

GRINDING HUB

Brings solutions
to the surface.

17-20 May 2022
Stuttgart



CONNECT
REAL & DIGITAL

HYBRID TRADE FAIR CONCEPT

grindinghub.de



Eine Messe des
A Fair by **VDW**

Trägerschaft
Sponsorship
 **SWISSMEM**

In Zusammenarbeit mit
In cooperation with
Messe Stuttgart
Mitten im Markt 



THE HYBRID TRADE FAIR CONCEPT

Four ways to a digital trade fair presence

Enhance the technology experience at the virtual level too with convincing online formats for exhibitors and visitors.

As a specialist trade fair for grinding technology, GrindingHub will be held as an in-person event that addresses its wide-ranging audience of users in the industrial heartland of Germany and far beyond on several levels.

Quite apart from the COVID-19 pandemic, advances in digitisation and, consequently, the increased use of digital offers have long since reached exhibitors and visitors. Accordingly, GrindingHub is complementing its presence with efficient digital formats in order to optimise its attractiveness and usefulness for the industry.

For GrindingHub 2022, we will be starting the hybrid concept with a focussed offer of digital tools. This means our exhibitors will benefit not only from extended opportunities for contacting potential customers and trade fair visitors, but also from data on participants made available post-event.



GRINDINGHUB WEB SESSIONS

New trade fair – new tools

The GrindingHub web sessions are an indispensable part of our new hybrid trade fair concept. Cooperating directly with IndustryArena, VDW is offering a platform with a variety of tools that provide direct and straight-forward means of getting in touch with potential customers and generating additional leads. A grand total of more than one thousand users registered for the VDW web sessions over the past two years.





GRINDING HUB DIGITAL

Launch yourself into GrindingHub with our web sessions and you can already show your customers ahead of time just how much know-how you will be bringing to the trade fair.

- Launch into the hot-up phase of trade fair preparations with the GrindingHub web sessions: Starting date is 29 March 2022!
- An opportunity to present processes and solutions in 35 minutes: state-of-the-art, hands-on, geared in its full width and depth to users.
- Each with a 20-minute talk followed by 15 minutes for Q&A. The Q&A session will be held in a separate virtual room where it is possible to engage directly in further conversation and mutual exchange with participants. As there will be no audio or video recording, all contents, topics of conversation, individual questions and the discussions themselves will remain in private!
- The talks will be recorded, an intro and an outro added, and posted at the exhibitor's disposal on YouTube.
- The talks will be archived and can also be remotely accessed via grindinghub-digital.de.
- Exhibitors are free to design their presentations according to their wishes and to select their own individual topics, contents and points of focus.
- Promotional advertising will be undertaken by our partner IndustryArena as well as via newsletters and social media. Contributors are also very strongly recommended to do their own promotional advertising.
- At the end of the session, the companies involved will be given the contact data of those users registered for their web session. The contact data of users who view the sessions afterwards can also be made available on request and without any time restriction.
- IndustryArena is in charge of opening and closing the sessions.

CHARGE: € 750.-

All prices plus statutory VAT.



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

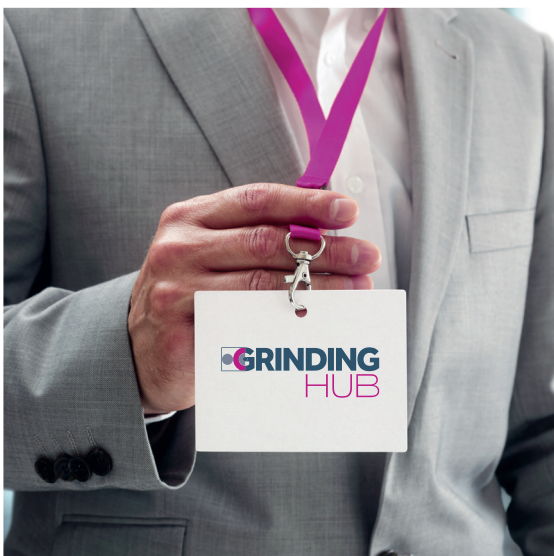
grindinghub-digital@vdw.de

GRINDINGHUB FORUM



Combine the advantages of a real trade fair presence with the wide reach of digital streaming formats! Your presentation at our GrindingHub Forum in Stuttgart will be recorded, edited and then streamed at www.grindinghub-digital.de. This way, you will not only reach the trade fair audience on site, but also numerous other potential customers.

- Exhibitors have the opportunity to report on their topics, application examples or best-practice solutions.
- Registration via www.grindinghub.de or 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 contributor.
- The focus is on talks of 20 minutes each followed by a round of questions.
- The forum will be moderated.



CHARGE: € 750.-
All prices plus statutory VAT.

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

grindinghub-digital@vdw.de





YOUR INDIVIDUAL VIDEO PRODUCTION

We offer exhibitors the opportunity to record an individually customised video. Present your company in the middle of the dynamic trade fair atmosphere - whether as a stand tour, product presentation or exhibitor statement!

All videos are made available for download at www.grindinghub-digital.de and you receive the contact details of the users.

Exclusive exhibitor video: Fill up to three minutes of film length with your individual content - whether in the form of an interview or a tour of the stand, there are no limits to your creativity!

Exhibitor video by theme: Be part of a series production and create your individual five-minute film on one of the two main themes:

- Splitting the μ

Tools for highest precision

- High end technology for high end products

Machinery, processes and digitisation for grinding solutions

- There is also the option of booking a moderator to give a guided tour of the stand and pose specific technical questions in conversation with the exhibitor.
- Exhibitors are free to devise video contents according to their wishes: team presentation, introduction by the CEO, stand 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.
- The videos will be professionally edited, an intro and an outro added as well as live impressions of exhibition activities.

A professional production company will ensure premium quality implementation.



CHARGE: € 850.-

All prices plus statutory VAT.

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

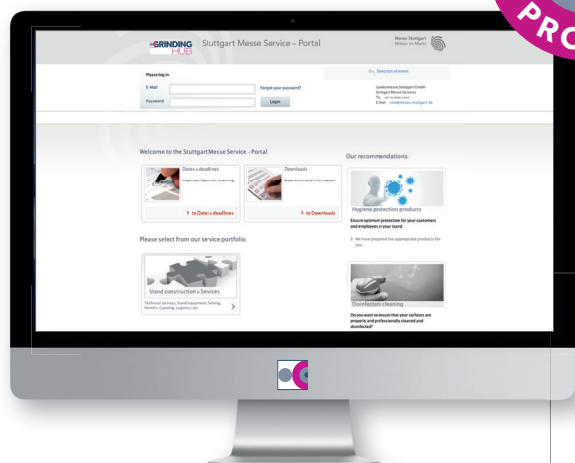
grindinghub-digital@vdw.de

PROFILED TRADE FAIR PRESENCE



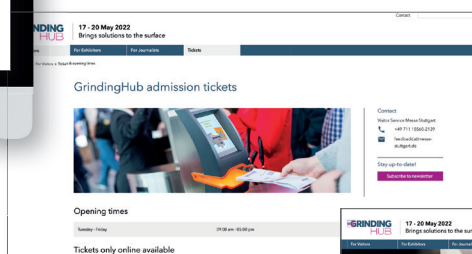
All exhibitors will be presented with their company profile on the GrindHub website. The exhibitor profile is an add-on to the classic index of exhibitors and can be used as an additional tool for virtual communication.

- Company data, contact data, photos, videos, company news and much more besides can be added.
- This facilitates even more widespread communication of your trade fair presence and promises high user rates.

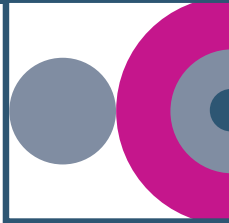


If you are interested or have any questions, you are welcome to contact us on:

grindhub-digital@vdw.de



Launch the hybrid GrindingHub



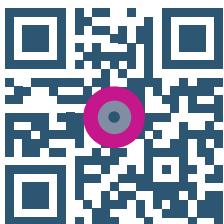
VDW Trade Fair Department GRINDINGHUB 2022

Lyoner Straße 18
60528 Frankfurt am Main
Germany

Tel.: +49 69 756081-65

Fax: +49 69 756081-74

grindinghub@vdw.de



grindinghub.de



Eine Messe des
A Fair by



Trägerschaft
Sponsorship



In Zusammenarbeit mit
In cooperation with

Messe Stuttgart
Mitten im Markt

