

HANNOVER MESSE USA

POST SHOW REPORT

September 10–15, 2018
McCormick Place, Chicago, IL

hannovermesseusa.com

CO-LOCATED WITH



IMTS2018



Deutsche Messe

HANNOVER
MESSE

USA

HANNOVER MESSE USA

HANNOVER MESSE USA 2018, the first staging of the iconic HANNOVER MESSE brand outside of Germany, presented game-changing Industry 4.0 solutions over six days during its co-location with IMTS 2018 at McCormick Place in Chicago from September 10-15. HANNOVER MESSE USA 2018 covered more than 114,200 square feet of exhibit space and featured 510 exhibitors who showcased their innovations to a record breaking 129,415 registered visitors attending both shows.

129,415 registrations

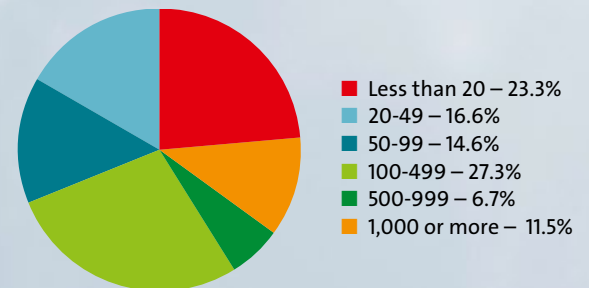
510 exhibitors

114,200 sq. ft.

2018 Top 5 Job Function of Visitors



2018 Plant Size of Visitors

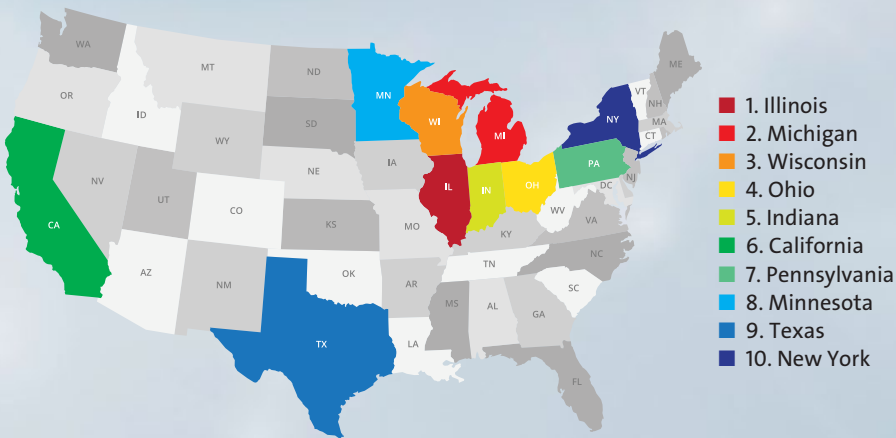


Buying Authority of Visitors

Identify the need for new products or equipment	25,840
Gather information to evaluate alternative product	24,320
Jointly make a buying decision with others	21,366
Justify the purchase and/or select specific brand	19,162
Make the final decision or give the final approval	16,980
Have no role in buying the products shown	9,565



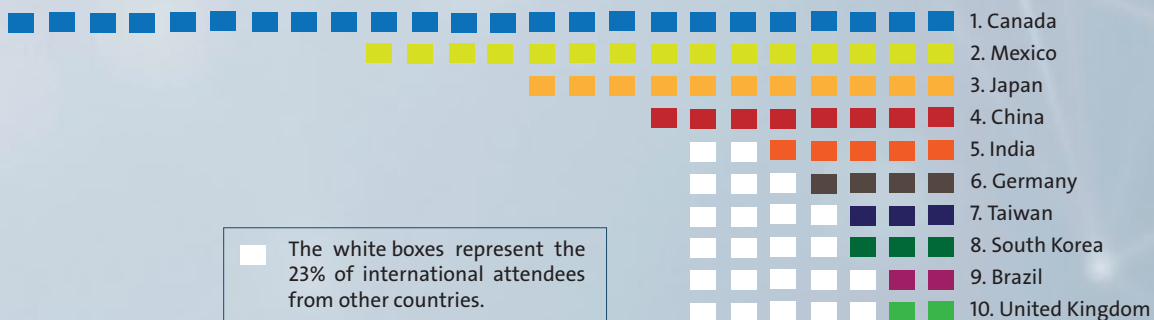
Top 10 States Drawing Attendees



Kristine Inserra, Director of Marketing Communications North America, Festo:

“HANNOVER MESSE USA 2018 allowed our existing customers and new customers to see firsthand our product portfolio for one-on-one demonstrations and top-line discussions. We were thrilled by the number of exhibitors and visitors. The show exceeded all expectations for new business development.”

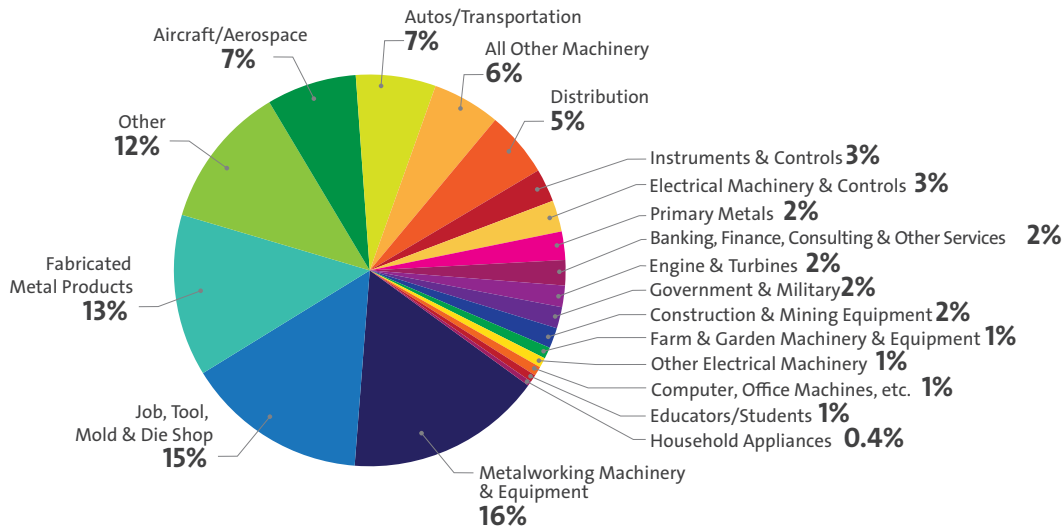
Top 10 Countries



Sayan Bose, Global Director of Industrial Machinery & Components, Industry Business Unit, SAP:

“Following an outstanding experience exhibiting at HANNOVER MESSE in Germany this April, SAP brought its resources, references and pipeline of successful Industry 4.0 and intelligent product design solutions to HANNOVER MESSE USA 2018 to address North American manufacturers’ challenges. Overall, HANNOVER MESSE USA 2018 proved to be an amazing platform to showcase SAP’s innovations for the manufacturing industry powered by intelligent technologies, including Blockchain, IoT and machine learning.”

Visitors by Industry



Products of Interest

