HANNOVER MESSE | 5 – 8 April 2027

SOLUTION LABS

SPEAKING OPPORTUNITIES

Deutsche Messe

THINK TECH FORWARD

HANNOVER MESSE

WHERE INNOVATION MEETS EXCHANGE

The Solution Labs are located directly within the relevant display categories at HANNOVER MESSE, giving you the opportunity to showcase your expertise to a highly targeted professional audience.

By engaging directly with potential customers and decision-makers, you can gain insights into their specific requirements, discuss practical applications, and establish new business connections.

Targeted participant selection ensures relevant discussions with strong business potential.



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
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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

SOLUTION LAB LAYOUT



Subject to change.

WANT TO LEARN MORE?

We're happy to assist you!

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