HANNOVER MESSE | 5 – 8 April 2027

MASTERCLASS ROUND TABLE STAGE PROGRAM

THINK TECH FORWARD

HANNOVER MESSE

CONDITIONS OF PARTICIPATION & GENERAL INFORMATION

CALL FOR PARTICIPATION

INTERACTIVE NETWORKING FORMATS AND STAGE PROGRAM

Exhibitors at HANNOVER MESSE have the opportunity to showcase their expertise and generate high-quality leads. Interactive formats and the stage program will take place in the centrally located Solution Labs:

- Smart Manufacturing & Automation / Motion & Drives (Hall 26)
- Digital Solutions & Industrial Energy (Hall 17)
- Research, Future Industries & Markets (Hall 11)

GUIDELINES AND RECOMMENDATIONS FOR YOUR SUBMISSION

- **Innovation & the Future:** Submissions featuring new, forward-looking topics, innovative approaches, and creative presentation formats are especially welcome.
- **Practical Examples That Make a Convincing Case:** Best practices, success stories, and user case studies are particularly interesting, as they demonstrate how innovative methods, technologies, or solutions are already being used successfully, ideally in collaboration with a client company.
- **Practical Insights:** Methods, experiences, and solutions that offer direct benefits for professional practice and can be applied to other situations.
- **Experience & Results:** Concrete examples bring content to life. Show what you've accomplished, what you've learned along the way, and what results you've achieved.
- **Inspiration, Not Product Advertising:** Please refrain from product marketing and self-promotion. The focus should be on relevant content, experiences, and ideas for the participants.

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CALL FOR PARTICIPATION

SUBMISSION OF CONTRIBUTIONS

- A prerequisite for participation is registration as an exhibitor or co-exhibitor at HANNOVER MESSE 2027.
- Contributions for the stage program (expert presentations) and the interactive formats (Masterclasses and Round Tables) may only be submitted via the online form by January 29, 2027.
- After the online form has been submitted, the speaker or host named in the form will automatically receive a confirmation email.
- Submissions via the online form are free of charge.
- Participation in the stage program is free of charge.
- For the interactive formats Masterclass and Round Table, a paid order through the HANNOVER MESSE Shop is required if the submission is included in the program. The price per Masterclass or Round Table is EUR 1,490.

CURATION PROCESS

- Submitted contributions (expert presentations, Masterclasses, and Round Tables) will be curated starting in February 2027 to ensure a diverse program covering the respective key topics for trade visitors.
- Starting in mid-February 2027, applicants will be informed by email which submissions have been selected, and which could not be considered. Once a submission has been accepted, changes to its content are not permitted.
- Deutsche Messe is responsible for program planning and determining the final locations of confirmed submissions. There is no entitlement to preferred dates or locations.

MASTERCLASS AND ROUND TABLE

- Masterclass and Round Table contributions are only confirmed once the required paid order has been placed through the HANNOVER MESSE Shop.
- Matching will begin in March 2027. All registered visitors to HANNOVER MESSE will receive an email invitation and can apply for Masterclasses and Round Tables.
- Masterclass and Round Table hosts select their participants from the applications received.

YOUR CONTACT

Program Management Team

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