

# HANNOVER MESSE 2017

U.S. INVESTMENT PAVILION



April 24-28, 2017  
Hannover, Germany



SELECT  
USA 



# PARTNER COUNTRY USA 2016



# VITAL STATISTICS



**64%** top decision-makers  
among the trade visitors at  
HANNOVER MESSE 2016



**6,500** exhibitors from  
all over the world  
are expected at HANNOVER MESSE 2017.

**i4.0**

**400** applications of  
Industrie 4.0  
In 2016 "Integrated Industry" became  
practical reality in Hannover.

**465 USA**  
Exhibitors

**190K (5,000 USA)**  
visitors

## ★ Success in 2016

- ★ 50 main exhibitors (including 8 service provider)
- ★ Additional 36 co-exhibitors
- ★ An area of 3,300 sqm
- ★ Partner Country Night on Wednesday was a huge success



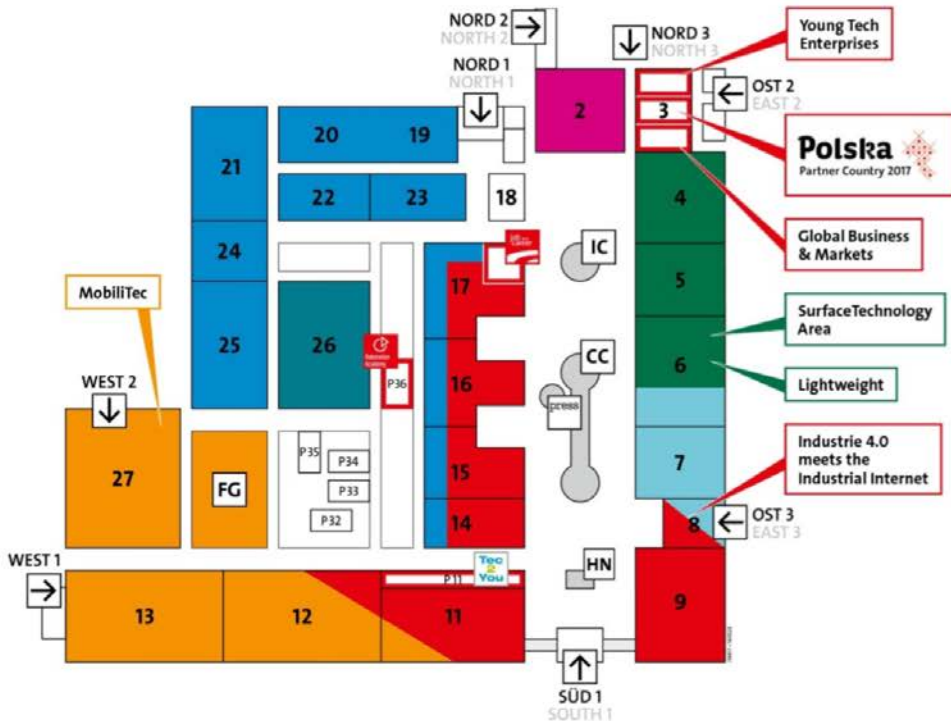




# 2017 EXHIBITION FAIRGROUNDS

## Your place at the Exhibition Grounds

- Industrial Automation**  
Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT  
Halls 8, 9, 11, 12, 14–17
- Motion, Drive & Automation**  
Leading Trade Fair for Power Transmission and Control  
Halls 14–17, 19–25
- Digital Factory**  
Leading Trade Fair for Integrated Processes and IT Solutions  
Halls 6–8
- Energy**  
Leading Trade Fair for integrated energy systems and mobility  
Halls 11–13, 27, FG
- ComVac**  
Leading Trade Fair for Compressed Air and Vacuum Technology  
Hall 26
- Industrial Supply**  
Leading Trade Fair for Innovative Subcontracting Solutions and Lightweight Construction  
Halls 4–6
- Research & Technology**  
Leading Trade Fair for Research, Development and Technology Transfer  
Hall 2



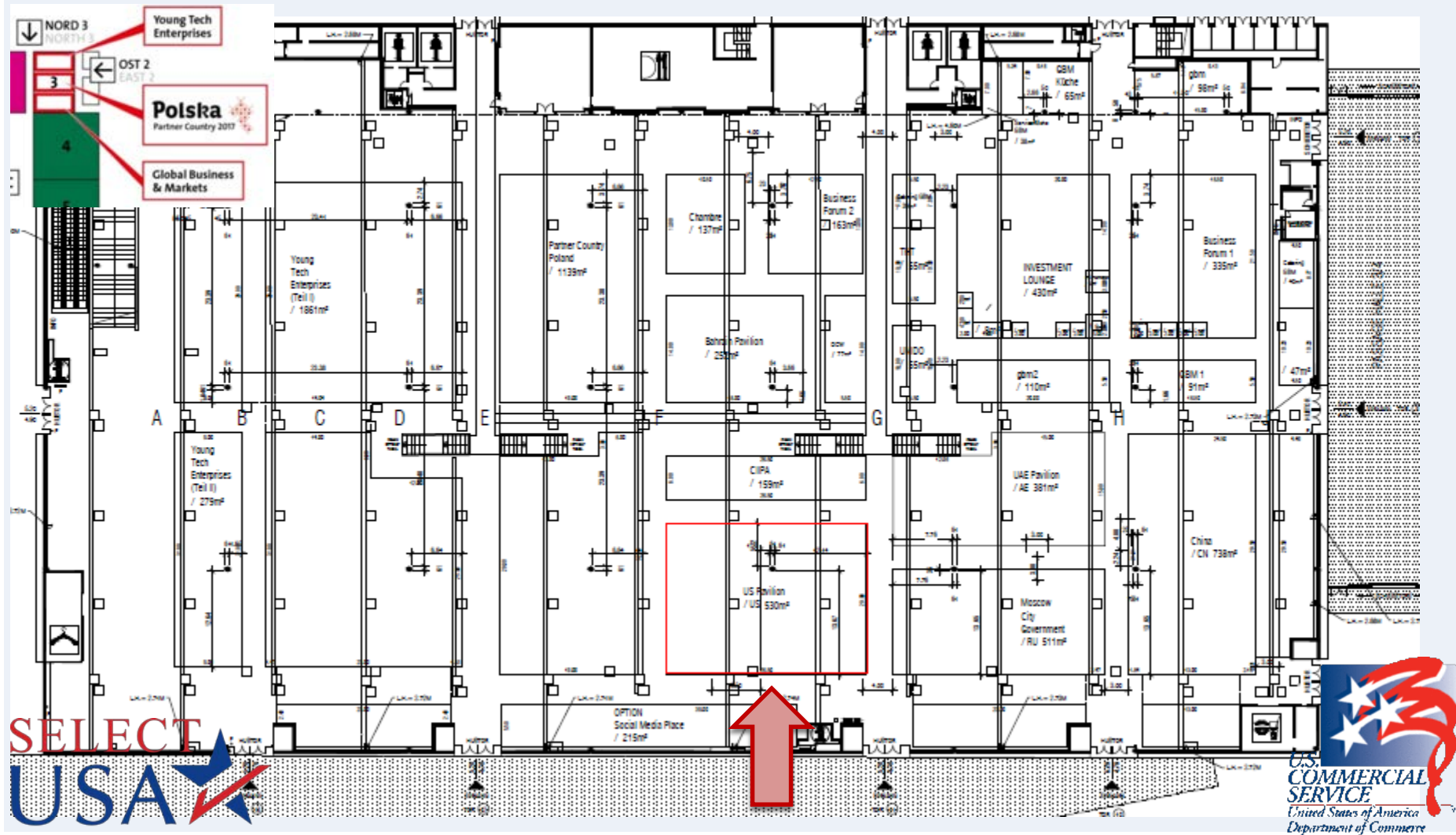
- job and career (Halle/Hall 17)
- Tec2You (Pavillon/Pavilion 11)
- Robotation Academy (Pavillon/Pavilion 36)

- Eingang Entrance
- Informations-Centrum Information Center
- Convention Center
- Haus der Nationen House of Nations
- Presse-Centrum Press Center
- Freigelände Open-air site

05/2016 • Modifications reserved • 1600526



# EXHIBITION IN HALL 3

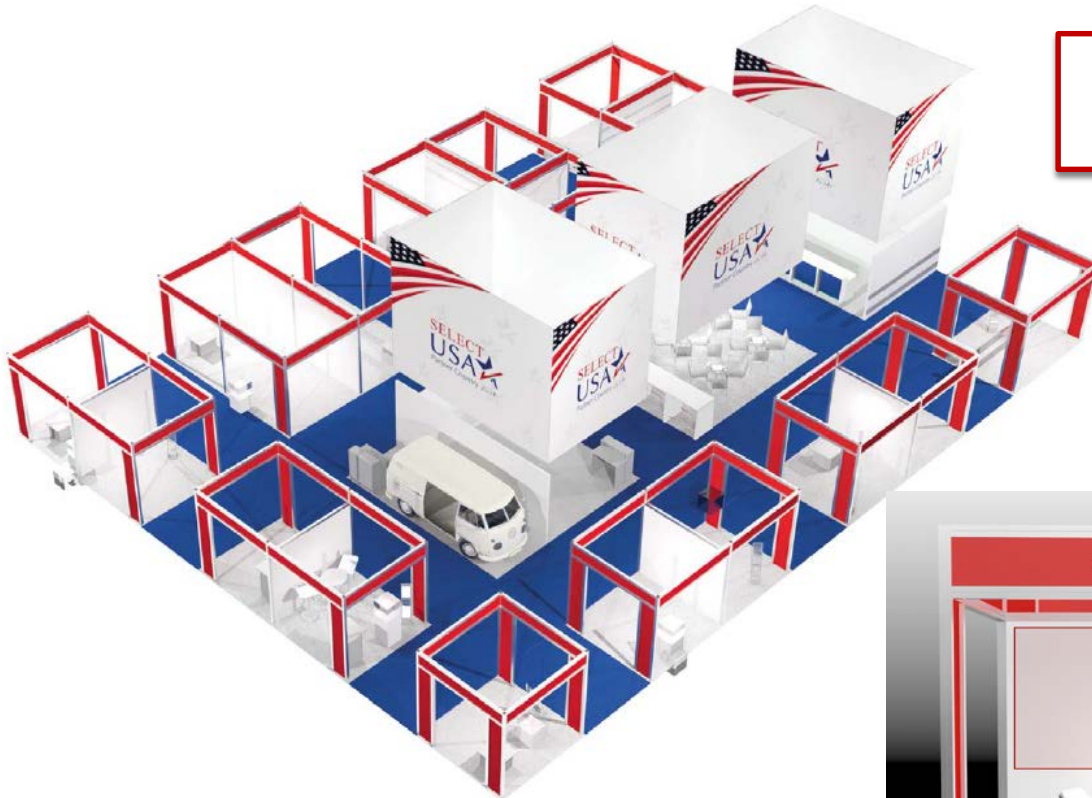


# U.S. PAVILION CONCEPT

## LAYOUT FOR 15 BOOTHS



530 sqm



# U.S. PAVILION INCLUSIONS



- ✦ Investment pavilion packages are based off **€1,250 per sqm**
- ✦ Common area Pavilion access
- ✦ Hard wall build and carpeting
- ✦ Stand Construction
  - ✦ (with 1 hanging element)
- ✦ Spotlights and electrical
- ✦ Internet/wiFi
- ✦ Packages start at 2 exhibitor passes
- ✦ Nightly cleaning & security
- ✦ Exhibitor profile online and print
- ✦ **Catering for exhibitors**
- ✦ Onsite support from SelectUSA and USCS

Packages	Booth size, in m <sup>2</sup>	Planned # of packages	Package price, in EUR
<b>Bronze</b>	9	11	11.250,00
<b>Silver</b>	12	7	15.000,00
<b>Gold</b>	18	2	22.500,00
<b>Platinum</b>	20	1	25.000,00
<b>Total</b>		21	



# U.S. PAVILION INCLUSIONS

U.S. Investment Pavilion Packages	Gold	Silver	Bronze
<b>Trade Fair Booth and Services</b>			
Display space within the Pavilion, incl. booth construction	18 m <sup>2</sup>	12 m <sup>2</sup>	9 m <sup>2</sup>
Daily booth cleaning, stand security (night)	✓	✓	✓
Use of the exclusive catering area including drinks and snack service	✓	✓	✓
Exhibitor passes	5	4	2
Registration of co-exhibitors (€ 335 marketing fee per co-exhibitor)	✓	✓	✓
Exhibitor passes per co-exhibitor	2	2	2
<b>PR and Marketing Services</b>			
Invitation to Opening Ceremony of HANNOVER MESSE for up to five members of the management board	✓	✓	✓
Unlimited number of tickets for visitors – registration required	✓	✓	✓
Visitor data – ticket registration & usage data	✓	✓	✓
Internet presence at hannovermesse.de – detailed company profile – 5 product descriptions, each categorized in up to 4 product groups, incl. free editorial service – unlimited number of additional product descriptions if entries are self-administered online	✓	✓	✓
Electronic Visitor Information System (EBi)	✓	✓	✓
Market research (visitor behavior)	✓	✓	✓
Visitor recruitment (campaign advice)	✓	✓	✓
Right to use the event logo. "HANNOVER MESSE" logo may be used in your own media to advertise your trade fair participation until 31.8.2017	✓	✓	✓
Entry of contact data in the Global Business & Markets 2017 catalogue/magazine. Deadline for entries: 31.1.2017	✓	✓	✓
Inclusion of a brief profile in Global Business & Markets 2017 catalogue/magazine (max. 500 characters, plus logo and contact data). Deadline for inclusion: 31.1.2017	✓	✓	
<b>Cost</b>	<b>€ 20,700</b>	<b>€ 13,800</b>	<b>€ 10,350</b>

Due to tax regulations, US companies do not have to pay value added tax.





# VALUE ADDED SERVICES

- ★ Pre-show promotion and marketing.
- ★ SelectUSA Investment Specialists will be on-hand to facilitate introductions between attendees and exhibitors. We will promote your organization leading up to the fair and highlight your attendance to delegations around the world.
- ★ On-site CS presence to assist both experienced exhibitor and first time attendees; our team of investment specialists are available to help maximize your exposure at the show.
- ★ Take part in the Numerous networking events including invitations for U.S. exhibitors to attend the prestigious Opening Ceremony Networking Event and Business Summit.

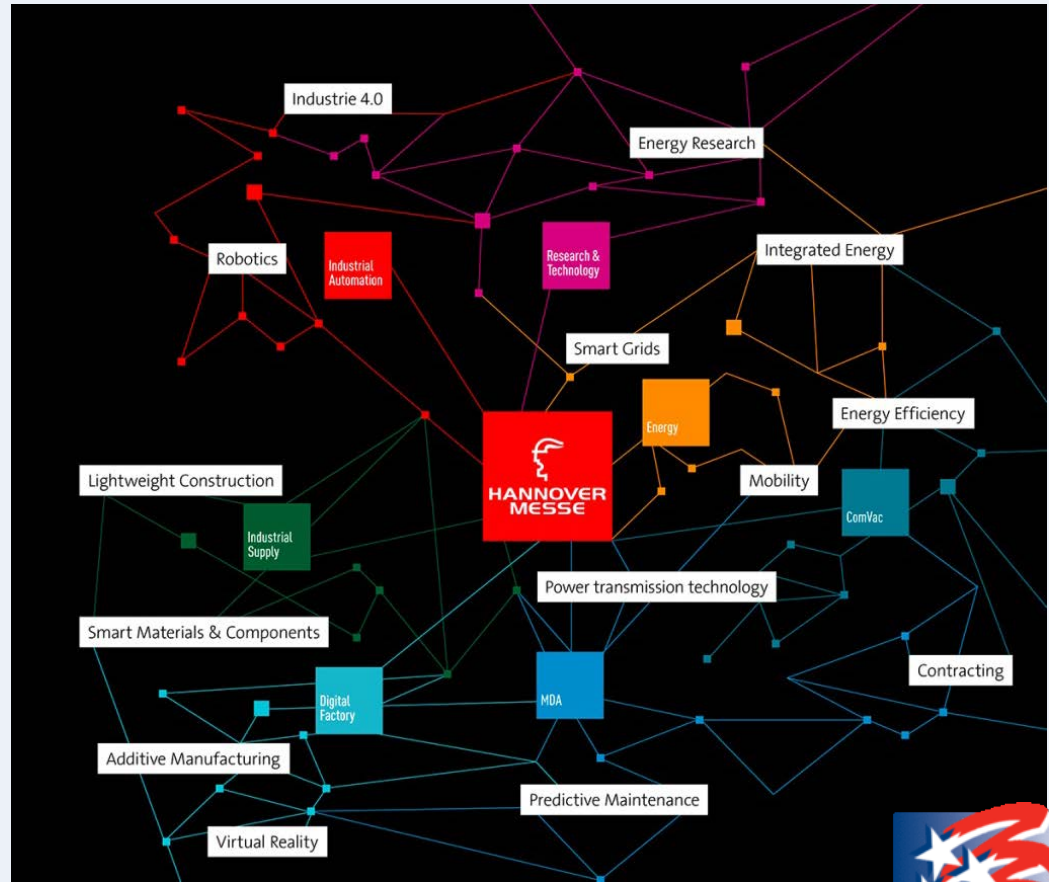


# U.S. PAVILION REPRESENTATION



## ♦ Seven Tech Pavilions proposed

- ♦ Research & Technology - Hall 2
- ♦ Industrial Supply - Hall 6
- ♦ Digital Factory - Hall 7
- ♦ Energy - Hall 13
- ♦ Instrumentation, Sensors - Hall 11
- ♦ Industrial Automation - Hall 17
- ♦ Motion Drive & Automation - Hall 25



# QUESTION & ANSWER



- ★ We will take questions from the call attendees.
- ★ Keep in mind feedback for SelectUSA:
  - ★ Elements that you would like us to highlight
  - ★ Feedback from 2016
  - ★ New services you would like to see



SelectUSA Team  
Tel. +1 202-485-7837  
[SUSAEvents@trade.gov](mailto:SUSAEvents@trade.gov)

Ethan Carter  
HFUSA  
Tel. +1 773- 796-4250  
[ecarter@hfusa.com](mailto:ecarter@hfusa.com)

