

Brush up your business performance

All types of material

All branches of industry

One show

O&S – International trade fair
for surface treatments & coatings

12 – 14 June 2012, Messe Stuttgart



Add new buyers to your customer base



The concept of O&S is as simple as it is successful: All branches of industry. All types of materials. One show. Your potential customers can find all the available surface treatment solutions at a single venue: electroplating, cleaning and pre-treatment of surfaces, painting technology, industrial plasma surface treatment, nanotechnology, textile materials, equipment for measuring, testing and analysis, and much more besides. This makes O&S the ideal marketplace for any company that wants to showcase its surface treatment solutions and materials as an integral part of the product processing sequence.

As an exhibitor you'll benefit from the large numbers of trade visitors who come to the show with specific questions and purchasing plans in mind, and want to find out what your company can do for them. Over 90% of the exhibitors at the 2010 show are planning to return for O&S 2012.

Discover the benefits of participating at O&S:

→ **COVERS ALL SECTORS AND ALL MATERIALS**

Whether you specialize in metals, plastics, glass or ceramics – at O&S you'll reach the maximum number of potential buyers from all sectors of industry in just three days.

→ **THE RIGHT SOLUTION FOR EVERY MATERIAL**

Trade visitors come to the show in search of answers to very specific surface treatment needs in their company. Use the opportunity to generate new business by impressing buyers with your applications-related solutions.

→ **INTERNATIONAL CONTACTS**

Over 21% of the trade visitors come from abroad – most of them from Switzerland, Austria, Italy and France, but also increasingly from Eastern Europe. This is your chance to gain a foothold in new markets and meet joint venture partners who are right for your business.

→ **SPACE TO DEVELOP YOUR THEMES**

O&S occupies more than 17,000 m² of display area. Key themes and areas of special interest are covered in dedicated theme parks, forums and lounges. These serve as a perfect showcase for your products and innovations.

Stuttgart – the perfect host

Stuttgart is the ideal city to host O&S. 90 % of O&S exhibitors in 2010 rated the Baden-Württemberg region as a particularly good area in which to stage the show, not least because a major and significant part of the industry and its customer base are located in southern Germany and the neighbouring countries.

O&S is a joint project of Deutsche Messe, Hannover, and Landesmesse Stuttgart. Both trade show companies have many years of experience in organizing flagship trade fairs all over the world, and are therefore ideally placed to understand your needs as an exhibitor.

Further visitor interest and additional synergies for trade visitors are guaranteed in 2012 by the parallel staging of numerous thematically related trade shows organized by the British company UKIP Media & Events. These are “European Automotive Components Expo”, “Automotive testing expo”, “Engine expo”, “Automotive interior expo” and “Vehicle Dynamics Expo”. Also taking place in tandem with O&S for the second time in 2012 is “LASYS, the International Trade Fair for Laser Materials Processing”. Please refer to the accompanying site plan, which has information about these various events on the back.

» We make surprisingly many new contacts at O&S – mostly of a high calibre. Last time, for example, we had useful talks with visitors from Sweden, Poland, Russia and even Colombia. The show attracts a high proportion of senior decision-makers, engineers and management executives. All the people we talked to had come to the show with specific inquiries and were interested in getting new projects started. «

Michael Ludy, Managing Director of Ludy Galvanotechnik AG, Höheischweiler



Where interest in surface treatments is more than skin-deep



The value of any trade fair to exhibitors is completely dependent on the calibre of the visiting audience it attracts. And here O&S offers just that: well-qualified trade visitors with senior decision-making authority and concrete purchasing plans. Many visitors also come from other countries – giving you a great opportunity to expand into new markets and increase your company’s export sales.

- **21 %** of the trade visitors in 2010 came from 55 countries
- **97 %** of the exhibitors in 2010 rated the **qualifications of trade visitors** very highly
- **93 %** of the visitors who came in 2010 are either definitely planning to **return** to O&S or are giving it serious consideration

All branches of industry in one place

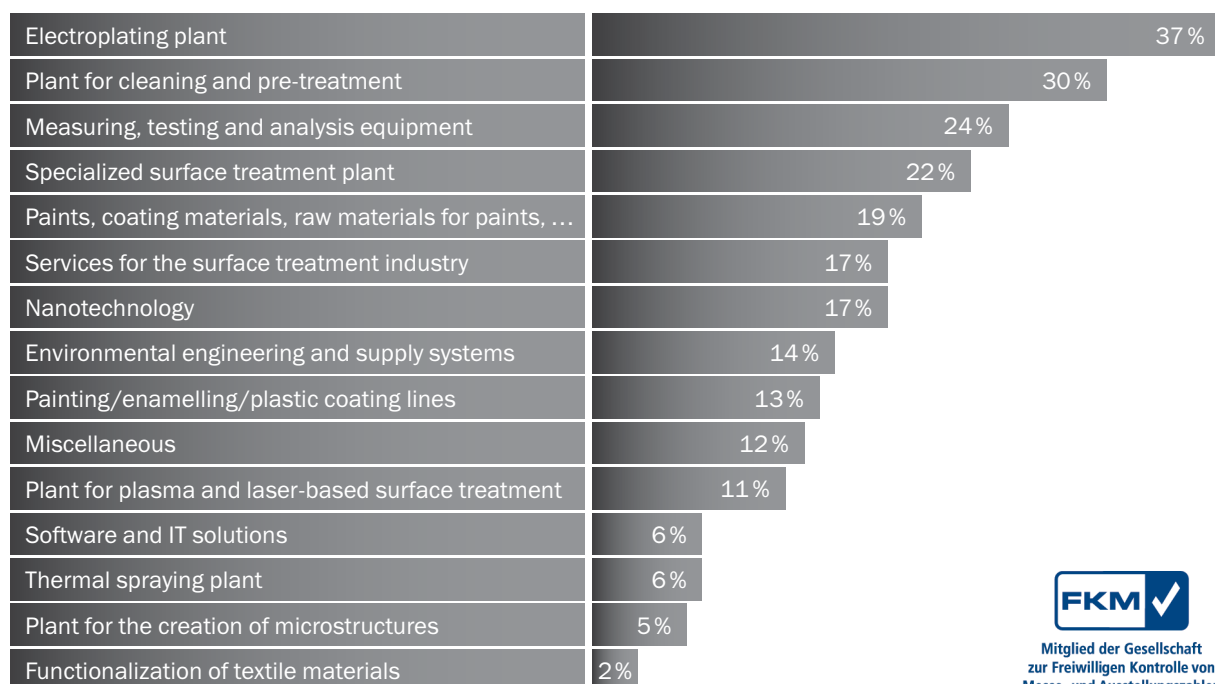
At O&S you’ll gain new contacts and attract the attention of buyers right across the industry spectrum. Visitors to O&S 2010 came from all of the following sectors:

Metal-working industry	28 %
Automobile industry	21 %
Mechanical engineering	18 %
Electrical/electronics industry	14 %
Plant and appliance engineering	13 %
Plastics industry	7 %
Medical technology	7 %
Aerospace industry	5 %
Precision engineering	5 %
Semiconductors	3 %
Jewellery	3 %
Tooling and mould-making	3 %
Timber industry	1 %

→ Trade visitors by business sector (2010) (more than one reply possible)

Focus on your solutions

O&S is the only trade show staged in the even-numbered years which not only features specialized solutions, but also addresses more general surface treatment needs across a broad spread of industries and materials. This is a key plus for trade visitors – and therefore for you as well. Your potential customers only have to attend one trade show – O&S – to find solutions for all their current surface treatment projects. The following chart shows the specific areas of interest revealed by visitors at O&S 2010.



Purchasing power – coming to your stand

- **75 %** of the decision-makers came to O&S 2010 with **specific purchasing plans** in mind
- **86 %** of the visitors are involved in their **company's buying and procurement decisions**

A show that makes the grade

- **96 %** of the visitors are **satisfied** or **very satisfied** with the opportunities that the show provides for gathering information and making new contacts
- **85 %** of the visitors would **recommend** O&S to others

Anything but superficial: our main display categories

Exhibitors and trade visitors both get a great deal out of O&S. Here you can talk to other experts about your main areas of interest and pave the way for lasting business relations and future sales.

O&S provides full coverage of these 15 key topic areas, with all the displays relating to a particular topic grouped together in one place. This is a huge advantage for visiting professionals, who can now find the full range of solutions at just one trade show:

Plant for cleaning and pre-treatment of surfaces	Plant for industrial plasma and laser-based surface treatment	Environmental engineering and supply systems
Electroplating plant, electroplating technology	Thermal spraying plant	Contract coating
Industrial painting lines, applications technology	Plant for the creation of microstructures	Services for the surface treatment industry
Paints, coating materials, raw materials for paints, paint production systems for powder coatings	Heat treatment	Functionalization of textile materials, flock finishing
Enamelling lines, plastic coating lines	Automation and conveyor systems	Measuring, testing and analysis equipment



Finished to a very high standard: the main highlights at O&S

→ **“World of Surface Treatment”**

Organized by ZVO, the industry’s central trade association in Germany, this group presentation covers more than 1,000 m² and showcases all the latest developments and trends in electroplating. Contract finishers and suppliers of process engineering, plant, equipment and accessories are all ideally placed here to reach their buyer target groups.

→ **O&S User Forum**

Organized by the Fraunhofer Institute for Production Engineering and Automation (IPA) in Stuttgart and supported by Germany’s central engineering federation VDMA, the O&S User Forum hosts a packed program of talks and discussions that offer new insights into the future of surface treatment.

→ **SchauPlatz NANO**

This special display is the central focus for all suppliers and potential buyers of nanostructured solutions and products. Organized by Beiersdorff GmbH, SchauPlatz NANO is the showcase of choice for R&D establishments working in the field of applied nanotechnology, as well as for scientific institutes and pioneering start-ups.

→ **Joint presentation “Industrial Plasma Surface Treatment Technology”**

This group display organized by the VDMA’s Association for Industrial Plasma Surface Treatment (IPO) demonstrates solutions for the plasma activation of plastics as well as processes such as plasma nitration and the hard coating of metals, which are designed to deliver significant improvements in tribology and resistance to wear and corrosion.

→ **Marketplace for Contract Coating**

Contract coating services are an increasingly important sector within the surface treatment industry. The “Marketplace for Contract Coating” has been set up in response to the industry’s desire to outsource certain processes, and offers an ideal display platform for this growing market at the show. The Marketplace is a joint project with publisher Eugen G. Leuze Verlag KG.

→ **OundS@Lounge**

The OundS@Lounge focuses attention on painting technology and industrial paints. It serves as an innovative information-gathering and communication platform for networking, guided tours for visitors and exclusive presentations by participating companies. The OundS@Lounge is organized in association with B2B communications specialist RunKom.

→ **German Enamel Association Pavilion**

The German Enamel Association Pavilion represents all sections of the enamel industry, its suppliers and the staff who work in these companies. Here visitors will find comprehensive information about one of the most durable and environment-friendly raw materials.

→ **Sewage & Environment Pavilion**

Do you provide services for water treatment, sewage technology, recycling, waste disposal and filtration? If so, the Sewage & Environment Pavilion put together by the Löhnberg Waste Water Consortium is just the place for you – perfect for winning new orders and new customers.

Success is worth talking about: the INNOtex theme park

The functionalization of textile materials is acquiring a growing importance in more and more branches of industry, not least in the construction and automotive industries. Other prominent examples are fibre composites, functional clothing and medical textiles.

The INNOtex theme park targets visiting professionals from all these sectors and thus offers your company an ideal showcase for your innovations: from machines for the finishing, coating and laminating of textiles, the production of fibre composite materials to products and services associated with textile treatment agents and additives.

Flock finishes and flocking technology is one of the key areas on which INNOtex will focus.

Taking place for the fourth time in Stuttgart, INNOtex was incorporated into O&S in 2010. This opens up exciting opportunities for your business to reach new visitor target groups.

Main display categories at INNOtex 2012

- Pre-treatment, finishing, coating and laminating of textile materials
- Polymers, surfaces, composites and fibre composites
- Textile treatment agents and additives
- Calibration and control systems for machinery and plant
- Research establishments, trade associations, universities and colleges, publishing houses
- Flock finishes and flocking technology



How you benefit by exhibiting at the INNOtex theme park

- Affordable participation with our all-inclusive “Carefree Package”
- Large trade public resulting from the combination of O&S, LASYS and the series of trade shows organized by UKIP Media & Events
- Free advertising aids and unlimited complimentary tickets for you to invite present and prospective customers to O&S
- Separate advertising for the INNOtex theme park in the exhibitor and visitor brochures, plus signposting on the electronic displays at the show
- Your logo flashed at regular intervals on the electronic displays throughout the 3 days of the show
- You will be mentioned by name in the O&S show catalogue left out for visitors

Furnishings and fittings per booth/stand construction

- Modular system elements (Burkhard Leitner PILA), natural aluminium
- Rear wall, light grey, height 2.50 m
- Translucent textile sheeting stretched across to create partition walls
- Fascia for displaying company name on the open sides, facing the aisle
- Standard lettering, up to 20 letters, Helvetica, dark grey (customized variants available on request)
- Cord carpeting, colour dove blue
- Banner with INNOtex logo suspended from the hall ceiling
- Lockable storage facility close to the stand

Furniture supplied

- 3 chairs
- 1 table
- 1 reception/information counter
- 1 brochure rack

Lighting and power supply

- 4 track-mounted spotlights attached to the ceiling framing
- Connected power supply, incl. electricity usage

Other services

- Daily stand cleaning
- Daily waste collection and disposal

Package price

12 m² stand: **€ 3,590**, plus VAT at the current rate

Prices, terms and conditions

The survey responses from exhibitors make it quite clear that exhibiting at O&S really pays dividends. For as little as € 174/m² you can secure your place in a top-class line-up, while we take care of all the practicalities:

Stand rental charges (plus VAT and AUMA charge)

Row stand	€ 174/m ²
Corner stand	€ 189/m ²
End stand	€ 196/m ²
Island stand	€ 202/m ²

Stand packages (all prices plus VAT)

Basic package	MAXIMA 40 Special	€ 89/m ²
Complete package	MAXIMA 40 Special	€ 125/m ²
Complete package	START Special	€ 125/m ²
Complete package	MAXIMA Special	€ 149/m ²
Premium package	DESIGN Special	€ 189/m ²

Please refer to our separate stand package brochure for more information.

Marketing fee

A marketing fee of € 220 is payable in addition to the stand rental charge. The marketing fee covers all of the following:

- Inclusion of your company address in the alphabetical exhibitor catalogue (max. 3 lines)
- One basic entry (1 line with company name, hall, stand number) in three product categories in the product catalogue

Your company details will appear in:

- the official printed show catalogue
- the online show catalogue
- the Electronic Visitor Information System
- the Visitor Guide
- the giant hall plans displayed at the hall entrances

New for 2012: Flat-rate ticket allocation

The marketing fee also covers an **unlimited allocation of free admission ticket codes**, which you can use to invite as many visitors as you like to your stand. All your invited guests will enjoy free admission to O&S 2012.

The marketing fee buys you other benefits as well, and we list some examples on the next page. For example, we can supply you with free advertising aids for your own use.

Marketing services



The high satisfaction results achieved by O&S are based to a considerable degree on the outstanding calibre of the visitors that the show attracts. We work with you to place carefully targeted advertising, assist you with your invitation mailings and generate maximum publicity for O&S at the national and international level.

The marketing fee also lets you undertake a variety of activities aimed at bringing more visitors to the show. So together we can achieve the goal that we both want: large numbers of well-qualified visiting professionals.

Advertising aids for visitor invitations

We supply numerous free advertising aids that you can use to target your existing customers as well as new visitors and partners. We will be pleased to discuss your particular needs and assist you in every way we can to attract trade visitors of the right calibre.

Advertising

Well ahead of O&S we place advertisements in print journals and online magazines. We target titles that are calculated to appeal directly to professionals working in the relevant fields, both here in Germany and around the world.

Press and PR

At O&S 2012 you'll be able to get your message across not only to the visitors at the show, but also – via the media – to the entire international market. Our experienced press team provides comprehensive press and PR support for exhibitors. We organize press conferences and round-table discussions. You also benefit from our online press service and the use of press info boxes at the show.

Internet

Exhibitors and trade visitors can find important information about O&S 2012 online by going to www.OundS-messe.de – from the latest trends, displays and exhibits to a complete list of exhibitors, hall plans and travel information.

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International trade fair for
surface treatments and coatings