EXHIBITOR INFORMATION

Regional exhibitions for industrial automation

HAMBURG
16 – 17 Jan 2019

FRIEDRICHSHAFEN
12 – 13 March 2019

ESSEN
05 – 06 June 2019

LEIPZIG
11 – 12 Sept 2019

allaboutautomation.de
REGIONAL - COMPACT – RELEVANT:
FOCUSING ON REGIONAL CONTACTS FOR YOUR SALES FORCE

Participating at an all about automation exhibition will enable you to strengthen your existing business contacts in the region and make new links. The exhibitions will be the place for well-informed discussions about the requirements for automation solutions in the context of Industry 4.0. Systems, components, software and engineering; as it says, it’s all about automation – for industrial automation and communications. Tried and tested products are as important at this event as advice on practicable digital transformation solutions and the necessary steps for the targeted implementation of Industry 4.0 requirements in the future.

Under the banner “In Focus”, the 2019 exhibitions will showcase for visitors innovative and relevant topics and application fields.

The topics in focus

• Industrial Communications
• Industrial Internet of Things
• Safety and Security
• Standards and Regulations

The application fields in focus

• Handling/robotics/human-robot collaboration
• Switch cabinet and switchgear production

all about automation focuses attention on those exhibitors contributing to these topics and application fields; it promotes editorial reporting on these issues during the exhibition and concentrates in its conference program on the trends and needs of automation.

GETTING CLOSE TO YOUR CUSTOMERS:
PLENTY OF GOOD REASONS FOR TAKING PART

Your products and services right on your target audience’s doorstep

all about automation is the exhibition for practitioners seeking concrete, ready-to-use solutions.

Located in four economically strong regions in Germany, it offers new and proven solutions for the industrial automation sector.

A relaxed atmosphere and targeted networking

Short journey times to get to each of the exhibitions and a manageable exhibition size allow plenty of time for specialist discussions.

The excellent service with complimentary catering makes a visit to the exhibition an enjoyable experience.

Simple organization and implementation, and effective advertising

Complete stand packages with a standardized stand construction guarantee a professional exhibition presence with minimum effort and manageable costs - an attractive proposition for both long standing exhibitors and newcomers alike.
THE VISITORS: REGIONALS USERS OF INDUSTRIAL AUTOMATION TECHNOLOGY

- Visitors to the all about automation exhibitions are users of industrial automation technology from high performing and innovative industrial regions, located at a distance of approx. 1½ hrs driving time from the venue.
- They include decision makers, specialists and technicians in construction and development, project management and planning, production and maintenance, management and purchasing.
- Visitors to the exhibition come primarily from the electronics sector, as well as the mechanical engineering sector, customized machine engineering and plant engineering. The manufacturing and process industries, as well as energy and environmental technologies are represented across the sectors. A further important visitor group are system integration and engineering companies.

An efficient exhibition with feel-good atmosphere

average values of all locations

- 92% of visitors evaluate the atmosphere as very good or good
- 91% of visitors would recommend the exhibition
- 89% of visitors evaluate the discussions as very good or good

Goals and Reasons for visiting the exhibition

multiple answers were possible

- Getting to know the market: 60%
- Searching for new products: 53%
- Servicing existing business relationships: 39%
- Developing new business relationships: 39%
- Searching for concrete solutions: 37%
- Networking: 21%
- Doing the groundwork for investments/new purchases: 16%
- Others: 8%
THE EXHIBITORS´ STATEMENTS:
THAT´S WHY WE ARE PART OF ALL ABOUT AUTOMATION

» The whole concept of all about automation works well and has huge benefits for the visitor as well as the exhibitor. We fully support the concept of the exhibition and are looking forward to it continuing and even expanding in the next few years. «
Lutz Detro, Head of Sales Administration Germany,
Conec Elektronische Bauelemente GmbH

» The exhibition offers ideal opportunities for in-depth, technical conversations, which our middle-sized customers, in particular, use to look for solutions for their applications. «
Hamid Tavakoliyan, Regional Sales Manager Northern Germany,
Fischer Connectors GmbH

» The all-encompassing exhibition is brilliant. It’s a refreshingly different concept in contrast to traditional events. We have made new contacts who only came because of its regional orientation. «
Christopher Monka, Area Sales Manager North-West,
R+W Antriebselemente GmbH

» It’s a great exhibition concept and, in particular, the standardised stands. The catering concept is excellent and means the staff on our stand don’t have to worry about those things. The atmosphere is very good, as are the location, the parking and the easy travel. «
Walter Stehle, Area Manager South-West, Panasonic Electric Works Europe AG

» Our expectations were fully satisfied. The exhibition has established itself well. And our customers agree. «
Tilo Klein, Managing Director, automatic Klein GmbH

» We value the relaxed atmosphere of all about automation, which has enabled us to present our products and discuss projects in detail with our customers. «
Patrick Probst, Marketing Manager, VISAM GmbH
We were positively surprised at how many high quality contacts came to attend this relatively small exhibition. — Armin Herweg, Sales Engineer, Stemmer Imaging AG

aaa offers us great opportunities for finding new contacts interested in our products and looking after existing customers in the region. — Reiner Nusser, Technical Sales Consultant Storage, igus® GmbH

A fantastic showroom for the latest trends and new products. The regional proximity offer greater time and opportunities to find out about the latest industry trends. — Fabian Slowakiewicz, Product Management, Helmholtz GmbH & Co. KG

As ever, a top event where the ratio of cost to benefits is fair. Keep it up! — Michael Biermeier, Managing Director, [m:uv] GmbH

A great regional concept with top customer contacts. — Markus Premke, Sales, Bihl + Wiedemann GmbH

TAKE A LOOK FOR YOURSELF AT THE EXHIBITION VIDEO: allaboutautomation.de/video
FACTS & FIGURES:
CONTINUOUS DEVELOPMENT AND A HIGH SATISFACTION RATE

all about automation statistics: development

<table>
<thead>
<tr>
<th>Location</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friedrichshafen</td>
<td>81</td>
<td>109</td>
<td>131</td>
<td>157</td>
</tr>
<tr>
<td>Dortmund/Essen</td>
<td>95</td>
<td>109</td>
<td>125</td>
<td>130</td>
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<tr>
<td>Leipzig</td>
<td>61</td>
<td>85</td>
<td>95</td>
<td>108</td>
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<tr>
<td>Hamburg</td>
<td>75</td>
<td>117</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All about automation statistics: the atmosphere

average values of all locations

- **87%**: 87% of the exhibitors are satisfied with the number of new contacts they make.
- **91%**: 91% of the exhibitors evaluate the overall impression of the exhibition as good or very good.
- **98%**: 98% of the exhibitors evaluate the organisation as very good or good.
- **56%**: 56% of the exhibitors consider the quality of the conversations at all about automation as better than at other exhibitions.
- **94%**: 94% of the exhibitors evaluate the co-operation with the exhibition organizer as good or very good.

Want a detailed report on each of the locations?
Request one from us by email or download from: allaboutautomation.de
THE EXHIBITORS:
WE ARE ALL ABOUT AUTOMATION

[...]

PREMIUM MEDIA PARTNERS 2018

Companies who exhibited in 2018 or will exhibit in 2019 (as of 16.07.2018)
DATES, LOCATIONS, CATCHMENT AREAS:
RIGHT ON THE DOORSTEP OF YOUR POTENTIAL REGIONAL CUSTOMERS

16 – 17 Jan 2019
MesseHalle Hamburg-Schnelsen
Modering 1a
22457 Hamburg | Germany
automation-hamburg.de

5 – 6 June 2019
Messe Essen
Messeplatz 1
45131 Essen | Germany
automation-essen.de

11 – 12 Sept 2019
Messezentrum Globana
Münchener Ring 2
04435 Schkeuditz near Leipzig | Germany
automation-leipzig.de

Showing travel times by car (30, 60 and 90 mins) from each location
UNIFORM STAND CONCEPT:
PLENTY OF SERVICES, PROFESSIONAL LOOKING AND MINIMAL FUSS

The all about automation exhibitors benefit from the concept of a standardised stand system which gives them a level playing field from where they can focus on providing advice and content.

Maximum Efficiency

You will be given a high quality exhibition stand, complete with your company logo, furnishings, power and cleaning services. All that is left for you to do, is bring your exhibition products, organise your stand and book any additional furnishings or fittings, and concentrate on the conversations with your visitors.

Maximum Service

Parking, internet connection and catering for visitors and exhibitors are included in the package. Coffee, tea, soft drinks, snacks, light meals and cake are available to all guests in the coffee lounges.

Maximum Content

The Talk Lounge at each location offers an attractive program of events. Exhibitors have opportunities to present examples of their applications and can post job ads for free on the central Jobs Board.
THE MARKETING AND SERVICE PACKAGE:
TOGETHER WE CAN HELP YOU ATTRACT VISITORS

Multi-channel marketing

We advertise intensively and individually for each location, incl. via printed media and supplements in specialist media, postal mailings, email and banner marketing, telemarketing, social networks, billboards, press relations and via regional network partners.

Everything to support your invitation campaign

Our exhibition service includes providing you with all the items you need to target your customers as part of your visitor marketing campaign, e.g. entry vouchers, letter labels, banners, visitor leaflets and much more.

Your company details and logo in online media and the exhibition catalogue are included as part of the package, as well as free entry vouchers for your customers.

Top-class service on site

Your invited visitors not only get free entry, but also parking, snacks and beverages in the exhibition hall, as well as the exhibition catalogue.
YOUR PARTICIPATION:
SIGN UP, ONE PRICE, BOOKED!

Exhibiting at all about automation is quick and easy. Exhibitor packages are available for stands from 8 to 30 sqm. Each location can be booked individually.

Your booking comprises an all-inclusive exhibitor package, including stand construction, stand equipment and services e.g. power connection, internet access and cleaning, as well as an extensive marketing & media package and service package including free-of-charge snacks and beverages for exhibitors and visitors.

STANDS AND PRICES:
MARKETING BUDGET WELL SPENT

As part of the all-inclusive stand package, you will be allocated a row stand for each location at the following prices. You will find other stand sizes, formats and prices in the booking information pack:

<table>
<thead>
<tr>
<th>Stand package</th>
<th>8 sqm</th>
<th>€ 3,140</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand package</td>
<td>12 sqm</td>
<td>€ 4,090</td>
</tr>
<tr>
<td>Stand package</td>
<td>16 sqm</td>
<td>€ 5,140</td>
</tr>
<tr>
<td>Stand package</td>
<td>24 sqm</td>
<td>€ 7,240</td>
</tr>
</tbody>
</table>

All prices include VAT.

It is important to us that these are the final costs with no booking fees, extras or additional advertising costs to you.

And it’s worth making a speedy decision. When we allocate the stand locations we take into account the booking date. We will contact you to discuss your preferred stand location.

REQUEST YOUR BOOKING INFORMATION PACK TODAY!

Our all about automation team is ready and waiting to hear from you! From left to right: Heike Schaefer, Daniela Klumpp, Christine Oppermann-Schroeder, Esther Nenninger and Tanja Wagloehner.

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allaboutautomation.de