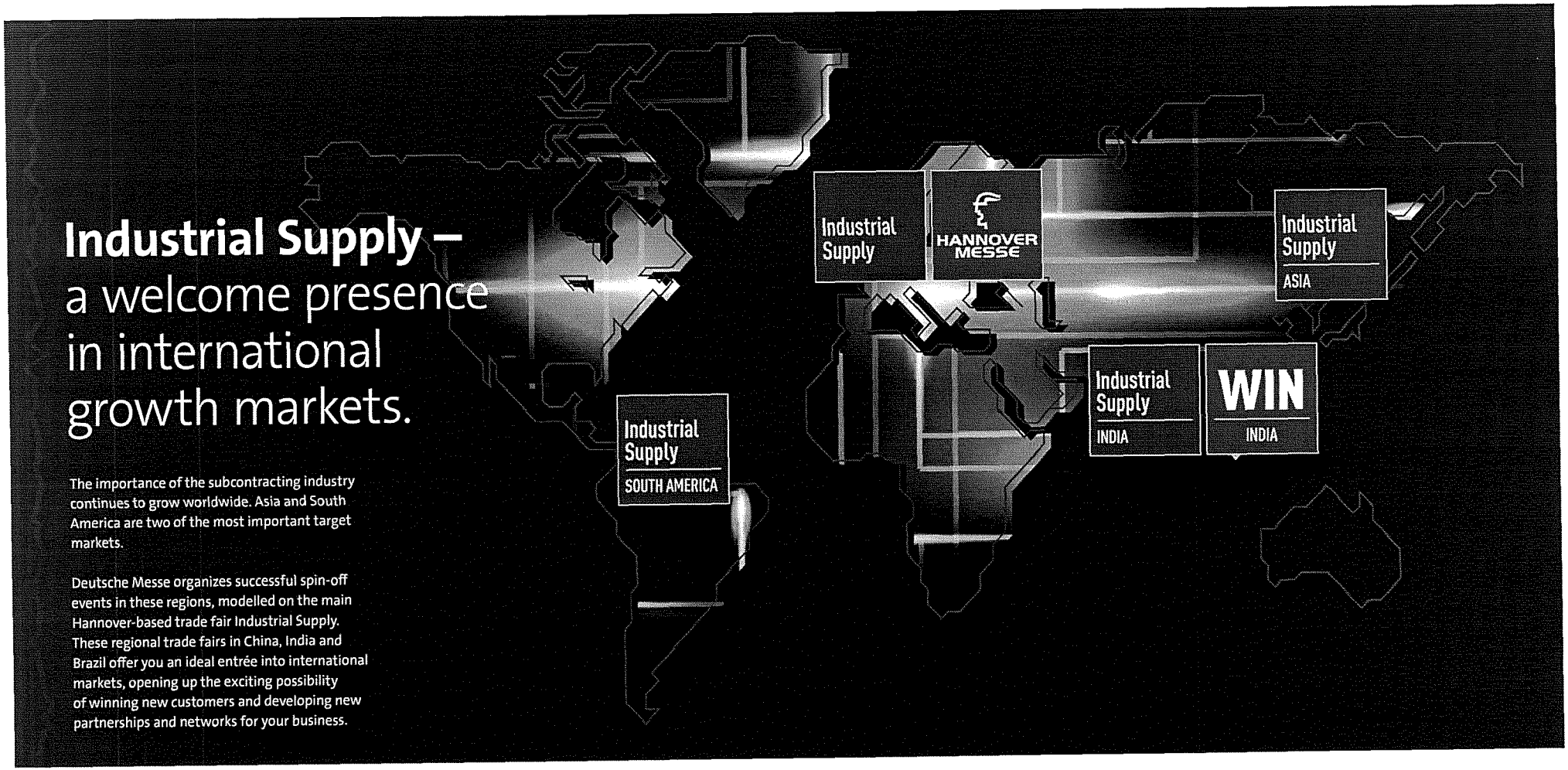


Innovations Centre for Engineering Materials
If you're in the business of developing new materials and third-party products, you'll find plenty of potential buyers. Professionals from all areas of materials technology and the associated production and finishing processes are actively looking for your innovations.



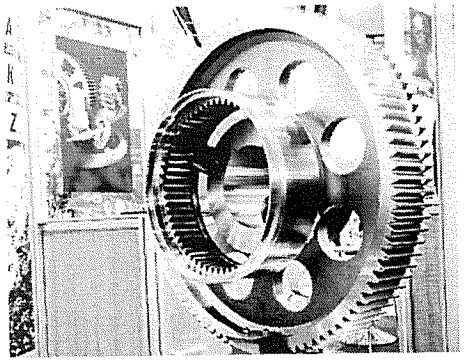
Materials Forum
The dedicated forum for all questions relating to materials, their manufacture and use. Research scientists, product developers and engineers enter into a lively dialogue here to explore the world of modern materials, production techniques and applications.

Industrial Supply – a welcome presence in international growth markets.



The importance of the subcontracting industry continues to grow worldwide. Asia and South America are two of the most important target markets.

Deutsche Messe organizes successful spin-off events in these regions, modelled on the main Hannover-based trade fair Industrial Supply. These regional trade fairs in China, India and Brazil offer you an ideal entrée into international markets, opening up the exciting possibility of winning new customers and developing new partnerships and networks for your business.





Industrial Supply ASIA

28–31 October 2013
27–30 October 2014

Shanghai, CHINA
Industrial Supply ASIA
in parallel with
PTC/CeMAT ASIA

Industrial Supply INDIA | WIN INDIA

17–20 December 2013
10–13 December 2014

New Dehli, INDIA
Industrial Supply INDIA
WIN INDIA – World of
Industry

Industrial Supply SOUTH AMERICA

September 2014

Curitiba, BRAZIL
Industrial Supply
SOUTH AMERICA

Your contact for initial inquiries about our overseas events:

Franziska Schoenemann
Tel. +49 511 89-31167
franziska.schoenemann@messe.de

You can find your local Deutsche Messe representative listed at **www.hannovermesse.de/en/worldwide.**

It's all about innovations: And all the world wants your solutions.

Industrial Supply is the world's single most important event for the subcontracting industry. At this leading trade fair you'll reach trade visitors and exhibitors from all your target markets.

Visitors

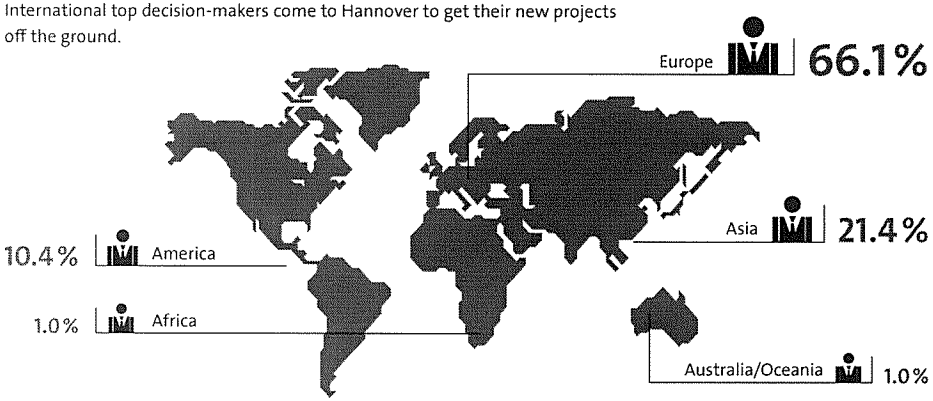
59,700 visitors in total

Trade visitors

Over 95.3 % trade visitors,
incl. 35.8 % from outside Germany

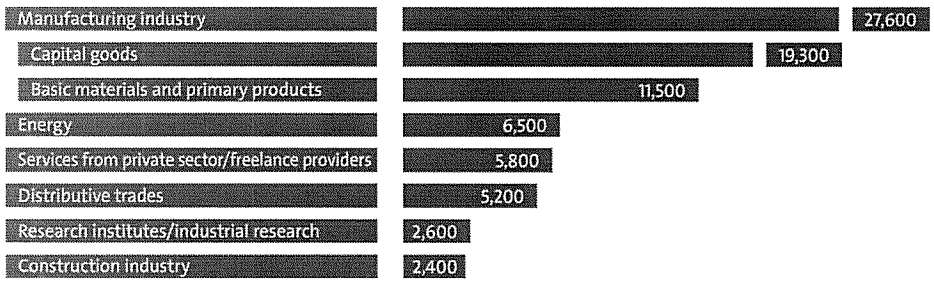
Visitors from every continent

International top decision-makers come to Hannover to get their new projects off the ground.



All your target sectors are represented at the show

At Industrial Supply you'll reach qualified professionals from all the relevant economic sectors.

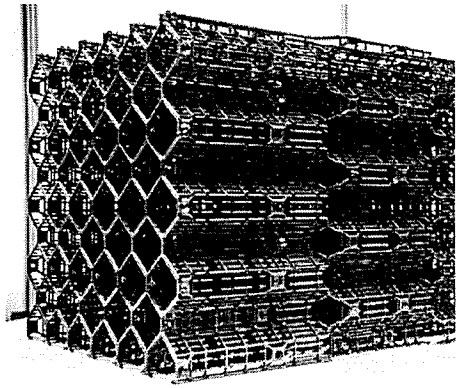


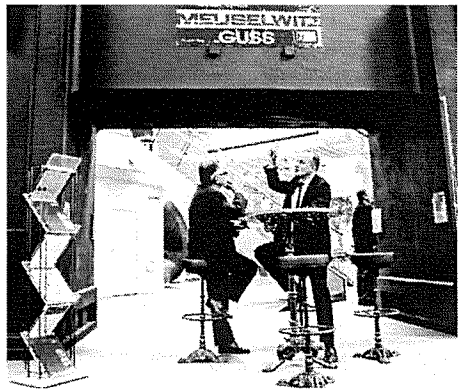
Dr. Theodor L. Tutmann, Managing Director, Industrieverband Massivumformung, Hagen, Germany:

"The growing internationalization of the subcontracting industry is a key trend that we have been observing for many years now as a technological leader in forging. As the world's biggest trade fair for the industry, attracting an increasingly international trade public, Industrial Supply 2013 is the perfect embodiment of this trend. At the same time Industrial Supply has established itself in recent years as the premier industry gathering of its kind, offering opportunities to share information, compare notes and make personal contacts in a professional atmosphere. We are very proud of the fact that our industry association here in Germany is responsible for the largest joint industry presentation at the world's largest trade show for industrial supply."

Dr. Holger Hildebrandt, CEO, BME – Bundesverband Materialwirtschaft Einkauf und Logistik e.V., Frankfurt am Main, Germany:

"HANNOVER MESSE 2013 features stands from a wide range of suppliers and manufacturers, thus reflecting the high standards that prevail on today's marketplace, but more significantly it indicates the trends that will shape tomorrow's market. We particularly welcome the broad scope of industrial sectors represented, the international profile of the event and the various opportunities for presenting and exchanging information – know-how transfer is something which especially appeals to experts. The BME supports HANNOVER MESSE through its widespread presence and unique lecture programs, which are deliberately designed to address the issues that arise at the point where supply and demand come together. Our organization represents the purchasing side of German industry. In this role we will continue to participate actively in HANNOVER MESSE."





Dr. Thomas Heber, Head of Department, CarbonComposites e.V. Department CC Ost, Dresden, Germany:

"HANNOVER MESSE 2013, with its international, high-calibre audience, is the ideal location for a concentrated presentation of innovative applied materials technology. The Lightweight Construction display area was perfectly suited to our composite materials – our presentation was quite unique and the venue brought us together with some interesting contacts."

Herbert Werner, Managing Partner and Spokesman for the Board, MEUSELWITZ GUSS Eisengießerei GmbH, Meuselwitz, Germany:

"We supply castings to the energy industry and the mechanical engineering sector, and as the world's biggest trade fair for the subcontracting industry Industrial Supply 2013 gives us a great opportunity once again to cultivate existing business contacts, get new customers and demonstrate the diversity of our product range to a wide audience of interested industry professionals."

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.

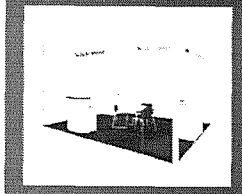
Basic rental charge for indoor space	€ 204 per m²
Basic rental charge for open-air site	€ 79 per m²

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.

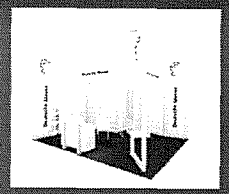


Basic

as from € 3,671[1]

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

Price for additional fittings as shown above
€ 569.50[2]

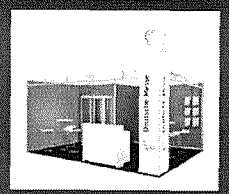


Comfort

as from € 5,082[1]

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

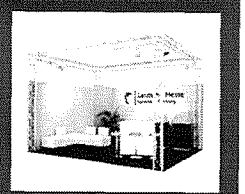
Price for additional fittings as shown above
€ 1,589.08[3]



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**.

