

# SwITzerland.

HANNOVER MESSE, April 01 - 05, 2019

February 2019

EXHIBITOR WORKSHOP, FEBRUARY 27

SWITZERLAND INNOVATION PARK BIEL/BIENNE

**ICTSWITZERLAND**  
UMBRELLA ORGANISATION FOR THE DIGITAL ECONOMY



**INDUSTRY**  
2025  
INDUSTRIE  
INDUSTRIA

**T-LINK**  
FAIRS & EVENTS



# EXHIBITOR WORKSHOP PROGRAM

2.00 pm: Carl Ziegler, Toni Blum, T-LINK MANAGEMENT AG

- Welcome address / workshop program / introduction
- HANNOVER MESSE 2019 – the world's largest show for industrial technologies
- SWISS Pavilion, history, pictures

2.30 pm: Daniel Schulthess, Stauffis Messebau AG and Carl Ziegler

- Booth fittings, infrastructure, furniture, W-LAN, electricity, lighting, stand security, order deadlines

3.00 pm: Toni Blum/Petra Furrer, T-LINK MANAGEMENT AG

- [shop.hannovermesse.de](http://shop.hannovermesse.de) / Services / Important Information / deadlines

3.30 pm: Carl Ziegler, T-LINK MANAGEMENT AG

- Delegation trip, Wednesday April 3, 2019

3.40 pm: Questions and answers

4.00 pm: Break

4.30 pm: Pitch presentations and Apéro

*Excellence in Digital Transformation!*

Sw**IT**zerland.

# HANNOVER MESSE

World's leading trade fair for industrial technology

- 210'000 attendees from 96 countries, 1'710 from Switzerland
- 95% professional visitors
- 5.6 Million business contacts
- 5'100 exhibitors from 75 countries

Platform for the latest products and solutions, trends and industrial visions .

Decision makers from politics, economy, business partners and creative minds.

**Integrated Automation, Motion and Drives**  
**Digital Factory**  
**Energy**  
**Industrial Supply**  
**Research and Technology**



# Digital Factory

Leading trade fair for integrated processes and IT-solutions

- 89'700 attendees
- 530 exhibitors
- 19'000 sqm exhibition space
- 1'600 products
- 300 events

Merging of engineering, robotics and artificial intelligence.

Incubator for Switzerland's digital industry.

**Industry 4.0**  
**Industrial Cloud Services**  
**Industrial Security**  
**Artificial Intelligence (AI)**  
**Machine Learning**  
**Virtual Reality (VR) / Digital TWIN**





Digital Factory





## Positioning

Digital Factory is the world's leading trade fair and international business hub for providers of software and IT services for every link of the industrial value chain.

Where **leading providers of IT** for product development and production processes meet top **decision makers from all key industries**.

Exhibits by the market leaders and special presentations illustrate and explore the **link between “digital” and “real” factories**.

The premier platform for discussion between attending users and exhibiting suppliers on critical issues relating to the optimization of product development and production management processes.



# 2018: exhibitors / space / visitors

Exhibitors: *forecast 2019*

- 537 exhibitors *ca. 600 exhibitors*
  - 192 from abroad

Space:

- 19.050 sqm *23.500 sqm*

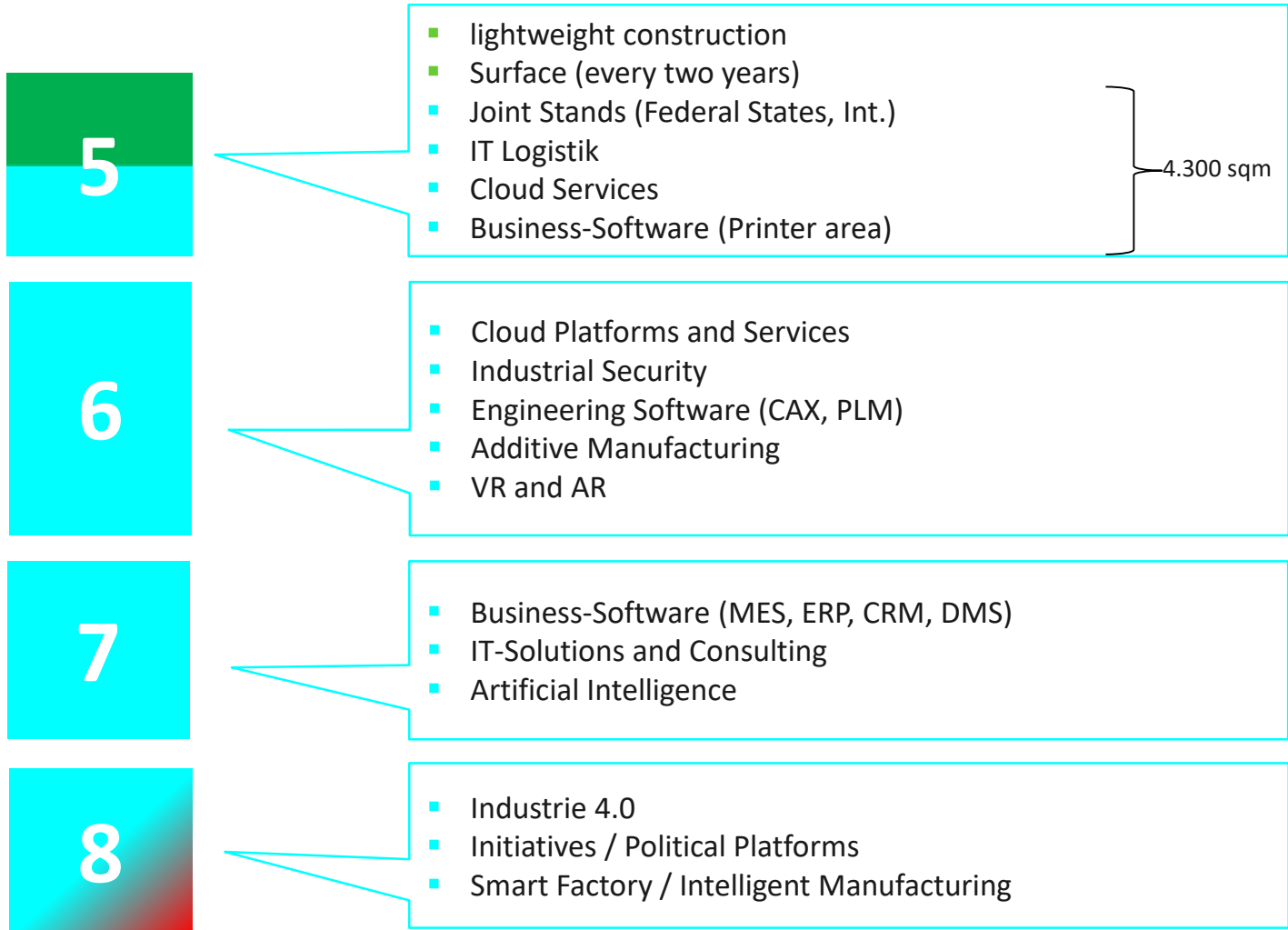
Visitors:

- 89.700 visitors
  - 96 % trade visitors
  - 29.800 from abroad (33 %)



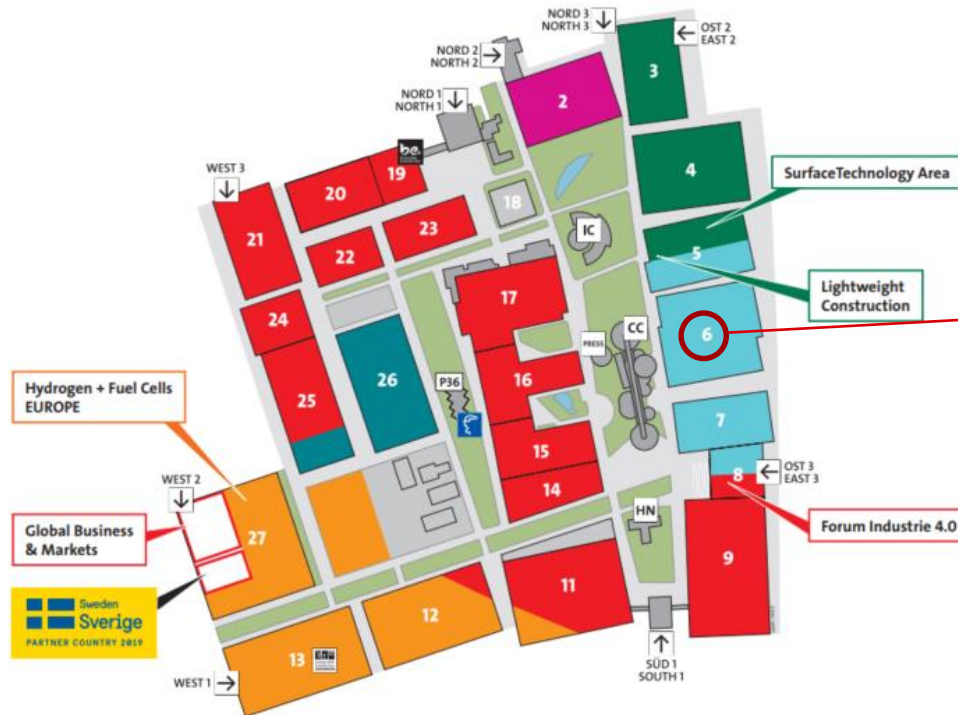


# Digital Factory



**HANNOVER MESSE • 1 – 5 April 2019**

- **Integrated Automation, Motion & Drives**  
 Leading Trade Show for Integrated Automation, Industrial IT, Power Transmission and Control (Halls 8, 9, 11, 12, 14–17, 19–25)
- **Digital Factory**  
 Leading Trade Show for Integrated Processes and IT Solutions (Halls 5–8)
- **Integrated Energy**  
 Leading Trade Show for Integrated Energy Systems for Industry, Heating and Mobility (Halls 11–13, 27, Open-air site)
- **ComVac**  
 Leading Trade Fair for Compressed Air and Vacuum Technology (Halls 25, 26)
- **Industrial Supply**  
 Leading Trade Show for Innovative Subcontracting Solutions and Lightweight Construction (Halls 3–5)
- **Research & Technology**  
 Leading Trade Show for Research, Development and Technology Transfer (Hall 2)



SWISS Pavilion  
 Halle 6, G 24



SWISS Pavilion  
Halle 6, G 24

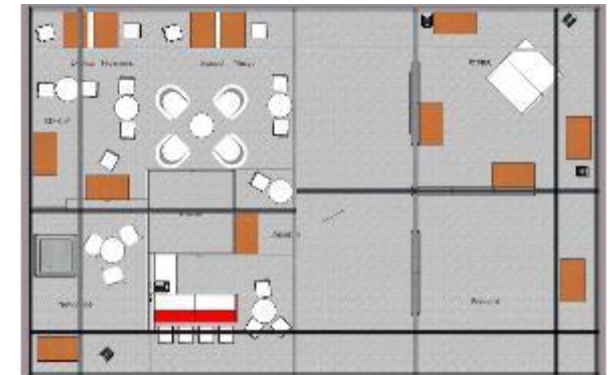


*Excellence in Digital Transformation!*

Sw**IT**zerland.

# SWISS Pavilion

- Present Switzerland as the innovation leader – it actually is!  
In the Global Innovation Index 2018, Switzerland again is on the first place.  
Create awareness, that these innovations are part of Swiss products and services.
- Top showcases to attract visitors
- Customer oriented solutions, not single products  
Buyers are looking for ready to use solutions.  
Swiss companies shall be motivated to jointly present a solution among the supply chain.
- Show attractive new technologies
- SWISS Innovation Point – stage to present your solutions







HANNOVER MESSE 2018



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Delegation Trip to HM 2018



HANNOVER MESSE 2018



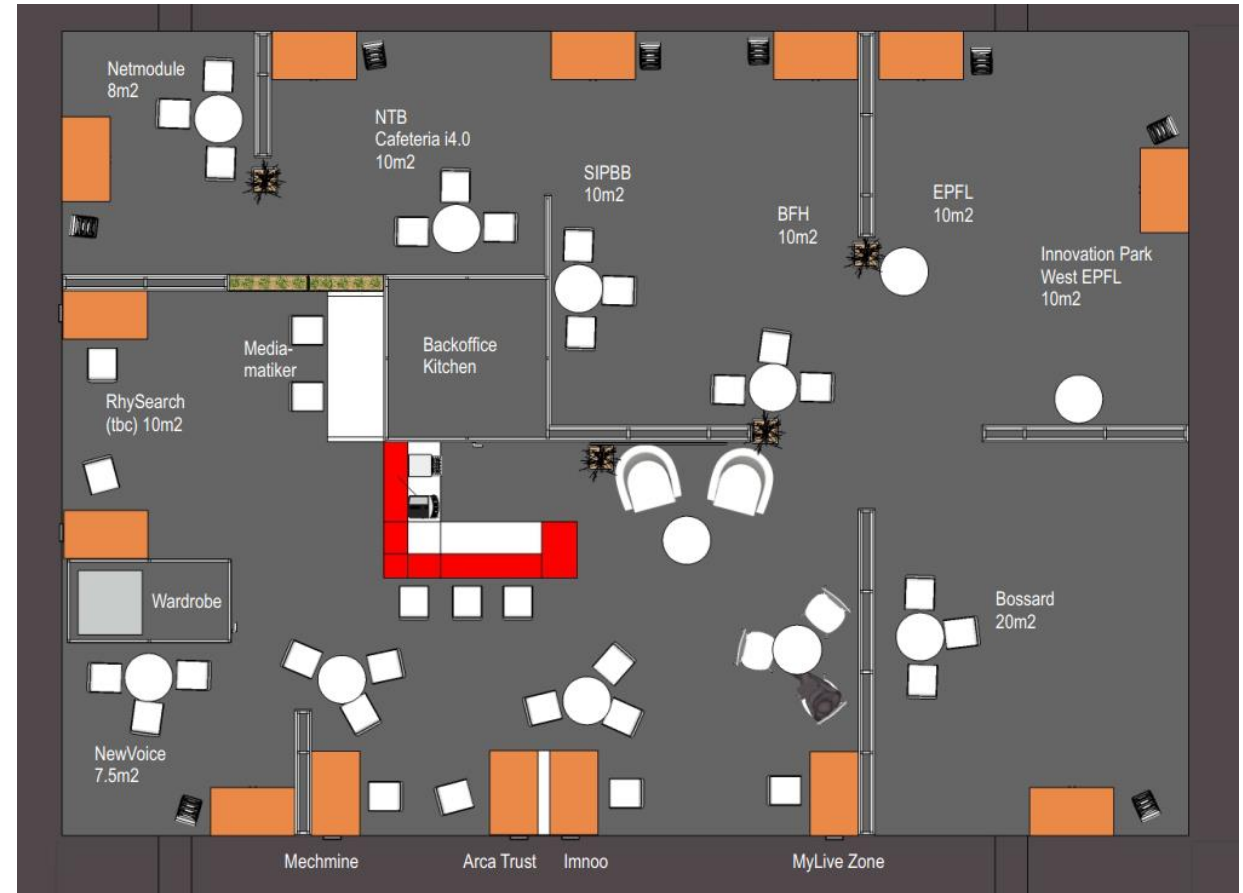
Pitching Session at HM 2018



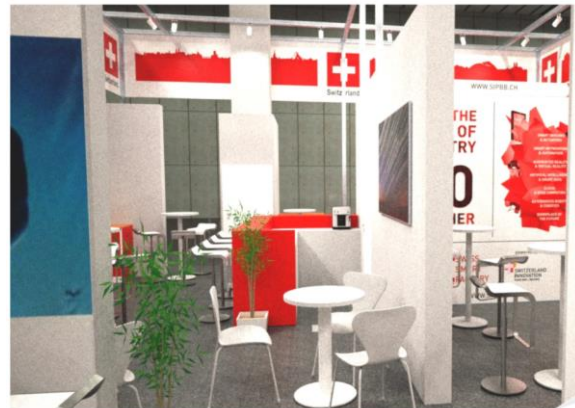
HANNOVER MESSE 2018



# SWISS Pavilion 2019 Booth Layout



# Rendering



# Booth Fitting with Stauffis Messebau

Please contact, if not done yet:

Stauffis Messebau AG, [daniel.schulthess@stauffis.ch](mailto:daniel.schulthess@stauffis.ch)  
+41 62 765 70 43 (CC to [t.blum@t-link.ch](mailto:t.blum@t-link.ch))



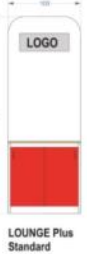


Send him the booth fitting form for your booth or Lounge Plus. He will give you the wall size for your graphic preparation. **Latest Deadline for graphic files and the booth fitting forms: March 16, 2019**



Do not hesitate to ask Stauffis for advice.

- Rent **screens**, special **furniture**, etc. with Stauffis, basic furniture is included.
- Contact Stauffis (and CC [t.blum@t-link.ch](mailto:t.blum@t-link.ch)) if you need special **electricity**, lighting, etc.
- Stauffis has CH- or D-plug ins, bring adapters
- **Basic internet included**, contact [t.blum@t-link.ch](mailto:t.blum@t-link.ch) if you need LAN or other good internet for your exhibition goods.
- **No booth security**, but you can lock a few valuables in your workstation. We can sell you Kensington locks for Laptops etc.
- The SWISS Pavilion offers a very small **wardrobe**. Please use the wardrobe at the entrance.
- **SWISS Bistro** with drinks and snacks for you and your customers

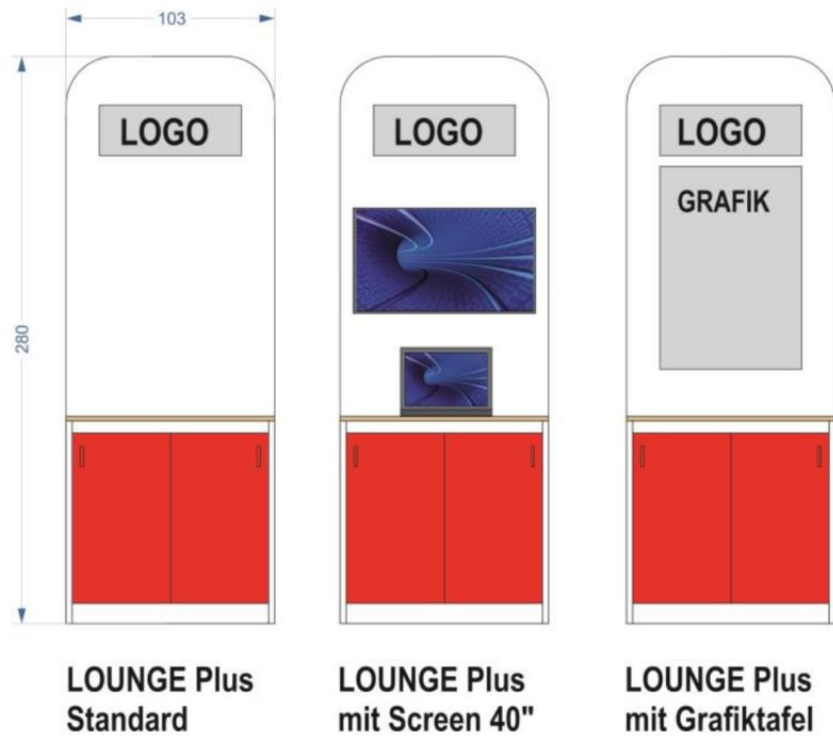


# Order Forms Stauffis Messebau

T-LINK MANAGEMENT AG/LTD Grindelstrasse 26 CH-8303 Bossensdorf Telefon +41 43 288 18 77 Telefax +41 43 288 18 99 t.lum@t-link.ch					
01. - 05. April 2019					
<b>Order form „LOUNGE Plus“ for additional graphic and technical work</b>					
Exhibitor:	Hall: 6	Stand: G24			
Street:	ZIP / Place:				
Responsible:	Mobile:	Phone:			
Mobile (accessible during exhibition):	Mail:				
<b>Please submit form till 16.03.2019. Thank you!</b>					
In accordance to the exhibition concept we will provide you with a workstation „LOUNGE Plus“ incl. 1 Barstool. Included in the package are 1 original logo, measures: approx. 700 x 250mm, 1 socket 230V / 10A (overall performance 2.4kW), 1 W-LAN connection as well as basic lighting and brochure holder.					
<b>Requirements for graphics:</b> To achieve an optimal final result we recommend you the following image resolutions: View distance 0 – 2m = 100 ppi View distance 2 – 5 m = 80 ppi					
For your control and countersignature we will provide you a „good for print“ from a ready for press PDF file. Please note that we have to optimize graphics which are not complying with the above requirements. For this service we will charge an extra handling fee (CHF 150.00%).					
Deadline for submitting order form and graphic data: 16.03.2019					
					
LOUNGE Plus Standard		LOUNGE Plus with Screen 40"		LOUNGE Plus with Graphic	
Art.No.	Article	Amount	E-Price / CHF	Total	
<b>Additional graphics</b>					
025	Graphic board printed, Dimensions: 70x100cm	pc	CHF 225.00	CHF	
027	Special graphics: Please contact Stauffis Messebau AG, Daniel Schultness, daniel.schultness@stauvfi.ch, +41 62 765 70 43				
<b>Screens wall mounted</b>					
981	Screen Sony 32", standalone, incl. Data cable (without media player)	pc	CHF 294.00	CHF	
982	Samsung 40", incl. Data cable (Content from USB stick playable)	pc	CHF 600.00	CHF	
985	Data cable <input type="checkbox"/> HDMI / <input type="checkbox"/> DVI / <input type="checkbox"/> Displayport / <input type="checkbox"/> mini-Displayport	pc		included	
Total excl. 7.7% VAT (transport, assembly, disassembly incl.)				CHF	
<b>Transport</b>					
Please contact T-LINK MANAGEMENT AG, exhibition@t-link.ch, 043 288 18 89.					
Place:	Date:	Signature:			

T-LINK MANAGEMENT AG/LTD Grindelstrasse 26 CH-8303 Bossensdorf Telefon +41 43 288 18 88 Telefax +41 43 288 18 99 t.lum@t-link.ch					
01. - 05. April 2019					
<b>Order form for additional graphic and technical work</b>					
Exhibitor:	Hall: 6	Stand: G24			
Street:	ZIP / Place:				
Responsible:	Mobile:	Phone:			
Mobile (accessible during exhibition):	Mail:				
<b>Please submit form till 16.03.2019. Thank you!</b>					
In accordance to the exhibition concept your stand is built as scheme system. Back and side walls are 280cm in height, colored white. Included in the package are 1 original logo, measures: approx. 800 x 350mm, 1 socket 230V / 10A (overall performance 2.4kW) per stand and 1 W-LAN connection as well as basic lighting and basic furnishings.					
<b>Requirements for graphics:</b> To achieve an optimal final result we recommend you the following image resolutions: View distance 0 – 2m = 100 ppi View distance 2 – 5 m = 80 ppi					
For your control and countersignature we will provide you a „good for print“ from a ready for press PDF file. Please note that we have to optimize graphics which are not complying with the above requirements. For this service we will charge an extra handling fee (CHF 150.00%).					
Deadline for submitting order form / graphic data / standplan: 16.03.2019					
Art.No.	Article	Amount	E-Price / CHF	Total	
<b>Additional graphics</b>					
026	Additional original logo, measures: 800 x 350 mm	pc	CHF 165.00	CHF	
027	Special graphics: entire backwall, L_____m x H_____m Incl. Data handling, graphic proof, delivery and mounting	m2	CHF 112.00	CHF	
<b>Screens wall mounted</b>					
980	Ovin screen <input type="checkbox"/> standalone / <input type="checkbox"/> wall mounted	pc			
981	Screen Sony 32", standalone, incl. Data cable (without player)	pc	CHF 294.00	CHF	
982	Samsung 40", incl. Data cable (content from USB stick playable)	pc	CHF 422.00	CHF	
983	Samsung 55", incl. Data cable (content from USB stick playable)	pc	CHF 783.00	CHF	
984	Samsung 65", incl. Data cable (content from USB stick playable)	pc	CHF 1068.00	CHF	
985	Data cable <input type="checkbox"/> HDMI / <input type="checkbox"/> DVI / <input type="checkbox"/> Displayport / <input type="checkbox"/> mini-Displayport	pc		included	
<b>Technical connections</b>					
990	Additional socket with floor cover rail 230V / 10A / 2.4kW	pc	CHF 250.00	CHF	
991	Additional wall socket 230V / 10A / 2.4kW	pc	CHF 100.00	CHF	
998	LAN-Anschluss zusätzlch	pc	CHF 440.00	CHF	
<b>Energy</b>					
Each booth will be provided with 2.4kWatt power supply. If more needed, please indicate here: Total kWatt = _____					
Total excl. 7.7% VAT (transport, assembly, disassembly incl.)				CHF	
<b>Transport</b>					
Please contact T-LINK MANAGEMENT AG, exhibition@t-link.ch, 043 288 18 89.					
Place:	Date:	Signature:			

# Booth Fitting Lounge Plus



# Important Information Mail

[www.shop.hannovermesse.de](http://www.shop.hannovermesse.de)

- **Company and Product Information ECM** (Exhibitor Content Manager) for the website listing of your company, login as soon as possible
  - **E-tickets for visitors**, unlimited number for free
  - Press contacts and trend spots for free
  - More exhibitor tickets (29 Euros)
  - Parking Ticket (46 Euros)
  - And much more
- **Build Up:** Please check your Lounge Plus at the SWISS Pavilion on Sunday, March 31, 12:00-18:00. Participants of 9-20 sqm should check the booth and the exhibition objects on Saturday, March 30, 12:00-18:00
  - **Vehicle access:** Please note, that vehicle access to the exhibition grounds is limited on March 30 und 31. Vehicle entry is possible for a max. 3 hours against a deposit of EUR 100.



# SWISS Pavilion Agenda

		Sunday, 31.03.2019	Monday, 01.04.2018	Tuesday, 02.04.2018	Wednesday, 03.04.2018	Thursday, 04.04.2018	Friday, 05.04.2018	
A G E N D A  S W I S S  P A V I L I O N	08:30		SP Introduction for exhibitors					
	09:00							
	09:30							
	10:00	Build Up				Swiss Delegation Trip at SP, Welcome Speech of Swiss Embassy, Pitching Session		
	10:30							
	11:00					Swiss Delegation Trip at HM		
	11:30							
	12:00					Swiss Delegation Trip at SP, Sandwich Lunch		
	12:30							
	13:00							
	13:30							
	14:00							
	14:30			14:00 Innovation Pitching Session at SP				
	15:00							
	15:30						Swiss Delegation Trip at HM	
	16:00							
	16:30							
	17:00							
	17:30							
	18:00							
	18:30	Opening Ceremony HANNOVER MESSE Hannover Congress Center (city) with invitation by HM		Night of Innovation, hall 2, from 17:00 for all exhibitors HM				Tear Down
	19:00							
19:30								
20:00								
21:00								
22:00								

# Pitching Sessions & other Networking Events

- Monday, April 1, 2019, ca. 14:00

## **Innovation Pitching Session**

SWISS Pavilion main exhibitors

- Tuesday, April 2, 2019, time tbc

## **Start-up Pitching Session**

Switzerland Innovation Park West EPFL and SIPBB co-exhibitors

- Wednesday, April 3, 2019, ca. 10:15

## **Delegation Trip Pitching Session**

SWISS Pavilion main exhibitors

PPT or PDF slide to [fairspace@t-link.ch](mailto:fairspace@t-link.ch),  
**Deadline: March 18, 2019**

- Networking Event: Technology and Cooperation Days** (Matchmaking platform for companies and R&D Institutions): The early bird registration until March 1 is free of charge. Regular participation fee 119 €  
<https://technology-business-cooperation-days.b2match.io/home>
- Forums in the different halls are for free, see the HANNOVER MESSE website

## Summary Important Information Mail (Deadlines!)

- Company and Product Information in the shop.  
**Deadline: As soon as possible**
- Logo, contact and slogan for Exhibitor Flyer to [fairspace@t-link.ch](mailto:fairspace@t-link.ch). **Deadline: March 4, 2019**
- Graphic Files (pdf print proof) to [daniel.schulthess@stauffis.ch](mailto:daniel.schulthess@stauffis.ch) (CC to [t.blum@t-link.ch](mailto:t.blum@t-link.ch)).  
**Deadline: March 16, 2019**
- Time of arrival at the SWISS Pavilion to [fairspace@t-link.ch](mailto:fairspace@t-link.ch). **Deadline: March 18, 2019**
- Staff attendance to [fairspace@t-link.ch](mailto:fairspace@t-link.ch). **Deadline: March 18, 2019**
- PPT Slides for Pitching Session to [fairspace@t-link.ch](mailto:fairspace@t-link.ch) **latest by March 18, 2019**. Only 12 slots per Session available.
- Group transport: Road cargo **deadline for arrival at T-LINK TRANSPACK AG, Bassersdorf: March 25, 2019**





# HANNOVER MESSE 2019

1-Tages-Gruppenreise am 3. April 2019: [www.ictswitzerland.ch/fly-hmi19](http://www.ictswitzerland.ch/fly-hmi19)

Willkommen im globalen Hotspot der Industrie! Nutzen Sie die Synergien eines einzigartigen Netzwerks.

## All-in Package – Rundum sorglos

- Hin- und Rückflug Zürich – Hannover – Zürich
- Transfer Flughafen Hannover zum Messegelände und zurück
- Geführtes Tagesprogramm mit der Schweizer Delegation
- Networking-Lunch
- Messe-Eintrittsticket

## Gruppenreise – unschlagbarer Preis

Einzelbuchung bis zum 15. März	1'090 CHF
Gruppentarif ab 5 Tickets	950 CHF

**Reservieren Sie noch heute, die Plätze sind limitiert!**

**Buchen Sie jetzt online: [www.ictswitzerland.ch/fly-hmi19](http://www.ictswitzerland.ch/fly-hmi19)**



# SWISS Pavilion – Digital Factory

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## Organisator



## Kooperationspartner



## Partner

