



Deutsche Messe

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April 25-29, 2016 • Hannover, Germany

USA – Partner Country 2016 U.S. Investment Pavilion

In partnership with



Opportunities for Economic Development

The HANNOVER MESSE 2016 will offer unique opportunities for investment attraction and trade promotion at the world’s largest industrial trade show. Through a strategic partnership between the U.S. Department of Commerce, U.S. Commercial Service, U.S. Chamber of Commerce, SelectUSA, the U.S. Embassy in Germany, and Deutsche Messe, the USA will be the official Partner Country in 2016.

Using HANNOVER MESSE as a platform will help state and local economic development agencies to achieve the USA’s expressed goal of furthering global trade, attracting foreign direct investment, increasing export activities, and opening global markets – ultimately generating more business, more growth, and more jobs.

A Strong Global Platform

HANNOVER MESSE is the largest industrial trade show in the world and a proven platform for initiating and furthering worldwide business opportunities. In 2015, 6,500 exhibitors from across the world introduced their innovations in areas such as advanced manufacturing, industrial supply, digital factory, energy, and mobility to more than 220,000 visitors and 2,400 members of the international press.



Worldwide Attention

Partner Country Status at HANNOVER MESSE automatically attracts enormous interest from the global media and business community. The immense visibility of the Partner Country and its exhibitors at the fairground will gain the attention of delegations, press, and visitors from Europe, Asia and the entire world.



The Right Attendees

In addition to the invitation-only Opening Ceremony showcasing the Partner Country, the main Partner Country pavilion is symbolically opened by high-level political representatives from Germany and the Partner Country. This occasion – including speeches and a ceremonial ribbon-cutting – is a must-attend event for global press and visitors. Throughout the week, international delegations are brought to the Partner Country’s pavilion.



hannovermesse.com

Showcase your organization with our service packages!

Don't miss out on this unique opportunity! With our attractive modules, you can create an impact at the HANNOVER MESSE. Individually tailored display space provides a high-quality showcase for your organization.

Platinum



Gold



Silver



Bronze



Illustration contains optional fixtures/furnishings

U.S. Investment Pavilion Packages	Platinum	Gold	Silver	Bronze
Trade Fair Booth and Services				
Display space within the Pavilion, incl. booth construction	24 m ²	18 m ²	12 m ²	8 m ²
Daily booth cleaning	✓	✓	✓	✓
Use of the exclusive Exhibitor and VIP Area, including drinks and snack service (number of persons per day)	4	3	2	2
Exhibitor passes	5	4	4	2
Registration of co-exhibitors (at additional cost)	max. 3			
Exhibitor passes per co-exhibitor	2			
PR and Marketing Services				
Invitation to Opening Ceremony of HANNOVER MESSE for up to five members of the management board	✓	✓	✓	✓
Unlimited number of tickets for visitors – registration required	✓	✓	✓	✓
Visitor data – ticket registration & usage data	✓	✓	✓	✓
Internet presence at hannovermesse.de – detailed company profile – 5 product descriptions, each categorized in up to 4 product groups, incl. free editorial service – unlimited number of additional product descriptions if entries are self-administered online	✓	✓	✓	✓
Electronic Visitor Information System (EBi)	✓	✓	✓	✓
Market research (visitor behavior)	✓	✓	✓	✓
Visitor recruitment (campaign advice)	✓	✓	✓	✓
Inclusion of your logo in Partner Country event-program	✓	✓	✓	✓
Advertisement in Partner Country event-program	full page	1/2-page		
Logo presentation on large outdoor banners	✓	✓		
Cost	€ 24,500	€ 18,500	€ 12,500	€ 8,500

Due to tax regulations, US companies do not have to pay value added tax.



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Hannover Fairs USA Tel. +1 (773) 796-4250
8755 W. Higgins Road Fax +1 (773) 796-4247
Suite 900 info@hfusa.com
Chicago, IL 60631 www.hfusa.com

Contact

Participation:
Virginia Rounds
 Tel. +1 312 644-2662
 Fax +1 312 644-0738
 rounds@gaccmidwest.org
 www.gaccmidwest.org/hannovermesse2016



Booth organization:

Kathrin Schmidt
 Deutsche Messe
 Tel. +49 511 89-31106
 Fax +49 511 89-31105
 kathrin.schmidt@messe.de

