



Deutsche Messe

Industrial  
Supply



April 25-29, 2016 • Hannover, Germany

# Industrial Supply at HANNOVER MESSE 2016



A Special Showcase – U.S. Materials “know-how” Pavilion

HANNOVER MESSE features five international flagship fairs simultaneously in one business platform: Industrial Automation, Digital Factory, Industrial Supply, Energy, and Research & Technology.

The U.S. Materials Pavilion located in Industrial Supply covers the world of materials in all its complexity, from intelligent surfaces and nanotechnologies to smart materials, lightweight materials and composites.

## Why participate at HANNOVER MESSE 2016?



1. **Promising New Contacts** – Senior decision-makers with firm project commitments come to Hannover from every continent in unprecedented numbers to invest in new technology.
2. **U.S. Partner Country** – Unique opportunity for U.S. exhibitors interested in gaining global exposure for their innovative materials.
3. **Massive Crossover Potential** – Five leading international trade fairs converge in one location
4. **New Networks** – Over 150 business delegations from industry, business, and government offer great potential for developing new partnerships.
5. **Maximum Media Exposure** – International press conferences, preview events, and over 2,000 journalists from 40+ countries – looking for stories about your technology.  
**Next year will feature a huge emphasis on USA Partner Country companies and their innovations.**

## Why be part of the U.S. Materials Pavilion?

Innovative material technologies and solutions made in the U.S. used in the subcontracting sector will be highlighted in the first-ever U.S. Materials Pavilion at Hannover Messe 2016.

- Promote solutions to buyers from all of your target industries
- Senior U.S. federal and state officials will attend HANNOVER MESSE to promote national economic interests and support American exhibitors.
- OEMs are looking for practical solutions, smart materials to make end product lighter, more efficient, more economical and improve durability.
- Speaking opportunities available to showcase new products and services in the Adhesive Technology Forum, Lightweight Solutions Area or any of the 26 forums taking place during HANNOVER MESSE.

## HANNOVER MESSE 2015 Review:

# 6,500 exhibitors

6,500 companies from 70 countries

# 216,000 attendees

More than 70,000 from outside of Germany

## U.S. 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.

**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.”*

## USA Materials “know-how” 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.



**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.”*

**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**

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

**Discover the opportunities and be part of the U.S. Energy Pavilion!**

U.S. Commercial Service and the U.S. Department of Commerce will assist U.S. companies on-site with matchmaking and counseling.



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**Book now!**