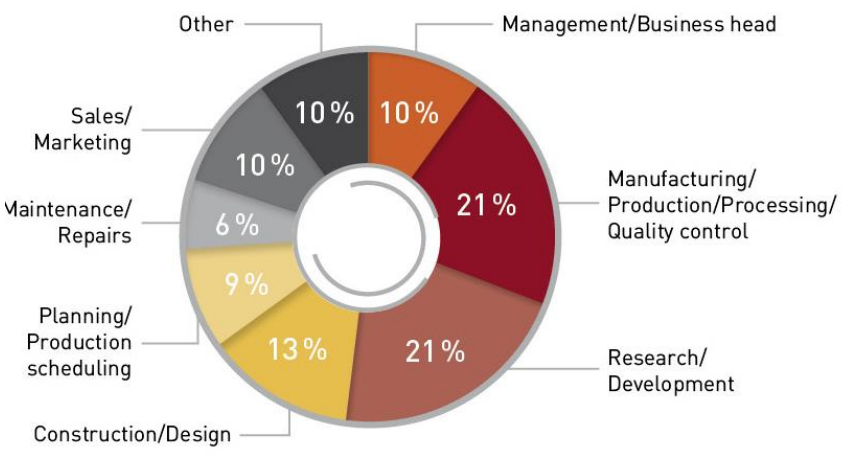
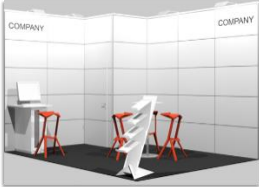



**Facts & Figures about IT2Industry@automatica 2018**

Title	<a href="#">IT2Industry</a> —International Trade Fair and Open Conference for Intelligent, Digitally Networked Working Environments																		
Date	Tuesday–Friday, June 19–22, 2018																		
Location	Messe München																		
Format	Trade fair with open conference																		
Positioning	<p>IT2Industry is a pivotal trade fair on the topics of cyber-physical systems, smart-factory automation, industrial software, M2M, IT security, big data and the cloud, infrastructure and data networks, IT and energy.</p> <p>IT2Industry unites the key topics of production, automation, information technology and IT security at a single event. It supports companies as they make their way into the digitalized, networked industrial world. It creates sound foundations for the decision-making process and provides relevant guidelines for their transformation into the age of Industry 4.0.</p>																		
Visitor target group <i>(according to function in company)</i>	 <table border="1"> <caption>Visitor Target Group by Function in Company</caption> <thead> <tr> <th>Function</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Management/Business head</td> <td>10%</td> </tr> <tr> <td>Manufacturing/Production/Processing/Quality control</td> <td>21%</td> </tr> <tr> <td>Research/Development</td> <td>21%</td> </tr> <tr> <td>Construction/Design</td> <td>13%</td> </tr> <tr> <td>Planning/Production scheduling</td> <td>9%</td> </tr> <tr> <td>Maintenance/Repairs</td> <td>6%</td> </tr> <tr> <td>Sales/Marketing</td> <td>10%</td> </tr> <tr> <td>Other</td> <td>10%</td> </tr> </tbody> </table>	Function	Percentage	Management/Business head	10%	Manufacturing/Production/Processing/Quality control	21%	Research/Development	21%	Construction/Design	13%	Planning/Production scheduling	9%	Maintenance/Repairs	6%	Sales/Marketing	10%	Other	10%
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Visitor target group <i>(according to branch of industry)</i>	Manufacturers and users in the following sectors: automotive, machinery and plant engineering, industrial services, aviation and aerospace, transport, storage and communication, energy management/supply, security, healthcare, medical technology, food industry, research and science, public administration, services, system integration																		
Visitors: Area covered	IT2Industry addresses both national and international visitors. There were 69% from Germany and 31% from abroad at the IT2Industry@automatica 2016.																		
Success of automatica 2016 in numbers	<p>IT2Industry is a fair within the fair and is embedded in the automatica, which is the leading exhibition for smart automation and robotics:</p> <ul style="list-style-type: none"> <li>• <b>43.052</b> visitors from more than <b>100</b> countries 5.200 visitors (12%) were at IT2Industry</li> <li>• <b>833</b> exhibitors from <b>47</b> countries 43 exhibitors (5%) were at IT2Industry</li> </ul> <p>Further information about automatica can be found on: <a href="http://www.automatica-munich.com">www.automatica-munich.com</a></p> <p><i>Evaluation: representative exhibitor and visitor survey 2016</i></p>																		

<p><b>Stand packages</b></p>  	<p><b>Basic package</b> <b>12 m<sup>2</sup></b> <span style="float: right;"><b>EUR 6,990*</b></span></p> <p>The turn-key stand includes: floor space rental 12 m<sup>2</sup>, stand set-up and dismantling, 1 storage room with lockable door, 1 bistro table with round, white tabletop, 3 red bar stools, 1 PC workplace, 1 brochure display stand, 2 digital prints 1 x 0.6 m for exhibitor graphics, carpeting, charcoal-gray, 4 spotlights, 3 kW electrical connection incl. power consumption, 200 online vouchers for day tickets, 2 exhibitor passes, option for a 20-minute lecture slot, subject to early submission.</p> <p>=====</p> <p><b>Premium package</b> <b>18 m<sup>2</sup></b> <span style="float: right;"><b>EUR 9,850*</b></span></p> <p>The turn-key stand includes: floor space rental 18 m<sup>2</sup>, stand set-up and dismantling, 1 storage room with lockable door, 1 seating suite with round table and 4 chairs, 2 PC workplaces, 1 PVC storage shelf, 1 brochure display stand with 4 trays, 2 digital prints 1 x 0.6 m for exhibitor graphics, carpeting, charcoal gray, 5 spotlights, 3 kW electrical connection incl. power consumption, stand cleaning, 200 online vouchers for day tickets, 3 exhibitor passes, option for a 20-minute lecture slot, subject to early submission.</p> <p><small>*all exhibitors will be charged a mandatory communication fee amounting to EUR 270. All prices exclude VAT</small></p>								
<p><b>Other participation alternatives</b></p> <p><small>*all exhibitors will be charged a mandatory communication fee amounting to EUR 270. All prices exclude VAT</small></p>	<p>Naturally, it is also possible to only book stand space and organize construction of your stand yourself or exhibit at your own stand. The graduated prices for the various stand types are as follows:</p> <table border="1" data-bbox="555 1205 1391 1375"> <tr> <td>Row stand* (1 side open)</td> <td>EUR 210/m<sup>2</sup></td> <td>End stand* (3 sides open)</td> <td>EUR 260/m<sup>2</sup></td> </tr> <tr> <td>Corner stand* (2 sides open)</td> <td>EUR 250/m<sup>2</sup></td> <td>Island stand* (4 sides open)</td> <td>EUR 270/m<sup>2</sup></td> </tr> </table>	Row stand* (1 side open)	EUR 210/m <sup>2</sup>	End stand* (3 sides open)	EUR 260/m <sup>2</sup>	Corner stand* (2 sides open)	EUR 250/m <sup>2</sup>	Island stand* (4 sides open)	EUR 270/m <sup>2</sup>
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<p><b>Other sponsoring opportunities</b></p>	<p>IT2I exhibitors and automatica exhibitors also have the opportunity to book Messe München's extensive sponsoring packages.*</p> <p><small>*offers and prices on request</small></p>								
<p><b>Open Conference</b></p>	<p>Present your company and your know-how by giving a best-practice lecture at IT2Industry. Contact us. We will certainly find a suitable speaker slot for your company.</p>								
<p><b>Organizer</b></p>	<p>Messe München GmbH Messegelände 81823 München</p>								
<p><b>Additional information:</b></p>	<p><a href="http://www.it2industry.de">www.it2industry.de</a></p>								
<p><b>Contact</b></p>	<p>Exhibition Team: Manfred Salat Phone: +49 89 / 949 - 20 360 E-mail: <a href="mailto:manfred.salat@messe-muenchen.de">manfred.salat@messe-muenchen.de</a></p> <p>Susan Rau Phone: +49 (0) 89 / 949 - 20 364 E-mail: <a href="mailto:susan.rau@messe-muenchen.de">susan.rau@messe-muenchen.de</a></p>								