

THINK TECH,  
ENGINEER SUCCESS

New markets  
New customers  
New networks

**New in Hall 17**

## MicroTechnology – Smart Systems for Automation

**NEW TECHNOLOGY FIRST**  
23 – 27 April 2012 · Hannover · Germany

Industrial  
Automation

  
**HANNOVER  
MESSE**

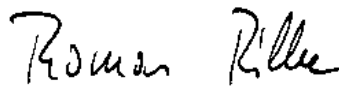
# MicroTechnology – closer to the user than ever before



Microtechnology solutions are being used more than ever before at every stage of the production cycle.

In order to meet the needs of today's market, we have teamed up with IVAM Microtechnology Network to develop the new concept MicroTechnology – Smart Systems for Automation, which has been incorporated into the leading trade fair Industrial Automation. Here you can present your advanced technologies for today's world just a few steps away from production automation. In the new location in Hall 17 established automation solutions are brought together with microtechnology in all its different forms. The integration of this interdisciplinary technology is an important step towards maximizing the efficiency of industry in the future.

Yours sincerely,



Thomas Rilke  
Director, Industrial Automation

## Exhibitors give their verdict on 2011

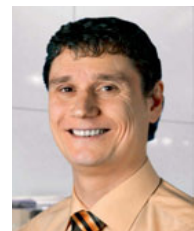


### **FRT GmbH, Dr. Thomas Fries, Managing Director:**

"For FRT making 'Smart Systems' a part of Industrial Automation is a definite plus. Industrial automation depends on quality assurance and precision down to the micro- and nano-level. And that's what FRT surface measurement devices stand for."

### **HSG-IMIT, Martin Trächtler, Group Leader, "Inertial Sensor Systems":**

"We offer components and solutions that fit perfectly into the interdisciplinary agenda of Industrial Automation. Therefore, moving to these halls brings us closer to our partners and prospective new customers."



### **Kugler GmbH, Till Kugler, Managing Director:**

"We too welcome the relocation towards the Industrial Automation. I am sure this will create new opportunities to win customers in sectors that are closely associated with the industry. The chances of 'being found' when you are exhibiting at Industrial Automation are much greater, since nearly every prospective buyer makes a point of visiting this show."

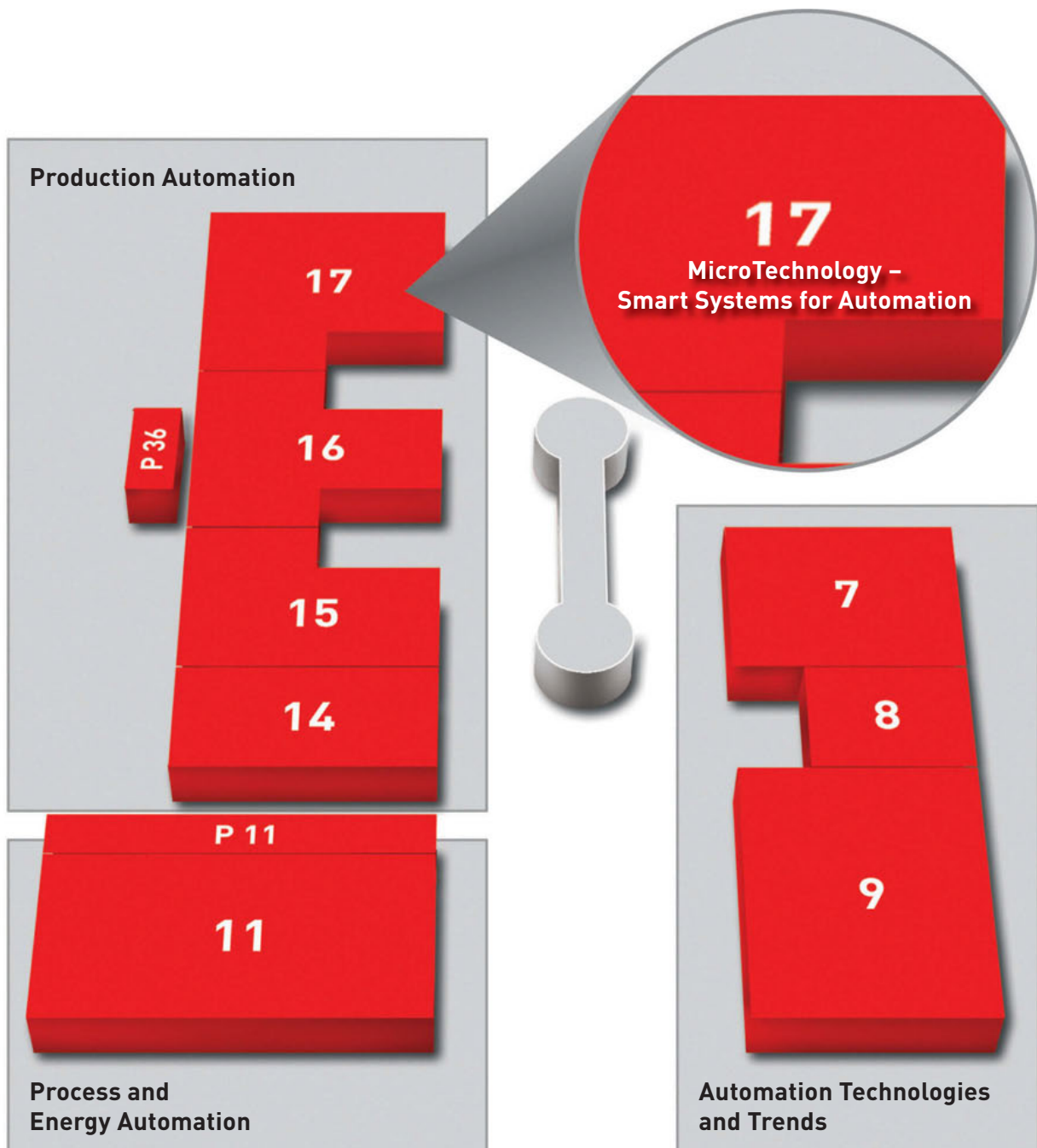
### **WWINN by, Gerard Huiberts, General Manager:**

"Because of the strong focus WWINN has on automation and the fact that we provide our customers with high-tech manufacturing solutions, we think that moving with IVAM to Industrial Automation will present a valuable opportunity for us."



# The right setting – Hall 17

The new exhibition area MicroTechnology – Smart Systems for Automation provides a platform within Industrial Automation for the issues that will concern us in the future. You'll also benefit from the proximity of technologies such as linear drives, power transmission, robotics and automation solutions – all of which are located in Hall 17.





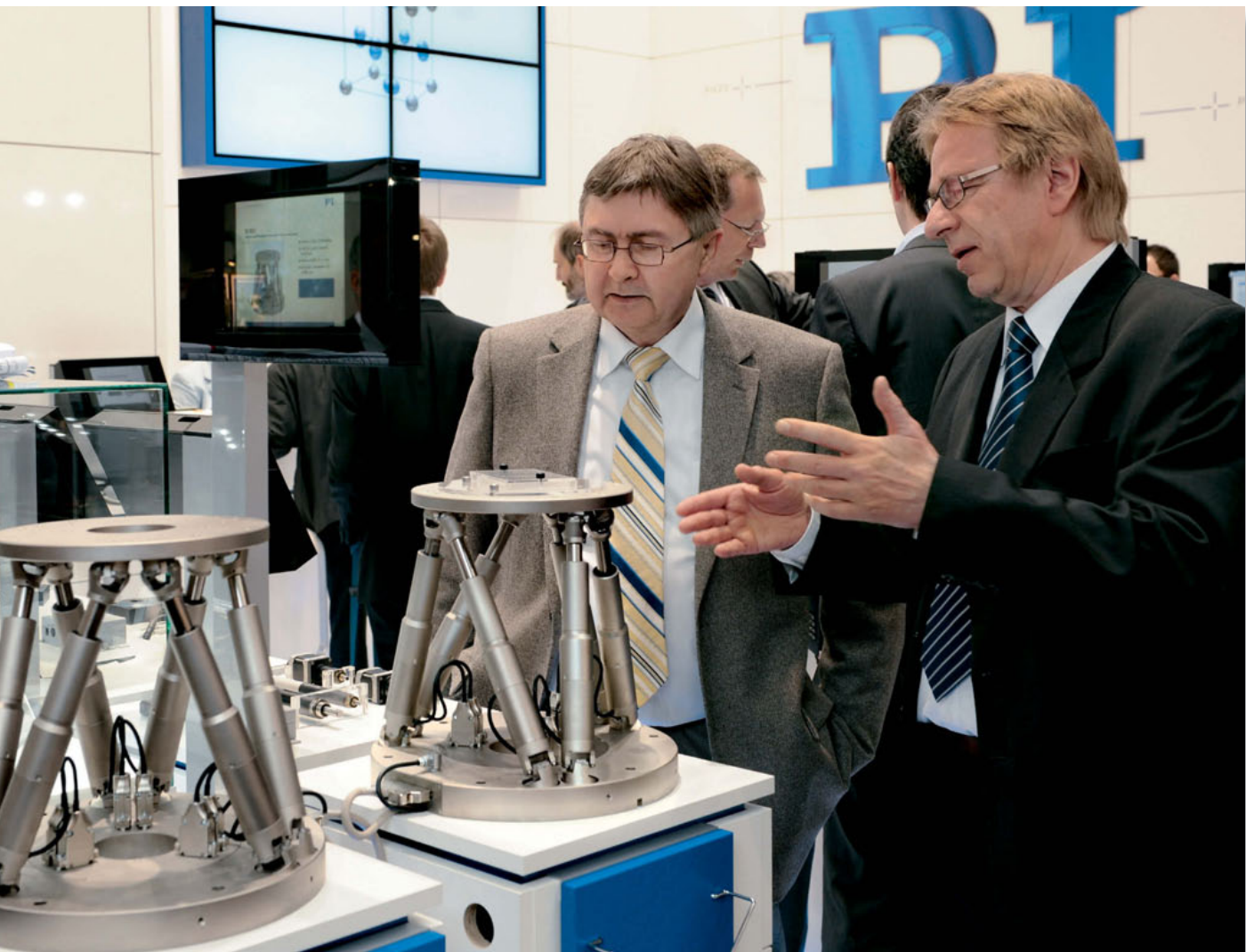
# MicroTechnology – Smart Systems for Automation

## The concept

As one of the high-tech hot spots at HANNOVER MESSE, MicroTechnology displays the full range of application-oriented microsystem technology and laser technology for micromachining. Many industry experts and companies see microtechnology as the technology of the future. The large attendance of international visitors with a high diversity of industrial backgrounds creates excellent opportunities, not least for smaller exhibitors, to win new customers. So make sure your company is there to exploit these new sales potentials.

## Main categories of the exhibition area

- Microsystem technology
- Laser micromachining
- Microproduction technology
- Microfluidics
- Microactuators
- Microsensors
- Micro-/nanotechnology applications for surface finishing





# The High-Lights at MicroTechnology

The exhibition area at MicroTechnology 2012 highlights a number of key issues that are of special interest to the industry and explores them in depth.

## ■ Energy Harvesting

Energy Harvesting stands for the latest concepts for generating electricity from sources such as ambient temperature, vibrations or electromagnetism. This enables overcoming the limitations associated with cable-borne electricity supplies or batteries. And it opens up exciting new application possibilities for microsystem technology.

## ■ Printed Electronics & Intelligence

The presentation of Printed Electronics & Intelligence shows how electronic components and circuits can now be printed onto paper, films, and even onto organic backing materials, including – for example – smart textiles.

## ■ Green Microsystems

Microsensors for condition monitoring or microstructures for photovoltaics – microsystems have many different applications in green technology and the renewable energy industry.

## ■ Condition Monitoring

Microsystems play a vital role in the condition monitoring of production machinery and buildings, being small, cheap and wireless. The development of Smart Grids, for example, based on sophisticated MEMS, offers huge potential for energy savings.



# Participation options

## The choice is yours

As an exhibitor you can choose between booking your own company stand or contributing to the IVAM joint pavillion. Exhibiting right alongside the users (and buyers) of microtechnology in industrial automation gives you an enormous competitive advantage.

### ■ IVAM Product Market “Micro, Nano, Materials”

At the IVAM joint pavillion visitors get to view the latest trends and applications from many different high-tech industry disciplines. This makes the IVAM Product Market a key centre of excellence for Smart Systems for Automation. And for 2012 IVAM is once again teaming up with its partners to present the special show **Lasers in Micromachining and Micro-production**. This will be of great interest not only to photonics experts, but also to users from all sections of industry who want to find out more about new possibilities for micromachining and microproduction using state-ofthe-art laser technology.

### ■ FORUM “Innovations for Industry”

As an exhibitor you can participate in the forum free of charge and give a talk that introduces your latest innovations to the audience. The FORUM “Innovations for Industry” has established itself as an important international platform for innovations from all sections of the microtechnology industry as well as for laser-based micromachining. Here industry experts, scientists and entrepreneurs come together to discuss industrial solutions and to present their latest product developments and research results.







# Always well attended: Industrial Automation

Industrial Automation attracts a uniquely diverse audience consisting of commercial buyers, senior professionals working in research and development, management executives as well as investors. As an exhibitor at MicroTechnology you'll benefit from the presence of high-calibre professionals in unmatched numbers.

## Visitors

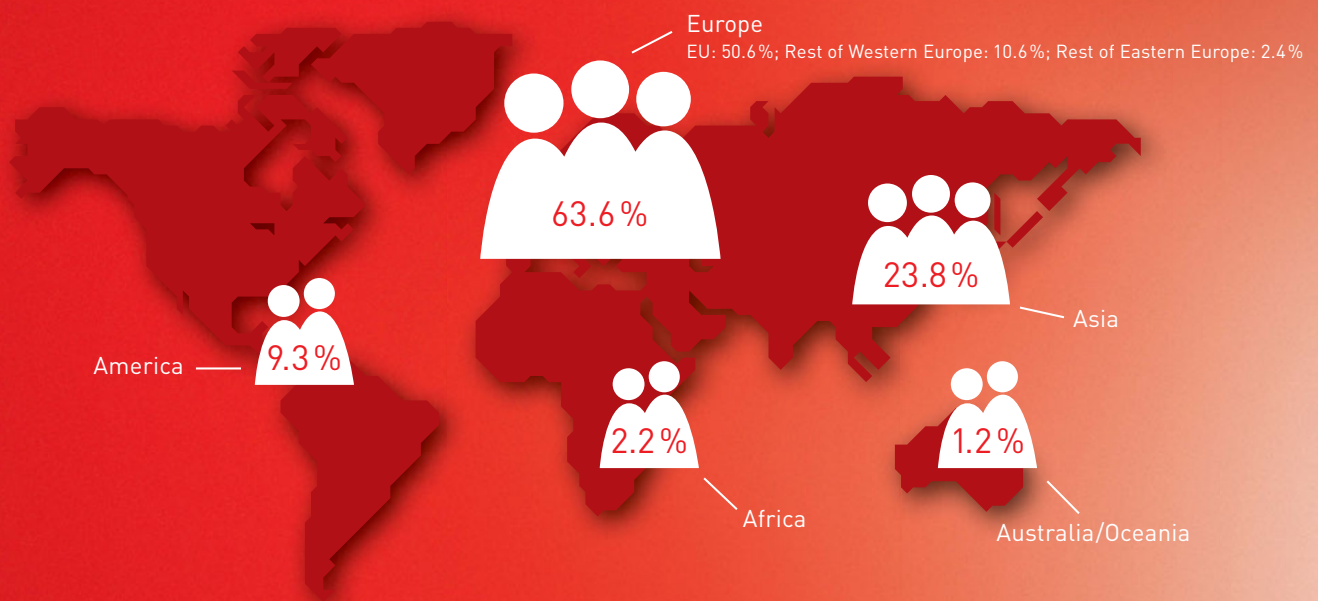
112,900 visitors

## Trade visitor quota

96.7% classed as trade visitors

## The whole world at one place

At Industrial Automation internationalism is the norm. Decision-makers from every continent travel to Hannover in search of the right solutions for their business.



## Cross-industry visitor presence

Visitors from a wide range of industries come to MicroTechnology to find out what solutions are available to meet their needs.

Mechanical and plant engineering	19,700
Electrical engineering and electronics	13,700
Services/freelance professions	11,400
Energy industry	11,100
Chemical industry*	8,800
Car industry and component suppliers	8,700
Metalworking industry	8,600
Food and semi-luxury goods	2,300

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





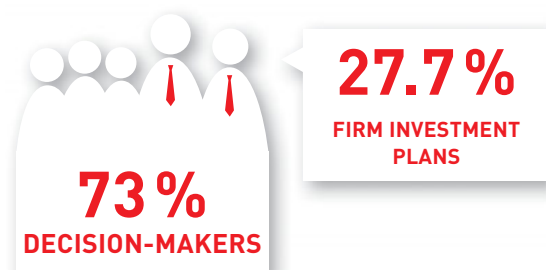
## Broad spread of interests

The majority of visitors to Industrial Automation are interested in more than one class of exhibits or area of specialization.

Mechanical and Plant Engineering	53,000
Power Transmission and Motion Control	39,300
Instrumentation and Sensor Technology	38,700
Robotics	32,000
Electro Automation & IT	27,200
Energy Efficiency in Industrial Processes	18,000
Industrial Communications	17,400
Software and Industrial Control Systems	16,900
Industrial Security Systems	16,200
Wireless Automation	15,400
Mobile Robots & Autonomous Systems	15,300
Field Devices	9,100
Industrial Embedded	8,600
Image-processing and Identification Systems	8,500
Protection against Product Piracy	2,700

## Making all the right connections

At Industrial Automation you'll meet decision-makers from every sector of industry and make valuable new business contacts. In 2011 73% of all trade visitors at the show were directly involved in their company's investment decisions.



You can find more facts and figures relating to the show at:  
[hannovermesse.de/en/industrialautomation](http://hannovermesse.de/en/industrialautomation)

# Prices, terms and conditions

## Basic charge

Basic charge, indoor space	€ 194/m <sup>2</sup>
Basic charge, open-air site	€ 75/m <sup>2</sup>

## Reduced charge for early bookings (offer ends on 15 September 2011)

Basic charge, indoor space	€ 187/m <sup>2</sup>
Basic charge, open-air site	€ 71/m <sup>2</sup>

An extra charge of 5% will be added to the basic rental charge for bookings made as from 1.2.2012.

## Stands with two or more open sides

High-visibility stands with two or more open sides are subject to an extra charge. For stands of up to 120 m<sup>2</sup>:

Stands open on 2 sides (corner stand)	25%
Stands open on 3 sides (end stand)	40%
Stands open on 4 sides (island stand)	60%

Any space in excess of 120 m<sup>2</sup> will be invoiced at the basic rental price.

## fair-packages

The easy way to exhibit successfully at HANNOVER MESSE. Available in three different versions, our "fair-packages" embrace stand space, stand construction, plus additional services – for example, daily cleaning, press services and marketing services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	"Basic"	"Comfort"	"Premium"
Stand type	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand
Early booking price	€ 7,478*	€ 7,898*	€ 8,413*
Standard price	€ 7,653*	€ 8,073*	€ 8,588*

\* Charges relate to one-year rental agreements, including registration fee



Further information: [hannovermesse.de/en/fairpackage](http://hannovermesse.de/en/fairpackage)  
The services are described in detail in the Terms & Conditions.

If you are interested in exhibiting at the IVAM joint pavillion, please contact IVAM for a quotation. Contact details are on the back of this brochure.

All prices are subject to VAT.

## Additional charges

Registration fee, lump sum	€ 310
Marketing fee*, including AUMA contribution	€ 31/m <sup>2</sup>
Reduced marketing fee for stand space in excess of 1,000 m <sup>2</sup>	€ 12/m <sup>2</sup>
Space on the upper floor of two-storey stands	€ 79/m <sup>2</sup>

\*Please refer to the Terms and Conditions of Participation for details of the services covered by the marketing fee.

## Co-exhibitors

Participation fee, lump sum	€ 790
Marketing fee, lump sum	€ 310

## Participation options

Detailed information on the various participation options for HANNOVER MESSE as well as on prices, conditions and how to register can be found at:

[hannovermesse.de/registration](http://hannovermesse.de/registration)



# Registration and services

## Register online: it's just easier!

In future, if you wish to register as an exhibitor at HANNOVER MESSE, please go to [www.obs.messe.de](http://www.obs.messe.de) and register online.

You can start preparing your trade show presentation immediately via our Online Business Service (OBS). Here you can plan your

presentation, work out your costs, make a booking and order all the services you require.

Register online now at:  
[www.obs.messe.de](http://www.obs.messe.de)

## Targeted services designed to win new customers

Apart from contact management and online reach, the generation of new leads is one of the most important factors for the success of your presentation. Use our services to give your business a good start in all these areas.

### Matchmaking services: global contacts, meetings geared to your needs

Our matchmaking services are designed to help you manage your contacts before, during and after HANNOVER MESSE.

We handle the whole process of establishing valuable new contacts – from customized searches to making the initial contact and arranging appointments with potential business partners from all over the world.

Full details at:  
[hannovermesse.de/en/leadservices](http://hannovermesse.de/en/leadservices)

### Online campaigns and services that target your customers with precision

**Deutsche Messe Interactive (DMI)** puts you in touch with potential business partners all year round. We can organize e-mail campaigns carefully targeted at prospective new customers – and you profit from the following benefits:

- Successful new business leads through dialogue marketing
- All-year-round interaction channels for business professionals
- Media services for everything concerned with your presentation

Full details at:  
[www.messe-interactive.de/en](http://www.messe-interactive.de/en)

## Further services designed to assist you with your presentation

Take advantage of our experience and expertise to present your company to optimum effect and get your message across to potential buyers.

### Marketing and press services

We offer you a comprehensive service package: cost-effective invitation campaigns, numerous advertising options, organization of press conferences and sponsoring of selected press events.

### Stand services

It goes without saying that we can equip your trade show stand with all the necessary technical services and state-of-the-art communication devices. We will be pleased to discuss your individual requirements with you.

Full details of all our exhibitor services at:  
[hannovermesse.de/en/exhibitorservice](http://hannovermesse.de/en/exhibitorservice)



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Deutsche Messe maintains a global network of representatives who speak your language. A detailed list of names and addresses is available at: [www.messe.de](http://www.messe.de)

