

The meeting point for grinding technology.



Stuttgart, Germany  
14-17/05/2024



UGO\*  
goes public.

\*Unknown Grinding Object



ADVERTISING MATERIAL  
AND MEDIA SERVICE 2024

# Your advertisingtoolkit.

## Steer your own success!

The range of advertising material for GrindingHub 2024 makes your marketing effective. Never before has it been so easy to reach customers directly! Here you will find everything contained in the GrindingHub media and advertising flat rate at a glance: a large portfolio of selected advertising material for all channels – from classic to online – to promote your success.

In addition, you will be given access to media and portals, to disseminators and to all channels on which the grinding business is present. The benefits are obvious: straightforward and quickly done, budget-friendly, and individually adaptable – for sophisticated communication with your target group.

The GrindingHub team is delighted to be able to make this extensive range of advertising material available to you for our joint successful preparations for and promotion of the event. Allowing you to give that final polish to your trade fair appearance!



# It's all in here!

## The media and advertising flat rate for GrindingHub 2024

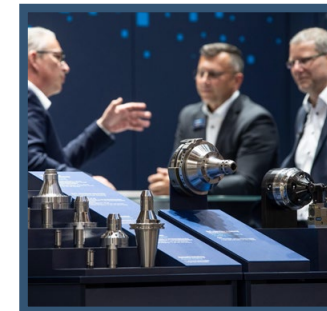
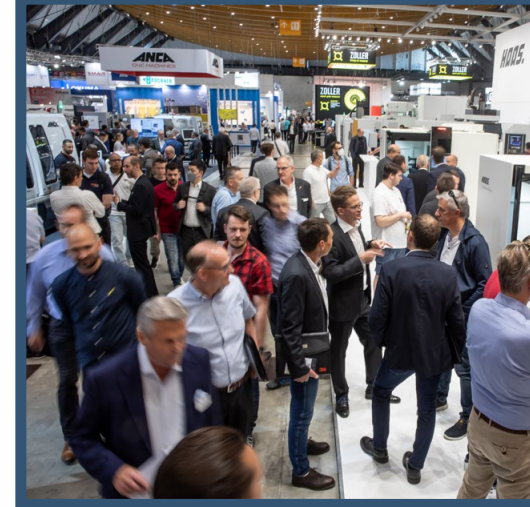
### Make full use of all the options we offer for your successful trade fair marketing!

The contractually agreed media and advertising flat rate\* of € 449.- (plus VAT) contains a wide range of free advertising material as the basis for your own advertising measures.

The following GrindingHub advertising tools are available for your free use:

- 4-color company logo in the alphabetical index of exhibitors in the catalog and online
- Unlimited supply of free admission codes for your customers
- Unlimited supply of free voucher cards (as print copies or PDF)
- Unlimited supply of free GrindingHub posters
- Exclusive right to book on-site and online advertising spaces, on-site press boxes, and trade fair publications

**In combination with our comprehensive advertising media offer, your trade fair presence at GrindingHub 2024 will be an out and out success – with an impact extending even beyond the event itself.**



\* See the Conditions of Participation for a description of the media and advertising flat rate

**FOR YOUR MARKETING**

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**OUR DIGITAL OFFERS**

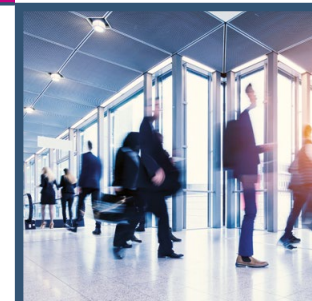
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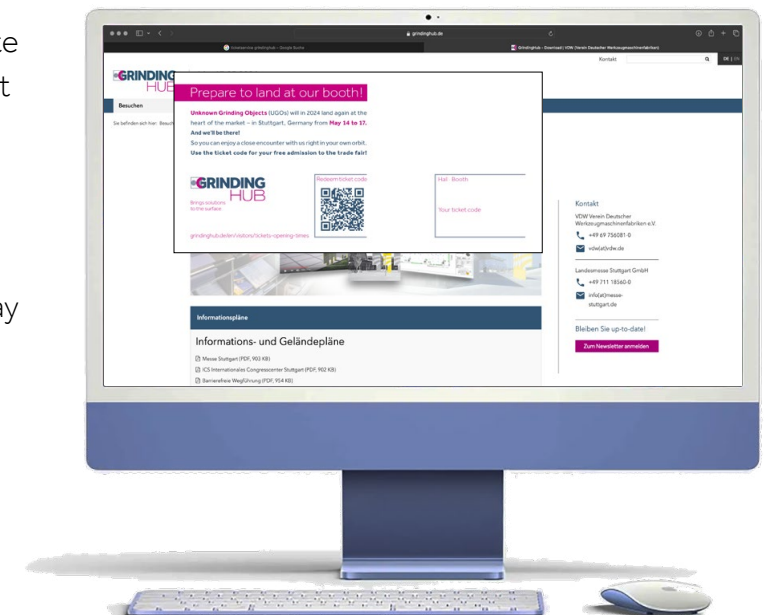
## 1 The admission codes for your visitor invitations

### Simply invite all your contacts!

Your invitation is your visitors' admission to GrindingHub 2024. For that reason, the media and advertising flat rate includes free access to an unlimited supply of admission codes with which to invite your customers to GrindingHub. All exhibitors will be sent their access data for the Messe Stuttgart service portal at the end of January 2024 along with their allocation information.

The trade fair ticket shop, where admission codes can be ordered as PDF or CSV files or as print vouchers, is available there. Each admission ticket also serves as a public transport ticket to and from the trade fair for visitors and is valid as such in busses, trams (Stadtbahn), and suburban railway (S-Bahn).

Use your admission codes and other advertising media to invite your contacts early on to GrindingHub 2024!



## 2 The GrindingHub poster

### The format for success.

The message for all clearly visible places in entrance areas, offices, canteens, foyers, and wherever an eye-catcher belongs.

Show everybody how attractive your presence makes GrindingHub.

### Poster

Format: DIN A1, 59.4 x 84.1 cm

Make your mark!



### 3 Information card with admission code

Make sure your visitors have the ideal card to play!

The card contains full information relating to GrindingHub and it provides free admission too. Add your logo, hall, and booth number to the cards and distribute them to your customers. As their invitation to visit your booth.

Simply click on the button and upload your data together with your logo. The cards will be made available for you in the quantity you wish. Your visitors can then register at their leisure using the card.



## 4 The banner, e-mail signature, and logo service

The design template toolkit – so you can display GrindingHub.

Use the various banner, e-mail signature, and logo templates throughout to design your entire communication for all digital and print media. You will find the templates in the exhibitor section of the GrindingHub website.

If you wish to supplement the templates with text and your hall and booth number, you can simply add them and then download them from the GrindingHub website.

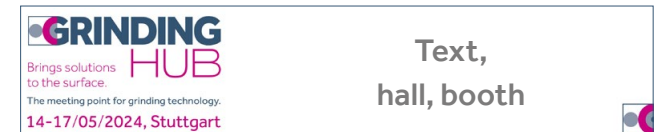


The GrindingHub logo is available for use in a variety of formats and versions.



Flag up with **the e-mail signature**. By adding your hall and booth number, you will signalize your presence at the trade fair to everyone.

## Multimedia signals.



**The banner templates** promote your GrindingHub booth. They can be deployed on your website or in other online applications.

## FOR YOUR MARKETING

# 5 The GrindingHub social media package

Show your colors on all channels.

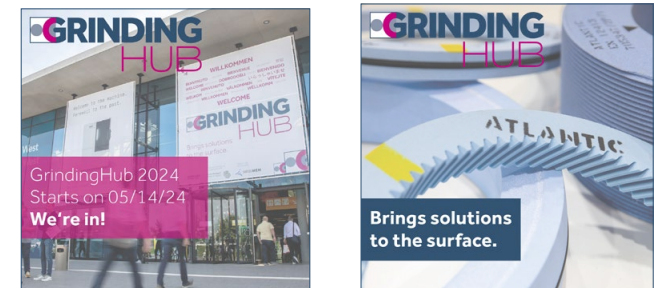
You would like to be active on social media, but don't have the necessary means to do so? No problem! Regardless of whether you wish to publicize your own trade fair appearance or play your part in spreading the word about GrindingHub that bit further: We provide you with the appropriate templates for your high-reach online company communication.

Simply choose between share pics, banners, stickers, and a whole lot more.



These are just some examples from our download area.

## GrindingHub goes social.



VDW contact partner:

Tobias Beckmann

Tel.: +49 69 756081-68

E-mail: [t.beckmann@vdw.de](mailto:t.beckmann@vdw.de)

## FOR YOUR MEDIA WORK

High-quality reporting is based on sound research. Early communication of information to the trade press, leading media, and all other (online/offline) market forums is therefore of great importance.

## 6 Contact with the media

**Make it easy for the media to get in touch with you:**

Name a contact partner for the media! We will publish your contact details free of charge at grindinghub.de. That way, you will ensure your maximum availability to the press – **in the run-up to, during, and after GrindingHub.**

## 7 Digitale GrindingHub 2024 preview

**Reveal the highlights even before the trade fair begins!**

The preview offers you as an exhibitor the unique opportunity to present your products and innovations highly efficiently to the international media in advance of GrindingHub. Put your company on the virtual stage on March 21, 2024 in the form of so-called elevator pitches – at a total price of € 350.- (plus VAT).

We will supplement your presentation with your brief profile, the current state of trade fair preparations, and a keynote on the trends in grinding technology. Together, these provide a well-rounded picture for the media professionals and their preliminary reporting.

**You will receive detailed information and a personal invitation from us in good time.**

VDW contact partners:

**Sylke Becker**

Tel.: +49 69 756081-33

E-mail: s.becker@vdw.de

**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: t.beckmann@vdw.de

## Get in contact!



## For a good outlook.

VDW contact partner:

**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: t.beckmann@vdw.de

## 8 Press conferences

**A well-prepared press conference shifts the focus onto your trade fair innovations and your corporate competence.**

This is where media contacts at home and abroad are initiated and fostered. We support you in aligning your on-site press conference. Costs arising vary according to your planning and enquiries may be addressed to Messe Stuttgart.

Feel free to ask us about the organization.

## 9 Event diary

**Schedule your events relating to your trade fair presence.**

Many exhibitors at GrindingHub also present their portfolio in lectures, workshops, seminars, and other events – both on the trade fair grounds and elsewhere. We will be pleased to support you free of charge in publicizing your activities by publishing the dates on the internet and in the overview of the day's events in the press center.

They're all on site.

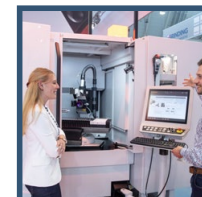
**Messe Stuttgart contact partner:**

**Natalija Milutinovic**

Manager of Exhibitions and Events

Tel.: +49 711 18560-2696

E-mail: natalija.milutinovic@messe-stuttgart.de



Plenty going on.

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E-mail: natalija.milutinovic@messe-stuttgart.de

## 10 Digital press boxes

**Supply the media with relevant information before and during GrindingHub.**

Between March 1 and May 30, 2024, and free of charge, we will be posting up to five exhibitor press releases with up-to-date copy and image material in the [Press material / Exhibitor press releases](#) section, which media professionals can access via [grindinghub.de](#).

**Simply upload your press releases to your IndustryArena newsroom, and we will ensure that key disseminators are made aware via our website of your participation at the trade fair.**

## 11 Social media platforms

**GrindingHub will be intensively and conspicuously out and about on all social network platforms.**

So, take advantage of our wide reach and communicate with your business partners via our social media channels. Link our LinkedIn, Instagram, and Facebook channels in your posts so that we can like and share them.

**Tip: The hashtag #GRINDINGHUB will lend even greater visibility to your trade-fair-related posts and can be used as a search criterion!**

## Make use of disseminators.

**VDW contact partners:**

**Sylke Becker**

Tel.: +49 69 756081-33

E-mail: [s.becker@vdw.de](mailto:s.becker@vdw.de)

**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: [t.beckmann@vdw.de](mailto:t.beckmann@vdw.de)

## Active on all channels.

**VDW contact partner:**

**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: [t.beckmann@vdw.de](mailto:t.beckmann@vdw.de)

## FOR YOUR MEDIA WORK

### 12 Trade media and media planning

**To augment the planning of your PR and marketing activities, we already offer you assistance in the run-up to GrindingHub 2024.**

We provide you with information relating to the key German and international trade media and their editorial contact partners. This is based on a list of all those trade media in which GrindingHub advertising is published.

**You are welcome to ask us for the list of contacts at any time.**

### 13 Image cultivation in your region

**Your participation at GrindingHub is a good opportunity to refresh your contacts to local media as well.**

To this end, we provide you free of charge with basic GrindingHub information to which you can add your own content. This allows you to approach your local media, while we get in touch with them and show what companies are represented at GrindingHub 2024.

**That way, you will also present yourself as an active and attractive company in your direct environment.**

### 14 Text modules for all occasions

**We put a series of text modules at your disposal relating to all the key topics and information concerning GrindingHub.**

Whether it is for invitations, press releases, advertisements, or a whole range of other formats for print and online communication – you can select and use these texts as required for your own communication.

So that you achieve your goal.

**VDW contact partners:**

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Greeting everyone at home.

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Von Profis für Profis.

**VDW contact partner:**

**Tobias Beckmann**

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E-mail: [t.beckmann@vdw.de](mailto:t.beckmann@vdw.de)

## OUR DIGITAL OFFERS

The GrindingHub digital offers are the ideal supplement to the on-site trade fair.

### 15 GrindingHub Forum

**Combine the advantages of your trade fair presence with the reach of digital streaming formats!**

Your talk at our GrindingHub Forum in Stuttgart will be recorded and edited before being streamed on [www.grindinghub-digital.de](http://www.grindinghub-digital.de). That way, you not only reach the trade fair audience on site, but also a whole many more potential customers.

- Exhibitors have the opportunity to report on their topics, application examples, or best-practice solutions.
- Registration via [www.grindinghub.de](http://www.grindinghub.de) or [www.grindinghub-digital.de](http://www.grindinghub-digital.de) is required in order to view the free streams.
- User contact data will be tracked online and made available to the contributors.
- The focus is on talks of 20 minutes each followed by a round of questions.
- The forum will be moderated.
- **Total price: € 750.- plus VAT.**

### 16 Exclusive exhibitor video

**Make use of a film duration of up to three minutes for your individual content.**

Whether in the form of an interview or as a tour of your booth – we will implement your wishes.

- There is the option of booking a moderator to give a guided tour of the booth and pose specific technical questions in conversation with the exhibitor.
- Exhibitors are free to devise video content according to their wishes: team presentation, introduction to the CEO, booth concept, product presentation, activities, campaigns, offers ...
- The length of the films varies between three and five minutes, the film shoot will last 30 minutes at the most.
- All videos will be professionally edited and will have an intro and outro added.
- **Total price: € 950.- plus VAT.**

A professional production company will ensure premium quality implementation.

Live on stage.

If you are interested or have any questions,  
please contact us on:

[grindinghub-digital@vdw.de](mailto:grindinghub-digital@vdw.de)



Trade fair in motion.

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### 17 The GrindingHub exhibitor profile ...

#### Detailed company and product presentation in the GrindingHub index of exhibitors

As of mid-February, you as an exhibitor can apply to our media partner IndustryArena GmbH for online access allowing you to use and maintain your exhibitor profile and position your products and services.

Use the features of the GrindingHub exhibitor profile for your hybrid trade fair appearance.

#### ... can do even more now!

#### Place your products via the IndustryArena showroom on BuyMachines as well

The media and advertising flat rate for GrindingHub further provides you with the opportunity, at no additional cost, to individualize your company entry in the online catalog of GrindingHub Stuttgart via a showroom on **IndustryArena.com** and to present your products and press releases extensively with copy and images. Companies that are already customers of **IndustryArena** and have booked a showroom or have an IndustryArena user account, can of course use the functions of GrindingHub using their existing access and without having to register a new user account.

Moreover, we enable each exhibitor to present the products for sale directly on the **BuyMachines** marketplace. To this end, by naming a price, the products will be automatically exported to and offered on **buymachines.de**.

**Consequently, you will generate three times more online reach with your trade fair appearance.**

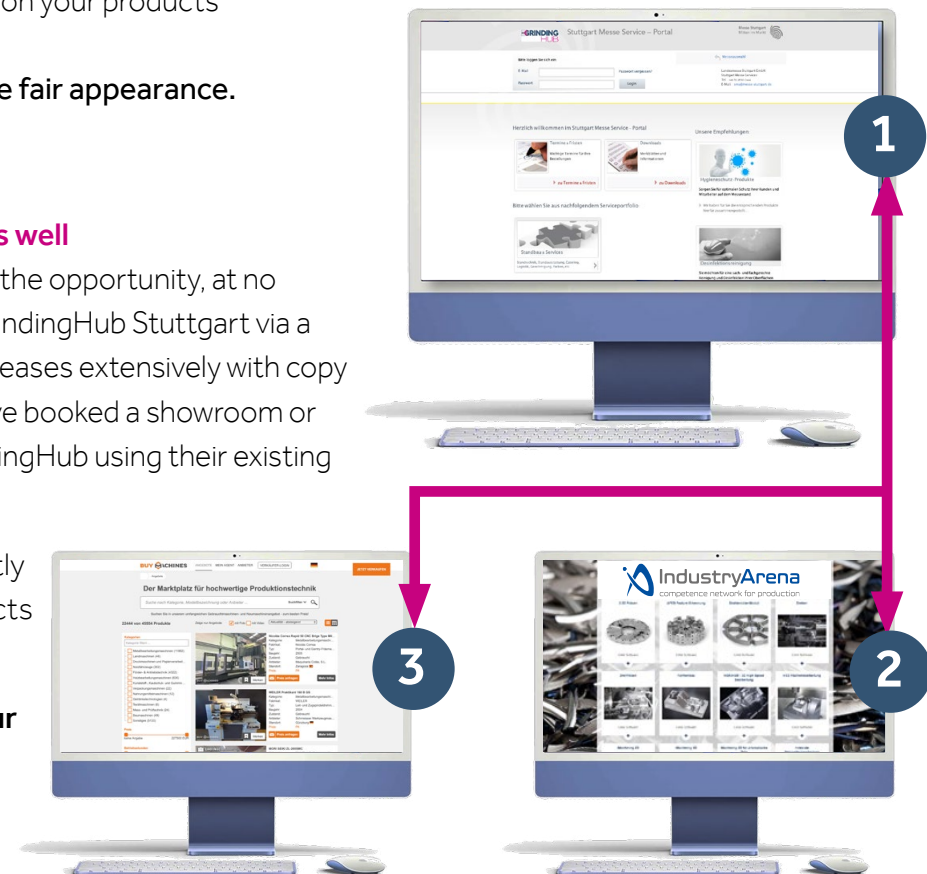
IndustryArena GmbH

Tel.: +49 2173 8933-200

E-mail: grindinghub@industryarena.com

Three times more!

Exhibitor profile:



Online portal: **BUY MACHINES**

Showroom: **IndustryArena**  
competence network for production

## 18 The IndustryArena eMagazine

The IndustryArena eMagazine is more than “just” a trade journal. It enthruses its readers with top-quality editorial content that presents news and information and transforms them into vivid experiences. It’s about much more than reading – it’s about clicks, discoveries, listening.

### Advert in the IndustryArena eMagazine 02/2024 for GrindingHub

- Online publication date: May 7, 2024
- Print publication date: large print run for the trade fair start

### Exclusive offer for GrindingHub exhibitors

- Ad size: 1/3 page (W x H: 70 x 297 mm)
- **Total price: € 850.- plus VAT (list price: € 1,700.-)**
- Anzeigengröße: 1/1 Seite (B x H 210 x 297 mm)
- **Total price: € 1,450.- plus VAT (list price: € 2,900.-)**
- Further ad sizes possible (prices on request)

[www.industryarena.com/emagazine](http://www.industryarena.com/emagazine)

Your industry network.

IndustryArena GmbH

Tel.: +49 2173 8933-200

E-mail: [grindinghub@industryarena.com](mailto:grindinghub@industryarena.com)



**GrindingHub 2024 - Offer of the IndustryArena**

You will receive a separate invoice from IndustryArena GmbH for the services ordered here.

Kundenkontakt: +49 (0)2173 8933-200  
Telefon +49 (0)2173 8933-200 • Fax +49 (0)2173 8933-201 • [info@industryarena.com](mailto:info@industryarena.com)

**Binding booking (please select)**

☐ 1/3 Page in IndustryArena eMagazine 02/2024 on GrindingHub 2024

- Ad size 1/3 page (W x H: 70 x 297 mm)
- Online publication date: on 07 May 2024
- Print publication date: large print run at the start of the trade fair
- Total price: 850,- Euro plus VAT (list price: 1.700,- Euro)
- [www.industryarena.com/emagazine](http://www.industryarena.com/emagazine)

☐ 1/1 Page in IndustryArena eMagazine 02/2024 on GrindingHub 2024

- Ad size 1/1 page (B x H: 210 x 297 mm)
- Online publication date: on 07 May 2024
- Print publication date: large print run at the start of the trade fair
- Total price: 1.450,- Euro plus VAT (list price: 2.900,- Euro)
- [www.industryarena.com/emagazine](http://www.industryarena.com/emagazine)

Company: \_\_\_\_\_ Contact person: \_\_\_\_\_

Company address (street): \_\_\_\_\_ Company address (postal code): \_\_\_\_\_

Date / Place: \_\_\_\_\_ Signature / company stamp: \_\_\_\_\_

[www.industryarena.com](http://www.industryarena.com)

IndustrieArena GmbH, Industriepark 100, 42699 Solingen, Germany. Phone: +49 (0)2173 8933-200. Fax: +49 (0)2173 8933-201. Email: [info@industryarena.com](mailto:info@industryarena.com). All rights reserved. No part of this publication may be reproduced without written permission from IndustryArena GmbH.

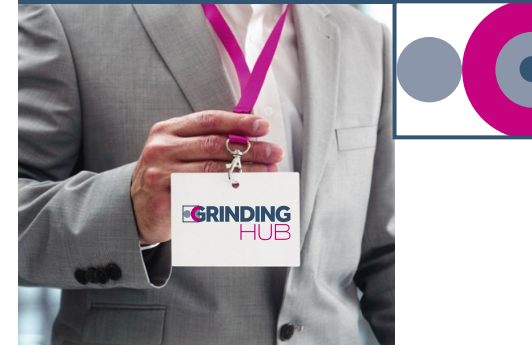
## 19 Lead management

### Collect your booth visitors' data directly and safely!

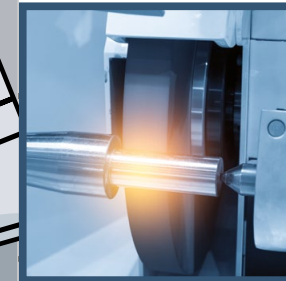
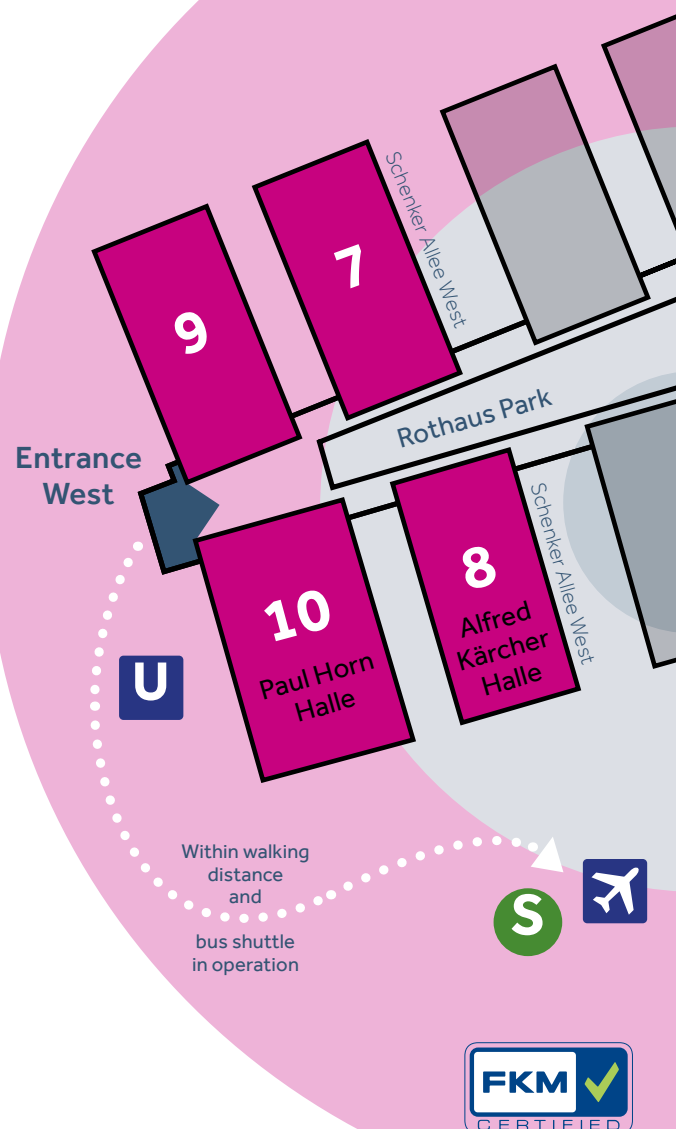
Our lead management – which you can order via the service portal – offers you a solution with which you can collect the data of registered visitors to your booth. At the push of a button, you can recall the data of persons registered at the entrance. You can see at once who you are dealing with, and can store further key lead information on the persons in question. All visitor information you have scanned and collected at your booth is also clearly and directly available in your personal web portal for your CRM or marketing system.

**So your marketing and sales can move ahead straight from GrindingHub 2024.**

From scan to customer.



# GRINDING HUB SITE PLAN



## VDW Trade Fair Department GRINDINGHUB 2024

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Germany

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[grindinghub@vdw.de](mailto:grindinghub@vdw.de)

