



Deutsche Messe



April 23-27, 2018 ■ Hannover, Germany

U.S. Pavilions at HANNOVER MESSE 2018

In partnership with the US Commercial Service



Most cost-effective options for American companies at the world's leading trade show for industrial technology and energy-related solutions.

Why participate?

Promising new contacts

More than 225,000 attendees come each year at HANNOVER MESSE, including 140,000 senior decision makers with firm project commitments to invest in new technology and make new business contacts.

Innovations on a global scale

Over 6,500 exhibitors from 70 countries will be showcasing innovative solutions, cutting-edge technology, and more than 500 new product launches that will attract highly-qualified professionals from your target sectors.

Massive crossover potential

With 5 trade shows under one roof, covering the entire value-adding chain in manufacturing, HANNOVER MESSE will offer your company the best synergies.

New networks

Some 150 business delegations from industry, business, and government offer huge potential for developing new partnerships.

Maximum media exposure

International press conferences, preview events, and over 2,300 journalists from 42 countries in attendance.



4 U.S. pavilions to showcase U.S. products and services

Research & Technology

IAMD



- **Robotics and System Integration**
- Industrie 4.0
- Manufacturing and process automation
- Predictive maintenance
- Components and systems in power transmission and fluid technology
- Wireless, M2M & Internet of Things

Energy



- **Renewable Energy**
- Energy management
- Building energy technology
- Electricity, heating, cooling
- Smart grids, virtual power stations
- Grid technology

Industrial Supply



- Smart materials & products
- Forging, casting
- Engineered components
- Lightweight construction
- Sheet metal forming
- Systems/assemblies
- Machined parts

Digital Factory



- Virtual product development (CAx)
- PLM, ERP, MES, SCM, CRM
- Additive manufacturing
- Big data management in industry
- Visualization
- Machine Learning (KI)



Parallel to HANNOVER MESSE 2018



U.S. pavilion turnkey packages starting at EUR 6,890 (9sqm ≈ 10' x 10')

Booth Package Includes:

- Wall elements
- Carpeting
- Lighting
- Fascia with individual logo
- Furniture package:
- Spotlights and electrical
- WLAN Internet access
- Lead Retrieval, 2-user app
- Exhibitor passes

Staff & Services

- Bilingual pavilion hostess
- Shared lounge with small kitchen
- Coffee, tea, soft drinks, cookies & salty snacks
- Nightly Cleaning and Security
- Exhibitor profile online and print
- Free, unlimited visitor invitations
- Onsite support from the USCS

The US Commercial Service will provide export information and support to US exhibitors before, during and after HANNOVER MESSE through:

- Pre-show promotion of US exhibiting companies to international buyers, working with our Commercial Specialists located in US Embassies and US Consulates around the world
- On-site at HANNOVER MESSE with one-on-one counseling with US Commercial Specialists from around the world who can provide industry sector and market specific information to US exhibitors, guided tours of international buying groups to the booth spaces of US exhibitors and direct connection between international buyers and US exhibitors
- Promotion of US exhibitor companies in a local German publication and an online Export Interest Directory distributed to international buyers prior to, during and after Hannover Messe



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."



For more information, contact:

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