



BE VISIONARY

Modules for your trade fair
Communication

4 – 6 October 2022
Messe Stuttgart

www.vision-fair.de



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1. Texts: Introduction | General

The most important event in the machine vision industry

VISION is the most important industry get-together for machine vision worldwide. The trade fair offers an incomparable range of products and services: from sensors to processors, from cables to cameras, from software to illumination systems, but also of course complete machine vision systems and specific applications for the various industries. At VISION, Original Equipment Manufacturer (OEM), mechanical engineers, system suppliers and end users all come together to find out more about the latest trends in machine vision.

The world's leading trade fair for machine where national and international top manufacturers meet will present everything affecting the industry in Stuttgart from 4 to 6 October 2022. As a professional visitor at the trade fair, you can find out everything you need to know about technology, trends, products and systems in the area of machine vision. Experience groundbreaking innovations live. You will be able to take part in an intensive exchange of ideas and opinions with competent experts, and also forge valuable contacts.

Industry get-together in Stuttgart

Every key player in the industry and many small, high specialised companies present their product innovations at VISION. Together, they provide a complete overview of the entire range of machine vision products and services. This attractive offer makes VISION one of the most important platforms in the machine vision industry.

VISION 2022

Machine vision is the key technology for Industry 4.0 and automated processes.

VISION, the world's leading trade fair for machine vision, will provide you with an overview of the most important suppliers, trends and innovations from 4 to 6 October 2022. National and international top manufacturers showcase themselves and their developments at the trade fair in Stuttgart.

The key players in the industry and many small, high specialised companies will present their product innovations. Together, they provide a complete overview of the entire range of machine vision products and services. We look forward to your visit!

2022 campaign

BE VISIONARY: Discover the latest products, technologies and trend topics in machine vision, such as **Artificial Intelligence (AI), Embedded Vision, Robot Vision, 3D Vision, Hyperspectral Imaging** and **Deep Learning** at VISION 2022. Visit the world's leading trade fair for machine vision

Your most important date in 2022: meet key players in the industry and a large number of small, highly specialised companies. They present a complete overview of the entire range of machine vision: from sensors to processors, from cables to cameras, and from software through to illumination systems. Complete machine vision systems and very specific applications for different industries are also presented – from mechanical engineering and the automotive industry through to medical technology and many other application areas. You can now look forward to VISION, the world's most important trade fair for machine vision!

Innovations, new products and trends

The focal point of this year's accompanying programme will be the Industrial VISION Days, the world's largest forum for machine vision. Innovations and new products from the machine vision industry are traditionally presented here and current trends are discussed.

The VISION Award will also be presented on the large stage. This renowned award is presented by a first-class jury during VISION for the best innovation in the field of machine vision. Visitors can also look forward to exciting theme parks: for example, system integrators and solution providers will present their specific products and services for many different application industries in the Integration Area. Suppliers of industrial PCs will present their company under the title IPC 4 VISION. In addition to the sponsored joint stand of the German Federal Ministry of Economics (BMWi) for young innovative companies from Germany, start-ups from all over Europe will show their ideas and innovations in the VISION Start-up World.

Attend VISION – it's worth making the trip!

During VISION the international key players in the industry present the complete range of machine vision technology: from sensors to processors, from cables to cameras, from software to illumination systems and right up to complete machine vision systems and very specific applications for different industries.

In Stuttgart you will find national and international top manufacturers who will present the complete spectrum of image processing. It pays to be there!

Worth making the trip!

What makes VISION so unique? The world's leading trade fair for machine vision showcases the entire range of this unique technology – on a component level from sensors to processors, from software to illumination system, on a system level with economical solutions for a variety of industries and applications. Innovative technologies such as Artificial Intelligence, Embedded Vision and the tight interlocking of machine vision and automation are creating new possibilities for the smart factory of tomorrow and for constantly increasing non-industrial applications.

The countdown is underway

Just a few more days until VISION starts on 4 October 2022. National and international top manufacturers present their machine vision components and solutions for use in numerous industries such as mechanical engineering, the automotive industry, medical technology and many other fields of application. You will be able to experience innovations, new products and trends at first hand VISION will be open for you at Messe Stuttgart between 09.00 and 17.00 from Tuesday to Thursday. We look forward to your visit!

A warm welcome to

Not long now: VISION will open its doors from 6 to 7 October 2022. Machine vision manufacturers and users will then meet in Stuttgart to exchange information and ideas on the latest products, trends and developments in the machine vision industry.

The who's who in the machine vision industry meets in Stuttgart and presents an incomparable range of products and services: from sensors to processors, from cables to cameras, and from software through to illumination systems. However, complete machine vision systems and very specific applications for different industries are also presented. We take account of the various interests of the visitors with special event modules such as the Integration Area or the Industrial VISION Days Forum.

Exhibitor index: www.vision-fair.de/exhibitor-index

Hall plan: www.vision-fair.de/hall-plan

2. Texts: General Information

What you can look forward to

Impressions of VISION 2021

www.vision-fair.de/review-2021

YouTube: https://www.youtube.com/watch?v=QJ3Z_mI0cYM

VISION highlights

Industrial VISION Days

The focal point of this year's accompanying programme will be the Industrial VISION Days, the world's largest forum for machine vision.

www.vision-fair.de/industrial-vision-days

VISION Award

The VISION Award will be presented again this year on the stage of the Industrial VISION Days. This renowned award is presented by a first-class jury during VISION for the best innovation in the field of machine vision.

www.vision-fair.de/award

Exciting theme parks

In the **Integration Area**, companies with a focus on system integration and application solutions will present their specific offerings for a wide range of application industries.

Under the title **IPC 4 VISION**, suppliers of industrial PCs will present themselves: What new developments are there in the field of industrial PCs? How can you use image processing efficiently? IPC 4 VISION provides answers to these questions. Together with the trade magazine inVISION and SPS-Magazin, the topic of industrial PCs (IPCs) will be given a larger platform as part of the joint stand "IPC 4 VISION".

Young innovative companies from areas such as image processing and computer vision will showcase their ideas and innovations at the newly created VISION Start-up World.

Start-ups will show their ideas and innovations at the newly created **VISION Start-up World**.

www.vision-fair.de/theme-parks

Site plan: www.vision-fair.de/hall-plan

Admission tickets: www.vision-fair.de/tickets

Travel and accommodation: www.vision-fair.de/travel

Exhibitor directory of VISION 2022

Would you like to know which companies, products and services will be represented at VISION 2022?

Then the VISION exhibitor directory will help you. Use the alphabetically structured directory to get an overview of all exhibiting companies.

Exhibitor directory: www.vision-fair.de/exhibitor-index

3. Texts: Trade fair? Sure, but safe!

Safe implementation of the trade fair thanks to the Safe Expo concept

Messe Stuttgart has drawn up a concept for the health protection of its guests and employees. Please observe the hygiene and safety measures of Messe Stuttgart.

www.vision-fair.de/safe-expo

4. Texts: Enjoy Stuttgart

Enjoy Stuttgart!

Stuttgart offers art, culture and cuisine at practically every corner. Find out where to find the nicest squares, best wines, tastiest food and most interesting entertainment here.

www.vision-fair.de/enjoystuttgart

5. Texts: Travel and accommodation

Book now!

Messe Stuttgart has excellent connections to the international transport network and is easily accessible by car, rail or plane. There are many hotels in the direct vicinity. As the hotels may book up quickly, please book your trip as early as possible and plan your stay now!

All information on travel and hotels can be found here.

www.vision-fair.de/travel

Our tips for convenient travel

When you travel to VISION, you benefit in many ways from Europe's most modern trade fair and congress centre in Stuttgart. You can join in the trade fair activity without any stress whatsoever. The direct connection to the A8 motorway, the B27 expressway, the airport and the S-Bahn (urban rail system) ensures that your way to us is pleasant and short.

Tip: With an online trade fair ticket, you can use the Stuttgart public transport system (VVS) free of charge.

Online tickets: www.vision-fair.de/tickets

Important information about:

Getting there: www.vision-fair.de/access-routes

Parking: www.vision-fair.de/parking

Fast and convenient travel

Just 200 metres from the airport and train station, and directly off the A8 motorway – Messe Stuttgart achieves a top score for optimum accessibility for national and international visitors. Whether you are travelling by car, rail, coach or plane – the ideal transport connections ensure short distances to the trade fair grounds from the airport, railway station or car park.

Getting there: www.vision-fair.de/access-routes

Just get off, and you've arrived!

Messe Stuttgart has excellent connections to the international transport network and is easily accessible by car, rail or plane. The airport and the railway station are just a few minutes on foot from the trade fair grounds.

Getting there: www.vision-fair.de/access-routes

Found your hotel?

There are many hotels in the direct vicinity of Messe Stuttgart.

Information on travel and hotels: www.vision-fair.de/hotel-reservation

Convenient travel

Travel conveniently to VISION and join in the trade fair activity without any stress. VISION can be ideally and conveniently reached by air or by public transport. From the airport and the S-Bahn station you can reach the "Messe piazza" in less than 5 minutes on foot. From there, a shuttle bus will take you comfortably to the main entrance of VISION, the West Entrance.

The VVS ticket – your ticket for Stuttgart public transport – is included in the trade fair day ticket. Simply register online in advance and travel comfortably and with no stress whatsoever.

Online ticket: www.vision-fair.de/tickets

The event location has an attractive transport infrastructure with direct connections to the A8 motorway and the B27 expressway, thus ensuring that your travel is pleasant and short.

Getting there: www.vision-fair.de/access-routes

Travel and accommodation – Plan your trip early!

The trade fair centre has a good transport infrastructure thanks to its location between the airport and the motorway. Direct connections to the A8 motorway, the B27 expressway, the airport, the S-Bahn (urban rail system) and local and intercity railway station ensure pleasantly short distances. For the same reason, the distance to a large number of accommodation options is also short. The city centre of Stuttgart can be reached in approx. 20 minutes by S-Bahn (urban rail system).

Getting there: www.vision-fair.de/access-routes

Hotel reservation: www.vision-fair.de/hotel-reservation

6. Texts: Obtaining tickets

Secure your ticket online now!

Visitors can receive their entry tickets exclusively online and in advance via the Messe Stuttgart ticket shop. Every ticket is valid for the specified exhibition day only. It will be possible to visit the fair on more than one day, though. It is necessary to register for every day of their visit individually and to comply with the corona protection measures in force at the time. The registration process enables a tracing of all participants if necessary and prevents queues in front of the cashiers.

Purchase tickets: www.vision-fair.de/tickets

Always one step ahead. Keeping ahead of the competition.

Discover trailblazing products and trends that will give you a real edge over the competition. Where? At VISION, the world's leading trade fair for machine vision.

Get your ticket now!

www.vision-fair.de/tickets

7. Texts: Admission codes

Free admission for customers

We are pleased to invite you to visit this unique industry event. Secure your free day ticket using the following admission code:

TEST-CODE-0001 (please enter the admission code here)

You can redeem the admission codes in the Ticket Service.

www.vision-fair.de/admission

8. Newsletter

Knowledge edge guaranteed. Become part of our network!

Read interesting interviews with experts and discuss news and trends from the industry with us.

VISION Newsletter: www.vision-fair.de/newsletter

LinkedIn: <https://www.linkedin.com/showcase/vision-fair/>

9. Texts: Invitation letter to visitors

Version 1 – Free day ticket

Your free day ticket for VISION 2022 – the world's leading trade fair for machine vision

Dear Mr/Ms,

VISION is the leading international marketplace for component manufacturers and also the most important platform for system suppliers and integrators from the machine vision industry. From **4 to 6 October 2022** Original Equipment Manufacturer (OEM), mechanical engineering companies and system vendors can obtain information on the latest innovations from the world of machine vision and end users will meet a large number of system integrators. This is the only place in the world where the entire range of machine vision technology is staged so comprehensively.

Be our guest: we hereby cordially invite you to attend VISION. You can redeem your personal entry code TEST-CODE-0001 online at www.vision-fair.de/admission.

Max Mustermann
Tel. +49 (0)711 123456
info@musterfirma.de

We look forward to your visit!

Best regards,

Max Muster

Version 2 – Free day ticket / Visit us

Be our guest: visit us at VISION 2022 – the world's leading trade fair for machine vision

Dear Mr/Ms,

VISION is the marketplace for component manufacturers and a platform for system suppliers and integrators. From **4 to 6 October 2022** Original Equipment Manufacturer (OEM), mechanical engineering companies and system vendors can obtain information on the latest innovations from the world of machine vision and end users will meet a large number of system integrators. This is the only place in the world where the entire range of machine vision technology is staged so comprehensively.

Gain an insight into our innovations and visit us at VISION in **Hall 1, Stand XX**. You can redeem your personal entry code TEST-CODE-0001 online at www.vision-fair.de/admission.

If you wish to arrange a personal meeting or have any queries in advance, please contact Max Mustermann by calling +49 (0)711 123456 or send an e-mail to info@musterfirma.de.

We look forward to your visit!

Best regards,

Max Muster

Version 3 – Invitation without day ticket

**VISION 2022 – the world's leading trade fair for machine vision:
We look forward to your visit!**

Dear Mr/Ms,

VISION is the marketplace for component manufacturers and a platform for system suppliers and integrators. From **4 to 6 October 2022** Original Equipment Manufacturer (OEM), mechanical engineering companies and system vendors can obtain information on the latest innovations from the world of machine vision and end users will meet a large number of system integrators. This is the only place in the world where the entire range of machine vision technology is staged so comprehensively.

The trade fair programme sounds highly promising: experience pure innovation on over 25,000 m². Numerous forums and presentations provide know-how and expertise and information about trends and new challenges, including the use of Artificial Intelligence and Deep Learning for the creation of machine vision applications, innovative solutions based on Embedded Vision, Robot Vision, hyperspectral and 3D machine vision and many other technical highlights. It's worth making the trip!

If you wish to arrange a personal meeting or have any queries in advance, please contact:

Max Mustermann
Tel. +49 (0)711 123456
info@musterfirma.de

We look forward to your visit!





Best regards,

Max Muster

10. Social media post templates

LinkedIn as an example. Images and other text templates for Facebook, XING and Twitter are available to download in the advertising material shop.

➔ Feel free to tag VISION in your posts on LinkedIn (@VISION)!

	<p>The countdown is on...! Only a few days to go and then VISION kicks off from 04 to 06 October in Stuttgart. We look forward to welcoming you to Hall X, Stand XY. #VisionSTR #machinevision #computervision</p>
	<p>Experience innovative machine vision technology together with us from 04 to 06 October at VISION in Stuttgart. We can't wait to share with you all our new ideas involving XY in Hall X, Stand XY. #VisionSTR #machinevision #computervision</p>
	<p>Are you looking for experts to help with a specific task? Then come and say hello at VISION in Stuttgart from 04 to 06 October. We look forward to meeting you in Hall X, Stand XY. #VisionSTR #machinevision #computervision</p>
	<p>You want to be kept in the picture? Experience innovative machine vision products, technology and trending topics from 04 to 06 October at VISION in Stuttgart. We'll be there and look forward to meeting you in Hall X, Stand XY. #VisionSTR #machinevision #computervision</p>

11. Overview of links

Getting there	German www.vision-messe.de/anfahrt English www.vision-fair.de/access-routes
Travel and accommodation	German www.vision-messe.de/anreise English www.vision-fair.de/travel
Exhibitor directory	German www.vision-messe.de/aussteller English www.vision-fair.de/exhibitor-index
Hall plan	German www.vision-messe.de/hallenplan English www.vision-fair.de/hall-plan
Hotel reservation	German www.vision-messe.de/hotelreservierung English www.vision-fair.de/hotel-reservation
Impressions of VISION 2021	https://www.youtube.com/watch?v=QJ3Z_mI0cYM
Opening times, admission tickets	German www.vision-messe.de/tickets English www.vision-fair.de/tickets
Parking	German www.vision-messe.de/anreise English www.vision-fair.de/travel
Enjoy Stuttgart	German www.vision-messe.de/enjoystuttgart English www.vision-fair.de/enjoystuttgart

Theme parks

German

www.vision-messe.de/themenparks

English

www.vision-fair.de/theme-parks

Purchase tickets

German

www.vision-messe.de/tickets

English

www.vision-fair.de/tickets

Ticket in return for an
admission code

German

www.vision-messe.de/eintrittscode

English

www.vision-fair.de/admission