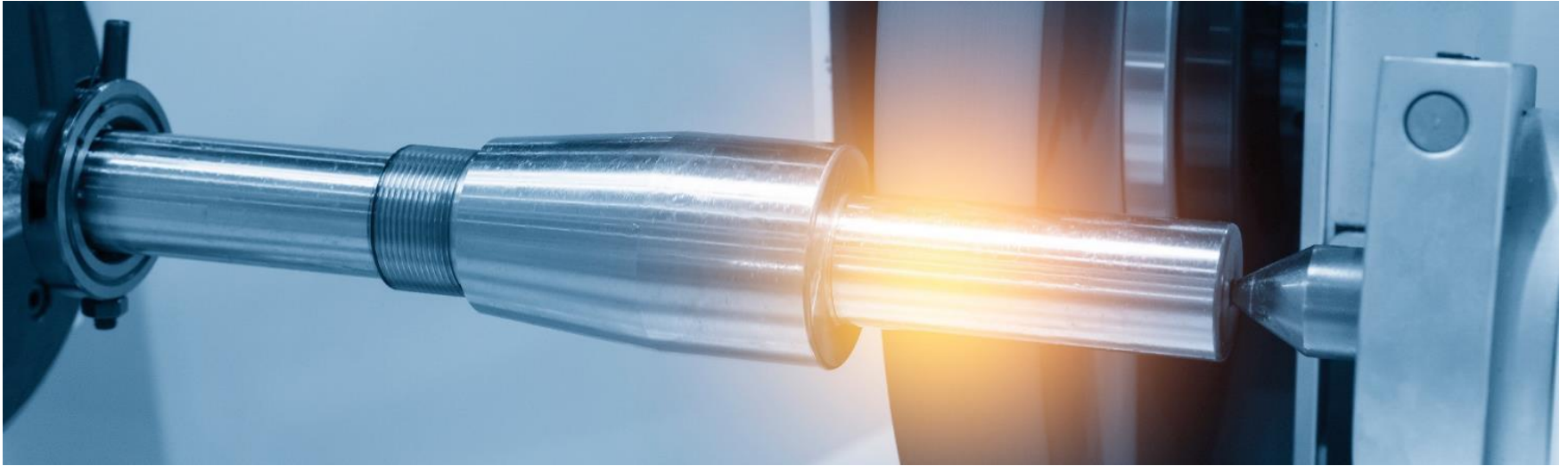


GRINDING HUB



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

YOUR CONTACTS AT GrindingHub

 VDW

Messe Stuttgart

 SWISSMEM

- **The organisers**

- **VDW – Industry association and trade fair organiser in the production technology sector**

- International market assessment (regional and according to industries)
- Competence in technology from own research activities and partnership with WGP (Scientific Society for Production technology)
- Competence in trade fair organisation (exhibitor and visitor demands) – METAV, EMO Hannover

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

- Trade fair organisation competence in the sector: AMB, Moulding Expo, LASYS, T4M

- **SWISSMEM as promotional supporter**

- Competence in the sector from the market and technology point of view
- Competence in trade fairs (Swiss joint stands on international level)

A strong team with high international competence in trade fairs and the industry

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

THE NEW MEETING PLACE OF THE GRINDING INDUSTRY

- clear focus
- international orientation
- strong technological position
- best possible organisation
- modern hybrid trade fair concept
- Web conference in uneven years

The industry meeting place for grinding technology solutions

- Technology / Processes
- Productivity
- Automation
- Digitisation

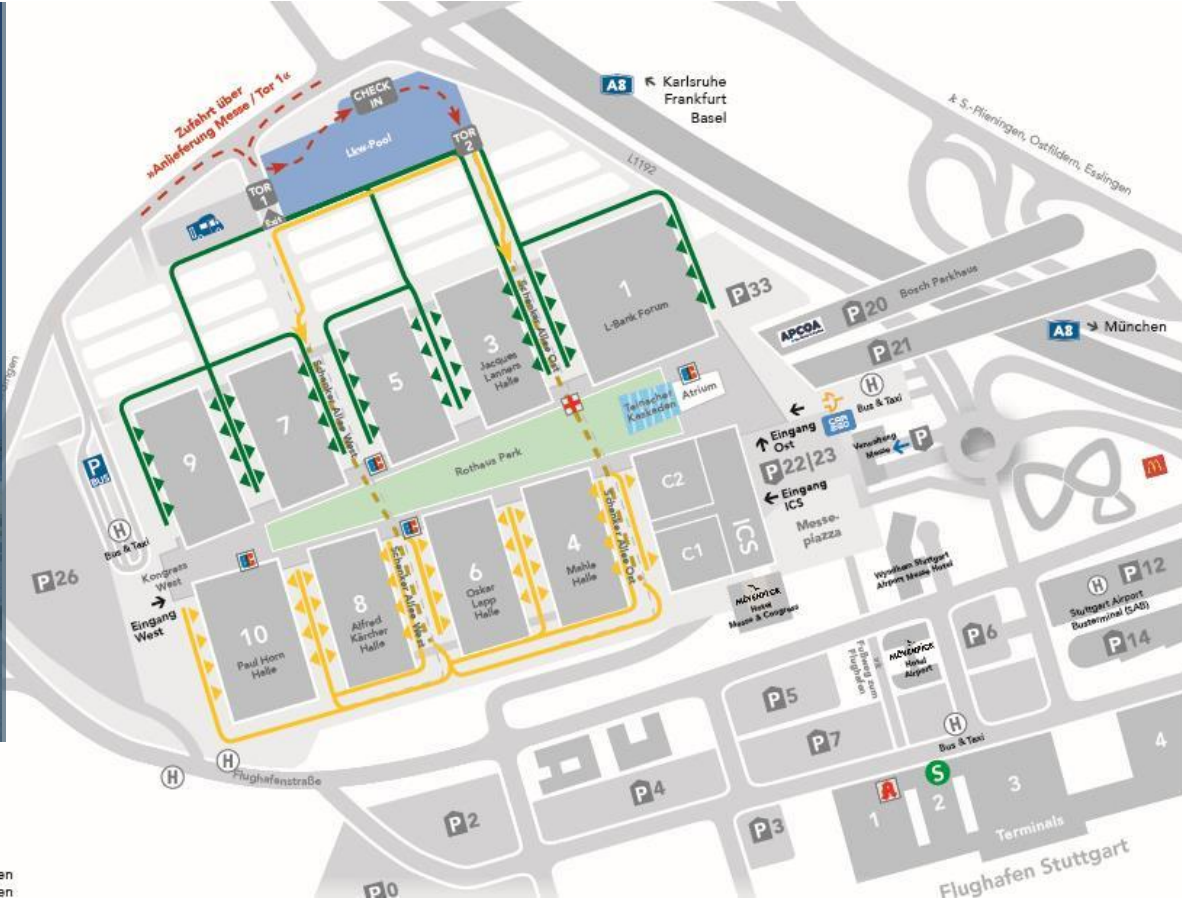
A trade fair that builds identity!
"Brings solutions to the surface"

THE VENUE



- Halls 7 – 9: 10,500 sqm each
 - Hall 10: 14,600 sqm
 - Full flexibility regarding hygiene requirements
 - Visitor access primarily via Entrance West
- ### Conference West
- 4 flexibly adjustable conference rooms

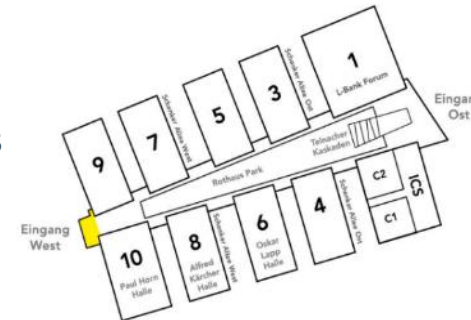
**PERFECT LOGISTICS:
DELIVERY ACCESS
DURING
SET UP AND
DISMANTLING**



**CONFERENCE WEST –
1,440 SQM TOTAL AREA
COMPLETE WITH ALL
NECESSARY SERVICES**



**Conference area on the 1st floor
with 1 – 4 adjustable conference rooms**



HYBRID CONCEPT FOR GREATER REACH



- **Suspense building webinar series**
"Grinding Solutions" in advance of the event to
 - spark interest
 - strengthen existing contacts and generate leads
 - increase visibility
 - extend reach on international level
- **3D digital event with focus on application industries (Aerospace, Medical, Automotive...)**
- **Intelligent matchmaking (digital – digital; real – digital)**
- **Web conference in uneven years**

Comprehensive experience of the partners
in digital formats combined with
the turnover power of IndustryArena

A photograph of a panel discussion setup. Three large monitors are mounted on a wall, each displaying a different person. In front of the monitors is a long white table with two microphones on stands. A nameplate on the table reads "METAV 2020".

COMMUNICATION ADDRESSING EXHIBITORS AND VISITORS

- Press activities in selected markets and important regions in the build-up to the event
- Digital trade fair preview for specialized international media involving interested exhibitors
- Elevator pitches for product novelties and innovations
- Professional articles and interviews on current industry issues
- Building of high-reach social media channels
- Inclusion of strong media partners

Professional press teams
at VDW and Messe Stuttgart
with international experience and networks



INTEGRATION OF STRONG COMMUNITIES



- **IndustryArena with over 535,000 registered users internationally and a growth of 800 – 1,000 users/month**
 - Communication via the GrindingHub Newsroom and eMagazine (approx. 100,000 views per issue)
 - optional microsites for exhibitors and transfer of product information to the GrindingHub website
- **Networks of the VDW, SWISSMEM and VDMA associations**
- **Specialist trade fair community “Club of Metal working“**
- **Further expansion via partnerships with clusters and customer associations**

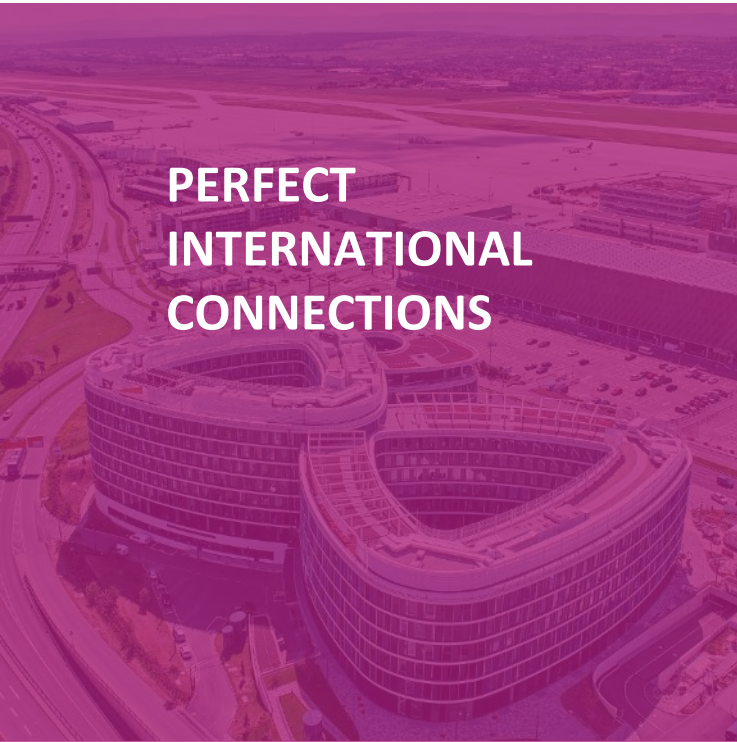
Targeted address
of relevant customer groups



ATTRACTIVENESS
THROUGH
A STRONG
ACCOMPANYING
PROGRAMME WITH
CUSTOMER BENEFITS

- Digitisation in production
 - Current developments and trends
 - Live presentation on interoperability with umati
- "Solution Park Grinding"
 - Interesting solutions in production
 - Start-ups
 - Research topics (WGP, ETH/iwf/inspire in Zurich)
- Hybrid technical seminars during the trade fair runtime
 - Current special topics (Safety, Security, AI etc.)
- Specialist forums for exhibitor presentations in the halls
- Special stand of the Young talents foundation for mechanical engineering
- Social events and protocol activities as the requirements of the hygiene situation allow

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

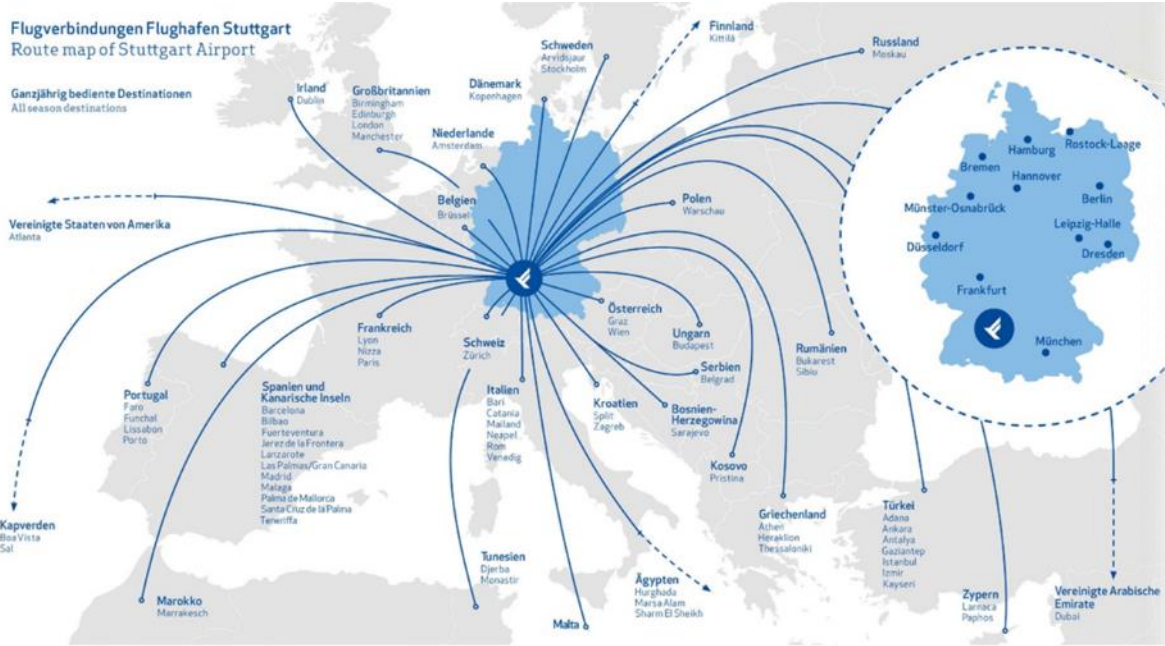


**PERFECT
INTERNATIONAL
CONNECTIONS**

Flugverbindungen Flughafen Stuttgart
Route map of Stuttgart Airport

Ganzjährig bediente Destinationen
All season destinations

Vereinigte Staaten von Amerika
Atlanta

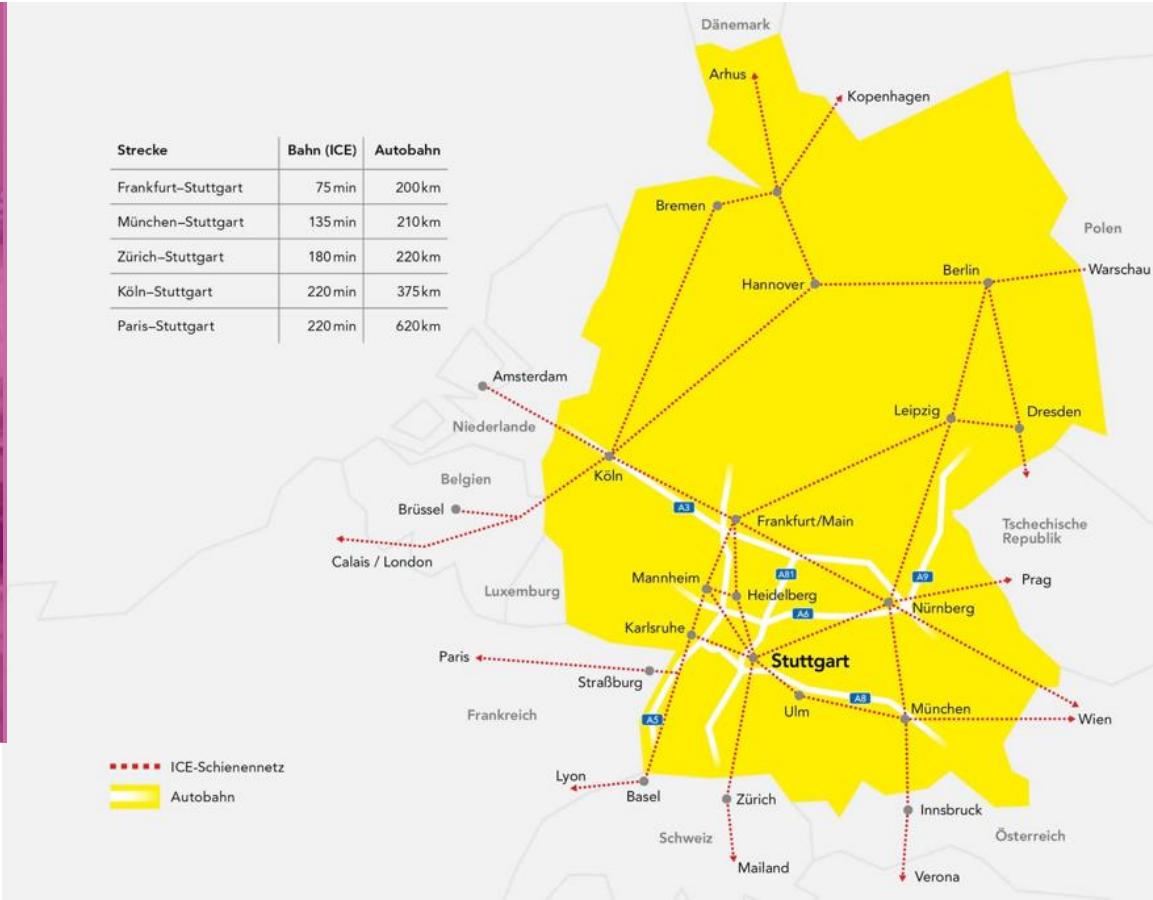


- Direct connections to 123 destinations
- Walkway from airport to trade fair venue

FAST ACCESS BY CAR AND TRAIN

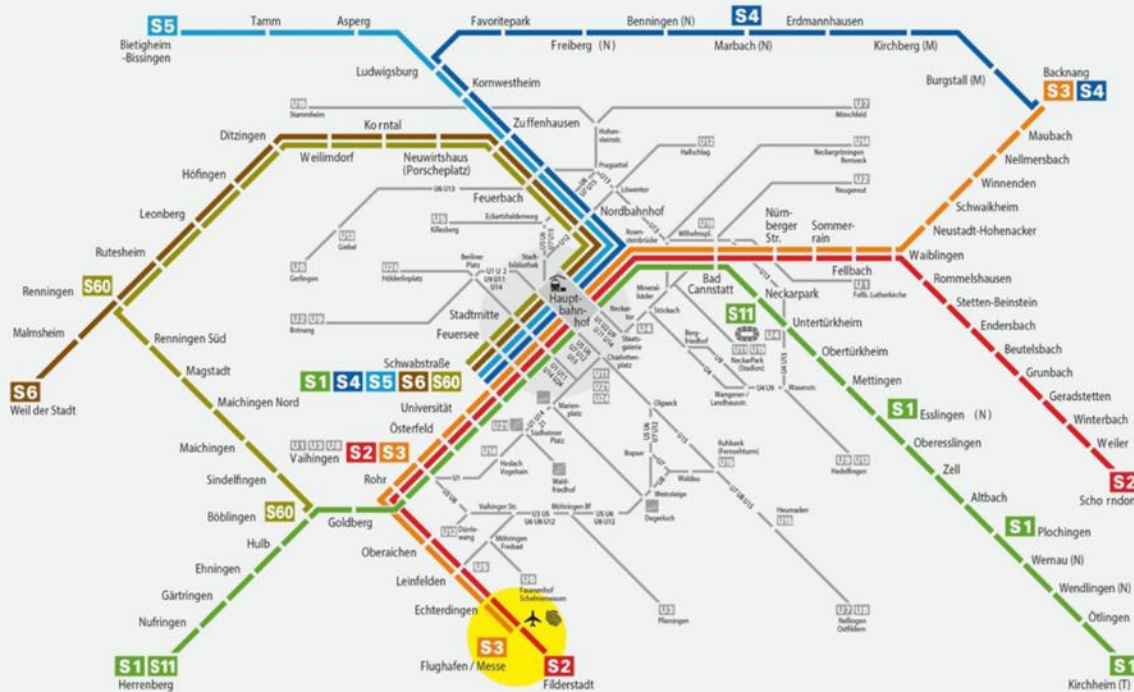
Strecke	Bahn (ICE)	Autobahn
Frankfurt-Stuttgart	75 min	200km
München-Stuttgart	135 min	210km
Zürich-Stuttgart	180 min	220km
Köln-Stuttgart	220 min	375km
Paris-Stuttgart	220 min	620km


ICE-Schiennetz
 Autobahn





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





TAKE AN ACTIVE
PART IN SHAPING
GrindingHub
NOW. WE LOOK
FORWARD TO YOUR
CALL.

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