

22.– 26. APRIL 2024

STARTUP AREA @ HANNOVER MESSE 2024



INNOVATIONS WANTED! YOU TOO CAN BE PART OF HANNOVER MESSE SHOW YOUR STUFF!

The **STARTUP AREAs** at **HANNOVER MESSE 2024** are global hubs for pioneering industrial startups.

They are where pioneers find the support and funding that their products and projects deserve – from people with an enthusiasm for new ideas. You benefit not only from a prime **presentation area** where you demonstrate your solutions, but also from the opportunity to forge successful alliances. That is where our **INDUSTRIAL STARTUP STAGE** comes in – participate in pitches as well as discussions and presentations from networkers, incubators and accelerator programs that cover all aspects of startups and entrepreneurship.

OUR TIPS FOR YOUR TRADE FAIR SUCCESS:

Register for the daily pitches, present your innovations to a broad audience and become the daily or even weekly winner. In addition to the awards, there is also an attractive prize waiting for you: the exhibit at **HANNOVER MESSE** the following year is free of charge! Do you also want to be part of the stage program? Then take part in the call-for-papers.

We will again offer the **HACK4INDUSTRY** at **HANNOVER MESSE 2024**: selected established industrial companies define a topic area in the run-up to the trade fair. Startups apply for a pitch and present their innovative solutions at a pitch event at **HANNOVER MESSE**. With the **HM.prototype.club** concept, you even have the opportunity to develop customized prototypes for established industrial companies as challenge donors and, in the best case, to implement them there as well.



JOIN HANNOVER MESSE 2024 REGISTER NOW TO EXHIBIT PARTICIPATION OPPORTUNITIES

STARTUP COUNTER

This cost-effective provides:

- ✓ Exhibit construction incl. attractive wall elements
- ✓ Booth furnishings (table, seating, ...)
- ✓ Marketing services (signage, digital package, ...)

from €2,500



NETWORK PARK

You support startups? Let at least two of them per day become part of the STARTUP AREA and open your network park:

- ✓ stand construction incl. attractive wall elements
- ✓ stand equipment for 2 counters (table, seating, ...)
- ✓ marketing services (lettering, Digital Package, ...)

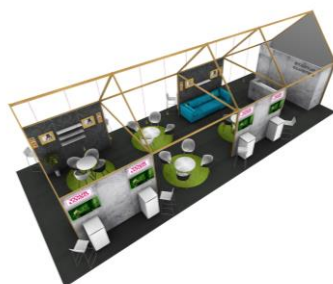
from 8.300 €

CLUSTER-PARK

Present yourself and at least ten of your startups under the umbrella of your organisation/topic at a joint stand:

- ✓ stand construction incl. attractive wall elements
- ✓ stand equipment for 10 counters (table, seating, ...)
- ✓ marketing services (lettering, Digital Package, ...)

from 32.000 €



Please note that the illustrations are examples of counters, network parks and cluster parks. Subject to change without notice. It should also be noted that the above visualizations include optional service components such as plants, graphic areas, etc. These are not included in the package price in some cases and can be booked for an additional charge.

NEW FOR HM 24

NETWORKING AREA

Become part of the exclusive lounge area, expand your network and meet partners even without your own counter.

- ✓ stand construction, equipment (tables, seatings, ...)
- ✓ marketing services (logopresence, ...)

Limited contingent exclusively for first-time exhibitors.

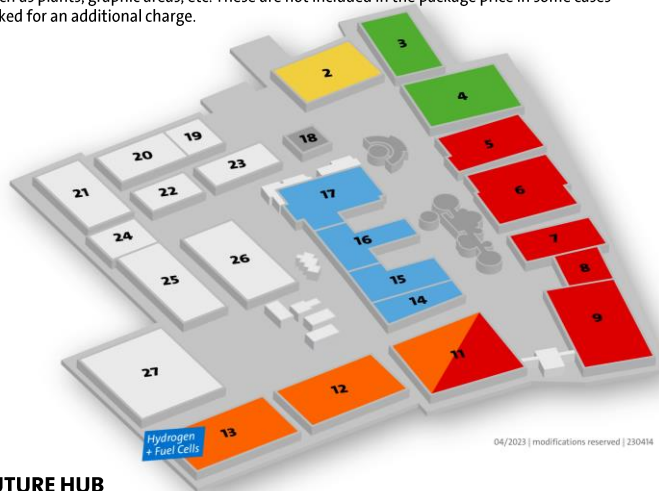
Lecture slots at the STARTUP STAGE can be booked additionally from 800 €).

from 1.900 €

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FUTURE HUB
Hall 2

ENGINEERED PARTS & SOLUTIONS
Halls 3–4

ENERGY SOLUTIONS
Halls 11–13

AUTOMATION, MOTION & DRIVES
Halls 5–9, 11

DIGITAL ECOSYSTEMS
Halls 14–17

RULE THE WORLD! CONTENT – SPIRIT – SUCCESS EXTEND YOUR NETWORK

NEW FOR HM 24

FIRE SIDE CHAT

Together with 2-3 other startups, you will meet an industrial company and exchange ideas on a defined topic. The topics for the Fire Side Chat will be published on our homepage as soon as possible. Register for one of the limited seats.

- Time slot: max. 2 hours
- Location: exhibition stand of the industrial company

participation fee for exhibitors: € 750
participation fee for non-exhibitors: € 2,500



MASTERCLASS SESSION

Established industrial companies pass on their knowledge on various key topics to startups. Benefit from the wealth of experience and enter into an exchange with other startups.

Dates will be made available on our homepage within short time. The places are limited.

- Time slot: max. 2 hours
- Location: tba

participation fee for exhibitors: € 500
participation fee for non-exhibitors: € 1.500

MENTORSHIP SESSION

Take advantage of this unique opportunity to exchange ideas with an industrial company on an individual and exclusive basis!

Together you can address current issues of your startup company and develop solutions. You will benefit from the entrepreneur's know-how and gain valuable insights for you and your startup. You are welcome to continue the exchange after HANNOVER MESSE.

- Time slot: max. 2 hours
- Location: exhibition stand of the industrial company

participation fee for exhibitors: € 1,995
participation fee for non-exhibitors: € 4,995

NETWORKING LUNCH

Joint Networking Lunch at HANNOVER MESSE - strengthen your team spirit, make new contacts and exchange ideas with other startups and exhibitors at HANNOVER MESSE within the Networking Lunch.

Apply for one of the coveted places. Dates will be published on our homepage as soon as possible.

- Time slot: approx. 1 hour
- Location: around the Industrial Startup Stage

Participation free of charge.

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