

22.– 26. APRIL 2024

U.S. PAVILION @ HANNOVER MESSE 2024



WHY BE A PART OF THE U.S. PAVILION AT HANNOVER MESSE? YOUR BENEFITS!

HANNOVER MESSE is one of the world's largest trade fairs for industrial technology. It takes place annually in Hannover, Germany, and serves as a platform for showcasing innovations and developments in various industrial sectors. The event typically features exhibitors from a wide range of industries, including automation, robotics, energy, digitalization, industrial supply, and more.

In an era dominated by digital communication and virtual connectivity, the enduring significance of HANNOVER MESSE trade fair remains a strong value for potential U.S. exhibitors. HANNOVER MESSE brings together businesses, innovators, and consumers under one roof, serving as a dynamic platform fostering collaboration, networking, and market expansion opportunities.

Visibility and Exposure

Being part of the U.S. pavilion can increase your company's visibility. As a premiere industrial automation trade show, Hannover Messe will bring more visitors and foot traffic to your booth.

Networking Opportunities

HM provides an excellent platform for networking with potential customers, partners, distributors, and other businesses. Meet people on the world's stage for Industry 4.0.

Credibility

HM is the premiere event for industrial automation. When you exhibit at Hannover, visitors know you are serious about international business, have industry leading technology and that you are committed to the global marketplace.

Cost Effective

Participating in the U.S. pavilion is cost-effective compared to setting up an individual booth. Sharing booth costs with other U.S. firms helps your trade show dollar go further.

International Expansion

If you are looking to expand globally, participating in Hannover Messe, in Germany, one of the largest economies in Europe, provides a strategic entry point into the European market. If you are looking at expanding into Europe HM is the place to be.

U.S. Department of Commerce Support

The U.S. pavilions at Hannover is supported by the U.S. Department of Commerce's, U.S. Commercial Service. At the show support includes market intelligence, matchmaking services, and assistance in navigating local regulations.

BE PART OF THE U.S. PAVILION

THIS IS INCLUDED

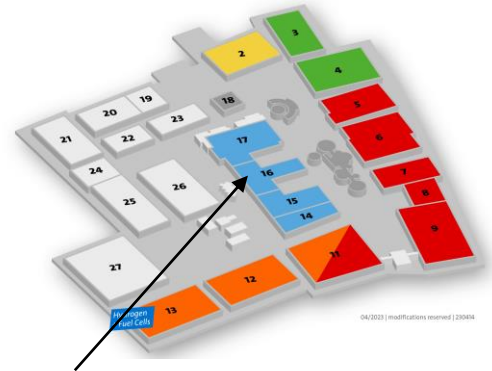
WE OFFER

- Modern stand concept with lounge and host/hostess
- Uncomplicated full-service participation package means very little for you to take care of
- Low risk due to manageable budget
- Professional service – You can rely on our support, from trade fair planning right through to stand design
- Excellent visibility thanks to the pavilions overall impact
- Supporting marketing and PR measures

HANNOVER MESSE

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- Future Hub
Hall 2
- Engineered Parts & Solutions
Halls 3–4
- Automation, Motion & Drives
Halls 5–9, II
- Energy Solutions
Halls 11–13
- Digital Ecosystems
Halls 14–17



Top-Location in the „Digital Ecosystems“

INCLUDED SERVICES

- Wall elements
- Carpeting
- Lighting
- 1 table with 4 chairs
- 1 waste bin
- Individual fascia-panel lettering (subject to prior submission of a print-ready data file)
- 1 x 230 V socket incl. consumption
- Wi-Fi
- Hot and cold beverages
- Sweet and savory snacks
- Use of the lounge area with kitchen
- Basic cleaning
- Daily cleaning and waste disposal
- General security



STAND SIZE	9 M ²	12 M ²	18 M ²
Price /m ² : 710 € / ~780 \$	6,390 € ~7,023 \$	8,520 € ~9,365 \$	12,780 € ~14,047 \$

All prices plus statutory VAT, plus registration fee of €410 / ~450 \$

YOUR CONTACTS:



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Deutsche Messe

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