

# “Hello innovators of tomorrow’s manufacturing”

This is the slogan under which the doors to EMO Hannover – and consequently our Startup Area – will be opening in September 2023. Here, innovative startups will find a high-performance platform and the ideal place to share ideas with the sector’s established market leaders seeking new, exciting innovations.

## **Innovation meets experience. Pioneers meet leaders.**

**You and your startup are raising production technology to the next level?**

Then present your solutions to the machine tool industry’s decision-makers at EMO Hannover 2023. Whether robotics and automation, predictive maintenance, additive manufacturing, mixed reality, or Internet of Things – Take the opportunity to present you and your concepts in the spotlight at the world’s leading trade fair for production technology and to find the partners you need to launch your solutions in the market.



Your startup in best company.  
**EMO Hannover 2019 in figures:**

**2,211**

exhibitors



**116,706**

visitors

**71%**

visitors with

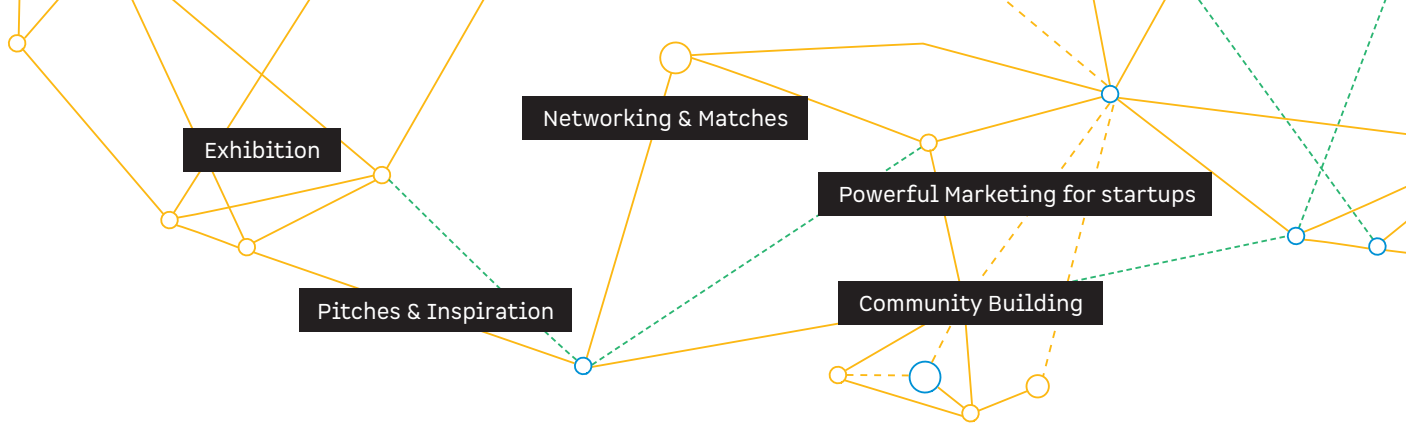
decision-making authority



**149**

countries





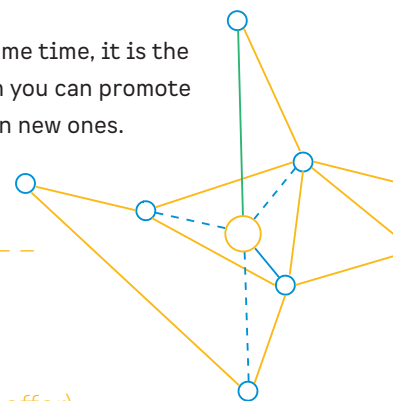
## EMO Hannover 2023 is the catalyst for your startup's successful future

With the powerful Startup Area at EMO Hannover, the world's largest trade fair for production technology, we will be building up a platform that exactly meets your needs to present you and your startup: here, you will get the undivided attention of the sector's policy-makers, media, economy, and, ultimately, experienced world market leaders.

### We show you the way

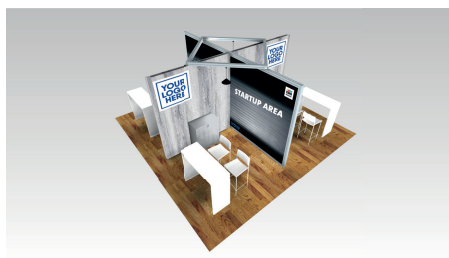
The Startup Area offers you the support your products and projects deserve - and at the same time, it is the ideal place for networking on the national and international level. With your participation you can promote your business development in existing markets and get access to business opportunities in new ones.

We will take care of the organization for you.



### The opportunities to participate with your startup:

#### Startup Counter

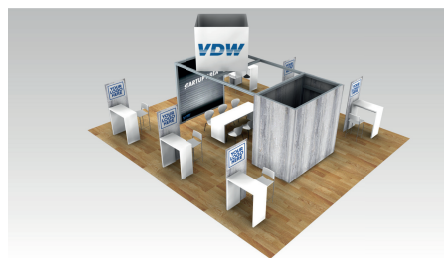


- / Individual booth space with custom design elements and counter
- / Independent participation in own, separate booth
- / Promotion of Startup Counter via VDW and VDMA Startup-Machine network

Area: approx. 9 m<sup>2</sup>

**Price**  
**€ 3,350\***

#### Startup Park (limited offer)



- / Presentation of your startup on a joint stand
- / Bundled presentation and network effect, more visibility
- / Possibility to exhibit 3 days only (Mon-Wed or Thu-Sat)

**Price**  
**€ 2,750\***



**Registration deadline: 31<sup>st</sup> of May 2023**

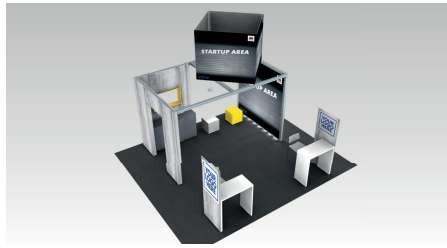
limited and highly coveted: get your booth in the Startup Area now!

\*All-inclusive price plus statutory value added tax in accordance with the German VAT Act (UStG) on the billing date

EMO Startup Area is also the place to be when you're a partner of a startup. No matter whether you represent an association, a professional group, a university, or an institute, our joint booths are your chance to present yourself, your spinoffs, and your partner startups.

## Our Services for you:

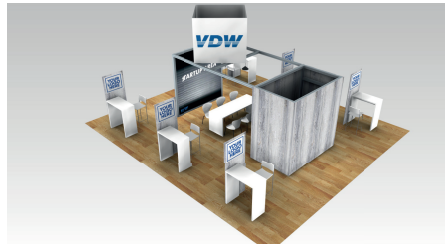
### Network Park - small



- / Equipment for one principal and two subsidiary exhibitors
- / Two attendances at work stations, incl. use of the meeting room / cabin
- / Increased visibility for startups and partners, greater prominence
- / possibility to exchange startups on a daily basis

**Price**  
€ 8,500\*  
 Each additional startup  
€ 1,500\*

### Network Park - large



- / Custom-branded area for your portfolio and partner startups
- / Large number of startups possible (up to 10, more on request)
- / Enhanced remote impact and networking effects
- / incl. use of meeting room
- / possibility to swap places among the startups in your network

**Price**  
€ 30,000\*  
 Each additional startup  
€ 1,500\*



### Registration deadline: 31<sup>st</sup> of May 2023

limited and highly coveted: get your booth in the Startup Area now!

\*All-inclusive price plus statutory value added tax in accordance with the German VAT Act (UStG) on the billing date

## Startup Area – the setting for your successful presentation

In our Startup Area we will provide an open exhibition space with a lounge that invites you to take a break and to network.

### Our service includes:

- / Internet access (1 access point per firm)
- / Cold and hot drinks, Snacks
- / Hostess for the whole booth
- / Daily booth cleaning
- / General booth surveillance (18:00 h to 9:00 h)
- / Central info booth for visitor queries
- / Media flat rate – digital\* (normally € 389, but included here)
- / Unlimited number of free admission codes for your customers
- / Exhibitor passes for your staff at the stand
- / Promotion the VDW and the VDMA Startup Machine
- / Various networking activities such as:  
 Daily matchmaking with potential customers,  
 speaker slots, EMO Startup Night, Startup Tours, Speeddating

### \*Media flat rate – digital:

- / Entry in the online catalog with interactive hall plan and in the electronic visitor information system
- / Option of visualizing an unlimited number of product portraits at [www.emo-hannover.com](http://www.emo-hannover.com) in addition to the published list of exhibitors
- / Additional option of presenting product data three months ahead of the exhibition's official opening at [www.industryarena.com](http://www.industryarena.com) hosted by our partner IndustryArena GmbH
- / Names and tracking of companies visiting your online exhibitor presence together with the interests these visitors represent (provided via the dashboard in the IndustryArena newsroom)



## Requirements for the participation of your startup:

- / Independent legal entity
- / New products and procedural developments (incl. hardware and software components), essential improvements of products, methods and services as well as their market launch
- / Annual balance sheet / turnover no higher than € 10 million
- / Company founded within the past 10 years
- / Max. 50 employees



### Specials

On request, we can offer additional options for the participation of interested investors, publishers, platforms, and communities.



## „The Startup Area gave us the opportunity to get in touch with decision-makers from relevant companies at eye level.“

Daniel Seebauer

Founder and CEO, drag&bot

EMO Startup Night, 19<sup>th</sup> of September 2023

### You're invited!

With an eye to raising your networking success to the next level, we invite you to our great networking evening with curated speeddating, music, fingerfood, and drinks.

Don't miss out the opportunity to meet innovation-seeking decision-makers, who will be spending the evening sounding the potential of new industry collaborations and celebrating the future with you.

**(Further information on registration will follow)**

### Your personal contacts



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