



TECHNOLOGIES FOR INNOVATION - INDUSTRIES 4.0

17th edition

THE EXCELLENCE OF TECHNOLOGY APPLIED TO INDUSTRY

22-24 MARCH 2018
Parma Fairground

THE MECSPE TRADE AREAS

FABBRICA DIGITALE

SUBFORNITURA ELETTRONICA

ADDITIVE MANUFACTURING

LOGISTICA

SUBFORNITURA MECCANICA

EUROSTAMPI - MACCHINE E SUBFORNITURA PLASTICA

MOTEK ITALY

MACCHINE E UTENSILI

CONTROL ITALY

POWER DRIVE

TRATTAMENTI SUPERFICIALI

Follow us on:



WWW.MECSPE.COM

IN COLLABORATION WITH:



PROJECT AND MANAGEMENT:



Thematic areas:

Subcontracting Area



Precision mechanical processing • Metal carpentry • Mechanical construction • Fasteners • Foundries • Small parts • Wire working • Outsourced industrial processes • Micro-processing



CEM (contract electronics manufacturers) • Cables • Ems (electronics manufacturing service) • Pcb (printed circuit board manufacturers) • Engineering studies and design

Mechanical Area



Machines Tools and Equipment • Cutting fluids • Maintenance • Materials Design • Safety and environment • Tools



Surface treatment plants • Furnaces • Galvanic, chemical and electronic processes • Washing • Metallising, Glazing, Galvanising • Products and accessories for treatments • Heat treatments • Coating

Plastics and Rubber Area



Plastic material and rubber processing • Machines and plants • Auxiliary equipment • Innovative materials • Moulding • Extrusion • Packaging • Blow moulding • Model • Moulds • Normalised parts for moulds • Design • CAD, CAM, CAE Software • Micro processing



3D printing • Rapid Prototyping • Rapid Manufacturing • Systems and services for reverse engineering • Additive technology • Materials • Services Hardware: 3D printers and scanners, accessories • Software: simulation, modelling, cad, cam, cae, pdf

Automation Area



Automation and robotics • Assembly • Mounting and handling



Mechanical power transmissions • Oil-pressure • Pneumatic • Mechatronics Motion control • Maintenance • Compressed air



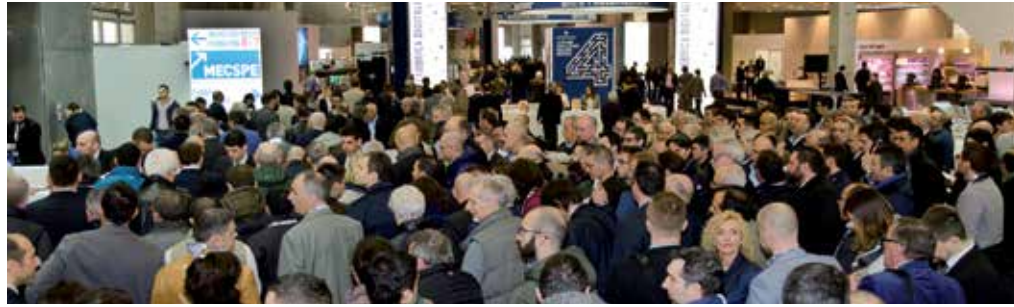
Certification and quality control • Laser • Metrology • Measuring instruments • Laboratory tests • Calibration • Analysis equipment



Industrial Computing • IoT, Marking • Industrial Sensors • Cloud – manufacturing • Automatic Identification Technologies • Industrial Software • Applications • Devices • Instrumentation and intelligent components for interpreting and interconnecting processes



Packing • Packaging • Handling • Material handling • RFID Lean manufacturing • Management Software • Supply chain management Outsourcing



Visitors

(ISFCERT certificates)

45.817

visitors



Foreign buyers

The delegations of 2017 edition:

Brazil, France, Poland, Czech Republic, Russia, Spain, Tunisia, Turkey, U.S.A.

Visitor opinion

→(Multiple choice survey carried out on the visitors of the 2017 edition)

97,9%

Satisfactory offer of goods

92,6%

Valid professional enrichment

80,3%

Interesting, helpful, essential trade fair

Reason for visit

→(Multiple choice survey carried out on the visitors of the 2017 edition)

92,6%

To find, visit new suppliers

78,9%

To learn about new developments in the market

54,3%

Technical training, update

Business sectors of visitor companies

→(dati edizione 2017)

15.859 Automotive - Motorsport

15.707 Mechanical processing

8.167 Consumer goods

8.053 Medical-Dental

7.887 Electromechanics

7.061 Automation and Robotics

6.536 Energy

6.320 Machinery Construction

6.307 Plastic and rubber processing

5.545 Food

5.279 Mould Construction • **4.700** Aerospace • **4.582** Electric - Electronics • **4.562** Household - Appliances • **4.553** Transport • **4.275** Construction-Hydrosanitary • **3.691** Agriculture • **3.611** Finished products manufacturing • **3.374** Technical study, planning and design • **2.959** Packaging • **2.801** Surface treatments and finishes • **2.544** Nautical • **2.410** Software • **2.393** Pharm. Petrochemical chemistry • **2.314** Subsupply • **1.905** Lighting • **1.767** Castings • **1.761** Logistics • **1.548** Textiles and clothing • **1.397** Raw material production • **1.187** Power transmission • **1.013** Goldsmithing • **828** Recycling

Quality visitors

→(dati edizione 2017)

12.898 Owner - General Management

12.246 Planner - Designer - Tech. Dept. Manager

6.085 Sales Manager - Marketing

4.190 Production Manager

3.039 Research & Development

2.826 Purchasing Manager

2.238 Control and Quality

1.006 Logistics

490 IT manager

365 Professor

219 Import Export Manager

126 Journalist

89 Energy Management Expert

Special initiatives

THEMATIC DISTRICTS:

These are product groupings that provide Exhibitors maximum visibility of their innovative products and, at the same time, help visitors identify the best offers in the various areas and work their way around the exhibition grounds thanks to ad hoc direction signs.

The topics of the thematic areas of the districts:

- Foundry and diecasting
- Precision mechanical processing
- Small parts
- Ascomut Village
- Composites
- Confartigianato Village
- Innovative materials
- Moulds and Moulding
- Rubber

SQUARES OF EXCELLENCE

These areas are set up for exhibiting excellence, organised by end use sectors (for example automotive, aerospace etc). The various squares present the final product, the employed technology or the sector innovation.

The topics of the Squares of Excellence:

- Nanotechnologies and new materials
- System integrator
- Planning and design
- Innovative Materials
- Additive innovation in manufacturing
- Plastics & Automotive
- 4.0 design and simulation

FROM THE DESIGN TO THE OBJECT:

demonstrative units and processing islands

Production chains set up with the collaboration of trade fair exhibitor partners aimed at demonstrating a particular process or finished product, for a specific industrial sector.

From the design to the object:

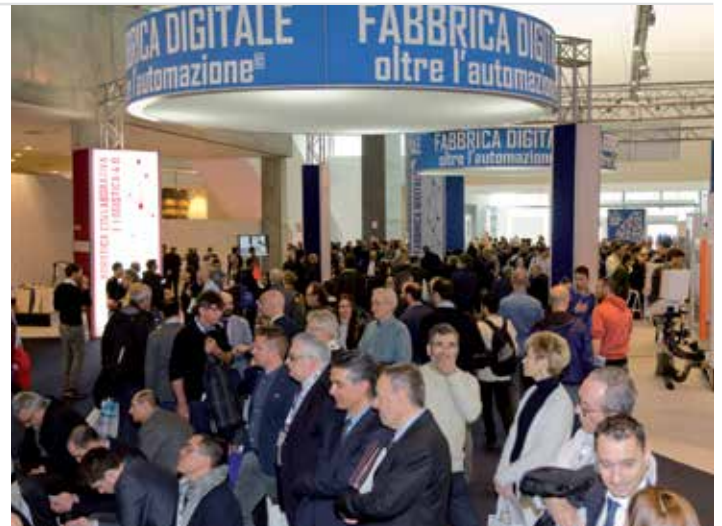
- Motorsport
- Logistics: Industry 4.0
- Plastic Moulding 4.0
- Rubber Moulding 4.0
- Additive production 4.0
- Salesian Laboratory

FOCUS ON DIGITAL FACTORY 4.0:

Already at its 5th edition, Digital Factory beyond automation© is the initiative that shows the pivotal role played by production technologies 4.0 in the various sectors and application settings. In an increasingly computerised world, in fact, industry changes too and becomes interconnected.

The topics of DIGITAL FACTORY:

- Collaborative robotics and artificial intelligence
- Multiplatform IoT technology
- Additive and reverse engineering
- Smart Materials
- IoT



Communication



The best passes through here

MECSPE is the standard-setting trade fair for the **manufacturing industry**. It is the **meeting point** for **production technologies** and **industrial supply chains**, thanks to the synergy of the **10 Thematic Shows** that take place at the same time and which offer visitors a complete overview of materials, machines and

processing to implement excellent production, starting from the concept of a manufactured product all the way to creating it.

Thanks to this synergy, the event represents an excellent opportunity to match exhibitors and visitors in the various districts.

Promotion



- 1.042** followers (updated on 11 April 2017)
- 1.313** followers (updated on 11 April 2017)
- 1.184** followers (updated on 11 April 2017)

- 10** Advertising pages on newspapers
- 13** Hours of live streaming with interviews and talk shows
- 42** Radio spot passages
- 48** Newsletters
- 101** Advertising pages on technical magazines
- 273** Posts on social networks
- 364** News on newspapers and agencies
- 765** Reviews on specialized Italian and foreign magazines, national and local
- 5.000** Brochures and flyers sent
- 404.940** Professionals achieved by information newsletters
- 430.000** Invitations sent to operators

Advertising planning



Benefits for the exhibitor

Exhibiting at MECSPE offers several advantages

- Meeting visitors with high decision-making power
- International buyer delegations and pairing service to promote meetings with exhibitors
- Exhibiting at a location that is central to the major industrial districts of Italy
- Offering parking to invited customers
- Digital communication tools to strengthen and divulge your presence at the event
- Taking advantage of the visibility generated by the intense communication campaign of the trade show in specialised Italian and foreign magazines and national and local newspapers

The guide map

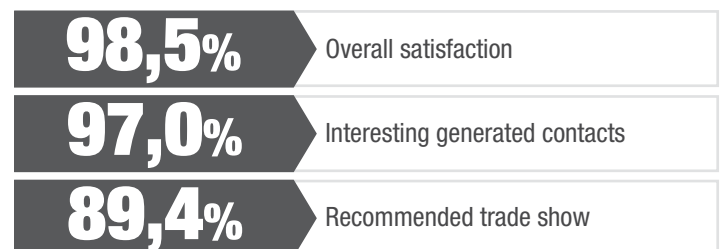


Steadily growing numbers



Exhibitor opinion

→(multiple choice survey)



Who chose MECSPE is also a potential exhibitor of **TECHNOLOGY HUB**

17 – 19 May 2018, Milano, Fieramilanocity

B2B event focused on innovation which integrates technology and creativity to provide complete solutions to the professional world. The event that is addressed to: designers, IT managers, R&D managers, production and technical office managers, doctors and orthopedists, developers, architects. A contamination of professional skills that creates new business.

Preferential rates for MECSPE exhibitors.



Exhibiting at Mecspe



The stand is the most visible element of participation at the trade fair, and must be designed according to the target and the company's institutional image that one wishes to convey.

The function of your stand varies based on what you wish to display, whether you wish to put up a static display - to showcase parts - or a demonstrative type of set-up with operating machines and devices, or a "lounge" stand designed to welcome your customers with an area where they can sit down and enjoy refreshments.

When you have determined what type of function your stand must offer, you can choose the set-up:

"Turn-key" Formula: set up by the official booth assembler of the event;

Standard pre-fitted stand: compulsory for stands up to 16 sqm;

Prestige pre-fitted stand: starting from 32 sqm, in addition to the advantages of a standard pre-fitted booth, it offers greater choice in furnishings, colours and customisation;

Free area: installation carried out by the exhibitor, starting from 24 sqm.

RAW AREA

Solutions for companies with their own set-up, starting from 24 sqm, € 179.00/sqm

available square meters:

8 sqm 1 free side, 16/20/24 sqm 1 free side, 32/48/56 sqm 2 free sides, from 64 to 96 sqm 3 free sides, 160 sqm isles with 4 free sides up to a maximum of 189 sqm bookable for each exhibitor.

Stand with basic fitting:

Area starting from 16 sqm. - compulsory set-up for stands up to 16 sqm

The formula includes: area, fabric walls (3 metres), sign with company name, carpet, one table, three chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, power and lighting, daily cleaning.

€ 261.00 per sqm (area € 179.00/sqm + fitting € 82.00/sqm)



Example provided as a rough guide of a 16 sqm pre-fitted stand

Stand with Prestige fitting

Area starting from 32 sqm.

The formula includes: area, walls (4 metres), carpet (with colours based on the available range), sign with company name, storage space, reception with stools, furniture, courtesy kit wi-fi, daily cleaning.

€ 304.00 per sqm (area € 179.00/sqm + fitting € 125.00/sqm)



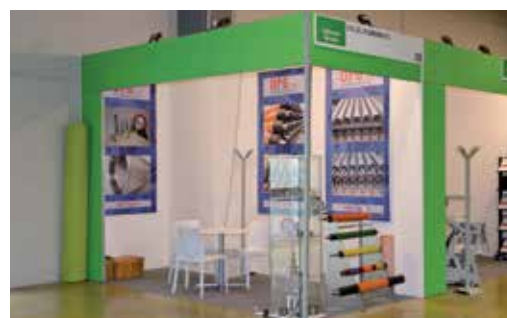
Example provided as a rough guide of a 32 sqm prestige stand

START FORMULA 8 sqm

Reserved exclusively to first participation.

Includes: walls, sign with company name, carpeting, table, chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, daily cleaning, lighting and power, registration fee.

€ 2,900.00 all inclusive *



Example provided as a rough guide of a 8 sqm start formula stand

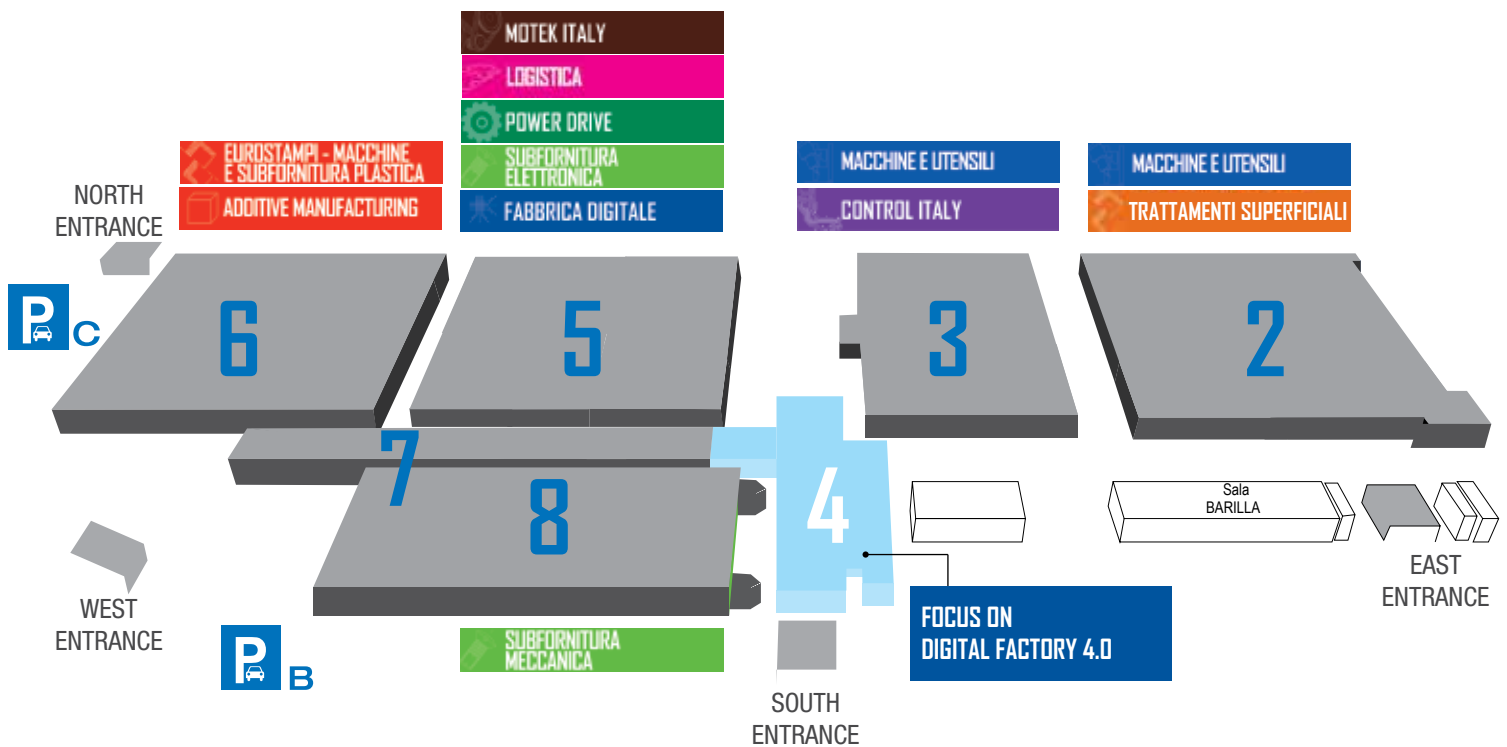
* additional free sides: +7% each

* the pictures are for illustrative purposes only

The different types of fittings and any additional furnishing elements (display cases, chairs, etc.) are illustrated in the online part dedicated to exhibitors on the official booth assembler's site.

45.817
visitors in
2017
ISFCERT Certificates

Parma Fairground



Parma Fairground

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INFORMATION ON THE EVENT SITE

IN COLLABORATION WITH:

WWW.MEC SPE.COM

PROJECT AND MANAGEMENT:

senaf
MESTIERE FIERE