



Deutsche Messe

Research & Technology



April 25-29, 2016 • Hannover, Germany

Research & Technology at HANNOVER MESSE 2016



Leading Trade Fair for R&D and Technology Transfer

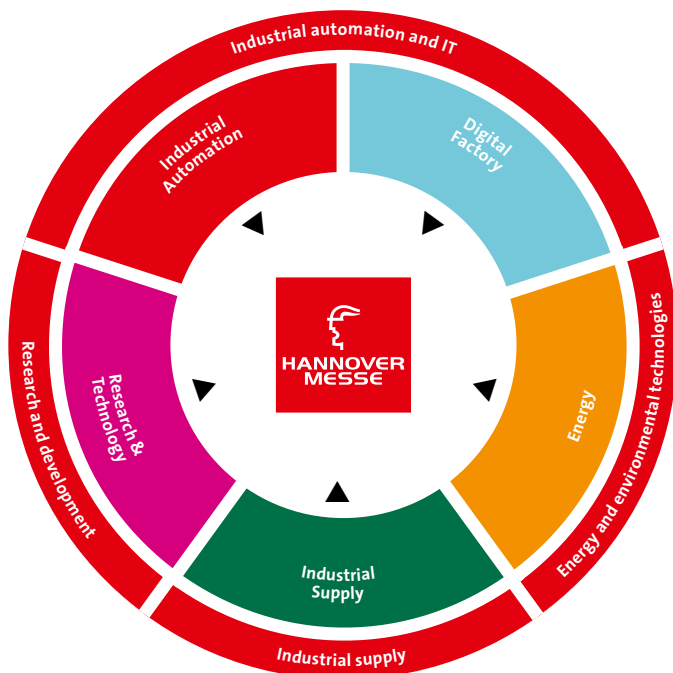
HANNOVER MESSE 2016 will focus on key challenges of the fourth industrial revolution such as achieving universal standards for machine-to-machine communication, maintaining data security, and finding new business models.

Flexibility, individualized production, and logistics are prerequisites for remaining competitive. Almost all industrial companies recognize this and are now digitizing their operations. German industrial companies alone are investing €40 billion for this transformation, and advanced U.S. manufacturers will have the opportunity to benefit from this seismic shift.

Research and development are the key pillars of the economy. With government and investor support, research projects are a powerful force behind the 4th industrial revolution. Be amongst the movers and shakers of tomorrow. Present your innovative solution to the market and find opportunities to fund or commercialize your creation for the industrial sector.

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 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 Research & Technology 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

David L. Brooksbank, Director of Marketing, Altra Industrial Motion, S. Beloit, IL:

"The 2015 HANNOVER MESSE provided a perfect platform for Altra Industrial Motion and our brands to connect not only with potential new customers but provided the opportunity to meet with our current customers globally."

Book now!

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

Hannover Fairs USA, Inc. is the U.S. subsidiary of Hannover Germany's Deutsche Messe – one of the world's largest international trade event organizers



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