

20–24 APRIL 2020

HANNOVER MESSE PUMP PLAZA 2020

CELEBRATING 10 YEARS!

HOME OF INDUSTRIAL PIONEERS



WHAT IS THE BEST WAY OF GETTING NEW BUSINESS? THE GOOD OLD WAY.

For more than seventy years HANNOVER MESSE has partnered industry and – as a driving force, influencer and visionary leader – has played a constant role in the transformation of industry. And now, with its new structure and concept, the event is even better placed to show the way ahead for industrial transformation. The HANNOVER MESSE PUMP PLAZA, in its 10th year, is ideal for making **face-to-face contacts** that lead to new business. As part of the leading world show for Industrie 4.0, this optimized platform is a perfect opportunity to meet top global decision-makers as well as to showcase your products and solutions.

OUR OFFER:

- New, prominent and central location in Hall 5
- Modern stand concept with a hospitality area, incl. full-service catering
- Global advertising – traditional, offline as well as online
- Recruitment of international delegations
- Special anniversary stand party at the trade fair on the Wednesday of the event



»EDUR has exhibited at the PUMP PLAZA since 2012 and we have witnessed how the PLAZA has grown over the years, with an increasing number of pump makers joining as exhibitors. The special stand is a meeting-place for professionals interested in pump technology from across Germany and world-wide. The HANNOVER MESSE team deals with all the organizational aspects so that we can focus fully on the trade visitors. We are completely satisfied with the overall concept, which has convinced us to take part again in 2020 when the PUMP PLAZA celebrates a decade of success at HANNOVER MESSE.«

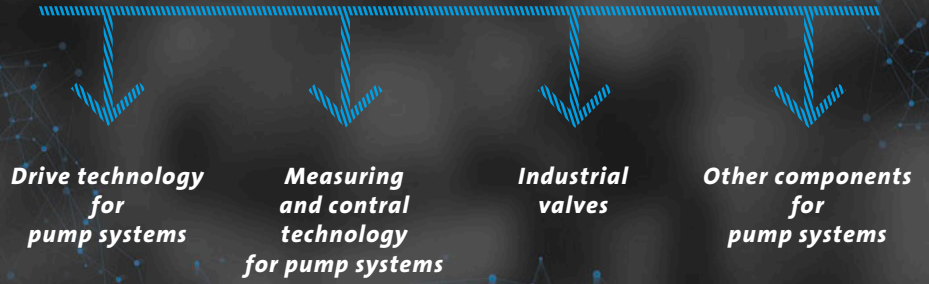
Dr. Jürgen Holdhof, Managing director of EDUR-Pumpenfabrik Eduard Redlien GmbH & Co. KG



»As a long-standing exhibitor at PUMP PLAZA we always appreciate the positive and welcoming atmosphere at the stand. It is a hub for experts in pumps and pump technology from across the world where we can exchange information about the latest trends, and talk to new and existing customers. PUMP PLAZA is the ideal platform for showcasing innovations and new developments. We will be back for the 10th anniversary event – not least because the stand party is legendary.«

Jürgen Echterhage, Managing director, Echterhage Holding GmbH & Co. KG

PUMPS AND PUMP SYSTEMS

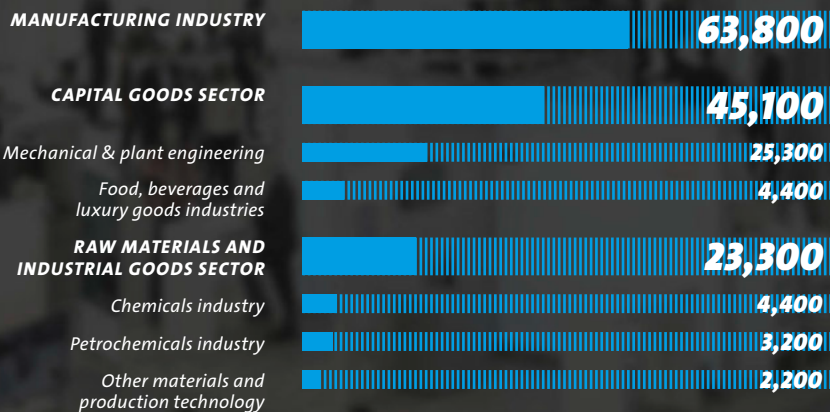


IT'S ALL ABOUT PUMPS: THE ULTIMATE SHOWCASE FOR YOUR BUSINESS.

PUMP PLAZA offers a cross-sector platform for pumps, pump systems, individual components and complete solutions.

OUR TRADE VISITORS

ACC. TO BUSINESS SECTOR



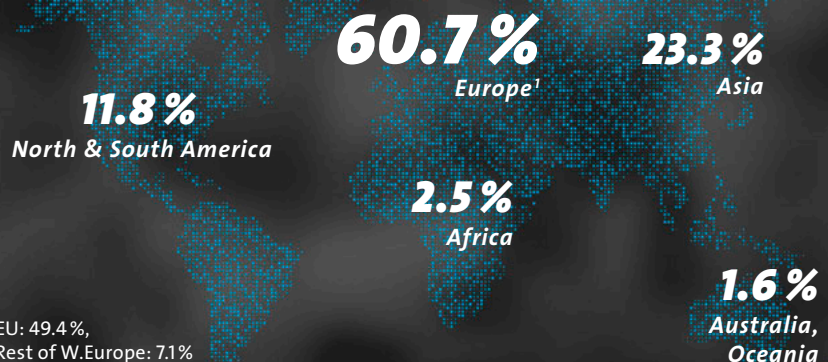
NEW MARKETS? THERE ARE OPPORTUNITIES IN EVERY SECTOR.

Take advantage of the unique chance offered by HANNOVER MESSE to meet potential customers from every major sector worldwide!

THE WHOLE WORLD AT HANNOVER MESSE

THE WHOLE WORLD OF INDUSTRY. AT ONE VENUE.

Some **215,000** trade visitors came to HANNOVER MESSE 2019 looking for future-oriented solutions, including many top decision-makers and important experts from across the globe.



¹ EU: 49.4%,
Rest of W. Europe: 7.1%
Rest of E. Europe: 4.2%

EVERY SECTOR, EVERY SIZE: DIVERSITY AND SYNERGIES.

The market isn't just about the big players. Small and medium-sized companies come here too. Profit from our **full-service concept** and valuable added benefits. The concentration of innovations and the dynamic mood at the world's most important industrial technology show provides the perfect place for your company to contact new customers and find business partners from across the industrial spectrum.

THE ADVANTAGE OF A BIG INDUSTRIAL SHOW: MORE BENEFITS.

HANNOVER MESSE is not only invaluable as an opportunity to present innovative solutions, gain new customers and raise your company's profile. As the flagship fair for Industrie 4.0 it also offers many ways of **identifying and influencing market trends**. And it's here that you can find the partners you need to help develop your portfolio and make your company future-proof.



GOOD MARKETING MUST INCLUDE A TRADE SHOW.

Trade shows represent a vital element in a sound marketing mix. The new concept of HANNOVER MESSE is geared to promoting the technology that is shaping the future of industry. Trade magazines play a similar role so it is only logical that we have teamed up with the specialist publication *Pumpe DE* to **target users effectively**.



CREATING A BUZZ AROUND YOUR BUSINESS: OUR MARKETING ACTIVITIES.

Deutsche Messe and DdV media international promote PUMP PLAZA with a sustained advertising campaign. Profit from our broad range of activities, including print, online and onsite advertising, as well as the following benefits:

- Skyscraper ad on www.hannovermesse.de (approx. 100,000 pixels), incl. your logo
- Your company and product information on the HANNOVER MESSE website: before, during and after the event
- An unlimited number of e-tickets for your effective invitation campaign
- Social media presence on LinkedIn, Facebook, Twitter, YouTube, etc.
- Flyers in the entrance areas to Hall 5 (visitors are guided specifically to the new location of the PUMP PLAZA)

All the relevant information, plus photos from the last event, can be found at www.hannovermesse.de/en/pumpplaza.

A GREAT STAND – FOR A GOOD STANDING: BE PART OF THE PUMP PLAZA!

The HANNOVER MESSE PUMP PLAZA 2020 offers excellent conditions and benefits to both exhibitors and visitors. An open, original stand design makes it easier to engage in conversation with visitors, thus generating business leads and opening up new horizons.

WHAT WE OFFER

- 20 m² stand area with 16 m² net display space
- Prominent display of your company logo
- 1 lockable cupboard
- 1 stand for brochures, lighting and power supply
- 1 monitor (42 inch) for your presentations
- 3 spots for posters per stand
- Catering, includes drinks, lunch and snacks for exhibitors & their guests
- Stand party includes a buffet and live music
- Complete trade show manual prior to the event

PRICES

Early booking discount until 15.9.2019	€ 11,450
Standard price as of 16.9.2019	€ 11,650

Prices without VAT

DO YOU NEED MORE DETAILS OR ADVICE? WE'D BE PLEASED TO SPEAK TO YOU IN PERSON!

Participation/Organization

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Participation enquiries

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MORE INFORMATION IS AVAILABLE ONLINE AT:

www.hannovermesse.de/en/participation

YOUR BUSINESS IS INDIVIDUAL: OPT FOR YOUR OWN STAND!

We offer you the opportunity to have your own stand in direct proximity to the HANNOVER MESSE PUMP PLAZA with the option of either your own customized stand or a stand area with one of our Fair Packages.

WE SUPPORT YOU WITH OUR ADVERTISING AND PR ACTIVITIES.

As an exhibitor and advertising client you will benefit from the PR and press activities of the publishers Fachverlag DdV media international and Deutsche Messe. Regular reports before and after the trade show appear in the trade journals Pumpe DE, Pomp NL (Benelux) and the trade fair media. In short, you can reach important contacts within your target groups through advertising, press activities and the Internet all year round.

YOU'D LIKE TO BE THERE? WE MAKE IT EASY.

We would be pleased to advise you on the different options for taking part and will support you at all times before and during your participation, e.g. guided tours, company lectures held in the Automation forum and additional forms of advertising.