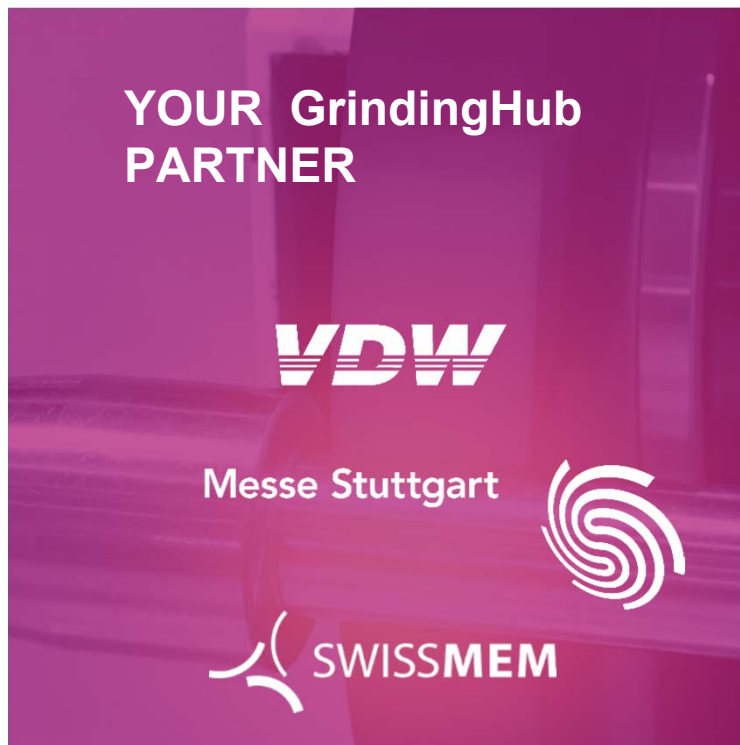


GRINDING HUB



Welcome to the Round Table

17. – 20.May 2022 | MESSE STUTTGART
BRINGS SOLUTIONS TO THE SURFACE



- **The organizers**

- **VDW – Industry association and trade fair organizer in the field of production technology**

- Market research & evaluation (regional and user industries)
 - Technological competence from own research activities and partnership with WGP (Scientific Society for Production Engineering)
 - Trade fair expertise (organization, international orientation) – such as METAV, EMO Hannover, ExpoMafe

- **Messe Stuttgart – Trade show company with broad experience in production technology**

- Trade fair expertise: AMB, Moulding Expo, LASYS, T4M

- **SWISSMEM as sponsorship**

- Industry expertise from a market and technology perspective
 - Trade fair expertise (Swiss joint stands internationally)

A strong team with high international industry and trade fair expertise

A background image of a grinding machine, partially obscured by a semi-transparent purple overlay. The text is centered on this overlay.

**GRINDINGHUB –
THE NEW
INDUSTRY
MEETING PLACE
FOR GRINDING
TECHNOLOGY**

- **The new hub of grinding technology**
 - Meeting point of supply and demand internationally
- **Solutions for the grinding technology value chain**
 - Technology / Processes
 - Machine concepts
 - Automation in the machine environment
 - Digitalization
 - Quality assurance
- **Addressing the needs and interests of customers with the brand**
 - Plug for joint communication
 - Initiative to find solutions in special exhibition areas

A trade fair that creates identity!
"Brings solutions to the surface"

A background image of a grinding machine, partially obscured by a semi-transparent purple overlay. The text "ATTRACTIVENESS THROUGH A STRONG ACCOMPANYING PROGRAM WITH CUSTOMER BENEFITS" is written in white, bold, uppercase letters over the purple area.

**ATTRACTIVENESS
THROUGH A
STRONG
ACCOMPANYING
PROGRAM WITH
CUSTOMER
BENEFITS**

- **"Grinding Solution Park" with innovative production solutions from industry and science**
 - Applied production solutions
 - Start ups (BMW i -Joint stand young innovative companies)
 - Innovations from science (WGP) (Bremen, Hannover, Aachen, Dortmund, Zürich)
- **Digitalization in production**
 - Current developments and trends
 - Live presentation on interoperability in grinding technology with umati
- **Specialist web seminars during the exhibition**
- **Specialist forums for exhibitor presentations in the hall**

Integration of the expertise of the industry associations VDW and SWISSMEM with their partners in science

- **umati – at EMO Hannover 2019**



- **Joint stand at AMB 2018**



Competent integration of innovative trade fair presentations creates attraction

HYBRID CONCEPT FOR A HIGHER EXPOSURE



- **Build up tension through a series of webinars**
"GRINDING Solutions" in the run-up to the trade show
 - Arouse interest
 - Connect contacts and generate leads
 - Increase visibility
 - Extend reach internationally
- **Digital product presentations**
- **Intelligent Match Making (digital – digital; real – digital)**
- **Web conference in odd years**
 - Customer relation in the year without a trade fair

Extensive experience of partners in the use of digital formats combined with the realization strength of IndustryArena

30 webinars – 1.550 registered users

The screenshot displays a webinar interface with the following elements:

- Navigation:** METAV Webessions 2020/2021, HOME, AGENDA, SPILAKUS, EXHIBITION.
- Header:** VDW WEB SYMPOSIUM INDIA 20-21.10.2020, HOME, AGENDA, COMPANIES, SUPPORTING PARTNER, FAQ, SYSTEM CHECK, Visitor Login, Speaker Login.
- Main Content:**
 - Section 1:** "Innovations in Production Technology - Machine Tools from Germany". Text describes the German Machine Tool Builders' Association (NDW) symposium in India, highlighting the opportunity for B2B meetings.
 - Section 2:** "Die digitale Hochleistungsfertigung". Text discusses business decisions in the automotive industry during the COVID-19 pandemic.
- Comparison Table:**

Zeitspannvolumen: SF12R1 vs. SF35RS	
Drehspanvolumen:	0,53 dm³
G01	80,5 m
G00	86,8 m
Bearbeitungsz.	12,50 min
Zeitspannvolumen:	2,62 dm³/min
- Footer:** Organized by VDW, "Lieferketten mit digitalem Scouting" by Ben Eichinger (scoutbee GmbH).

Competent realization of innovative trade fair presentations creates attraction

A photograph of a conference room setup. In the foreground, there is a long white table with two microphones on stands. Behind the table, there are several large video screens displaying a man in a suit. The text "COMMUNICATION TO ADDRESS EXHIBITORS AND VISITORS" is overlaid in white on the image.

COMMUNICATION TO ADDRESS EXHIBITORS AND VISITORS

- **Prepress activity in selected markets and key regions during event preparation**
 - Interviews MM, M+A, etc.
- **Digital trade fair preview for international trade journalists with participation of interested exhibitors**
 - Elevator pitches on new products and innovations
 - approx. 6 weeks before the start of the fair
- **Professional articles and interviews on current industry topics**
 - Technology, applications, markets
- **Establishment of high-reach social media channels**
 - LinkedIn, Twitter, Facebook, YouTube
 - Exhibitor Statements

Experienced press teams of VDW and LMS
with international expertise and networks

A background image for the IndustryArena text, showing a woman smiling and looking at a computer screen. The image is overlaid with a semi-transparent pink filter.

**CONNECTING THE
STRONGEST
INTERNET PLATFORM
FOR PRODUCTION**



- **IndustryArena with over 542,000 registered users worldwide and a growth of 800 - 1,000 users / month**
 - Communication via the GrindingHub Newsroom
 - eMagazine (approx. 100,000 clicks per issue)/Q2 2022 – Focus on grinding technology
 - Microsites for exhibitors and transfer of product information to the GrindingHub website
 - Keyword-driven integration
 - Forwarding of technical articles from a company newsroom to the GrindingHub newsroom

Targeted approach of relevant customer groups

A background image showing a smiling woman in a workshop setting, with a computer monitor visible in the background.

CONNECTION TO STRONG SPECIALIST COMMUNITIES AND INTERNATIONAL MULTIPLIERS



- **Networks of the VDW, SWISSMEM and VDMA associations**
 - cecimo - network of European Associations
 - Sister associations in Asia and North and South America
- **Trade fair community „Club of Metalworking“**
 - Instrument for trade fair visitor relationship
- **Further expansion via partnerships with clusters and customer associations**
 - International contacts from the multiplier concept of EMO Hannover
 - Customer contacts from international VDW symposia

Targeted approach of relevant customer groups

A background image of a grinding machine with a metal workpiece being ground, overlaid with a semi-transparent pink gradient.

JOINT MARKETING FOR THE VISITOR ADDRESS

- **Advertising package**
 - Posters, flyers, etc.
- **Unlimited free customer invitation**
 - Digital entry codes and print vouchers
 - Success monitoring by the exhibitor
- **Social Media-Communication - #grindinghub**
 - Twitter, Facebook, LinkedIn, YouTube
- **Advertisement (print + online)**
 - Trade journals national and international
- **wide-ranging newsletters**


Joint advertising leads to success!



**DEVELOPMENT
OF EXHIBITOR
REGISTRATIONS**

- **Very good registration status after 8 weeks**
 - **Broad feedback from all product areas**
 - **Major market leaders already signed up**
 - Agathon, Anca, Blaser Swisslube, Danobat, DVS, Effgen, EMAG, Geibel + Hotz, Häberle, Kapp, Liebherr, Meister Abrasive, PSS-Group, Reishauer, Rollomatic, Saacke, Schütte, Stähli Läpp Technik, Supfina, Tesch Diamantgesellschaft, United Grinding, Vollmer, Ziersch
 - **Intensive exhibitor approach in the EU and overseas**
 - Representative offices LMS
 - International associations
- Attention!** • Cost-free cancellation until 30. September 2021
- Retention in case of cancellation and force majeure up to max. 25%

Positive response from the market confirms the concept of the GrindingHub

A background image of a grinding machine with a pink overlay. The text "IDEAL AND ATTRACTIVE ALLOCATION" is written in white, bold, sans-serif font over the image.

IDEAL AND ATTRACTIVE ALLOCATION

- **Considered:** Clustering the product groups into several units and allocate them evenly across the exhibition halls
- **Allocation of special stands and forums in different halls**
 - equal appeal and attraction of the halls for the visitors
 - consistent circulation through the halls by the visitors

Good planning creates benefits and added value for exhibitors and visitors alike

LEARNING BY EXPERIENCE

SECTORAL HALL PLANNING OF METAV



Machinery

Tools

Quality management

TERRAIN OVERVIEW

- Hall 7 – 9: each 10,500 sqm
- Hall 10: 14,600 sqm

Flexibility regarding hygiene requirements

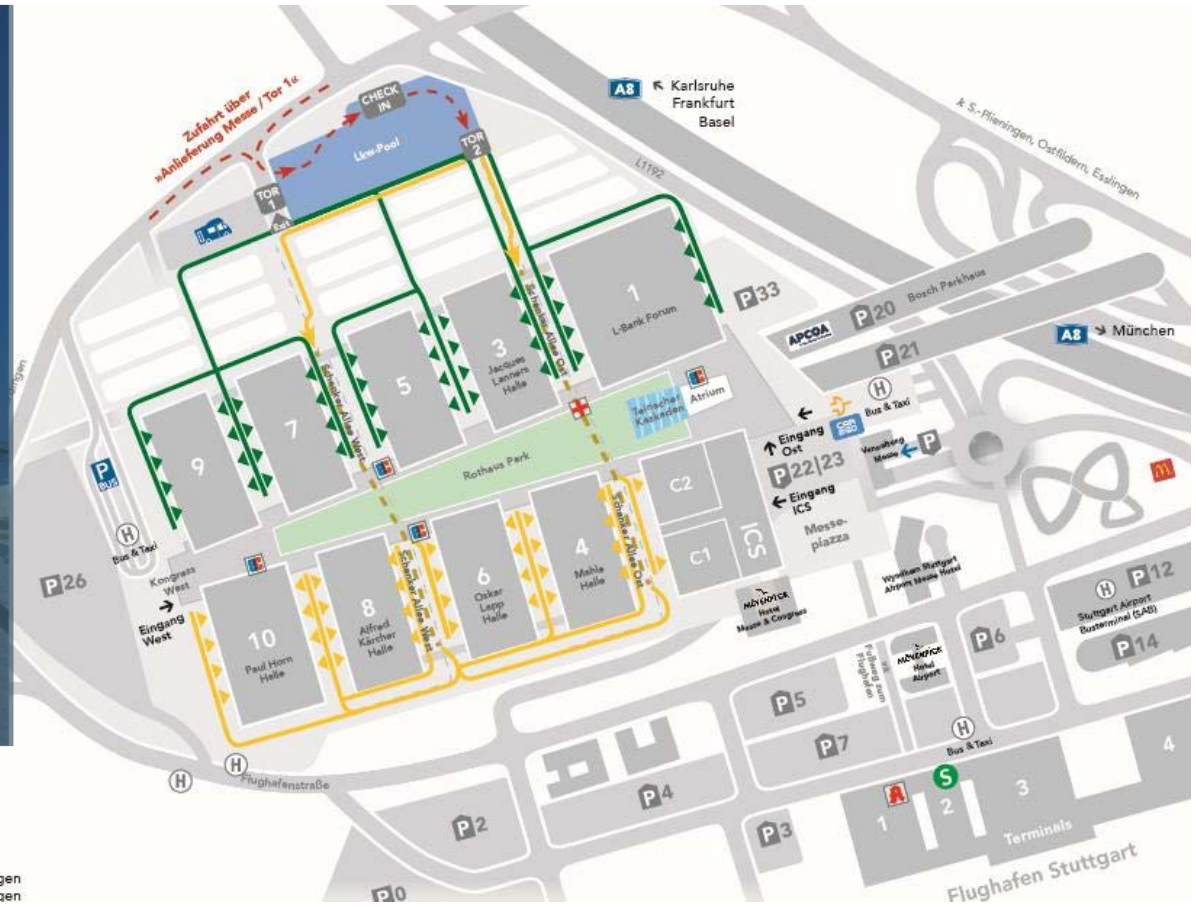
- **Visitor entrance with priority through West entrance**

Kongress West

- 4 freely adjustable meeting rooms



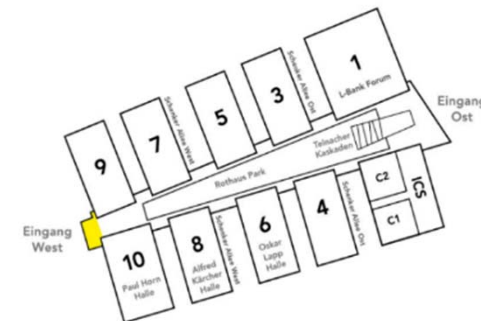
INTELLIGENT LOGISTICS PLANNING: SUPPLY FOR ASSEMBLY AND DISASSEMBLY

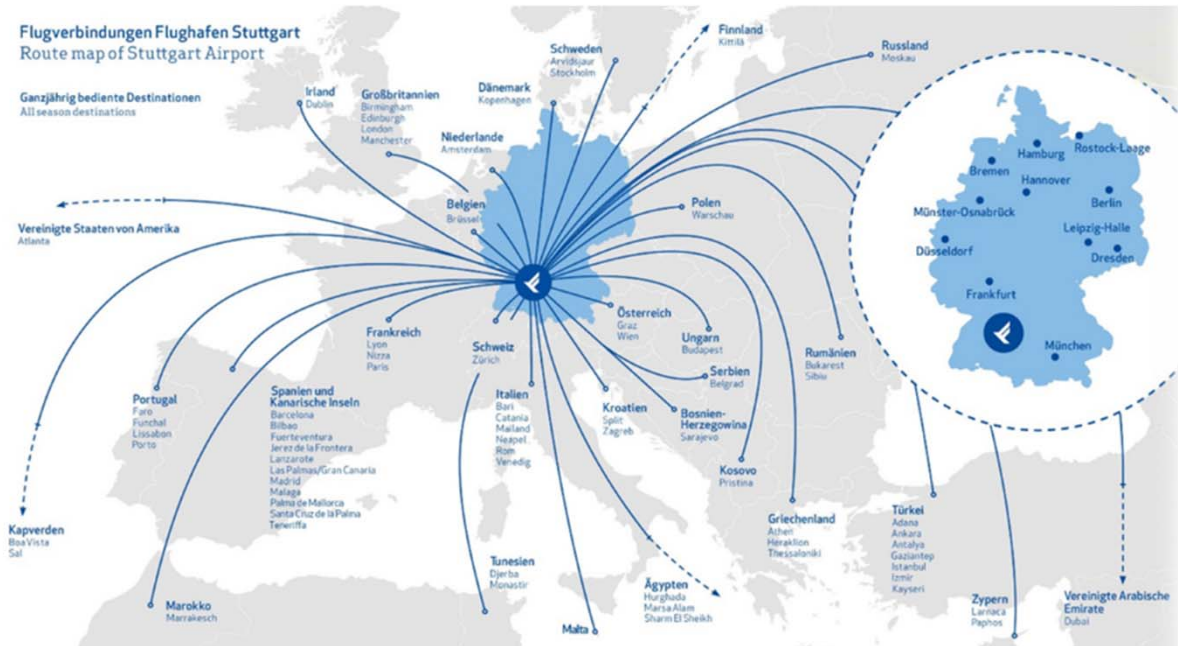


**CONGRESS WEST -
TOTAL AREA
1,440 SQM WITH ALL
NECESSARY SERVICE
FACILITIES**



Congress area on the 1st floor
with 1 - 4 adjustable conference
rooms



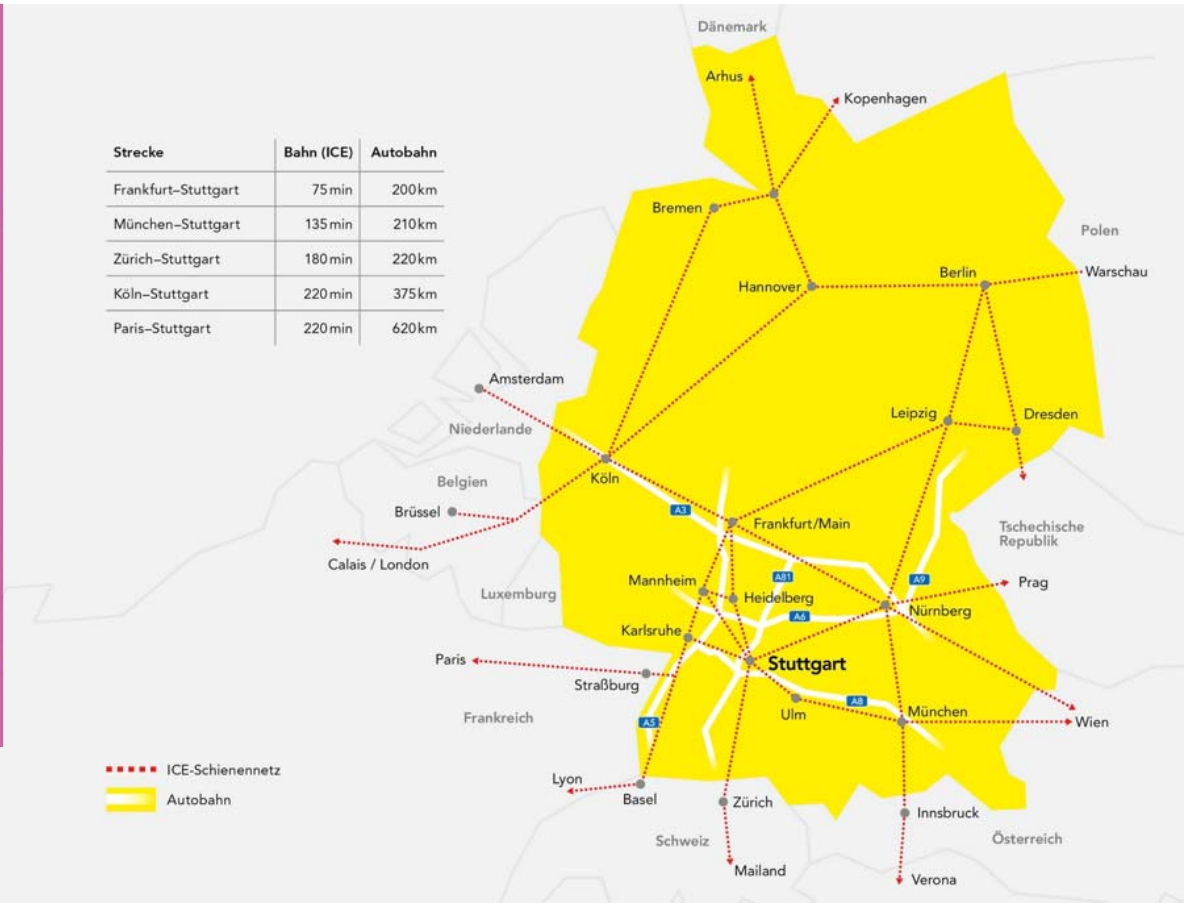


- Direct connections from 123 destinations
- walking distance to the fairground



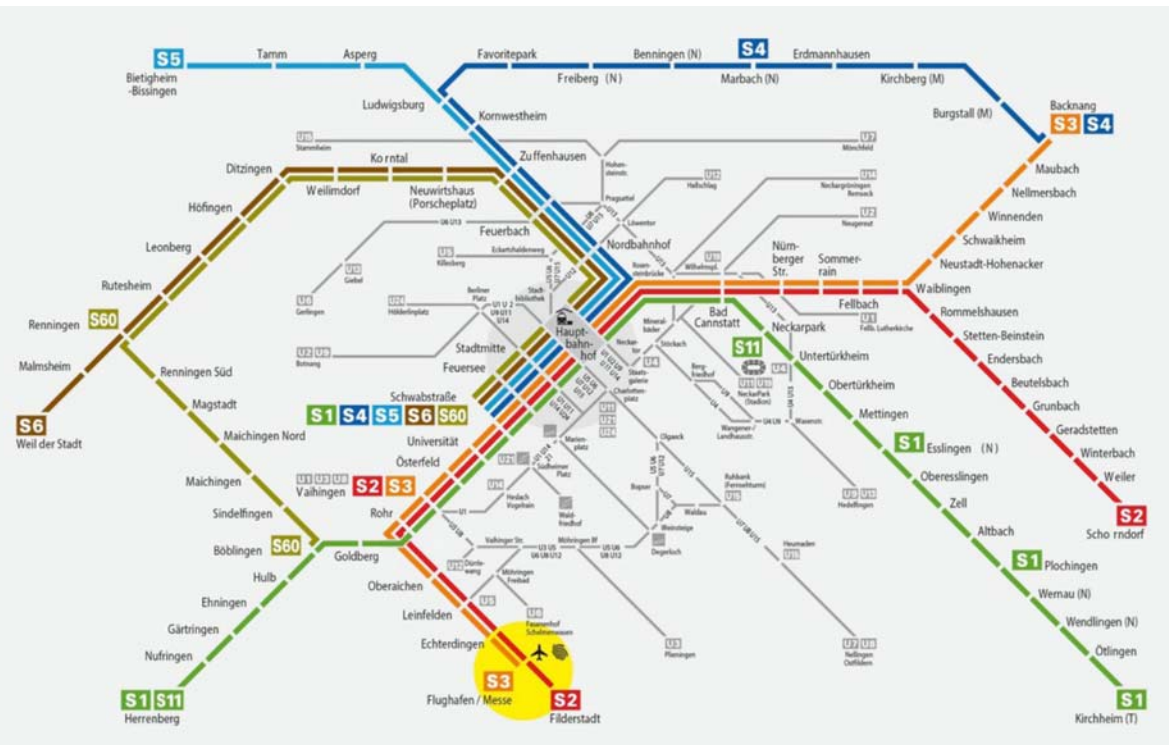
**FAST
ACCESS
BY CAR
AND TRAIN**

Strecke	Bahn (ICE)	Autobahn
Frankfurt-Stuttgart	75 min	200km
München-Stuttgart	135 min	210km
Zürich-Stuttgart	180 min	220km
Köln-Stuttgart	220 min	375km
Paris-Stuttgart	220 min	620km



--- ICE-Schiennetz
— Autobahn





**PARKING SPACES
WITHIN WALKING
DISTANCE**



A background image of a grinding machine with a pink overlay. The text is white and reads: "THE NEW INDUSTRY MARKET PLACE SHOWS ALL SOLUTIONS IN GRINDING TECHNOLOGY".

**THE NEW INDUSTRY
MARKET PLACE
SHOWS ALL
SOLUTIONS
IN GRINDING
TECHNOLOGY**

- strategically-focused
- internationally orientated
- Technically well-positioned
- excellent organisation
- hybrid trade fair concept -> up to date
- Web conference in odd years

With the industry for the industry



**NOW ACTIVELY SHAPE
THE GRINDINGHUB.**

**WE ARE NOW LOOKING
FORWARD TO YOUR
QUESTIONS.**

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BRINGS SOLUTIONS TO THE SURFACE