

Price list

23 – 27 April 2018
Hannover • Germany

hannovermesse.com

Overview
of our services
and benefits

Parallel to
HANNOVER MESSE 2018

CeMAT



Deutsche Messe

Get new technology first



Stand space and prices

To help you plan and book your stand we have compiled all the information you will need on this page. The complete terms and conditions of participation can be found on the **HANNOVER MESSE exhibitor portal** at: store.hannovermesse.de/en

Everything you need to calculate your stand costs

| | | |
|--|---|----------------------|
| Basic rental charge | Basic rental charge in halls | € 227/m ² |
| | Basic rental charge on the open-air site | € 87/m ² |
| Early-booking discount (available until 15. 09. 2017) | Basic rental charge in halls | € 220/m ² |
| | Basic rental charge on the open-air site | € 83/m ² |
| Stand construction options | A surcharge on the basic stand rental ¹ per m ² applies for the first 120 m ² based on the number of open sides (which facilitate a better view) | |
| | 2 open sides (corner stand) | 25 % |
| | 3 open sides (end stand) | 40 % |
| | 4 open sides (island stand) | 60 % |
| Additional charges | Registration fee (lump sum) | € 340 |
| | Marketing fee ^{2, 3} | € 37/m ² |
| | Special reduced marketing fee ^{2, 3} for stand space in excess of 1,000 m ² | € 18/m ² |
| | Two-storey stands (for usable area on upper floor) | € 91/m ² |
| Co-exhibitors | Participation costs per co-exhibitor | € 910 |
| | Marketing fee ^{2, 3} per co-exhibitor | € 340 |

A surcharge of 5% on the basic stand rental applies if exhibitors register as from 01.02.2018.

Special participation options

Are you interested in exhibiting in various sections of HANNOVER MESSE or would you like to participate in one of the special displays or sponsored/themed group presentations? Perhaps you would like to exploit the other exclusive opportunities for networking?

If so, the HANNOVER MESSE Team will be pleased to advise you:

Tel. +49 511 89-34466

hannovermesse@messe.de

www.hannovermesse.de/en/exhibit

All prices subject to VAT

¹ Stand space in excess of 120 m² is invoiced at the basic rental charge.

² Incl. AUMA contribution.

³ Full details on p. 3.

Services for marketing fee

| Service | Specification | Details |
|--|---|--|
| Invitation | Opening Ceremony | In your role as a senior executive you can attend the Opening Ceremony. |
| Complimentary admission tickets (obligatory registration) | Electronic | Available in unlimited quantities, complimentary visitor admission tickets supplement your invitation activities and/or can be handed over personally to your customers. |
| Visitor data | Registration data and usage data | Compilation of registration and usage data of your guests before and after the trade show. |
| Web presence | Company profile | Comprehensive package for describing your company on the HANNOVER MESSE website, incl. company logo, company video, brief description, link to your own website, reference to contacts, partners and subsidiaries plus opportunity to offer documents (brochures, etc.) for downloading. |
| | Product profile | Present unlimited numbers of products on the HANNOVER MESSE website, incl. product description, ability to list each product in up to four product categories, product images, PDF downloads. |
| | All-year-round presence | Company listing in the exhibitor & product search engine at www.hannovermesse.com . Visitors can store your exhibitor and product information in their online trade fair planner. You have the ability to reach target groups who were unable to attend the fair. Direct access to the Exhibitor Content Management System (ECMS) so you can update your own company profile as desired; on request, our editorial team can help you manage your profile (including brief company description and up to five product profiles). |
| Other media | Directory of exhibitors | Listing of your company (name, stand details) in the printed directory of exhibitors. |
| | Electronic Visitor Information System (EBi) | Visitors can access your company's trade show details via the EBi terminals at the Exhibition Grounds. |
| Market research | Visitor behaviour patterns | Analysis of the results of online and onsite surveys of current and potential visitors in various sectors, functions and regions. This serves as a basis for optimizing your trade show marketing. |
| Visitor recruitment | Campaign consulting | Tailored advice on how to put together accurately targeted marketing campaigns to generate qualified B2B sales leads, e.g. as part of your pre-show preparations. |

Our **fair-packages**: total solutions that maximize **your success**

If you don't have much time to plan your trade fair presentation or are making your debut at HANNOVER MESSE, you should consider our special offer. Our fair-packages provide a wide range of services and benefits, including stand space, stand construction, furnishing and fittings, as well as basic utilities and extensive marketing services. You can choose from three options, and each package is tailor-made to ensure that your trade fair presentation is a complete success. The only difference between the packages is the stand construction. You can find an overview of all services online at: www.hannovermesse.de/en/fairpackage

How you benefit

- You save time as all the planning can be dealt with by simply clicking online to order the services required.
- Professional consulting and support when planning your trade fair presentation.
- You can keep your organizational efforts to an absolute minimum. In other words, you can focus on what's most important to you – making new business contacts as well as new deals and orders.
- Exclusive catering package available.

Guidance and contact

We will advise you on the best package for your requirements and guide you through our online calculator. Please contact:

Carolin Illig, Tel. +49 511 89-31295, carolin.illig@messe.de

Detailed information on options and additional services can be found in the catalogue of services.

Would you like to book now?

You can book online at store.hannovermesse.de

After you have decided to take part you are welcome to use our Exhibitor Support team, who will help you with any further questions regarding the preparation and realization of your trade fair presentation. Please contact:

Tel. +49 511 89-30000 or exhibitor.support@messe.de

3 packages are available



fair-package **Basic**

Modular stand Type A

plus extended furnishings pack
(minimum size 9 m²)

Price as from € 4,442



fair-package **Comfort**

Modular stand Type C

plus extended furnishings pack
(minimum size 12 m²)

Price as from € 5,969



fair-package **Premium**

Modular stand Type Exclusive

(minimum size 20 m²)

Price as from € 11,089

All prices are subject to VAT.

Make a big impression on trade visitors!

The creative, tailor-made solutions provided by event it will ensure the effectiveness of your trade fair presentation. Our personnel will help to communicate your company image and place your business in the spotlight. You can expect sophisticated event planning that ensures that everything runs smoothly. Success without stress!

Our core expertise and services mean success for your trade fair participation

| | | |
|--|---|--|
| Event personnel/ promotion | Trained, highly professional personnel: We ensure that the first impression you make on key contacts will strengthen your image. <ul style="list-style-type: none"> ■ Hospitality service, hostesses, promotion and stand services ■ Creative concept and realization of promotion ■ Personnel leasing, paid according to German salary scale | <p>Nothing is as unique as your brand.</p> <p>We would therefore be pleased to draw up your personal offer – free of charge and without any obligations.</p> |
| Events | Make a lasting impression: Imaginative solutions and smooth-running organization ensure that visitors will not forget their trade fair experience. <ul style="list-style-type: none"> ■ Conception, planning and realization of events ■ Side events, parties at trade fair stands ■ Location scouting, booking performers ■ Product presentations | |
| Software solutions for organization and management of participation | Central, web-based and customized: Our software solutions are customized to fulfil all your requirements and necessary functions. <ul style="list-style-type: none"> ■ Dispatch of invitations and registration of your trade fair target groups via an individual registration portal; compilation and overview of responses ■ State-of-the-art exhibitor and visitor ticket management ■ Lead tracking, lead management ■ Appointments and meeting venue management ■ Coordination of staffing and stand schedule of your personnel ■ Hotel room and venue management, assessment of catering requirements | |

We supply everything you need for an excellent trade fair presentation. Please contact:

Inga Gräber
 event it AG
 Tel. +49 511 866846-65
 fairs@eventit.de
 www.eventit.ag



More visitors thanks to simplified procedures: The response procedure developed by event it makes it easier than ever for visitors to register online via your personal registration portal. The trade visitor ticket is then simply sent to the visitor as a PDF file attached to the email that confirms registration.

Tec2You

Tec2You is a nationwide initiative aimed at encouraging young people to enter careers in industry. Numerous high-profile partners in business, politics and science use Tec2You at HANNOVER MESSE as a recruitment platform. Tec2You provides the ideal setting and the necessary infrastructure for the efficient and sustained integration of young persons into the professional operations of HANNOVER MESSE. In your role as a Tec2You partner you can showcase your company as an attractive employer in a highly innovative and progressive context.

Excursion package^{1,3}

- Tec2You special parking permit for a bus, plus up to 52 Tec2You admission tickets for HANNOVER MESSE
- All-day support by Tec2You Guides, incl. guided tours to selected exhibitors
- A Tec2You bag (optional: with information material about your company)
- Participation in the Tec2You Vocational Education Forum in Pavilion P11
- Optional: inclusion of your company's stand in the guided tours of this visitor group

Price: € 1,200

Partner packages²

Partner packages, incl. stand space and Tec2You column
(stand construction not included, exhibitor responsible)

| | 20 m ² stand | 40 m ² stand |
|------------------------------------|-------------------------|-------------------------|
| excl. excursion package | € 5,000 | € 8,000 |
| incl. 5 excursion packages | € 11,000 | € 24,000 |
| incl. 10 excursion packages | € 17,000 | € 20,000 |

Partner packages, incl. stand space and stand construction
(standard furnishings/fittings, technical equipment, graphics as requested)

| | 20 m ² stand | 40 m ² stand |
|------------------------------------|-------------------------|-------------------------|
| excl. excursion package | € 11,000 | € 18,000 |
| incl. 5 excursion packages | € 17,000 | € 24,000 |
| incl. 10 excursion packages | € 23,000 | € 30,000 |

All prices subject to VAT

¹ Travel costs (bus, train, etc.) are not included in the excursion package.

² Partner packages can be booked until 31. 12. 2017 and are valid until 31. 12. 2018.

^{1,3} The excursion packages can be booked until 25 February 2018 and are offered on a first-come, first-served basis.

This is just one example of opportunities for sponsoring at Tec2You. To receive a quotation please contact us.

If you have your own ideas, you can also let us know!

Your contact person for
Tec2You:

Jennifer Lürig
Tel. +49 511 89-31165
jennifer.luerig@messe.de
www.hannovermesse.de/en/tectoyou

job and career

The job and career platform at HANNOVER MESSE 2018 offers ideal conditions for presenting your company to potential top recruits. Make the most of this unique recruitment tool. Several thousand trade visitors came to job and career at HANNOVER MESSE 2017 in order to identify new directions in further training and career development, meet employers and attend talks on career-related topics. In short, HANNOVER MESSE is simply the top careers platform for industry!

How you benefit

- job and career is the hub where your target groups meet. It is an integral part of HANNOVER MESSE, which boasts a line-up of five flagship fairs and takes place together with CeMAT, the world's leading trade fair for intralogistics and supply chain management. In short, it is the perfect place for your company to attract young talent.
- job and career offers job candidates an extensive service portfolio consisting of job searches, training and further training, as well as career development opportunities.
- You can select one of the attractive cross-media participation options. This will not only enhance your employer branding, but also pave the way to direct contacts with potential candidates.
- spring Messe Management is a market leader in the area of personnel recruitment fairs and with extensive, long-standing contacts is able to obtain the support of top speakers.

We can offer the following participation options:

| | | |
|------------------------------------|--|---|
| Stand space | Without stand assembly, includes access to the lounge and catering services (min. stand size 12 m ²) | until 28.09.2017: EARLY BIRD price € 269/m² from 29.09.2017: normal price € 299/m² |
| Modular stand (optional) | Basic installations: back wall, side walls with textile cladding (suitable for customized printing), carpet, 1 power point, signage with company name and/or logo, 1 pedestal table, min. of 3 bar stools, waste bin | € 159/m² for complete duration |
| Registration fee | Exhibitor and co-exhibitor, lump sum | € 499 |
| Full-day package (2/3 days) | 9 m ² or 15 m ² stand area, incl. stand assembly, access to lounge and catering services, Jobwall Basic advertising with up to 50 vacancies, stand cleaning, WLAN and a locker | until 28.09.2017: EARLY BIRD price from € 3,950 from 29.09.2017: normal price from € 4,100 |

All prices are subject to VAT

In addition to your stand participation you can advertise your job vacancies on an interactive job wall, participate in the forum program and take advantage of attractive sponsorship and publicity options. Further information is available from the job and career project team at HANNOVER MESSE 2018.

Your contact for
job and career at
HANNOVER MESSE:

spring Messe Management GmbH

Christoph Kuhlemann

Tel. +49 621 70019-141

c.kuhlemann@messe.org

hannovermesse.jobandcareer.de/en

E-mail campaigns and lead generation

Generate interest in your trade show presence and support your marketing and sales activities all year round – Deutsche Messe Interactive delivers new, highly qualified B2B decision-maker contacts with a proven interest in your products and services. Profit from our know-how and benefit from our exclusive access to the trade visitor database of HANNOVER MESSE. We are pleased to advise you on your possibilities and help you to develop a suitable, individual solution.

Overview of Exhibitor Services

- Direct contact with your target groups optimizes your trade fair preparation and post-fair follow-up
- Preferential conditions for HANNOVER MESSE exhibitors

| | | |
|---|--|---|
| Invitation Mailing to promote your trade fair presence | <p>Design and dispatch of an individual e-mailing campaign to raise awareness of your trade show presence at HANNOVER MESSE 2018. Upon request we can integrate your e-ticket codes or link to your website.</p> <p>Your benefit: Contact details of all e-ticket registrations are automatically available via your OBS access. You benefit from our exclusive HANNOVER MESSE trade visitor distribution list:</p> <ul style="list-style-type: none"> ■ Option I: E-mail to 5,000 new contacts ■ Option II: E-mail to 10,000 new contacts ■ Option III: E-mail to 15,000 new contacts <p>Perhaps you have quite specific target groups or would like a different volume of mailings? Simply contact us for an individual quotation.</p> | <p>€ 1,490</p> <p>€ 2,890</p> <p>€ 3,990</p> |
| Lead generation through an Executive Survey | <p>Leads to relevant decision-makers can be generated in the context of a survey around a keynote theme of HANNOVER MESSE. We can generate high-quality leads for you exclusively in the run-up to the trade fair.</p> <p>How you benefit: Exclusive content relating to a trade fair keynote, reliable survey findings reflecting your area of expertise, the opportunity to arrange appointments with interesting new contacts for the event.</p> <ul style="list-style-type: none"> ■ Option I: 100 Leads ■ Option II: 150 Leads ■ Option III: 200 Leads <p>Our service options include the complete design and realization of the survey, distribution of e-mailings, generation of survey respondents, integration of e-Ticket codes and evaluation of results (Optional: in infographic form at an additional cost of € 1,200). Individual target groups and lead volumes on request.</p> | <p>€ 10,000</p> <p>€ 14,500</p> <p>€ 19,000</p> |
| Trade fair follow-up | <p>We are pleased to support you with the follow-up of your trade show presence:</p> <ul style="list-style-type: none"> ■ Dispatch of a 'thank you e-mail' on your behalf to your generated contacts ■ Marketing of your trade fair highlights as part of after-show marketing to generate more leads ■ Follow-up webinars help ensure the professionalism of your post-fair follow-up ■ Address digitization and processing of your generated leads (business cards, etc.) | <p>Quotations on request</p> |

All prices are subject to VAT

We would be pleased to advise you!

Deutsche Messe Interactive GmbH
 Tel. +49 511 330601-11
 contact@messe-interactive.de
 www.messe-interactive.de/en

BizLounge

The BizLounge opens up new possibilities for liaising with customers at HANNOVER MESSE. Only a limited number of lounges are available, so we recommend that you book as early as possible.

The benefits:

- An exclusive lounge where you can welcome customers, hold meetings and take a break from your busy schedule.
- Special VIP services (e.g. chauffeur service, special parking facilities, catering, and access to exclusive events).

The BizLounge

| | |
|---|---|
| Lounge | Exclusively furnished lounge for 10 persons at the Exhibition Grounds – the ideal place to welcome guests and hold meetings. |
| Hostess | A hostess will welcome and look after your guests. |
| Catering | High-class catering including snacks, cooked lunch and an extensive choice of beverages. |
| Passes and complimentary tickets | <ul style="list-style-type: none">■ Two exhibitor passes for access to the Exhibition Grounds between 7.00 a.m. and 7.00 p.m.■ Unlimited number of complimentary admission tickets for your guests. |
| Parking permits | <ul style="list-style-type: none">■ Two parking permits for the guarded “Nord 4” car park.■ A further 20 permits for free access to the other car parks at the Exhibition Grounds. |
| VIP chauffeur service | VIP chauffeur service to and from the VIP car park, as well as between all halls and locations at the Exhibition Grounds (available from 8.30 a.m. to 6.30 p.m.). |
| Exclusive invitations | <ul style="list-style-type: none">■ Invitations for two board members to the Opening Ceremony of HANNOVER MESSE (with seats in the reserved area).■ Invitations for two persons to the Herrenhausen Gala on the evening of the 2nd day of HANNOVER MESSE. This event will feature high-ranking speakers from business and politics, as well as a selected musical program. |

Package price: € 51,500

All prices are subject to VAT.

The BizLounge is an offer made by HANNOVER MESSE. As availability is limited, do not delay booking.

HANNOVER MESSE Team
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Deutsche Messe

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E-mail campaigns and lead generation

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Contact details for our local sales partners worldwide are listed at
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