



THINK TECH,  
ENGINEER SUCCESS

New markets  
New customers  
New networks

# HANNOVER MESSE 2012

8 leading international trade shows at one venue

NEW TECHNOLOGY FIRST  
23-27 April 2012 · Hannover · Germany



# Technology meets progress: The engine for your success



The figures for HANNOVER MESSE 2011 are certainly impressive, and they underline the key role played by this event in shaping our industrial future and charting the economic fortunes of our technology-based industries. We expect the 2012 show to be no less successful – thanks in part to a number of new, value-adding themes that we are planning to develop with the aid of our partners in business and industry.

So with all this in prospect, HANNOVER MESSE 2012 is the ideal showcase for the innovations and solutions you can offer for every stage in the industrial value-adding chain. We look forward to seeing you in April 2012.

Yours sincerely,

Dr. Wolfram v. Fritsch  
Chairman of the Board, Deutsche Messe



Boasting eight flagship trade fairs with exhibitors and trade visitors from all over the world, HANNOVER MESSE will once again confirm its unique global standing in 2012. It remains without rival as a showcase of industrial technology, with more world firsts on display and more integrated solutions than elsewhere. Here you'll meet senior decision-makers from all sectors of industry worldwide. The interdisciplinary synergies generated by these eight trade fairs create endless opportunities for sharing your ideas with fellow professionals.

The HANNOVER MESSE team is available at all times to help ensure the success of your presentation.

Yours sincerely,

Oliver Frese  
Senior Vice-President, HANNOVER MESSE





## HANNOVER MESSE 2012 – the whole world of technology at one place.

At HANNOVER MESSE 2011 the world's industry accelerated and went into top gear.

- Strong international presence: 21% increase in visitors from outside Germany
- Visitor numbers up by 11%
- Over 6,500 exhibiting companies from 65 countries
- Over 5,000 innovations on display

### The dominant themes and trends in 2012.

HANNOVER MESSE serves as a global shop window for all the new products and technological solutions developed by manufacturers worldwide. The core sections of the show are:

- Industrial automation
- Energy technologies
- Industrial supply and services
- Research and development

At the same time HANNOVER MESSE covers other areas of topical interest:

- Metropolitan Solutions, the new display category for urban infrastructure solutions, launched with great success in 2011.
- IndustrialGreenTec, the Leading Trade Fair for Environmental Technology – by industry, for industry – has its premiere in 2012.
- Mobility technologies for the future and lightweight construction.

## How you benefit by exhibiting at the show:

### ■ New markets

Develop new business opportunities at home and abroad. Make contact with potential buyers and other exhibiting companies from all over the world.

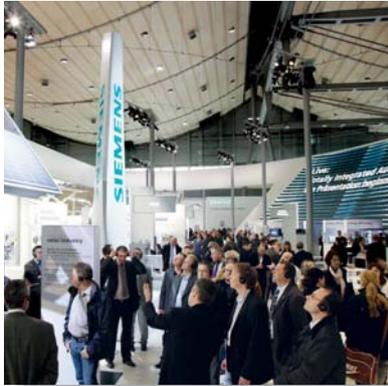
### ■ New contacts

With eight flagship trade fairs taking place in parallel at the same venue, you'll have direct access to countless new contacts. This is a unique chance to meet senior decision-makers from all sectors of industry and win new customers.

### ■ New networks

Expand your network of contacts by talking to visiting politicians, academics, scientists and engineers. Compare notes with other exhibitors from your own branch of industry and neighbouring sectors.

# From those who should know: HANNOVER MESSE



**Ralf-Michael Franke, CEO Siemens Drive Technologies  
Division, Siemens AG, Nuremberg:**

“HANNOVER MESSE 2011 once again proved to be a key international meeting place for anyone with an interest in cutting-edge technologies and sustainable development. This was very apparent from the many serious inquiries that Siemens fielded at the show in Hannover. We are satisfied with the response we received and are pleased that Siemens was able to contribute to the success of the show with its automation and drive technologies under the motto ‘Create Sustainable Value’.”

**Martin Sträß, Chief Marketing Officer, KUKA AG, Augsburg:**

“We view the concentration of key technologies for industry at Hannover as the ideal platform for helping us to reach our ambitious growth targets. What persuaded us to come was not just the fact that many of the trade visitors are senior decision-makers, but also the fact that we could expect to meet large numbers of potential customers from all the industries that use our products.”



**Friedhelm Loh, CEO, Rittal GmbH & Co. KG, Herborn:**

“HANNOVER MESSE represents the most important event in our trade show calendar. We’ve been exhibiting here for 49 years now. Because this is the world’s most important industrial show, we see it as the perfect platform for meeting our customers from right across the industrial and geographical spectrum.”

**Thorsten Fincke, Project Manager for Trade Fairs,  
Vattenfall Europe Business Services GmbH, Berlin:**

“HANNOVER MESSE gives us a great platform for presenting and communicating the future of energy, and for profiling our company and the innovative projects we are developing.”



# exhibitors give their verdict on



**Burkhard Rarbach, Director of Marketing Services,  
MENNEKES Elektrotechnik GmbH & Co. KG, Kirchhundem:**

“HANNOVER MESSE is an excellent platform for presenting our products and our brand to a broad professional public from Germany and many other countries. MobilTec, with its focus on the theme of electromobility, was very popular with visitors, and the calibre of the trade audience was uniformly high. We were able to develop our existing contacts and at the same time generate many new contacts.”

**Florian Kampf, Team Leader for Marketing,  
Sonderhoff Chemicals, Cologne:**

“We have been coming to HANNOVER MESSE for many years now, and we’ve never been disappointed. The contacts we made at the 2011 show were well up to expectation again, in terms of both quantity and quality.”



**Dr. Jürgen M. Geissinger, CEO,  
Schaeffler Technologies GmbH & Co. KG, Herzogenaurach:**

“HANNOVER MESSE is the leading trade fair for industry, and consequently ranks very high on our list of business engagements for the year. The show is the ideal place to present our innovations and products to our customers and to a broader buying public.”

**Franziska Kowalewski, Dept. for Trade Fairs and Events,  
Fraunhofer Head Office, Munich:**

“As in previous years HANNOVER MESSE is an important meeting-place for all kinds of different industry sectors, and for us it represents an excellent opportunity to talk to our customers and renew existing contacts. This year’s fair serves as an impressive showcase for the technologies that are going to shape the future of our society in years to come.”



# The facts and figures in brief: visitors, contacts, media

In 2011 HANNOVER MESSE once again demonstrated its international prowess. The intensive dialogue conducted here between exhibitors and trade visitors helped to drive the process of economic recovery.

### Visitors

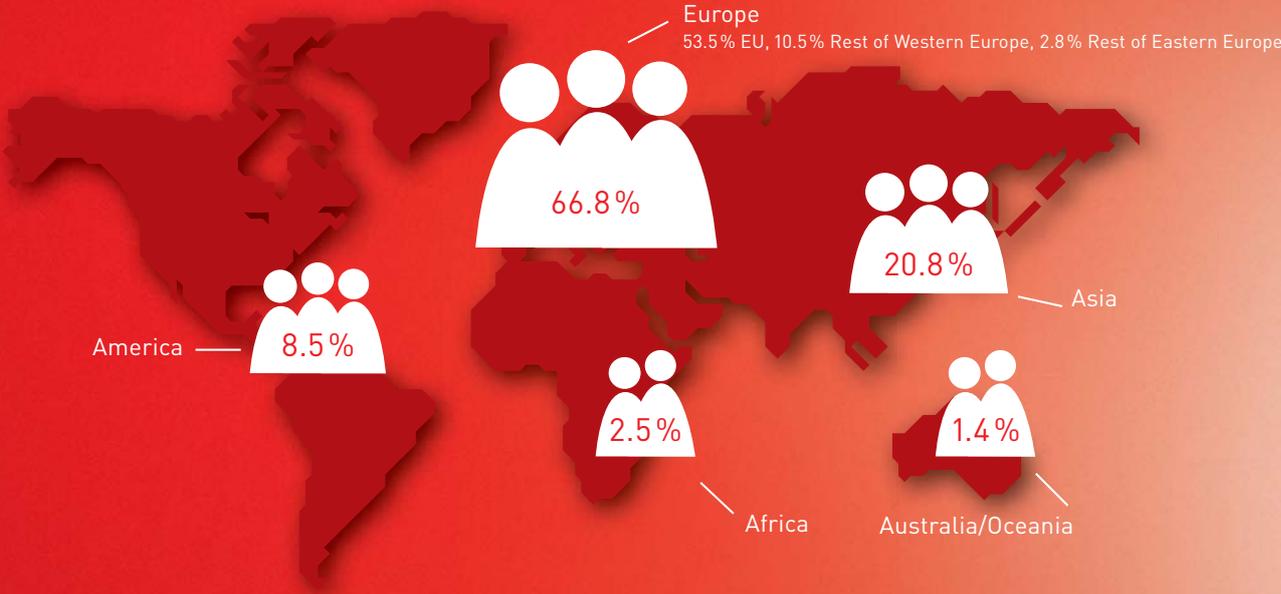
228,476 visitors from 90 countries

### Trade visitors

93% were classed as trade visitors

### The whole world at one place

HANNOVER MESSE boasts a truly international character. Decision-makers from every continent travel to Hannover in search of the right solutions for their business.



### Making all the right contacts

At HANNOVER MESSE you'll come face to face with the people who make those all-important buying decisions. They accounted for 67.4% of all trade visitors at the show in 2011.





## Getting a foothold in new markets

At HANNOVER MESSE you'll meet visiting professionals from all the key sectors of industry:

Manufacturing industry	88,600
Capital goods	60,000
Basic materials and primary products	29,000
Energy	26,900
Services	20,800
Distributive trades	14,000
Research institutes/industrial research	10,000
Public authorities and institutions	8,100

## Business contacts

**5.7 million** business contacts in 5 days

## Journalists

**2,460** journalists, including  
**347** from outside Germany

## Business delegations

**More than 120** international business delegations

You can find more facts and figures relating to HANNOVER MESSE 2011 in the After Show Report, available online at: [aftershow.hannovermesse.de](http://aftershow.hannovermesse.de)

or on our website at: [hannovermesse.com](http://hannovermesse.com)

# Greater than the sum of its parts

In 2012 the HANNOVER MESSE line-up will feature eight flagship trade fairs representing today's key industrial technologies. The most important branches of industry will be presenting their latest innovations here and forging links with allied areas of technology.

You can therefore showcase your company and products on a technology platform that targets your buyer sectors, while at the same time benefiting from the combined visitor potential that only HANNOVER MESSE can offer.



# Adding more value: the supporting program

## **Metropolitan Solutions**

Showcase your solutions for urban infrastructure development here and get new customers, e.g. municipal administrative bodies.

[hannovermesse.de/en/metropolitansolutions](http://hannovermesse.de/en/metropolitansolutions)

## **Global Business & Markets**

Your entrée to world markets: businesses, organizations, international chambers of industry and commerce and leading industry associations present their activities on the show's central foreign trade platform.

[hannovermesse.de/en/gbm](http://hannovermesse.de/en/gbm)

## **HERMES AWARD**

Submit your innovations for this internationally renowned technology prize in 2012.

[hannovermesse.de/en/hermesaward](http://hannovermesse.de/en/hermesaward)



## **Job & Career Market**

This platform for aspiring engineers is the right place for your company to recruit new personnel – from top managers and young professionals to career entrants and students.

[hannovermesse.de/en/jcm](http://hannovermesse.de/en/jcm)

## **TectoYou**

Give schoolchildren with an interest in technology a fascinating insight into the working world of engineering professionals – and inspire them to explore the career opportunities that this opens up.

[hannovermesse.de/en/tectoyou](http://hannovermesse.de/en/tectoyou)

## **WoMenPower**

You and your company are invited to contribute to the ongoing dialogue about career development and work-life balance.

[womenpower-kongress.de](http://womenpower-kongress.de)

# At a glance: the 8 leading trade

## Industrial Automation

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

Industrial Automation provides a platform for displaying all the industrial applications of automation, coupled with a unique marketing service for exhibitors that operates 365 days a year. The clearly structured exhibition concept is built around a central automation area, with additional displays featuring the key applications of process and production automation plus energy-related applications. Future developments in automation will be presented and discussed in a series of interesting special displays.

[hannovermesse.de/en/industrialautomation](http://hannovermesse.de/en/industrialautomation)

## Energy

Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage

As the world's largest trade fair for energy technologies, Energy functions as the ideal presentation and discussion platform for the products and solutions that contribute to an efficient, sustainable, secure and competitive energy mix. The focus here is on conventional and regenerative energy generation concepts, as well as technologies for the transmission, distribution and storage of electric power. There will be special presentations on renewable forms of energy, smart grids, contracting, combined heat-and-power generation and hydrogen/fuel cells.

[hannovermesse.de/en/energy](http://hannovermesse.de/en/energy)



# fairs that make up HANNOVER ME

## MobiliTec

Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions

If you are in the business of alternative mobility technologies, a presentation at MobiliTec will allow you to access this fast-growing and lucrative market. Among the themes covered at the show are hybrid and electric drive technologies, power supply infrastructure and mobile energy storage. Other highlights include the group presentation by the E-MOTIVE Initiative, the line-up of experts at the MobiliTec User Forum and the MobiliTec open-air site.

[hannovermesse.de/en/mobilitec](http://hannovermesse.de/en/mobilitec)

## Digital Factory

Leading Trade Fair for Integrated Processes and IT Solutions

This is the show for suppliers of industrial software solutions – especially solutions for production and product development designed to be integrated into corporate processes. The Digital Factory portfolio also embraces Virtual Product Development (CAx), Product Lifecycle Management (PLM), Production and Process Planning (ERP, PPS), Rapid Prototyping and Rapid Manufacturing, Process Integration, Manufacturing and Automation (MES), Technical Sales and Service, Virtual Commissioning, Offline Programming and Set-up, Visualization and Simulation.

[hannovermesse.de/en/digitalfactory](http://hannovermesse.de/en/digitalfactory)



## Industrial Supply

Leading Trade Fair for Industrial Subcontracting and Lightweight Construction

Calling all subcontractors: Industrial Supply is your dedicated platform for product presentation and dialogue, covering the complete process chain in outsourced manufacturing and including materials know-how, specialized technological expertise, design and development, parts, components and systems. Manufacturers across the industrial spectrum are now prioritizing issues such as light-weight construction and the efficient use of materials – creating excellent opportunities for you to market your innovations in a targeted way and attract the attention of new user segments.

[hannovermesse.de/en/industrialsupply](http://hannovermesse.de/en/industrialsupply)

## CoilTechnica

Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology

The leading trade fair for coil winding and the manufacture of electric motors, generators and transformers is the top international presentation and community platform for the industry. Following highly successful events in 2010 and 2011, CoilTechnica is being further expanded for 2012. Showcase your solutions here in the high-tech setting of eight industrial trade fairs, where they will be seen by an audience of senior industry professionals and buyers.

[hannovermesse.de/en/coiltechnica](http://hannovermesse.de/en/coiltechnica)



# Industrial GreenTec

Leading Trade Fair for Environmental  
Technology

**New in 2012**

Welcome to the premiere – the new show's tagline is "Environmental Engineering – by industry, for industry". Present your innovations and solutions at IndustrialGreenTec. The key themes featured at this inaugural event include: industrial solutions for recycling management, utility supplies and waste disposal, safeguarding air and water quality, sustainable storage technologies, resource efficiency, services and consultancy for all stages of the industrial value-adding chain.

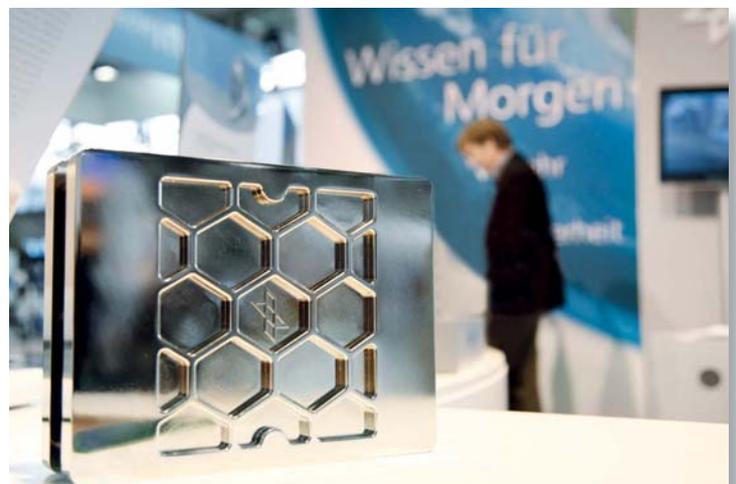
[hannovermesse.de/en/industrialgreentec](http://hannovermesse.de/en/industrialgreentec)

# Research & Technology

Leading Trade Fair for Research,  
Development and Technology Transfer

Research & Technology is an ideal marketplace for research findings and pioneering industrial developments – with the emphasis on technology transfer between science lab and factory floor. And all with the aim of transforming ideas quickly and efficiently into commercially viable products and new applications. The principal target groups of this show are product developers and decision-makers from all sections of industry who are looking for genuinely innovative ideas and developments.

[hannovermesse.de/en/researchandtechnology](http://hannovermesse.de/en/researchandtechnology)



# Helping you to plan ahead: Prices and conditions

## Basic charges

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.

## 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>

## Co-exhibitors

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



Are you interested in exhibiting in various sections of HANNOVER MESSE or would you like to participate in one of the special displays or themed group presentations? If so, the HANNOVER MESSE Team will be glad to advise you.

Your contact in Hannover:

**Emanuel Marra**  
Tel. +49 511 89-31146

Alternatively, e-mail your enquiries to:  
[hannovermesse@messe.de](mailto:hannovermesse@messe.de)

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

# A fair deal: Our 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 complementary admission tickets and an all-year-round presence on the Internet).

## “Basic” fair-package

- Basic stand
- Additional services for an uncomplicated presentation at HANNOVER MESSE
- Ideal for first-time exhibitors

**Sample calculation: 20 m<sup>2</sup> corner stand**

Early booking price: € 7,478\*      Standard charge: € 7,653\*



## “Comfort” fair-package

- High-grade stand
- Structured ceiling
- Company logo on a back-lit panel
- Additional services

**Sample calculation: 20 m<sup>2</sup> corner stand**

Early booking price: € 7,898\*      Standard charge: € 8,073\*



## “Premium” fair-package

- High-visibility, open-plan stand
- Illuminated tower
- Revolving logo cube
- Additional services for an effective presentation at HANNOVER MESSE

**Sample calculation: 20 m<sup>2</sup> corner stand**

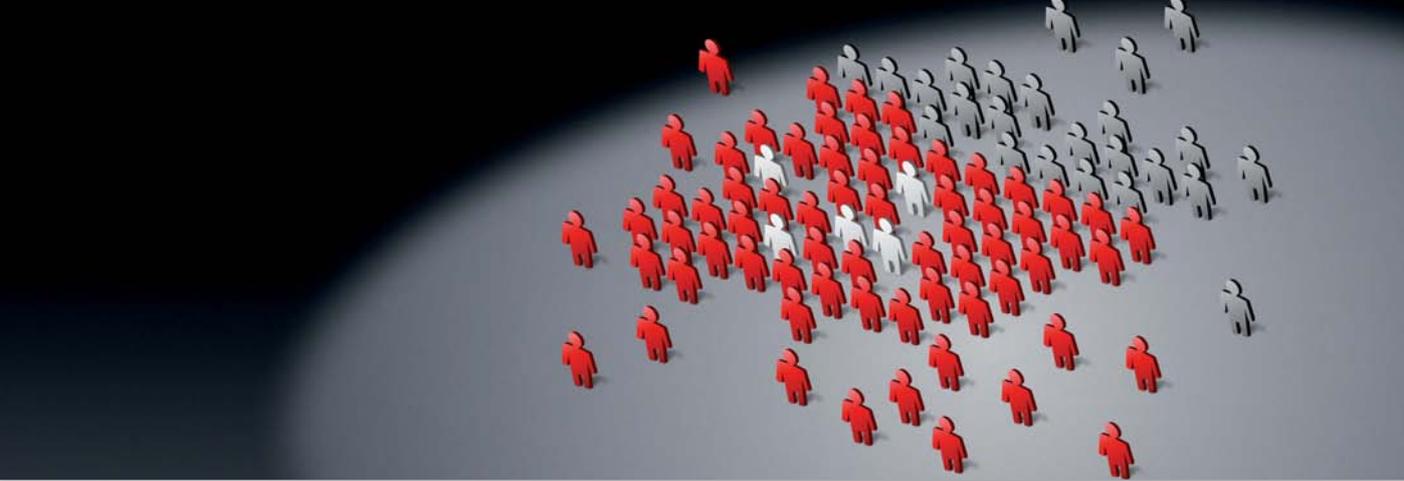
Early booking price: € 8,413\*      Standard charge: € 8,588\*



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

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

All prices are subject to VAT.



# Profit from our effective customer recruitment services

Alongside effective contact management and an extensive online presence, lead generation is one of the key success factors at HANNOVER MESSE. Take advantage of our business services in order to maximize your impact in these areas.

## Matchmaking: worldwide contacts, focused business discussions

On your behalf we will identify promising contacts and arrange face-to-face meetings with potential customers and collaboration partners from all over the globe. Our matchmaking services are available before, during and after HANNOVER MESSE.

### **Match & Meet Onsite**

Services for a lasting impact at HANNOVER MESSE:

- Lead qualification in line with your specific requirements
- Scheduling of meetings at HANNOVER MESSE
- Various formats for face-to-face meetings

### **Match & Meet Online**

- Free web-based matchmaking tool
- You decide which potential customers/partners you contact via e-mail

### **b2fair Matchmaking Event**

The ideal opportunity to establish valuable new leads – quickly and efficiently. The *b2fair* Matchmaking Event identifies potential collaboration partners all over the globe and then arranges face-to-face meetings at HANNOVER MESSE.

Further information about our matchmaking services is available at:  
[hannovermesse.de/en/leadservices](http://hannovermesse.de/en/leadservices)

# New business all year round via the Internet

Deutsche Messe Interactive puts you in touch with potential customers and business partners all year round and thus maximizes your success at HANNOVER MESSE.

## **Push e-mail campaigns – all-year-round access to new customers**

- Personalized e-mails to potential users of your products and services
- Focused selection from a pool of approx. 2 million contacts
- HANNOVER MESSE as a trustworthy sender of your e-mails
- Value-adding editorial output (e.g. whitepapers)
- Collaborative, all-year-round generation of high-quality leads

## **Media services – we provide editorial input**

- Management of your company data and product data in the exhibitor directory and info box
- More visitors at your stand without any extra effort on your part

## **Info box: on-going dialogue with prospective customers**

- High-profile presence on business portals which decision-makers visit in search of solutions and answers
- Your chance to showcase your company's problem-solving capabilities
- New channels for an active dialogue with your target audiences

Further information:  
[www.messe-interactive.de/en](http://www.messe-interactive.de/en)

# Benefit from the focused HANNOVER MESSE services

At HANNOVER MESSE we can offer you a broad spectrum of onsite and other services. Backed by our many years of experience, you'll be ideally placed to present your company with maximum effect and attract decision-makers to your stand. We will be glad to advise you personally during the planning phase.

## **Marketing and press services: putting your company on the agenda**

We offer an extensive array of services designed to publicize your presence at HANNOVER MESSE – e.g. cost-effective visitor invitation activities, the organization of press conferences and the sponsorship of selected events and services.

## **Stand services: all you need for a perfect presentation**

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. Here as well, you can capitalize on our extensive experience in the areas of stand planning and realization.

Further information:  
[hannovermesse.de/en/exhibitorservice](http://hannovermesse.de/en/exhibitorservice)

# Ready to help and advise: Your HANNOVER MESSE team



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# A global presence

## Our other international events

Put your company at the forefront of global growth. Our international trade show portfolio offers extensive opportunities to showcase your products and services in growth markets – and to establish valuable contacts for the future.

### Chicago, USA:



Industrial Automation NORTH AMERICA  
2012/2014:  
10–15. 9. 2012/Sep. 2014

### Shanghai, China:



CeMAT ASIA 2011/2012:  
29. 10.–1. 11. 2011/Oct. 2012



PTC/MDA ASIA 2011/2012:  
Power, Transmission & Control  
25–28. 10. 2011/29. 10.–1. 11. 2012



IAS – Industrial Automation Show  
2011/2012:  
1–5. 11. 2011/6–10. 11. 2012

### Istanbul, Turkey:



RENEX ECO 2011/2012:  
20–23. 10. 2011/4–7. 10. 2012



WIN – World of Industry Part 1 2012:  
2–5. 2. 2012



WIN – World of Industry Part 2 2012:  
29. 3.–1. 4. 2012

### Beijing, China:



Industrial Automation BEIJING 2012:  
Modern Factory/Process Automation  
May 2012

### Bangalore/Mumbai, India



CeMAT INDIA 2011/2012:  
Bangalore, 6–9. 12. 2011  
Mumbai, Dec. 2012



Industrial Automation INDIA 2011/2012:  
Bangalore, 6–9. 12. 2011  
Mumbai, Dec. 2012



MDA INDIA 2011/2012:  
Motion, Drive & Automation  
Bangalore, 6–9. 12. 2011  
Mumbai, Dec. 2012



Surface INDIA 2011/2012:  
Bangalore, 6–9. 12. 2011  
Mumbai, Dec. 2012

### São Paulo, Brazil:



MDA SOUTH AMERICA 2013:  
Motion, Drive & Automation  
19–22. 3. 2013



CeMAT SOUTH AMERICA 2013:  
19–22. 3. 2013

### Moscow, Russia:



CeMAT RUSSIA 2011/2012:  
27–30. 9. 2011/25–28. 9. 2012



Industrial Automation RUSSIA 2011/2012:  
27–30. 9. 2011/25–28. 9. 2012



MDA RUSSIA 2011/2012:  
Motion, Drive & Automation  
27–30. 9. 2011/25–28. 9. 2012



Surface RUSSIA 2011/2012:  
27–30. 9. 2011/25–28. 9. 2012

Further information and contact details:  
[hannovermesse.de/en/worldwide](http://hannovermesse.de/en/worldwide)

# Plan ahead – with OBS:

You can start planning for  
HANNOVER MESSE 2012  
immediately – via our  
Online Business Service (OBS):

- Detailed planning and costing of your presentation at HANNOVER MESSE.
- Full transparency and cost control when booking and administering your stand.
- Orders for a complete range of services – from a water connection to online advertising.

Have you already exhibited at HANNOVER MESSE? If so, your data is already stored in our system. We look forward to receiving your registration via our Online Business Service.

Just one click away:  
**[www.obs.messe.de](http://www.obs.messe.de)**

# Just register – online.

To find out more about the participation options at HANNOVER MESSE, as well as the relevant prices, terms and conditions, please visit: [\*\*hannovermesse.de/registration\*\*](http://hannovermesse.de/registration)

Alternatively, you can use our Online Business Service (OBS) to prepare your presentation at HANNOVER MESSE 2012. At [www.obs.messe.de](http://www.obs.messe.de) you can obtain detailed information, plan your exhibition stand and make direct bookings.



New: online registration.  
In future we request all  
exhibitors to register online via  
[\*\*www.obs.messe.de\*\*](http://www.obs.messe.de)

**OBS**  
ONLINE BUSINESS SERVICE





Deutsche Messe  
Hannover · Germany

**Deutsche Messe**  
**Messegelände**  
**30521 Hannover**  
**Germany**

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Fax +49 511 89-32626  
info@messe.de  
www.messe.de

Deutsche Messe has 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)



Beginn der Aufplanungen:  
Direktbucherpreis bis:  
Frühbucherpreis bis:  
Space layout planning begins:  
Direct booking rate until:  
Early booking rate until:

1. Oktober 2011  
15. April 2011  
15. September 2011  
October 1, 2011  
April 15, 2011  
September 15, 2011

Zurück an Fax:  
Fax to:  
+49 511 89-36612



■ **Anmeldung und Anerkennung  
der Teilnahmebedingungen**

Wir melden uns zur Teilnahme an der **HANNOVER MESSE 2012** an und bitten um Bereitstellung eines Grundpaketes, alternativ eines fair-package. Die beiliegenden Teilnahmebedin...

■ **Registration and acceptance  
of the Conditions for Participation**

We hereby register to participate at **HANNOVER MESSE 2012** and apply for the rental of a stand.

# Online registration

The quick and easy option: please register online via  
[www.obs.messe.de](http://www.obs.messe.de)



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