



Deutsche Messe

Industrial  
Automation

HANNOVER  
MESSE

April 25-29, 2016 • Hannover, Germany

# USA Instrumentation, Sensors, & Controls Pavilion at HANNOVER MESSE 2016

Book now!

HANNOVER MESSE 2016 will focus on key challenges of the fourth industrial revolution such as achieving universal standards for machine-to-machine communication, maintaining data security, and finding new business models.

Automation is pivotal in the smart factory of the future. As such, the USA Production Automation Pavilion will highlight key American technologies to help manufacturers from around the world to remain competitive and to meet their manufacturing needs.

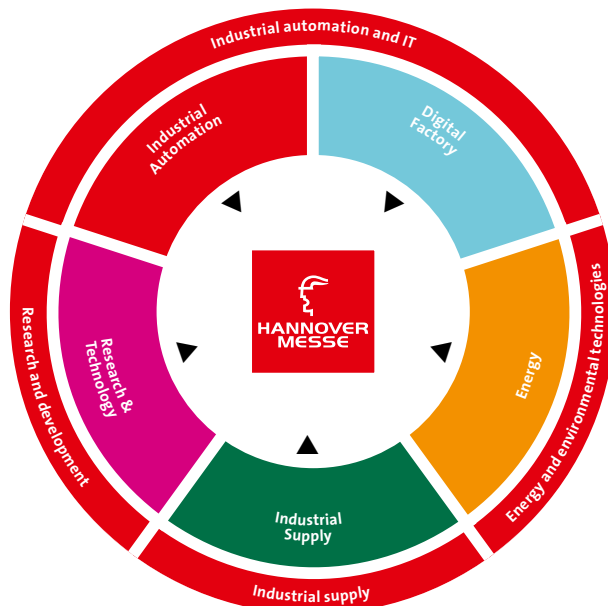
## USA Partner Country



On March 23rd, the White House officially confirmed that the United States will be the official Partner Country of HANNOVER MESSE 2016 for the first time since its launch in 1947. The thematic focus of Partner Country USA will include energy efficiency and energy production, state-of-the-art production engineering, smart technologies, education and training and transatlantic partnerships.

## Benefits only HANNOVER MESSE can provide:

1. **Promising new contacts** – Senior decision-makers with firm project commitments come to Hannover from every continent to invest in new technology
2. **Innovations on a global scale** – Innovative solutions, cutting-edge technology, and new product launches attract highly-qualified professionals from your target sectors worldwide
3. **Massive crossover potential** – Five leading international trade fairs combined under one roof
4. **New networks** – Some 150 business delegations from industry, business, and government offer huge potential for developing new partnerships
5. **Maximum media exposure** – International press conferences, preview events, and over 2,300 journalists from 42 countries in attendance



## HANNOVER MESSE 2015 Review:

**6,500 exhibitors**

6,500 companies from 70 countries

**216,000 attendees**

More than 70,000 from outside of Germany

## USA Instrumentation, Sensors, & Controls Pavilion\* at HANNOVER MESSE 2016

HFUSA Pavilions are geared towards companies seeking maximum exposure from their HANNOVER MESSE investment. Each turnkey package includes a fully furnished booth to help you capture the attention of international purchasing managers, distributors, resellers, and the media.

### Booth Package Includes:

- Booth with wall elements and carpeting
- Overhead company name sign and company logo
- Furniture package – one table, three chairs, one lockable info counter, one barstool, one literature rack, one waste bin
- Overhead spotlights
- Electrical receptacle w/ 2 KW service
- Internet connection
- 1 company profile listing and 5 product descriptions in online catalog
- 2 exhibitor entrance tickets
- Unlimited complimentary visitor tickets

### Staff & Services

- Multilingual pavilion hostess
- U.S. Commercial Service export support
- Interpreter service by appointment
- Pavilion office
- Shared lounge with meeting area, beverage service and light snacks
- Nightly cleaning and security

**Starting price for a 9sqm turnkey package: \$7,560**

### Dr. Peter Wittig, German Ambassador to the United States:

*"Having the USA as the featured Partner Country will give us a golden opportunity to convey our dynamic business relations to the fullest while at the same time widening and deepening them."*

### Product Categories:

- Automation control systems
- Connection / interface technology
- Control engineering & technology systems
- Cyber physical systems
- Embedded systems and applications
- Engineering, maintenance, services
- Image-processing sensors
- Industrial building automation
- Industrial communication, fieldbus systems
- Instrumentation measurement & control
- IPCs/SPS
- IT security
- Microprocessors & microcontrollers
- Process analysis technology
- Process automation solutions
- Process control systems
- Safety & security technology
- Sensor technology



### Frank Vitez, President, Phenix Technologies, Inc.:

*"Phenix Technologies celebrates 20 years exhibiting at the Hannover Messe. Over the years, our participation has helped us strengthen our position as a global leader within our industry. Each year we look forward to meeting new clients, renewing existing relationships, and keeping well-informed of the news that impacts our business. Hannover Messe remains an excellent marketing resource for us, with its abundant international attendance and superb organization."*

\*Pavilion package and design are subject to change. Please contact your sales representative for details.

**Book now!**



Hannover Fairs USA  
8755 West Higgins Road, Suite 900  
Chicago, IL 60631

Tel. (773) 796-4250  
Fax (773) 796-4247  
info@hfusa.com

**For more information, contact:**



Bill Fox  
(847) 334-8334  
bfox@hfusa.com