

GRINDING HUB



17. – 20.05.2022 | MESSE STUTTGART
BRINGS SOLUTIONS TO THE SURFACE

YOUR GRINDINGHUB PARTNERS

 VDW

Messe Stuttgart

 SWISSMEM

- **Organizers / Cooperation partners**
 - **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 with a pink overlay. The machine's components, including a grinding wheel and a workpiece, are visible through the semi-transparent pink filter.

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"



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

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

ATTRACTIVENESS THROUGH A STRONG ACCOMPANYING PROGRAM WITH CUSTOMER BENEFITS

- **"Grinding Solution Park" with innovative production solutions from industry and science**
 - applied production solutions
 - innovations from science (WGP)
- **Start-up Area offers young companies a platform**
 - Sponsored joint stand for young, innovative companies
- **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

HYBRID CONCEPT FOR A HIGHER EXPOSURE



- **Excitement through web sessions in the run-up to the trade fair**
 - 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



INTEGRATION OF STRONG COMMUNITIES



CLUB OF
METAL
WORKING

- **IndustryArena with over 542,000 registered users internationally and a growth of 800 –1,000 users/month**

- communication via the GrindingHub Newsroom
- eMagazine (approx. 100,000 views per issue)/Q2 2022 – Schwerpunkt Schleiftechnologie
- microsites for exhibitors and transfer of product information to the GrindingHub website
- networks of the VDW, SWISSMEM und VDMA
- specialist trade fair community „Club of Metalworking“
- further expansion via partnerships with clusters and customer associations

Gezielte Ansprache relevanter Kundenkreise

A background image of a grinding machine, showing a grinding wheel and a workpiece, with a pink-to-purple gradient overlay.

THE NEW INDUSTRY MARKET PLACE SHOWS ALL SOLUTIONS IN GRINDING TECHNOLOGY

- **strategically-focused**
- **internationally orientated**
- **Technically well-positioned**
- **excellent organisation**
- **hybrid trade fair concept**
- **Web conference in odd years**

With the industry for the industry

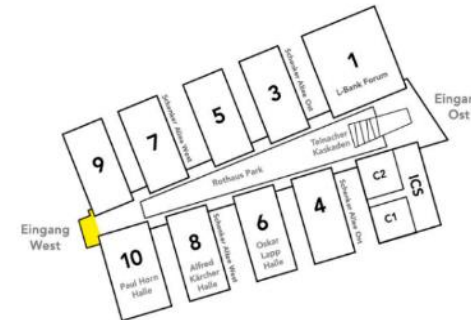
TERRAIN OVERVIEW

- 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

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



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

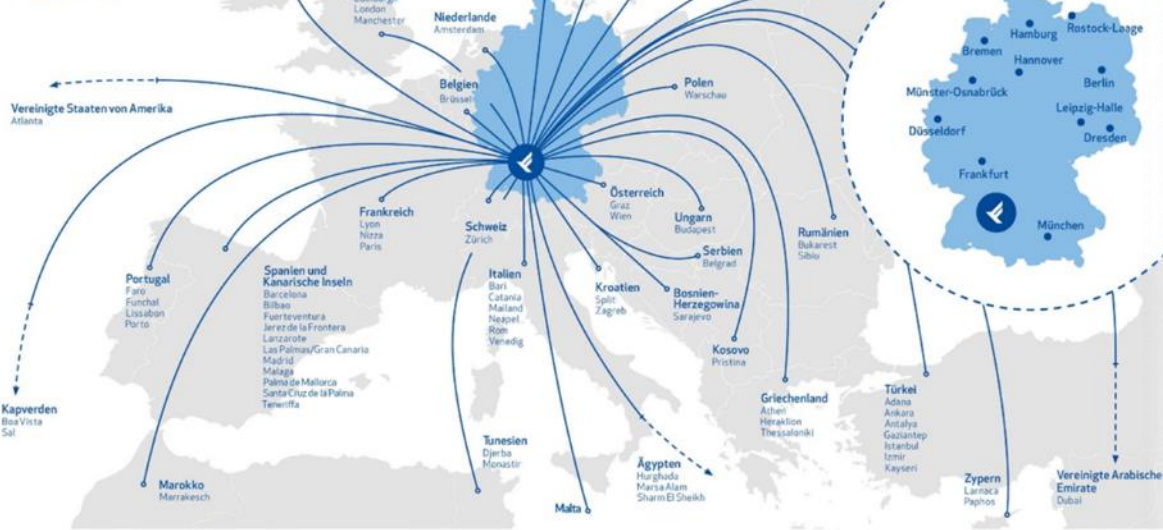




THE INTERNATIONAL HUB OF THE ABRASIVES

Flugverbindungen Flughafen Stuttgart
Route map of Stuttgart Airport

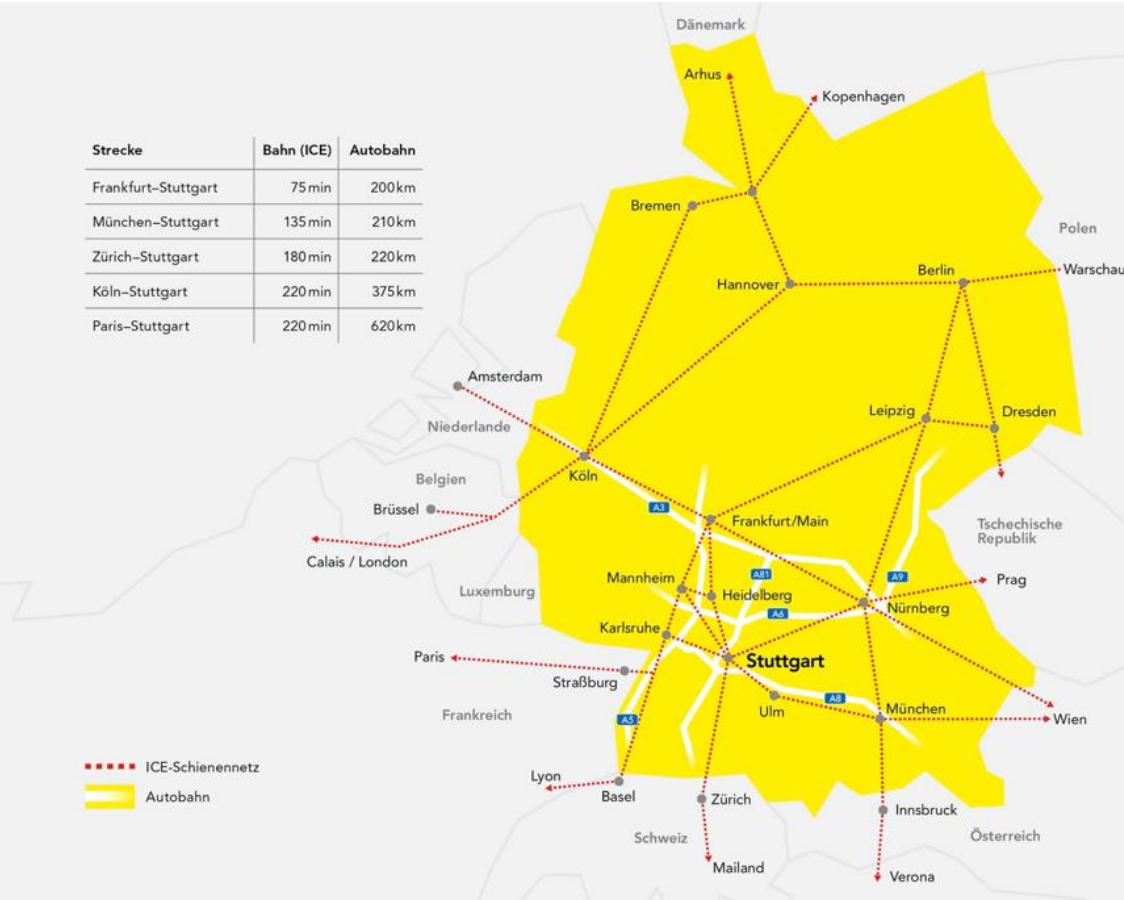
Ganzjährig bediente Destinationen
All season destinations



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

FAST ACCESS BY CAR AND TRAIN

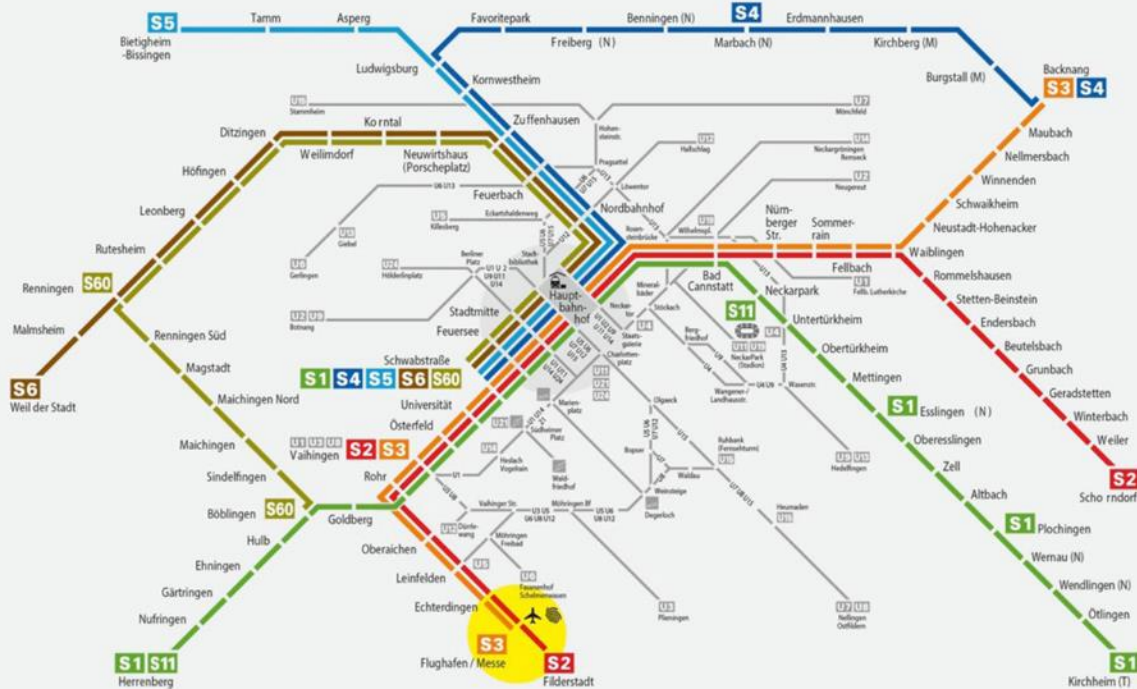
Strecke	Bahn (ICE)	Autobahn
Frankfurt-Stuttgart	75 min	200km
München-Stuttgart	135 min	210km
Zürich-Stuttgart	180 min	220km
Köln-Stuttgart	220 min	375km
Paris-Stuttgart	220 min	620km



ICE-Schiennetz
 Autobahn



**EXTENSIVE
REGIONAL
CONNECTION
THROUGH THE LOCAL
TRANSPORT NETWORK**



A close-up photograph of a metal grinding process. A cylindrical metal workpiece is being ground by a grinding wheel, creating a bright orange and yellow spark shower. The background is a dark, industrial setting.

**ACTIVELY SHAPE
THE GRINDINGHUB
WITH US NOW.**

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