

# 2<sup>nd</sup> Pumpe DE PUMPplaza

The Centre for Pump Systems  
and Components

Hall 14/15

NEW TECHNOLOGY FIRST

23 – 27 April 2012 · Hannover · Germany

Industrial  
Automation



## For more business success: your participation at HANNOVER MESSE 2012

HANNOVER MESSE is the location for the world's most important industrial summit of the year. With 8 leading trade fairs in the line-up, including Industrial Automation, the event showcases innovative technologies for all stages of the industrial production chain – and all under one roof.

Following the successful launch of Pumpe DE PUMPplaza in 2011, Industrial Automation in association with the trade paper Pumpe DE is once again offering an interdisciplinary platform for exhibitors of pump systems and components.

Make the most of this opportunity to reach your potential market in Germany and around the world – by renting space at the Pumpe DE PUMPplaza group display or booking your own separate stand. This is a highly attractive package, which gives you access to all the benefits of the HANNOVER MESSE brand – not least the massive potential for new business contacts across the industry spectrum. Many of these are likely to come from the trade fair IndustrialGreenTec and the special display "Metropolitan Solutions", both of which are taking place in the immediate vicinity.



## Exhibitors review the show



### Dirk Schmitz, Head of Communication and PR, Grundfos GmbH:

"We were impressed by the format – a group display with hospitality area and infrastructure. It gives visitors to the show a central port of call where they can get a good overview of the market in pumps for industrial applications. As a broad-based industrial trade fair, HANNOVER MESSE gives us an ideal platform for launching our "Energy Movement", an initiative for making pump systems more energy-efficient, as well as other innovative solutions, such as new stainless steel standardized and close-coupled pumps."

### Erwin Weber, Head of Business Development, Eccentric Rotor Pumps:

"To be honest, we had not given HANNOVER MESSE much thought in recent years. But talking to publishers DdV Media Verlag and the trade paper Pumpe DE reminded us of it again. Despite, or perhaps because of, the fact that this show is aimed at industry in general, so that you really do meet all sections of industry here, the show was a success for us. We were able to make some very interesting new contacts, as well as cultivating our existing customers. We are looking forward to the 2012 show, and will certainly be exhibiting a broader range of products next time round."



# Key themes and display setting

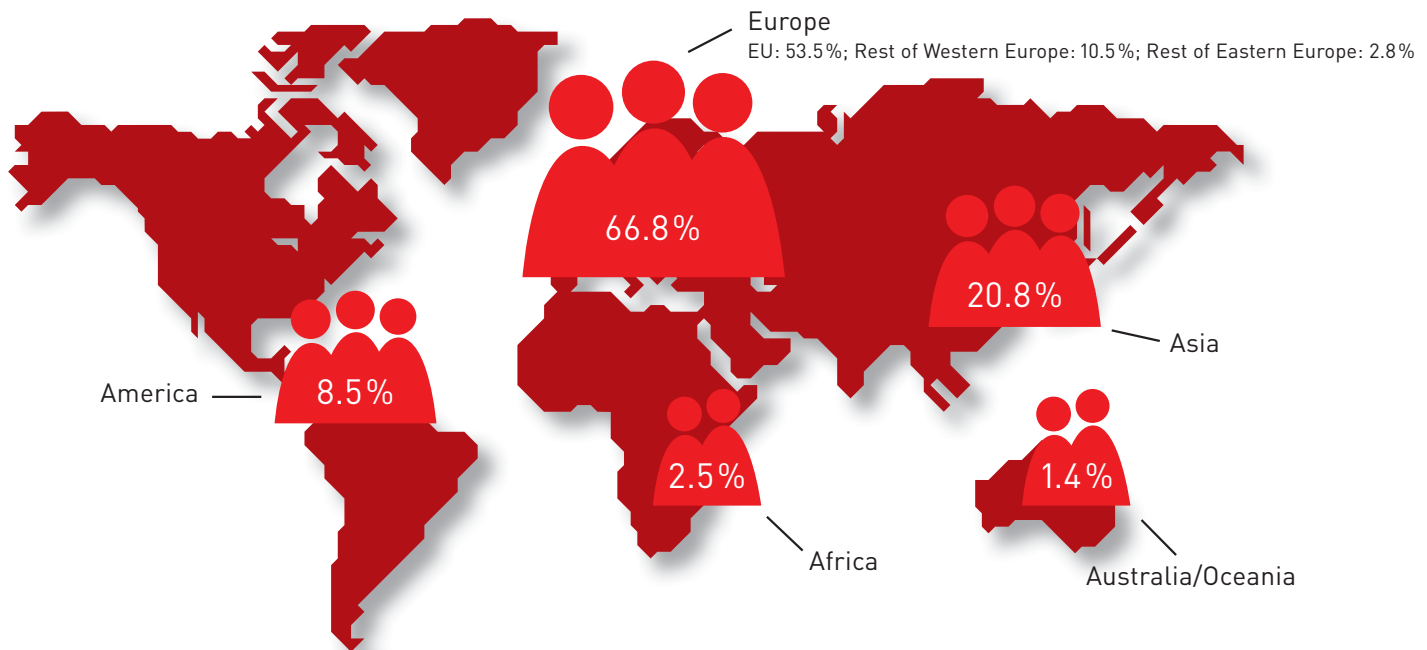
## Persuade customers and prospective buyers in the Efficiency Arena Forum

The Efficiency Arena Forum provides opportunities for communication that add real value to your corporate presentation. Here you can tell the trade audience about your innovations, solutions and applications in the form of a lecture, round-table discussion or presentation of a specific

exhibit. Take advantage of this additional opportunity to update your target group about your latest products and projects – or just to compare notes with fellow professionals. If you would like to take part in the Efficiency Arena Forum, let us know, and we'll be pleased to advise you.

## The whole world in one place

At HANNOVER MESSE internationalism is the norm. Decision-makers from every continent travel to Hannover in search of the right solutions for their business. In 2011 HANNOVER MESSE attracted 228,476 visitors from 90 countries. More than **200,000 visitors** from all over the world are expected to attend again in 2012.



## Cross-industry visitor presence

At Industrial Automation you'll meet potential buyers from all your target industry sectors:

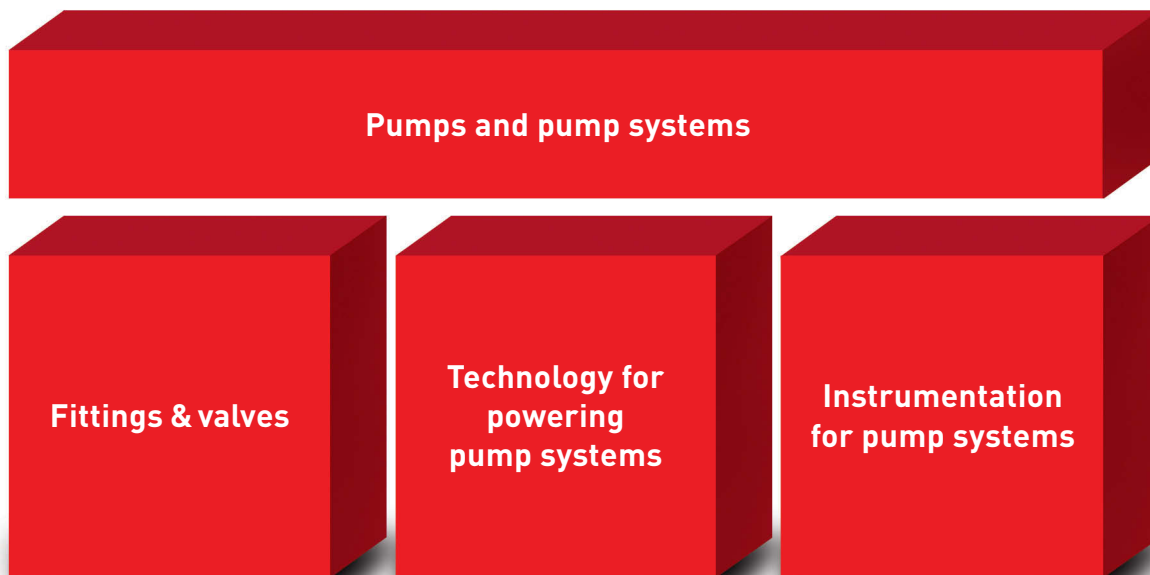
Mechanical and plant engineering	19,700
Electrical engineering and electronics	13,700
Services/freelance professions	11,400
Energy industry	11,100
Chemical industry*	8,800
Car industry and component suppliers	8,700
Metalworking industry	8,600
Food and semi-luxury goods	2,300

\* incl. pharmaceuticals, cosmetics, petrochemicals, plastics and rubber

# The exhibits

## Display categories

Our interdisciplinary platform for pump systems, components and integrated solutions offers exhibitors significant benefits.

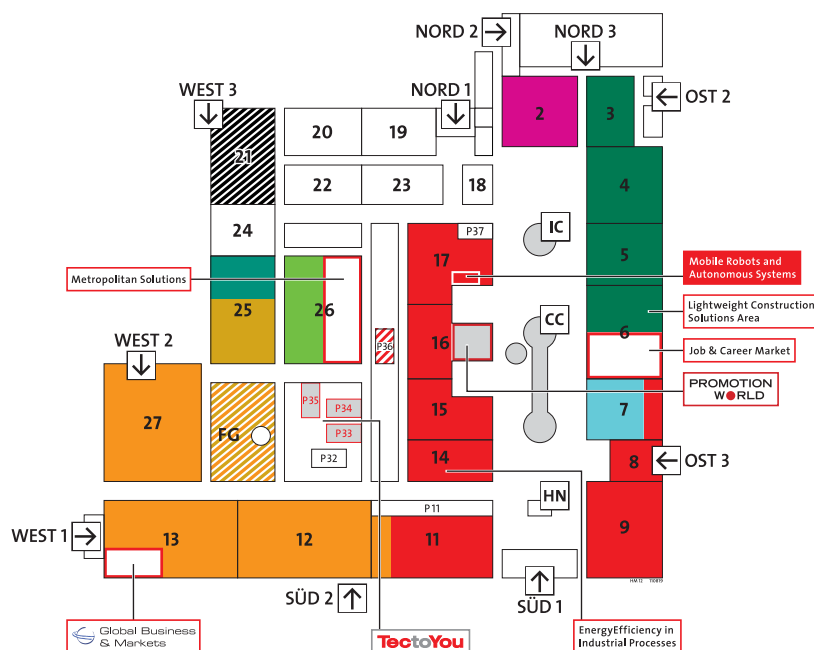


## The right setting – Hall 14/15

The group display Pumpe DE PUMPplaza is located at the heart of the leading trade fair Industrial Automation. So as a participating exhibitor here in Hall 14/15 you'll catch the attention of potential buyers from a wide range of different industries. In particular you can expect a lot of

crossover visitor traffic from Hall 11, which houses the displays of process and energy automation, as well as from Hall 26, home to the leading trade fair IndustrialGreenTec and the special display "Metropolitan Solutions".

- |   |  |
|---|--|
|  Industrial Automation<br>Halls 7–9, 11, 14–17 |  Information Center           |
|  Energy<br>Halls 11–13, 27, FG                 |  Convention Center            |
|  MobiliTec<br>Hall 25, FG                      |  House of Nations             |
|  Digital Factory<br>Hall 7                     |  Entrance                     |
|  Industrial Supply<br>Halls 3–6                |  Open-air site                |
|  CoilTechnica<br>Hall 25                       |  Robotation Academy<br>(P 36) |
|  IndustrialGreenTec<br>Hall 26                 |  PROMOTION WORLD<br>(Hall 16) |
|  Research & Technology<br>Hall 2               |  Fastener Fair<br>(Hall 21)   |



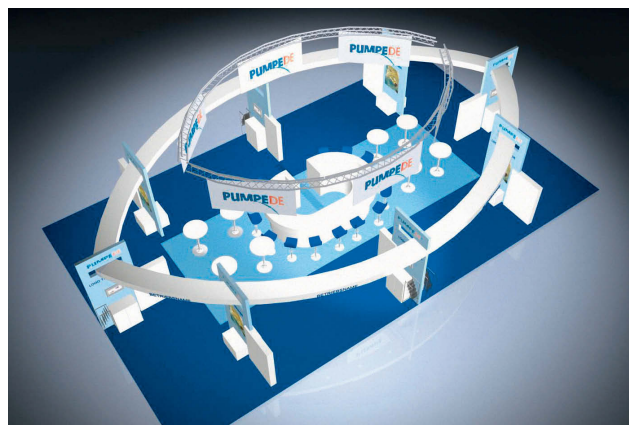
# Your presentation options

## Book your place now at the group display Pumpe DE PUMPplaza

The 2<sup>nd</sup> PUMPplaza presentation at HANNOVER MESSE 2012 will feature an open stand concept with a central bar area. The display units for participating exhibitors are ranged around the perimeter of the stand, facing into the traffic aisles. There is direct access from each stand unit to the central bar area, so that you can quickly order soft drinks and light snacks for your customers as required. A special highlight is the stand party on the Wednesday of the show, with buffet and live music, creating an informal atmosphere that is ideal for making new business contacts.

### Your stand comes with all the following features

- A 20 m<sup>2</sup> stand unit offering 16 m<sup>2</sup> of display area
- Your company logo prominently displayed
- One lockable cupboard and an information counter
- Lighting and electric power supply
- One brochure rack
- One bar table
- One display monitor for presentations
- Two poster display panels per stand
- Catering service with soft drinks and light snacks



Cost inclusive of all the above:  
**€ 9,400 net**

Further information and registration forms  
available at [www.pumpede.de/pumpenplatz](http://www.pumpede.de/pumpenplatz)

### Placement with individual corporate stand

We also offer you the option of exhibiting with your own corporate stand adjacent to the Pumpe DE PUMPplaza group display – either with your own stand or with stand space and a modular stand supplied by us.

More information at  
[hannovermesse.de/en/registration](http://hannovermesse.de/en/registration) and  
[hannovermesse.de/en/fairpackage](http://hannovermesse.de/en/fairpackage)

Like to know more? We'll be pleased  
to discuss your requirements with you.

### Publicity and advertising

As an exhibitor and advertising buyer, you'll benefit from the publicity generated by trade publisher DdV media international and Deutsche Messe, including detailed coverage before and after the show in the trade paper Pumpe DE and the various media listings for HANNOVER MESSE. Advertising, publicity and an online presence will help you make valuable new contacts all year round.

**DdV** media  
international

**PUMPEDE**



**Deutsche Messe**

Hannover · Germany

**Deutsche Messe**  
**Messegelände**  
**30521 Hannover**  
**Germany**

Tel. +49 511 89-0  
Fax +49 511 89-32626  
info@messe.de  
www.messe.de

### Your contacts

#### Pumpe DE PUMPplaza group display

**Marcel Meijers**

DdV Media International

Tel. +31 35-5413064

Fax +31 35-5435414

marcelmeijers@ddvmedia-international.com

#### Individual stands

**Emanuel Marra**

Project Manager

Tel. +49 511 89-31146

Fax +49 511 89-31149

emanuel.marra@messe.de