
HANNOVER MESSE | 5 – 8 April 2027
WHERE INDUSTRY DECIDES WHAT'S NEXT
Deutsche Messe
THINK TECH FORWARD
HANNOVER MESSE

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HANNOVER MESSE 2027

HANNOVER MESSE is the world's leading trade show for the manufacturing industry. It brings together production and product perspectives, market comparison and systems insight, technological innovation and industrial application.

This is where providers of industrial technology and solutions for automation and digitalization, electrification, and industrial energy efficiency connect with researchers, innovators, and decision-makers from around the globe.

For exhibitors, it creates qualified demand, strong visibility, and international business opportunities. For visitors, it offers orientation, comparability, and concrete pathways to solutions for modernizing industrial value creation.

THINK TECH FORWARD

HANNOVER MESSE

TWO PERSPECTIVES. ONE PLATFORM.

HANNOVER MESSE combines the modernization of industrial systems with the search for the right product solutions.

PRODUCTION PERSPECTIVE

HANNOVER MESSE is the platform for modernizing industrial systems. The event showcases how automation, digital architectures, energy, components, and new technologies interact in future-ready production systems.

- → How do I modernize my production?
- → How do I integrate technologies into a resilient overall system?
- → How do I increase productivity, resilience, and future readiness?

PRODUCT PERSPECTIVE

HANNOVER MESSE is a marketplace for specific technologies, components, and solutions. It shows which components, modules, and materials are best suited to specific applications and products.

- → Which component meets my technical requirements?
- → Which solution fits my application?
- → Which supplier offers the right module or component?

PARTNER COUNTRY 2027
SPAIN



The partnership with Spain provides access to one of Europe's most dynamic industrial markets and strengthens economic ties with Germany.

Spain is a key driver of future technologies such as electromobility, green hydrogen, and digital industry, and has a clear strategy for industrial transformation and reindustrialization.

As the Partner Country, Spain will bring its innovative strength and technological expertise to HANNOVER MESSE, creating new opportunities for collaboration, market access, and business development in Europe.

FOUR STRONG DAYS FOR YOUR BUSINESS

Starting in 2027, HANNOVER MESSE will take place over four days.

This condensed schedule concentrates visitor traffic, improves the quality of contacts, and creates ideal conditions for business, innovation, and networking.

YOUR BENEFITS

- ✓ More efficient use of time, staff, and budget
- ✓ Higher foot traffic on peak trade show days
- ✓ More relevant contacts in less time
- ✓ More in-depth discussions with decision-makers and trade visitors

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EXHIBITION AREAS & FLOOR PLAN

THINK TECH FORWARD

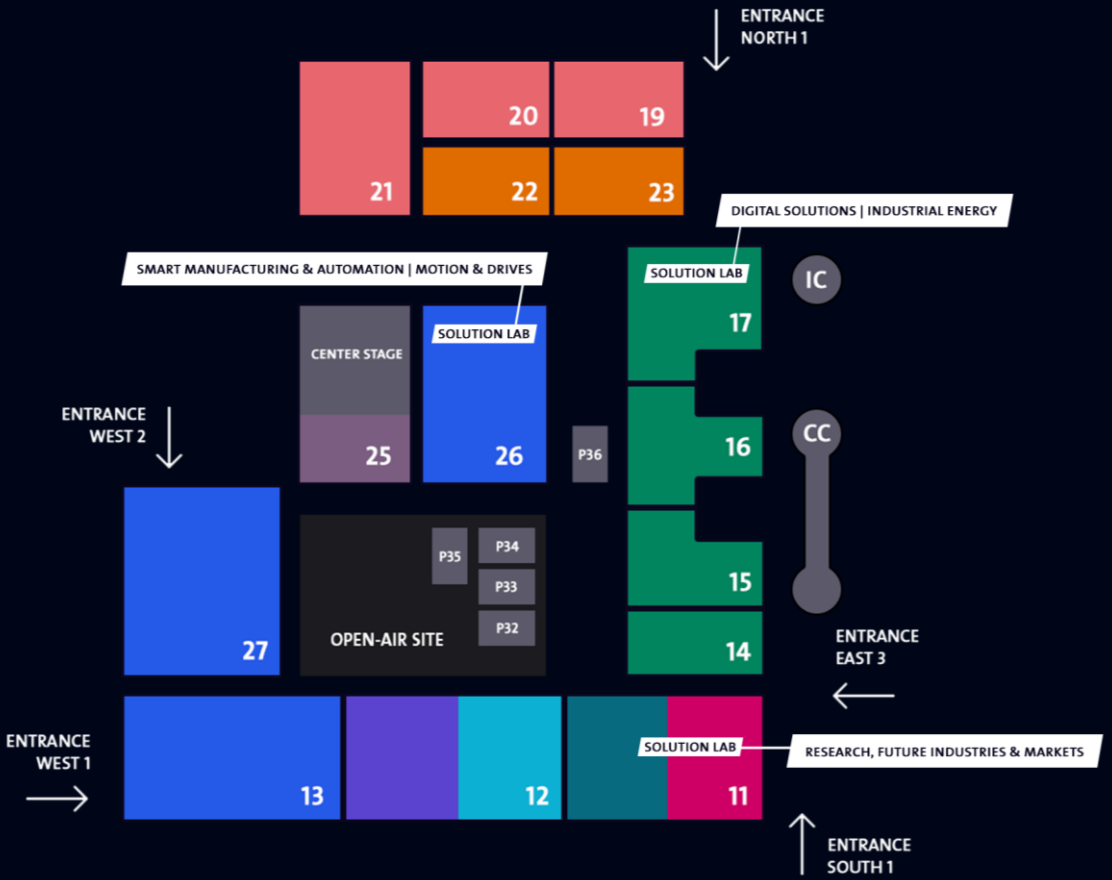
HANNOVER MESSE

EXHIBITION AREAS & FLOOR PLAN

- SMART MANUFACTURING & AUTOMATION
- INDUSTRIAL ENGINEERING & SUPPLY
- COMPRESSED AIR & VACUUM TECHNOLOGY
- MOTION & DRIVES
- DIGITAL SOLUTIONS
- INDUSTRIAL ENERGY
- RESEARCH & INNOVATION

CO-LOCATED EVENTS

- NEXGEM
  VDW
- EUROPE ENERGY WEEK
  dmg::events



EXHIBITION AREAS & TOPICS

ANNUAL CYCLE

AUTOMATION & SMART MANUFACTURING	INDUSTRIAL ENGINEERING & SUPPLY	DIGITAL SOLUTIONS	INDUSTRIAL ENERGY	RESEARCH & INNOVATION
Automation Technology	Metals & Non-Ferrous Metals	Wireless Communication	Factory Grids & Energy Infrastructure	Basic & Applied Research
Robotics & Handling Technology	Plastics, Rubber & Technical Specialty Materials	Cloud, Edge & Data Infrastructure	Energy Management	Technology Transfer & Research Collaborations
Measurement, Sensor & Testing Technology	Surface & Joining Technologies	Industrial Software	On-Site Energy, Heat & Storage	Emerging & Deep Technologies
Production Logistics	Additive Manufacturing	IT/OT Security	Hydrogen & Fuel Cells	Startup Area
	Lightweight Construction & Composites	Digital Twin & Simulation		
	Circular Manufacturing & Recycling	Industrial AI & AI Platforms		
	Electronic Components and Assemblies			

BIENNIAL CYCLE

MOTION & DRIVES	COMPRESSED AIR & VACUUM TECHNOLOGY
Drive Technology	Compressed Air Technology
Fluid Power	Vacuum Technology
Linear Motion Technology	

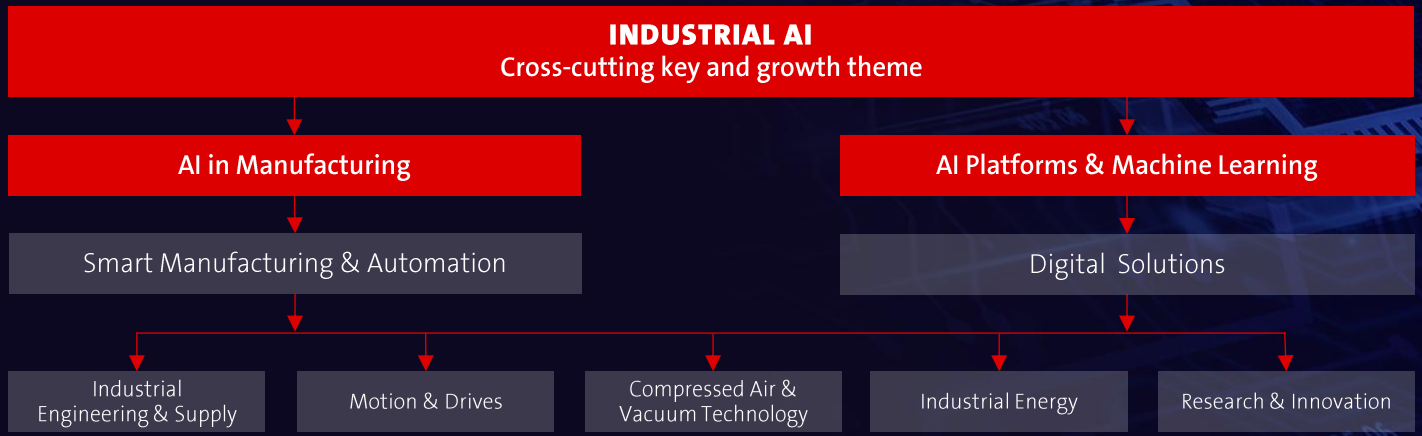
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HANNOVER MESSE

INDUSTRIAL AI

Industrial AI is one of the key growth and future-focused themes at HANNOVER MESSE.

For exhibitors, the topic offers high visibility, strong links to other exhibition areas, and a compelling environment for technological differentiation.



2

THE RIGHT AUDIENCE FOR YOUR SUCCESS

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HANNOVER MESSE

A TAILORED AUDIENCE CONCEPT

HANNOVER MESSE brings together industry leaders and experts who shape, modernize, and transform manufacturing.

With around 90% trade visitors and a high share of decision-makers, exhibitors meet an audience with clear project needs and investment intentions.

At the same time, the event's international reach – with visitors from more than 140 countries – opens access to global markets and key industrial stakeholders.

WE CONNECT EXHIBITORS WITH

- Trade visitors with specific needs
- Decision-makers with the authority to act
- Partners for new collaborations
- Industry experts with implementation expertise
- Technology pioneers from the research sector
- Users with practical requirements

VISIBILITY FOR YOUR SOLUTIONS

Present your solutions to an international audience of industry professionals with significant decision-making authority – and become part of the world's leading platform for industrial transformation.

STRONG POSITIONING

Position your company where innovations are compared and partnerships are forged.

GLOBAL PRESENCE

Visitors from more than 140 countries open the door to international markets for you.

HIGH SHARE OF DECISION-MAKERS

Nearly half of all visitors are involved in investment decisions.

QUALIFIED CONTACTS

Meet experts from management, production, development, digitalization, and energy management.

IN-DEPTH DIALOGUE

With an average two-day stay, visitors have ample time for in-depth discussions.

MAXIMUM REACH

Meet more potential business partners than at any other industry platform.

DECISION-MAKERS AND USERS WITH SPECIFIC NEEDS

Reach the key technical and decision-making roles responsible for operating, modernizing, and strategically developing production systems

- → **Corporate and Business Development**
  Executive Management, Corporate Strategy, Business Development
- → **Production & Quality**
  Plant Management, Production Management, Manufacturing & Quality Managers
- → **Automation & Engineering**
  Automation Engineers, Maintenance, Production & Process Engineering
- → **IT & Digital Transformation**
  Software & Data Managers, IT Management, OT Managers
- → **Research & Innovation**
  R&D, Industrial Development, Technology & Innovation Managers
- → **Energy & Sustainability**
  Energy Management, Sustainability Managers, Environmental & Climate Officers
- → **Purchasing & Procurement**
  Technical & Strategic Procurement, Supplier Management
- → **Consulting & Project Development**
  System Integrators, Engineering Partners, Transformation Consulting

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PARTICIPATION OPTIONS & SERVICES

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HANNOVER MESSE

WHERE QUALIFIED LEADS TURN INTO REAL BUSINESS

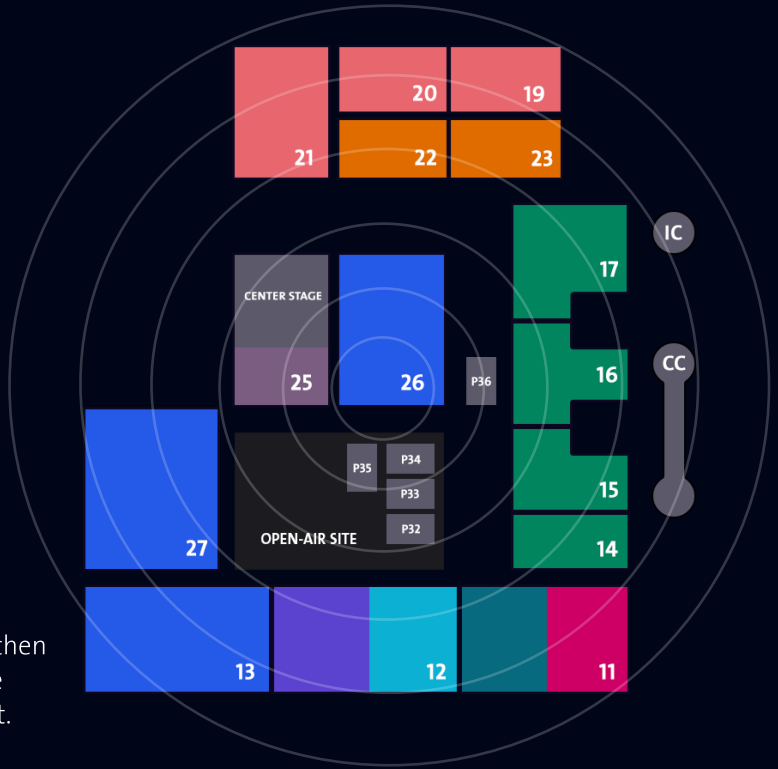
Take advantage of every opportunity to make your trade show presence more effective and successful.

NETWORKING FORMATS

Promote direct interaction with your target audiences and create additional touchpoints.

STAGE FORMATS

Highlight your topics and strengthen your positioning within the trade show's professional environment.



TARGETED MATCHMAKING

Provides guidance and brings relevant contacts directly to your booth.

DIGITAL PRESENCE

Ensures early reach, attention, and more qualified visitors.

LEAD MANAGEMENT

Captures booth contacts in a structured manner and supports targeted follow-up.

FLEXIBLE PARTICIPATION OPTIONS

Whether you're looking for a custom standalone booth, a serviced modular booth, or a shared booth with multiple exhibitors – we'll help you find the right participation package to meet your goals.

BASIC PACKAGE

- ✓ Booth space (starting at 9 m²)
- ✓ Online presentation
- ✓ Marketing and press package

Your benefits

- → Customized presentation tailored to your vision
- → Maximum flexibility in design and execution

FAIR PACKAGE

- ✓ Booth space (starting at 9 m²)
- ✓ Online presentation
- ✓ Marketing and press package
- ✓ Modular booth with furnishings, including booth construction and a service package

Your benefits

- → Minimal planning and coordination effort
- → Professional trade show presence with a predictable budget

GROUP PAVILION

- ✓ Booth space (starting at 9 m²)
- ✓ Online presentation
- ✓ Marketing and press package
- ✓ Attractive group exhibition space, including booth construction and a service package

Your benefits

- → Strong presence among multiple exhibitors
- → Minimal organizational effort thanks to comprehensive support

USE OUR CHANNELS FOR DIGITAL REACH

AT NO EXTRA COST & ALL YEAR ROUND

Your online presence helps you generate early interest and attract qualified business contacts to your booth.

YOUR DIGITAL PRESENCE	YOUR NEW PRODUCTS	OUR CHANNELS
✓ Publication of your exhibitor profile with any number of products starting approximately 12 weeks before the show	✓ Publication of articles on product innovations through our "Trendspot" format	✓ Publication via the website, the app, and the visitor information system on the exhibition grounds
Present your company where trade visitors plan their visits.	**Use our wide-reaching platform to communicate your new products.**	**Use all channels to guide visitors directly to your booth.**

Included in all participation packages at no additional cost.

GET MORE OUT OF YOUR CONTACTS

NUMEROUS SERVICES INCLUDED IN THE PARTICIPATION FEE

From targeted invitations to digital data collection at the booth and structured analysis, this integrated service package makes your leads measurable and actionable.

INVITATION MANAGEMENT

- ✓ eTickets for inviting professional visitors
- ✓ Data on invited visitors
- ✓ Dashboard for your campaign management
- ✓ Promotional toolkit for visitor marketing

LEAD MANAGEMENT

- ✓ Digital lead capture at the booth
- ✓ Contact details of qualified visitors at a glance
- ✓ Less effort, more efficiency
- ✓ Easy follow-up processing of visitor data

VISITOR ANALYSIS

- ✓ Evaluation of visitor surveys
- ✓ Participation analysis for your event formats
- ✓ Data-driven insights for optimizing target groups

We help you efficiently generate, qualify, and strategically nurture contacts.

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HANNOVER MESSE PREVIEW

17 February 2027 | Hannover

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HANNOVER MESSE

YOUR EVENT FOR INTERNATIONAL REACH

Seven weeks before HANNOVER MESSE opens, the HANNOVER MESSE Preview connects your company with approximately 100 journalists, media representatives, and influencers from around 20 countries.

In 2027, the Preview introduces new formats for discussions, content creation, and networking, along with a new venue at H'UP on the exhibition grounds.

This is your opportunity to put your topics on the international media agenda and showcase your innovations before the trade show begins.

NEW



H'Up Venue



Turnkey Participation Package



High-Value Networking

NEW



Event Sponsorship

NEW



Fireside Chats

NEW



Social Media Happy Hour

Participation is exclusive to exhibitors at HANNOVER MESSE 2027.

GOOD REASONS FOR YOUR PARTICIPATION

One day for major news, personal encounters, and international visibility.

100+ MEDIA CONTACTS
Relevant. International. All in One Place.

GET ON THE MEDIA AGENDA EARLY
Put your topics in the spotlight seven weeks before the show.

GREATER VISIBILITY
For your innovations and your presence at HANNOVER MESSE.

INTERNATIONAL NETWORK
Media, influencers and multipliers from about 20 countries.

MINIMAL EFFORT
We handle the organization. You focus on your story.



EVERYTHING IS READY. YOU BRING THE STORY.

Your story deserves the right stage.
Join us as international media turn their attention to HANNOVER MESSE 2027.

TURNKEY PACKAGE "READY TO GO"

We take care of the setup and communications so you can focus on your innovations, your topics, and networking.

- 4 – 8 m² of exhibition space, including a high table and bar stool
- Two dedicated networking sessions
- One spot at the Social Media Happy Hour
- All-day catering and evening event
- Logo and press kit on the Preview website

4,500 EUR

SPONSORSHIP PACKAGE (2 AVAILABLE)

Become a premium partner of the HANNOVER MESSE Preview and position your brand where media, industry, and innovation come together.

- Promotion across all HANNOVER MESSE communication channels as "HANNOVER MESSE Preview powered by ..."
- Recognition and visibility during the livestream
- Branding at H'UP
- Welcome package for media representatives in their hotel rooms
- Logo branding on the coffee bar and coffee cups
- One Fireside Chat

17,900 EUR

FIRESIDE CHAT (10 AVAILABLE)

Bring your experts into direct conversation with journalists and influencers. These exclusive, interactive sessions focus on industry trends and meaningful discussions rather than corporate presentations.

- 25-minute moderated discussions (15 minutes of discussion followed by 10 minutes of open Q&A)
- Two exhibitors per session
- No slides
- Focus on market trends, not corporate pitches

Requirement: A Ready-to-Go Package must be booked.

990 EUR

FRESH IDEAS FOR YOUR SOCIAL MEDIA TEAM

Exhibitors' social media teams and selected influencers come together to share inspiration, co-create content, and build new partnerships.

Part 1:
Connect & Create – Great ideas start here!

Social media managers from exhibiting companies and HANNOVER MESSE develop new content ideas and bring them to life on-site.

Part 2:
Inspire & Exchange – Sharing ideas and experiences!

Social media managers from exhibiting companies and HANNOVER MESSE connect with the influencers attending the event.

Influencers share insights and best practices, providing inspiration for new formats and collaborations. These conversations create opportunities for joint content development and greater reach.



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SOLUTION LABS & INTERACTIVE FORMATS

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HANNOVER MESSE

BUILD CONNECTIONS. GENERATE BUSINESS.

The Solution Labs offer HANNOVER MESSE exhibitors exclusive opportunities for targeted networking and qualified leads.

MASTERCLASSES



ROUND TABLES



EXPERT STAGES



- Positioning as a trusted solutions provider
- Long-term business relationships
- Qualified leads through targeted participant selection
- Efficiency in preparation and implementation
- Visibility across all trade fair channels
- Professional infrastructure & CRM-supported follow-up

PUT YOUR SOLUTIONS ON THE AGENDA

CALL FOR PARTICIPATION
02.11.2026 – 29.01.2027

Use interactive formats to engage in direct dialogue with your target customers and generate qualified leads

MASTERCLASS

Reach qualified trade visitors who apply to attend your Masterclass based on specific use cases and challenges.

- → 60-minute Masterclass, offered as either a presentation or workshop
- → Select up to 40 participants yourself
- → Video recording for your own use
- → Publication in the HANNOVER MESSE media library (opt-out available)

Call for Participation and Exhibitor Shop

- → Submit your topic through the Call for Participation.
- → If selected, you can then book your Masterclass in the Exhibitor Shop.

1,490 EUR

Direct Booking in the Exhibitor Shop

- → Book your Masterclass directly in the Shop without going through the submission and selection process.
- → This option gives you greater planning certainty.

12,900 EUR

CONTENT PAKET

Extend the impact of your Masterclass beyond the event.

- → Additional brand visibility with your logo displayed at the Masterclass room
- → Transcript of your Masterclass
- → AI-assisted content prepared for your further communications

Direct Booking in the Exhibitor Shop

- → Book the optional Content Package directly in the Exhibitor Shop.

490 EUR

PUT YOUR SOLUTIONS ON THE AGENDA

CALL FOR PARTICIPATION
02.11.2026 – 29.01.2027

Use interactive formats to engage in direct dialogue with your target customers and generate qualified leads

ROUND TABLE

Engage with potential customers in a moderated discussion about specific challenges, current developments, and new approaches to solving them.

- 45-minute Round Table
- Select 6 to 10 participants yourself
- Visibility as a topic partner and a short company pitch

Call for Participation and Exhibitor Shop

- Submit your topic through the Call for Participation.
- If selected, you can then book your Round Table in the Exhibitor Shop.

1,490 EUR

EXPERT STAGE

Share insights into current developments, industrial applications, and proven real-world solutions through expert presentations and live demonstrations directly on the exhibition floor.

- Presentation slots, starting at 15 minutes (depending on the format)
- Practice-oriented expert presentation for up to 80 attendees
- Inclusion in the official event program for maximum visibility

Call for Participation

- Submit your topic through the Call for Participation.

FREE OF CHARGE

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CENTER STAGE

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HANNOVER MESSE

CENTER STAGE



Where the Future of Industry Takes Shape

The Center Stage is HANNOVER MESSE's central platform for addressing the most important questions shaping the future of industry.

Here, leading figures from industry, politics, science, and society come together to discuss technological developments, economic challenges, and new opportunities for industrial value creation.

The focus is on groundbreaking ideas, real-world applications, and the decisions that will shape tomorrow's industry.

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HANNOVER MESSE

CENTER STAGE

EXCLUSIVE SPONSORSHIP PACKAGES

Put Your Brand in the Spotlight with the Right Sponsoring Package

PLATINUM PACKAGE (4X)

Your stage presentation brings together thought leaders, decision-makers, and the media. Our communication activities give your company extensive reach and visibility.

- At least 30 minutes of executive stage time
- Multichannel promotion of your speaker and company before, during, and after the event
- Executive networking, Meet the Speaker, and masterclass formats

99,900 EUR

TOPIC PIONEER (8X)

Your presentation becomes part of the high-profile conference program. Livestreaming allows you to reach audiences around the world.

- At least 30 minutes of executive stage time
- Option to livestream through your own channels
- 30-second corporate video or commercial

29,900 EUR

EXECUTIVE LOUNGE PARTNER (3X)

Become an Executive Lounge partner and gain exclusive brand visibility, a prominent hosting role, and access to a select network of leaders from industry, politics, associations, and academia.

- Prominent brand visibility
- Access for clients, business partners, and employees
- Private meeting rooms
- Exclusive evening use from 6:00 p.m.

99,900 EUR

COMMERCIAL VIDEO (5X)

Showcase your brand alongside the Center Stage's high-profile conference program.

- Corporate video or commercial of up to 60 seconds
- Daily screening during the stage program

7,990 EUR

CENTER STAGE

SPEAKER GUEST TICKETS

Invite Your Guests to an Exclusive Event Experience and Strengthen Your Business Relationships

SPEAKER GUEST TICKET

- Five or ten guaranteed seats for your guests in the exclusive premium seating rows during your presentation
- Fast-lane access for convenient entry
- Access to the VIP area near the Center Stage before your presentation, including beverages
- Designated meeting point for your speaker and guests before your presentation

5 TICKETS	1,490 EUR	10 TICKETS	2,490 EUR

Available to Platinum Partners, Topic Pioneers, and guest speakers.

ADD ON PACKAGES

MORE VISIBILITY FOR PLATINUM PARTNERS

Enhance your Platinum Partnership with exclusive benefits centered around the Center Stage and position your company alongside high-profile speakers, leading industrial companies, and international decision-makers.

ADD ON PACKAGE: OUTDOOR ADVERTISING (4X)

- Additional logo placement on selected advertising surfaces inside the Center Stage hall, such as XL posters, door decals, and mirror advertising in restrooms, featuring the message "Center Stage powered by ..."

15,900 EUR

ADD ON PACKAGE: PROMOTION LICENCES (4X)

- License for two representatives to distribute flyers and giveaways on the day of your presentation within the Center Stage hall and its entrance areas.

2,690 EUR

ADD ON PACKAGE: CAPTIVE PORTAL WI-FI (1X)

- **Wi-Fi login page:** Your banner displayed on the Wi-Fi login page in the Center Stage hall throughout the event.
- **Wi-Fi branding:** Your company incorporated into the Wi-Fi network name with the message "Center Stage Wi-Fi powered by ..."

4,990 EUR

Available only in combination with the Platinum Partner Package.

WHY YOU SHOULD BE THERE

- ✓ Because you will meet qualified demand and decision-makers with a clear need for action.
- ✓ Because your solutions will be seen in the right industrial context, where real-world applications, relevant industries, and concrete market needs come together.
- ✓ Because this is where market comparison, orientation, and business development converge.
- ✓ Because political relevance, international perspectives, and social responsibility all shape the industrial dialogue about the future.
- ✓ Because strong market positions are built where future topics gain visibility and commercial relevance.

WE LOOK FORWARD TO SEEING YOU!

WANT TO LEARN MORE?

Our teams will provide personal guidance.
From booth planning to marketing strategy.

www.hannovermesse.com
hannovermessezentral@messe.de
+49 (0)511 89-34466

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