THE BEST TECHNOLOGY FOR A MORE COMPETITIVE INDUSTRY

MECSPE
TECHNOLOGIES FOR INNOVATION - INDUSTRIES 4.0

Parma Fairground, 18/20 JUNE 2020
19th edition

MECSPE’S TRADE TOPICS
- SUBFORNITURA MECCANICA
- EUROSTAMPI - MACCHINE E SUBFORNITURA PLASTICA, GOMMA E COMPOSITI
- SUBFORNITURA ELETTRONICA - MACCHINE E UTENSILI
- TRATTAMENTI E FINITURE
- FABBRICA DIGITALE - MOTEK ITALY - CONTROL ITALY
- POWER DRIVE - LOGISTICA - ADDITIVE MANUFACTURING
- MATERIALI NON FERROSI E LEGHE

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### Themed Areas

#### Subcontracting Area

<table>
<thead>
<tr>
<th>Pav</th>
<th>Subfornitura Elettronica</th>
<th>Subfornitura Meccanica</th>
<th>Materiali Non Ferrosi - Leghe</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>CEM (contract electronics manufacturers) • Cables • EMS (electronics manufacturing service) • PCB (printed circuit board manufacturers) • Engineering and design firms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-8</td>
<td>Precision mechanical processing • Metal carpentry • Mechanical construction • Fasteners • Foundries • Small parts • Wire working • Outsourced industrial processes • Micro-processing</td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>Non-ferrous materials processing (Aluminium, Titanium, Magnesium, Light Alloys) • Die-casting • Foundries • Outsourced industrial processes • Technologies • Design • Engineering</td>
<td></td>
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</tr>
</tbody>
</table>

#### Mechanical Area

<table>
<thead>
<tr>
<th>Pav</th>
<th>Macchine E Utensili</th>
<th>Trattamenti E Finiture</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3</td>
<td>Machine tools • Equipment • Tools • Design software</td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Surface treatment systems • Furnaces • Galvanic finishes • Chemical and electronic processes • Washing • Metallising, Glazing, Galvanising • Products and accessories for treatments • Heat Treatments • Coating</td>
<td></td>
</tr>
</tbody>
</table>

#### Plastics, Rubber and Composites Area

<table>
<thead>
<tr>
<th>Pav</th>
<th>Eurostampi - Macchine E Subfornitura Plastica, Gomma E Compositi</th>
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</thead>
<tbody>
<tr>
<td>6</td>
<td>Plastics, rubber and composite processing • Machines and plants • Innovative materials • Moulding • Extrusion • Packaging • Blow Moulding • Moulds • Models • Normalised parts for moulds • Design • Simulation and design software • Micro-processing • Auxiliary equipment</td>
</tr>
</tbody>
</table>

#### Industry 4.0 Area

<table>
<thead>
<tr>
<th>Pav</th>
<th>Control Italy</th>
<th>Motek Italy</th>
<th>Power Drive</th>
<th>Logistica</th>
<th>Fabbrica Digitale</th>
<th>Additive Manufacturing</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Quality certification and control • Metrology • Measurement instruments • Laboratory tests • Calibration • Analysis equipment • Vision</td>
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<tr>
<td>5</td>
<td>Automation and robotics • Assembly • Mounting and handling</td>
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<tr>
<td>5</td>
<td>Mechanical power transmission systems • Oil-pressure • Pneumatics • Mechatronics • Motion control • Maintenance • Compressed air</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Wrapping • Packaging • Handling • Material handling • Lean manufacturing • Warehouse management software • Supply chain management • Outsourcing • Safety • PPE</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Industrial computing • IoT • Industrial sensors • Cloud-manufacturing • Automatic identification technologies • Applications, devices, instrumentation and intelligent components for interpreting and interconnecting processes</td>
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</tr>
<tr>
<td>6</td>
<td>Rapid prototyping • Rapid manufacturing • 3D printing • Systems and services for reverse engineering • Additive technology • Materials • Services • Hardware: 3D printers and scanners, accessories • Simulation and design software</td>
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INTERNATIONAL BUYERS
THE DELEGATIONS AT THE 2019 EDITION:
Germany, Israel, Paraguay, Poland, Czech Republic, USA

USERS REACHED THROUGH
THE COMMUNICATIONS CAMPAIGN

BUSINESS SECTORS *

5162 Electric/Electronics
4410 Agriculture
4409 Medical
4300 Transport
4061 Construction
3795 Household Appliances
3496 Engineering, planning, and design firms
3337 Subcontractors
2942 Packaging
2721 Chemical, pharmaceutical, and petrochemical industry
2489 Software
2408 Surface treatments and finishes
2176 Raw material production
2165 Hydraulic and pneumatic power transmission systems
2162 Import-Export companies
2033 Die-casting
1944 Motorsport
1836 Nautical industry
1832 Logistics
1510 Textiles and Clothing
1389 Lighting technology
860 Goldsmithery
820 Recycling

HIGH-PROFILE VISITORS*

16,085 Planners - Designers - Technical Dept. Managers
15,285 Business Owners - General Managers
7,120 Sales and Marketing Managers
5,249 Production Managers
3,768 Research and Development Managers
3,524 Purchase Managers
2,775 Quality Control Managers
1,245 Logistics Managers
607 IT managers
320 Teachers
270 Import - Export Managers
135 Journalists
115 Energy Management Experts
Now in its 7th edition, the Core of the Exhibition, the Intelligent Factory Innovation Tunnel is a demonstrative installation available to all industrial companies of any size, with the aim of informing visitors of major steps required when looking to become an intelligent factory, by demonstrating functional supply chains, created thanks to the cooperation of veritable enterprise networks. The initiative conveys the determining role 4.0 technologies play across different sectors and applicative contexts developed throughout MECSPE exhibition events. In an increasingly computerised world, industry too is becoming more and more interconnected.

**TOPICS**
- Tecnologie avanzate di lavorazione
- Connettività e strumenti per la piccola impresa
- Robotica collaborativa
- Sviluppo prodotto con metodica 4.0
- Simulazione di prodotti e processi
- Tracciabilità
- Manutenzione predittiva
- Additive Manufacturing
- Logistica 4.0

These areas are arranged by products and allow exhibitors to ensure maximum visibility for their innovative products. At the meantime, they help visitors identify the best solutions and find their way through the trade fair thanks to specific signs.

**TOPICS**
- Foundries and die-casting
- Precision machining
- Small parts
- Composites
- Innovative materials
- Moulds and moulding plastics
- Rubber

Operating machinery at the exhibitors’ stands, to whom MECSPE ensures special forms of visibility. The processing islands are used to demonstrate a particular type of processing or end product for a specific sector.

**TOPICS**
- Food
- Automotive
- Consumer goods
- Plastic moulds
- Logistics
- General mechanics
- Medical
- Packaging

A workshop which showcases the testimonial of businessmen and opinion leaders who recount their own experience of the transformation process currently under way in new factories and will engage in a talk on the competitive future of made in Italy manufacturing. On occasion of the debate, territorial data from the MECSPE Observatory will be presented, along with short-term and forecast analyses of SMEs in central northern Italy.

Participation in special initiatives is reserved for exhibitors who submit their application to Senaf by 29/06/2019. For further information, please write to mecspe@mecspe.com
EXHIBITING AT MECSPE MEANS ENJOYING VARIOUS ADVANTAGES, SUCH AS

- Meeting the decision-makers
- Interacting with international buyers and making use of a business matchmaking service
- Exhibiting in a venue that is close to Italy’s main industrial districts
- Providing invited clients with a parking space
- Digital communication tools to consolidate and communicate your presence at the event
- Visibility generated by an intense communications campaign in Italian and international specialised publications and national and local newspapers.

FIGURES STEADILY ON THE RISE

2019 edition data

135,000
Square metres

12
Themed halls

2,306
Exhibitors

2,000
Innovation tunnel in collaboration with cluster intelligent factory

SPONSORSHIP TOOLS FOR EXHIBITORS

- LANYARD provided at the reception
- SMARTPHONE CHARGING STATIONS in all pavilions
- MECSPE APP
- COMPANY LOGO on the visitors’ accreditation page (over 50,000 contacts)
- CUSTOMISED TNT SHOPPER BAGS in 1 colour
- CATERING ACCESSORIES (sugar sachets, tablets and placemats in the refreshment points throughout the trade fair)

OTHER TRADE FAIRS ORGANISED BY SENAF

WWW.SENAF.IT
The stand is the most visible element and must be designed according to your target and the corporate image you want to communicate. The function of the stand varies depending on whether you want to just showcase products, demonstrate the use of machines and devices, or welcome your clients in a lounge and refreshment area. Once you've identified the type of stand you need, you can choose how to fit it out.

**Turnkey formula:** provided by the event's official fitter;
**Standard pre-fitted stand:** mandatory for stands measuring up to 24 m2;
**Prestige pre-fitted stand:** for stands measuring 32 m2 or more. In addition to the advantages of the standard pre-fitted ones, this type of stand allows for great customisation with a vast selection of furnishings and colours;
**Raw space:** fit-out to be carried out by the exhibitor, starting from 24 m2.

### Available sizes
- 8 m2 with 1 open side
- 16/20/24 m2 with 1 open side
- 32/48 m2 with 2 open sides
- from 64 to 96 m2 with 3 open sides
- 160 m2 isles with 4 open sides, up to a maximum of 189 m2 for each exhibitor.

### RAW SPACE
The solution for companies with their own booth, starting from 24 m2 for **€ 190,00 per m2**
**Quota Iscrizione € 550,00**

#### STAND WITH BASIC FITTING
Area starting from 16 m2 - Mandatory fitting for stands measuring up to 24 m2

This formula includes: area with 1 open side, fabric walls (h.3 metres), sign with company name, carpet, a table, 3 chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, power and lighting, daily cleaning.

**€ 277,00 per m2 (area € 190,00/m2 + fit-out € 87,00/m2)**
**Quota Iscrizione € 550,00**

1x1 m closet upon request: **€ 130,00** (indicative cost)

#### STAND WITH PRESTIGE FITTING
Area starting from 32 m2

This formula includes: area, fabric walls (h.4 metres), carpet (colours to be chosen from the range available), sign with company name, closet, reception desk with stools, furnishings, courtesy kit for hanging signs (4 hooks with wire) Wi-Fi, daily cleaning.

**€ 320,00 per m2 (area € 190,00/m2 + fit-out € 130,00/m2)**
**Quota Iscrizione € 550,00**

#### START FORMULA 8m2
Reserved for first-timers only

Includes: area with 1 open side, fabric walls, sign with company name, carpet, table, chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, daily cleaning, lighting and power, registration fee.

**€ 3.000,00 all inclusive - Registration fee included**

* Additional open sides: +7% each - * all costs are VAT excluded
You can view the various types of fit-out and furnishings (display cases, All stand images are purely indicative. chairs, etc.) in the part of the official fitter’s website dedicated to exhibitors.

All stand images are purely indicative.
The road of integrated communication of Tecniche Nuove for the manufacturing industry

**Specialized communication**

- Paper magazines: 19
- Booklets/year: 159
- Copies/year: 111,000
- Contacts reached: 814,932 (paper+email)

**Professional Web**

- Portal: www.meccanicanews.com
- Vertical websites: 7
  - www.automazionenews.it
  - www.automazioneindustriale.it
  - www.technicatransmissione.com
  - www.progettistaindustriale.it
  - www.industriaquattropuntozero.it
  - www.logisticanews.it
  - www.elettronicanews.it

**Special project of integrated communication**

- Conferences and thematic events

**International Communication**

- Webmagazine in English language: 6
- Booklets/year: 23
- Dedicated websites: 6
- Contacts reached: 303,595

**Professional training Tecniche Nuove Accademy**

- Books and technical manuals: 1.300
- Collections: 8

**Residential online update courses for the technical staff of the manufacturing industry**

- Booklets/year: 4
- Total paper copies: 26,000
- Digital submissions: 399,527

**Visitors**

- Meccanica Media World
  - Visitors: 56,498

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