

Price list

24 – 28 April 2017
Hannover • Germany

hannovermesse.com

**All our
services at
a glance**



Deutsche Messe

Get new technology first



Rental space and charges

To help you plan ahead we have compiled all the necessary information on this page. The full Terms and Conditions of Participation are available via our **Online Business Service (OBS)** at: www.obs.messe.de.

Everything you need for your cost calculation:

Basic rental charge	Basic charge for indoor space	€ 221 per m ²
	Basic charge for Open-air Site	€ 85 per m ²
Reduced rental charge for early bookings (offer ends on 15.9.2016)	Basic charge for indoor space	€ 214 per m ²
	Basic charge for Open-air Site	€ 81 per m ²
Stands with two or more open sides	High-visibility stands with two or more open sides are subject to a surcharge ¹ . For stands of up to 120 m ² this surcharge is as follows:	
	Stands open on two sides (corner stand)	25 %
	Stands open on three sides (end stand)	40 %
	Stands open on four sides (island stand)	60 %
Additional charges	Registration fee (lump sum)	€ 340
	Marketing fee ^{2,3}	€ 36 per m ²
	Reduced marketing fee ^{2,3} for stand space in excess of 1,000 m ²	€ 17 per m ²
	Space on the upper floor of two-storey stands	€ 89 per m ²
Co-exhibitors	Participation charge per co-exhibitor	€ 890
	Marketing fee ^{2,3} per co-exhibitor	€ 335

A surcharge of 5% on top of the basic rental charge will be made for registrations received as from 1.2.2017.

All prices are subject to VAT.

¹Space in excess of 120 m² will be invoiced at the basic rental charge. ²Includes the AUMA contribution. ³For detailed information see page 13.

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? Or do you want to exploit the other exclusive opportunities for networking?

If so, the HANNOVER MESSE Team will be pleased to advise you. Your contact for initial enquiries: Emanuel Marra, Tel. +49 511 89-34466, hannovermesse@messe.de

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.

Your contact:

Emanuel Marra, Tel. +49 511 89-34466, hannovermesse@messe.de

Our fair-packages: total solutions that maximize your success

Our “fair-packages” are all-in-one solutions tailored to your individual requirements. Each package can be upgraded by booking additional fixtures/furnishings.

fair-package hotline: +49 511 89-37200
 fp-hannovermesse@messe.de, www.hannovermesse.de/en/fairpackage
 Calculate your individual “fair-package” price online – simply choose the corresponding package and stand size.



		Basic
Space	Stand space in line with your specific requirements	✓
Stand construction	Modular rental stand (incl. extended standard fittings)	✓ (Modular stand Type A)
	Customized company logo	✓
Basic services	Electric power supply	✓
	Stand cleaning and waste disposal	✓
	Insurance for stand and fixtures/furnishings	✓
	Multiple-entry car parking permit (quantity)	Basic+ Upgrade ¹
	DSL connection 6000/3000 Kbit/s	
Marketing and PR	All services included in the marketing fee	✓
	Internet press box	Basic+ Upgrade ¹
	Online advertising, format: medium rectangle	
	Logo in the printed directory of exhibitors	
Contact management	Lead acquisition/management at stand (version)	Basic+ Upgrade ¹
	Invitation management	
Catering	Coffee and tea	✓
	Biscuits and mineral water	Basic+ Upgrade ¹
	Restaurant vouchers	
		Basic As from € 4,133 ⁴ Upgrade Basic+ As from € 4,914 ⁴

Included in package

Upgrade option

	Comfort	Premium Style	Premium Trend
	✓	✓	✓
	✓ (Modular stand Type C)	✓ (Modular stand Type D)	✓ (Modular stand Type Truss)
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓ (1) ²	✓ (2)	✓ (2)
	Comfort+ Upgrade ¹	✓	✓
	✓	✓	✓
	✓	✓	✓
	Comfort+ Upgrade ¹	✓	✓
	Comfort+ Upgrade ¹	✓	✓
	✓ (Medium) ³	✓ (Full)	✓ (Full)
	Comfort+ Upgrade ¹	✓	✓
	✓	✓	✓
	✓	✓	✓
	Comfort+ Upgrade ¹	✓	✓
	Comfort As from € 6,440 ⁵ Comfort+ Upgrade As from € 10,186 ⁵	Premium Style As from € 10,184 ⁵	Premium Trend As from € 10,184 ⁵

All prices are subject to VAT.

¹ Scope of services as in next higher package.

² Upgrade in system Comfort+ to 2 parking permits

³ Upgrade in system Comfort+ to Full Version

⁴ Early-booking charge on the basis of a row stand, size: 9 m²

⁵ Early-booking charge on the basis of a row stand, size: 12 m²

The fair-packages in detail

	Basic	Basic+	Comfort	Comfort+	Premium Style	Premium Trend
Space						
Stand size. You can select the dimensions of your fair-package stand in line with your individual requirements	✓	✓	✓	✓	✓	✓
Stand types						
Modular stand Type A	✓	✓				
Modular stand Type C			✓	✓		
Modular stand Type D					✓	
Modular stand Type Truss						✓
Basic fixtures/furnishings						
Walls and cabin						
■ Cabin (size in m ²) with lockable door (dependent on stand size < 49 m ² 50–79 m ² > 80 m ²)	1 1 1	1 1 1	2 4 6	2 4 6	4 8 10	4 8 10
■ Coat rack in the cabin (qty. dependent on stand size: < 49 m ² 50–79 m ² > 80 m ²)	1 1 1	1 1 1	1 2 2	1 2 2	1 2 2	1 2 2
Floor covering						
■ Carpeting	✓	✓	✓	✓	✓	✓
Ceilings and illumination						
■ 4 spotlights (50 W)	✓	✓				
■ 1 long arm spotlight (150 W) per 5 m ² of stand space, plus 4 HQI spotlights (75 W) mounted on the system tower			✓	✓		
■ 1 spotlight (100 W) per 3 m ² of stand space					✓	
■ 1 floodlight (150 W) per 5 m ² of stand space						✓
Lettering, graphics and display media						
■ Fascia panel, 1 per open stand side, fascia panel lettering, incl. logo	✓	✓				✓
■ System tower (160 x 360 cm) with one textile banner (approx. 140 x 340 cm), incl. digital print (qty. dependent on stand size < 49 m ² / 50–79 m ² / 80–100 m ²)			1 1 2	1 1 2		
■ Advertising tower, partially backlit, with rotating cube, size: 50 x 50 cm (qty. dependent on stand size: < 49 m ² 50–79 m ² > 80 m ²)					1 2 2	
■ 4-sided logo print for rotating cube(s) and lettering on the backlit tower panel(s)					✓	

	Basic	Basic+	Comfort	Comfort+	Premium Style	Premium Trend
Stand furnishings						
■ Table 70 cm in diameter or 70 x 70 cm (qty. dependent on stand size: < 49 m ² 50–79 m ² > 80 m ²)	1 1 1	1 1 1	1 2 3	1 2 3	1 2 3	1 2 3
■ Chairs (qty. dependent on stand size: < 49 m ² 50–79 m ² > 80 m ²)	3 3 3	3 3 3	4 8 12	4 8 12	4 8 12	4 8 12
■ Information counter, brochure rack, wastepaper basket	✓	✓	✓	✓	✓	✓
■ Bar stool			✓	✓	✓	✓
■ Refrigerator					✓	✓
Electrical installations						
■ Power distribution box with 2 available sockets, 230 V	✓	✓	✓	✓	✓	✓
Basic services						
Electric power supply: Electric power connection, 3 kW, incl. connection charge and consumption	✓	✓	✓	✓	✓	✓
Cleaning and waste disposal: Cleaning at the beginning of the trade show, daily cleaning as well as waste disposal in the evenings	✓	✓	✓	✓	✓	✓
Insurance for stand and fixtures/furnishings	✓	✓	✓	✓	✓	✓
Multiple-entry car parking permit (quantity) for the car parks at the Exhibition Grounds		1	1	2	2	2
DSL connection 6000/3000 Kbit/s incl. router with 4 RJ45 LAN ports and IP access data				✓	✓	✓
Marketing & PR						
Services included in the marketing fee (for detailed information see page 13)	✓	✓	✓	✓	✓	✓
Internet press box: Via our content management system you can create an Internet-based press info box for your company containing an unlimited number of press releases (in German and/or English), images and PDF files. This service is available to journalists and visitors for research purposes three months before the fair. The content can be continuously updated by the exhibitors. All the information is downloadable and is circulated to registered journalists via an e-mail service.		✓	✓	✓	✓	✓
Online advertising, format: medium rectangle with 20,000 Pls Placement on www.hannovermesse.com . Output on all devices (including mobile devices)				✓	✓	✓
Logo in the printed directory of exhibitors Your company logo will appear in the printed directory of exhibitors, thus informing visitors and decision-makers about the location of your stand.				✓	✓	✓

Further information about the fair-packages

	Basic	Basic+	Comfort	Comfort+	Premium Style	Premium Trend
Contact management						
Lead acquisition/management at stand The electronic acquisition and administration of visitor data allows exhibitors to make the most of their trade fair participation and optimal use of their resources. This data is taken by scanning the barcode on the visitor admission tickets during official registration at the stand. The electronic archiving of business cards also remains an option.						
<ul style="list-style-type: none"> Medium Version: You will receive the necessary database software for the administration of data relating to the (potential) customers you have invited to the trade show. In addition, you will receive mobile device software which will enable you to scan the ticket codes, transfer the ticket registration data to the database and analyze contact reports and supplementary information via various mobile devices. 		✓	✓			
<ul style="list-style-type: none"> Full Version: Covers the same scope as the Medium Version, plus – for the duration of the trade show – the use of two mobile devices (hardware) for the acquisition and administration of visitor data. 				✓	✓	✓
Invitation management via eTicket campaign Production and circulation of an e-mail containing a standard text and eTicket codes to up to 1,000 addresses (one proof-reading stage included). The content of the e-mail (logo, up to three product innovations, eTicket codes, address data) must be supplied by you.				✓	✓	✓
Catering						
Coffee and tea Coffee maker and electric kettle, powdered coffee and selection of teas, coffee creamer, coffee filters, sugar, disposable cups, teaspoons, 9 liters of non-carbonated water	✓	✓	✓	✓	✓	✓
Biscuits and mineral water Selection of biscuits, 24 x 1 liter bottles of mineral water		✓	✓	✓	✓	✓
Restaurant vouchers € 200 voucher for the restaurants at the Exhibition Grounds				✓	✓	✓

Guidance and contact:

If you decide in favour of a fair-package you will receive extensive service support. We help you to select the right package, guide you through the online calculator and determine which additional services and fixtures/furnishings you require. In addition, we will answer all questions relating to the preparation and realization of your trade fair presentation. Simply call our **fair-package hotline on +49 511 89-37200**.

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	<p>Trained, highly professional personnel: We ensure that the first impression you make on key contacts will strengthen your image.</p> <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	<p>Make a lasting impression: Imaginative solutions and smooth-running organization ensure that visitors will not forget their trade fair experience.</p> <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	<p>Central, web-based and customized: Our software solutions are customized to fulfil all your requirements and necessary functions.</p> <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 	



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.

We supply everything that you need for an outstanding trade fair presentation

Your contact person:

Team	Felix Weiland
Trade fairs & exhibitions	Tel. +49 511 866846-0
event it AG	fairs@eventit.de
	www.eventit.ag

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 package¹

- 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/B
- Optional: inclusion of your company's stand in the guided tours of this visitor group

Excursion package € 1,200

Partner packages²

- Partner status, incl. numerous marketing services for Tec2You 2017
- Including 5/10 excursion packages (EPs)
- Optional: 40/80 m² of stand space in the Tec2You special exhibition area

Platinum package, incl. 5 EPs € 20,000

Premium package, incl. 10 EPs € 30,000

HANNOVER MESSE Special³

- Partner status, incl. numerous marketing services, at HANNOVER MESSE 2017
- Including 2 excursion packages (EPs)
- Optional: 20 m² of stand space in the Tec2You special exhibition area

HM special, incl. 2 EPs € 10,000

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

² The partner packages are bookable up to 31.12.2016 and run until 31.12.2017.

³ The HANNOVER MESSE Special and the excursion package can be booked up until 25 February 2017. The first come, first served principle will apply

This is just a sample of the sponsorship opportunities available at Tec2You. Please contact us for a detailed quotation. We look forward to receiving your ideas.

All prices are subject to VAT.

Your contact for Tec2You at HANNOVER MESSE:

Jennifer Lürig
Tel. +49 511 89-31165
jennifer.luerig@messe.de

www.hannovermesse.de/en/tectoyou

job and career

“job and career” at HANNOVER MESSE 2017 offers an excellent opportunity to present your company to potential job candidates. Exploit this unique recruitment tool as a basis for increased future corporate success.

Face-to-face encounters with potential employers play a vital role. 27 percent of the visitors at HANNOVER MESSE 2016 took the opportunity to gather information about career openings (e.g. further training and job searches). This is something your company can profit from.

The benefits in brief:

- At “job and career” you can communicate effectively with your target audience. With its line-up of seven flagship fairs, HANNOVER MESSE is the ideal place to attract young talent to your company.
- “job and career” offers job candidates an extensive service portfolio consisting of job searches, training and further training and 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 has extensive contacts with top speakers.

We offer you the following participation options:

Stand space	Without stand assembly, incl. access to the Lounge with catering service (minimum stand area 12 m ²)	EARLY BIRD discount price € 269/m² available until 15.09.2016 Normal charge: € 299 per m² as from 16.09.2016
Module stand system (optional)	Basic fittings: Back wall, side walls with textile wall covering (customized printing possible), carpeting, 1 electric socket, signage with company name and/or logo, 1 pedestal table with min. of 3 bar stools, waste bin	€ 159 per m² for complete duration
Registration fee	Exhibitor and co-exhibitor, lump sum	€ 429
Full-day package (2/3 days)	9 m ² or 15 m ² stand space, incl. stand assembly, access to the Lounge with catering service, Jobwall Basic with up to 100 vacancies, stand cleaning, WLAN and one storage locker	EARLY BIRD price from € 3,950 available until 15.09.2016 Standard price from € 4,100 after 15.09.2016

All prices are subject to VAT.

In addition, you can advertise your job vacancies on an interactive job wall, participate in the forum program and take advantage of the attractive sponsorship and publicity options. Further information is available from the “job and career” project team at HANNOVER MESSE 2017.

Your contact for “job and career” at HANNOVER MESSE:

Nadine Jäger
spring Messe Management GmbH

Tel. +49 621 70019-180
n.jaeger@messe.org
hannovermesse.jobandcareer.de

E-mail campaigns and lead generation

Generate interest in your trade show presence and support your marketing and sales activities all year round – the Deutsche Messe Interactive service 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 happy to advise you on your possibilities and develop your individual solution.

At a glance: our services for exhibitors

- High-quality B2B leads – all year around, at short notice and in large quantities
- A direct contact to your target audience supports your successful trade show preparation and follow-up
- Preferential conditions for HANNOVER MESSE exhibitors

Stand-alone mailing	<p>Design and dispatch of an individual e-mailing to raise awareness of your trade show presence at HANNOVER MESSE 2017. Upon request we integrate your e-ticket codes or link to your website (homepage/landing page, event page, etc.).</p> <p>Your advantage: Contact details of all registrations are automatically available via your OBS access.</p> <p>Trade show preparation or follow-up aimed at selected decision-makers from HANNOVER MESSE and the related trade show context:</p> <ul style="list-style-type: none"> ■ Offer I: E-mailing to 5,000 new contacts ■ Offer II: E-mailing to 15,000 new contacts ■ Offer III: Individual target audience based on your selection criteria 	<p>€ 1,490</p> <p>€ 3,990</p> <p>Price upon request</p>
Lead campaign	<p>Generation of interested new contacts for your marketing and/or sales teams, including consent for contact (permission). Various levels of interest can be generated up to scheduling appointments for your booth.</p>	Price upon request
Follow-up trade show contacts	<p>We are happy to support you with the follow-up of your generated trade show contacts:</p> <ul style="list-style-type: none"> ■ Address digitalization of up to 1,000 contacts (business cards etc.) ■ Qualification and enrichment of master data ■ Dispatch of a 'thank you e-mail' on your behalf ■ Upon request: Integration of your information and links in the e-mailing 	From € 2,990
Format creation	<p>We create quality editorial formats for you for various marketing activities.</p> <ul style="list-style-type: none"> ■ Whitepaper/Director's Brief ■ Webinar (incl. technical implementation) as a 'preview' of your trade show presence ■ Infographic <p>For further content creation services please get in touch with us.</p>	Price upon request

All prices are subject to VAT.

We would be pleased to advise you!

Tel. +49 511 330601-11, contact@messe-interactive.de, www.messe-interactive.de/en

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.
Other media	All-year-round presence	Company listing in the exhibitor & product search engine at www.hannovermesse.de . 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).
	Directory of exhibitors	Listing of your company (name, stand details) in the printed directory of exhibitors.
Market research	Electronic Visitor Information System (EBi)	Visitors can access your company's trade show details via the EBi terminals at the Exhibition Grounds.
	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.



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Participation and registration

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job and career

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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
www.messe.de/salespartner_gb