



Deutsche Messe

HANNOVER
MESSE

USA

September 14-19, 2020 • McCormick Place, Chicago, IL

HANNOVER MESSE USA

Imagine the Possibilities

HANNOVER MESSE USA is where manufacturers come to discover the world-leading technologies they need to win amid industry disruption and transformation. It is the most comprehensive industrial technology tradeshow in North America showcasing the latest in IIoT/Industry 4.0, automation systems, artificial intelligence and more. Co-located with North America's largest manufacturing show, IMTS, HANNOVER MESSE USA delivers all the leading technologies, solutions and information companies need – across the entire value-added chain – to lead their industries today and into the future.



129,400+ registrants



500+ exhibitors



114,000+ sq. ft.



100+ countries represented

Why HANNOVER MESSE USA?

- **Meet Highly Qualified Buyers from Around the World** – HANNOVER MESSE USA is a buying show, where 92% of attendees influence company purchasing decisions in more than 100 countries.
- **Be a Leader in the World's Most Powerful Economy** – Grow your market reach in the United States, the second-largest manufacturing country in the world.
- **Thrive Amid Disruption** – The fourth industrial revolution has arrived. Discover the technologies and partners your business needs to thrive today, tomorrow and into the future.

The Latest Advancements in Industrial Technologies

Industrial Automation Systems

Linear Drives, Gears, Motors & Mechanical Transmission Systems

Industrial Energy Systems

IIoT/Industry 4.0: Digital/software

Engineered Parts & Solutions

Surface Treatment Technology

Compressed Air and Vacuum Technology

Logistics

CO-LOCATED WITH



IMTS2020

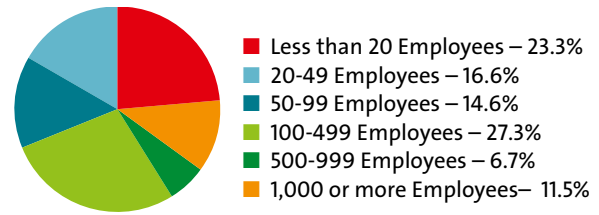
hannovermesseusa.com

Your Buyers are Here

2018 Top 5 Job Functions 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

92% of visitors have influence on purchasing decisions

Make the Most of Your HANNOVER MESSE USA Experience

Gain International Exposure and Expand Your Reach

Deutsche Messe leverages its international network of partners including top trade publications and associations in order to attract highly qualified buyers from targeted industries.

Highlight Your Participation at HANNOVER MESSE USA 2020

We'll create a custom landing page to attract customers – a one-stop shop for general show info and registration – with space for your logo, product images/descriptions, booth info, press releases, and more. Share it on social media, in newsletters, or send it directly to existing or prospective customers!

Invite Your Customers and Track New Leads

Send branded invitations to your audience, and encourage registration with your unique promo code that provides free show floor access to attendees. You'll receive information about who opens, clicks, and interacts with any invites and reminders you send.

Impress Your VIPs with Exclusive Access

Give your customers the VIP treatment with exclusive access to the HMUSA VIP Program – they'll thank you for it at the show. Our VIP Program offers guests free full-conference registration, VIP Lounge entry, daily catered lunch, and more!

Stand Out from the Competition as a Key Solutions Provider

Establish your company as a thought leader in the industry by developing education topics that address current opportunities, solutions, and future demands – we'll save a place for you in our on-floor education station, the HANNOVER MESSE USA Solutions Theater.



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