



**WE ARE  
BACK!**



**International exhibition  
for metal working**

**13. - 17.09.2022  
Messe Stuttgart  
Germany**

## The great comeback for innovations.

Germany's leading exhibition for machining and metal working will return in 2022 in its customary quality – for your participation at the heart of the metal-working industry. Present your innovations, set trends, cultivate your contacts and continuously acquire new customers through personal encounters.

**You can look forward again to business in a live format. At AMB 2022.**

### Convincing reasons for your participation in AMB:

#### ▶ **AMB as a communication tool**

This means establishing and maintaining contacts through personal discussions, as well as finding new customers and experiencing the industry in all its facets.

#### ▶ **Efficient sales platform**

The exhibition is a real marketplace. You can meet decision makers, co-decision-makers and users here, and impress them with your innovations. AMB is also the ideal environment for networking: you can meet future cooperation partners and interesting competitors here, and also recruit new specialist staff.

#### ▶ **Strengthen team spirit**

“Attending an exhibition” provides important opportunities inside a company. For example, the incentive character moulds the entire exhibition team together during the run-up to the event and turns the members into a strong team with clear objectives.

#### ▶ **Key to Markets**

Important key players and a large number of medium-sized enterprises are domiciled within a radius of 300 kilometres around the leading high-tech Stuttgart region:

- Mechanical engineering
- Automotive industry
- Metal-working and metal-processing industry
- Tool construction and mouldmaking, and
- Metal construction enterprises

#### ▶ **Europe's best transport connections**

At the heart of Europe and with excellent connections to the transport network, exhibitors and visitors can quickly reach AMB by air and rail or by car.

#### ▶ **Quality and reliability**

Our experienced exhibition team and their first-class exhibition service will precisely fulfil your requirements and requests before, during and after AMB.

#### ▶ **“Safe Expo” hygiene concept**

Thanks to its health protection concept, AMB can be staged safely for exhibitors and visitors. You can find details at: [amb-expo.de/hygiene-concept](https://amb-expo.de/hygiene-concept)

#### ▶ **Clear exhibition profile**

Metal-cutting solutions are the main area of interest among visitors and form the core of AMB. This thematic focus makes it worthwhile visiting the exhibition, something which is possible on one day.

#### ▶ **Right of withdrawal with a high degree of flexibility**

Only after you have accepted our stand placement proposal will you receive the stand confirmation notice through which the contract comes about. You may withdraw free of charge up to this date.



## We'll keep you up to date!

Our AMB Exhibitor Newsletter will provide you right away with up-to-date information about AMB 2022. We are also planning regular virtual information meetings during which we will inform you about the current state of planning and through which we want to exchange ideas and views with you. You will also receive up-to-date information via social media relating to AMB 2022. Network with us!

## Exhibition areas at AMB 2022

- Metal-cutting and metal-removing process machine tools
- Precision tools
- Industrial robots, workpiece and tool handling
- Industrial software & engineering
- Measuring systems and quality assurance
- Components, assemblies and accessories

## Thematic allocation of floor space

The thematic allocation of the exhibition halls will be based on the plans for AMB 2020 and will create short distances for trade visitors.

## Registration and floor space allocation phase

With effect from the middle of June 2021, you will be able to register for AMB 2022. On 15 October 2021 we will start to allocate floor space and gradually send out the stand placement proposals to all exhibitors who have registered up to that date. The down payment invoices will be sent on 19 October 2021. The down payment will be refunded in the event of withdrawal before the stand confirmation notice is received. The allocation of floor space at AMB 2020 (position at 30 April 2020) forms the non-binding planning basis for the allocation of floor space at AMB 2022.

## Digital supplements

Our digital platform will provide you with even more scope for your presentation. We will flexibly adapt the platform to the requirements and offer exhibitors and visitors convenient opportunities, e.g.:

- to prepare for their attendance at AMB by creating visit lists/reminder lists and appointments with exhibitors
- to navigate during their attendance at AMB via the exhibition app or by means of theme-specific self-guided tours
- to increase their reach through virtual presentation formats such as
  - // webinars on focus topics and exhibitor pitches
  - // press conferences and previews of innovations
  - // live transmission and on-demand availability of technical talks

## AMB Press Service

On request, your press releases will be edited free of charge by our AMB agency, and will be published on the AMB website under "Branchen-News" (Industry News) and the AMB Twitter channel.

## FAQ

Whether you have any questions relating to registration, the hygiene concept or authorisation, you will find all the latest information at [amb-expo.de/faq](https://amb-expo.de/faq)

## The AMB 2022 Team



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## Promotional supporters of AMB 2022



Precision Tools



Software and Digitalization



## AMB – International Exhibition for Metal Working

Date: **13.-17.09.2022**  
Event venue: **Messe Stuttgart**  
Opening hours: **Tuesday – Friday: 9:00 – 18:00**  
**Saturday: 9:00 – 17:00**

### Organiser

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