

THE BEST TECHNOLOGY

FOR A MORE COMPETITIVE INDUSTRY



TECHNOLOGY FOR INNOVATION - INDUSTRY 4.0



28/30 MARCH 2019, Parma Fairground
18th edition

MECSPE'S TRADE TOPICS MECHANICAL SUBCONTRACTING | MOULDS - MACHINES AND PLASTICS, RUBBER, AND COMPOSITE SUBCONTRACTING | ELECTRONIC SUBCONTRACTING | MACHINES AND TOOLS | TREATMENTS AND FINISHES | DIGITAL FACTORY | MOTEK ITALY | CONTROL ITALY | POWER DRIVE | LOGISTICS | ADDITIVE MANUFACTURING | NON-FERROUS MATERIALS AND ALLOYS

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SUBCONTRACTING AREA

PAV 4.1 SUBFORNITURA ELETTRONICA

CEM (contract electronics manufacturers) • Cables • EMS (electronics manufacturing service)
• PCB (printed circuit board manufacturers) • Engineering and design firms

PAV 7-8 SUBFORNITURA MECCANICA

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

PAV 8 MATERIALI NON FERROSI - LEGHE

Non-ferrous materials processing (Aluminium, Titanium, Magnesium, Light Alloys) • Die-casting
• Foundries • Outsourced industrial processes • Technologies • Design • Engineering

MECHANICAL AREA

PAV 2-3 MACCHINE E UTENSILI

Machine tools • Equipment • Tools • Design software

PAV 2 TRATTAMENTI E FINITURE

Surface treatment systems • Furnaces • Galvanic finishes • Chemical and electronic processes
• Washing • Metallising, Glazing, Galvanising • Products and accessories for treatments
• Heat Treatments • Coating

PAV 6 EUROSTAMPI - MACCHINE E SUBFORNITURA PLASTICA, GOMMA E COMPOSITI

PLASTICS, RUBBER AND COMPOSITES AREA

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

INDUSTRY 4.0 AREA

PAV 3 CONTROL ITALY

Quality certification and control • Metrology
• Measurement instruments • Laboratory tests
• Calibration • Analysis equipment • Vision

PAV 5 MOTEK ITALY

Automation and robotics • Assembly
• Mounting and handling

PAV 5 POWER DRIVE

Mechanical power transmission systems • Oil-pressure
• Pneumatics • Mechatronics • Motion control
• Maintenance • Compressed air

PAV 5 LOGISTICA

Wrapping • Packaging • Handling • Material handling • Lean manufacturing • Warehouse management software • Supply chain management • Outsourcing • Safety • PPE

PAV 6 FABBRICA DIGITALE

Industrial computing • IoT • Industrial sensors • Cloud-manufacturing • Automatic identification technologies • Applications, devices, instrumentation and intelligent components for interpreting and interconnecting processes

PAV 6 ADDITIVE MANUFACTURING

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



53,442

VISITORS

INTERNATIONAL BUYERS

THE DELEGATIONS AT THE 2018 EDITION:

Albania, Germany, Poland,
Czech Republic, Spain,
Thailand, USA

USERS REACHED THROUGH THE COMMUNICATIONS CAMPAIGN

RADIO

10,558.000 LISTENERS

NEWSLETTER

404,940 READERS

NEWSPAPERS

8,377.000 READERS

WEBSITE

173,467 USERS

SOCIAL MEDIA

7,676 FOLLOWERS

TECHNICAL PRESS (paper and digital version)

784,081 USERS

MECSPE APP

7,931 USERS

VISITORS' BUSINESS SECTORS

17,233	Automotive
16,838	Mechanical processing
10,464	Machine manufacturing
9,498	Electric/Electronic
8,878	Consumer goods
8,340	Automation and Robotics
8,180	Plastics and rubber processing
7,908	Electromechanics
5,148	Food
4,371	Aerospace

4328 Energy
3585 Medical
3523 Agriculture
3510 Transport
3413 Construction
2978 Household Appliances
2973 Engineering, planning, and design firms
2428 Packaging
2132 Chemical, pharmaceutical, and petrochemical industry
2041 Software
2888 Subcontractors

1918 Hydraulic and pneumatic power transmission systems
1887 Surface treatments and finishes
1862 Import-Export companies
1765 Die-casting
1681 Raw material production
1602 Nautical industry
1449 Logistics
1319 Textiles and Clothing
1219 Lighting technology
675 Goldsmithery
612 Recycling

HIGH-PROFILE VISITORS

15,090	Planners - Designers - Technical Dept. Managers
14,326	Business Owners - General Managers
6,947	Sales and Marketing Managers
4,952	Production Managers
3,555	Research and Development Managers
3,325	Purchase Managers
2,618	Quality Control Managers
1,175	Logistics Managers
573	IT Managers
377	Teachers
255	Import-Export Managers
147	Journalists
102	Energy Management Experts



FOCUS ON DIGITAL FACTORY 4.0

Now at its 6th edition, the Digital Factory beyond automation© is the initiative that focuses on the essential role of industry 4.0 technologies in the various sectors and fields of application developed in Mecspe shows. In an increasingly computerised world, industry too is becoming more and more interconnected.

TOPICS

Advanced processing technologies • Connectivity and tools for small enterprises • Collaborative robots
 • Product development with 4.0 methods • Product and process simulation • Traceability • Predictive maintenance
 • Additive Manufacturing • Logistics 4.0

THE SQUARES OF EXCELLENCE

These “squares” will display excellence organised by end use sectors (e.g. automotive, aerospace, etc.). The end product, technology used, or industry innovation will be displayed in the various areas.

TOPICS

Nanotechnology and new materials • System integrators • Planning and design • Innovative materials
 • Additive manufacturing innovations • Plastics & Automotive • Simulation and design 4.0 • Circular economy

THEMATIC DISTRICTS

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

MECHANICS AND PLASTICS PROCESSING AND TRANSFORMATION ISLANDS

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

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

110,000	Square metres	34	Processing islands/Demonstrative units
53,442	Visitors	12	Themed halls
2,260	Exhibitors	5	Squares of excellence
58	Training sessions		

WHAT EXHIBITORS THINK (multiple choice survey)



SPONSORSHIP TOOLS FOR EXHIBITORS



60,000
FREE COPIES FOR THE VISITORS

- **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 16 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 **€ 185.00 per m²**



STAND WITH BASIC FITTING

AREA STARTING FROM 16 M²

MANDATORY FITTING FOR STANDS MEASURING UP TO 16 M²

This formula includes: area with 1 open side, fabric walls (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.

€ 267.00 per m² (area € 185.00/m² + fit-out € 82.00/m²)

1x1 m closet upon request: € 130.00 (indicative cost)

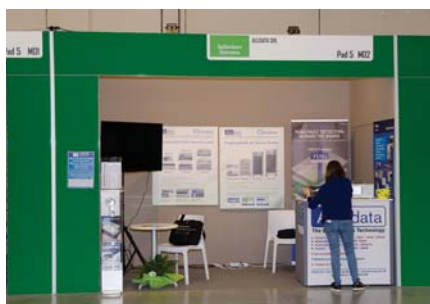


STAND WITH PRESTIGE FITTING

AREA STARTING FROM 32 M²

This formula includes: area, fabric walls (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.

€ 310.00 per m² (area € 185.00/m² + fit-out € 125.00/m²)



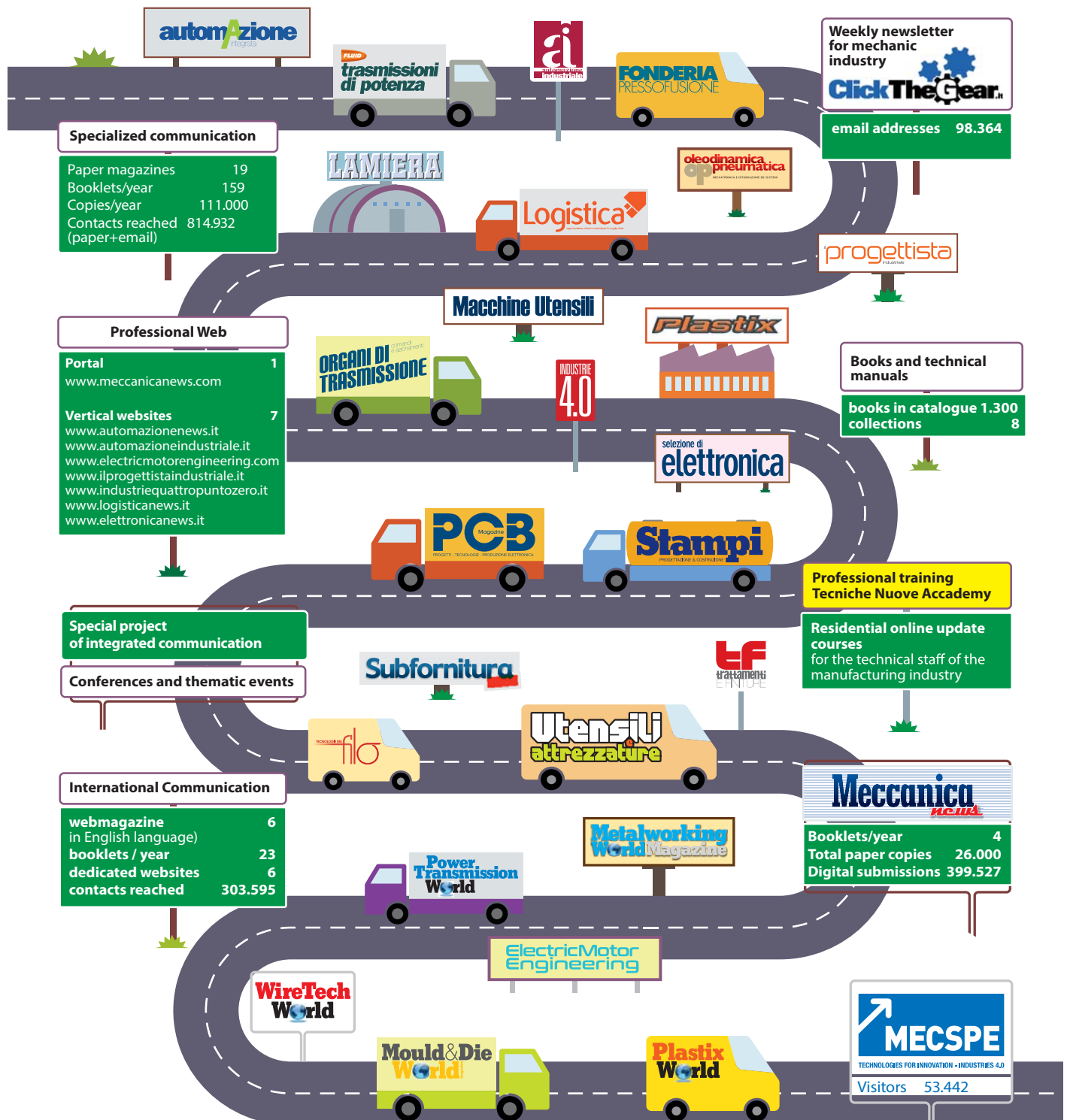
START FORMULA 8 m²

RESERVED FOR FIRST-TIMERS ONLY

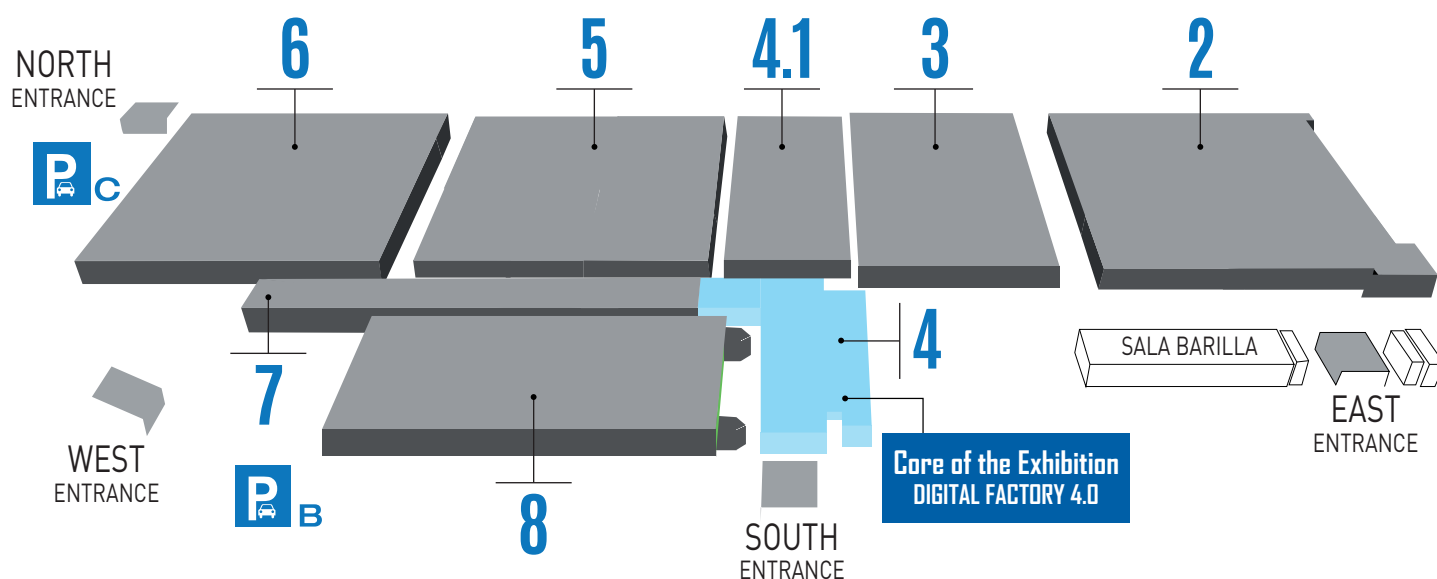
Includes: area with 1 open side, fabric walls, sign with company name, carpet, table, chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, daily cleaning, lighting and power, registration fee.

€ 2,900.00 all included

The road of integrated communication of Tecniche Nuove for the manufacturing industry



PARMA FAIRGROUND



2	• MACCHINE E UTENSILI • TRATTAMENTI E FINITURE	3	• MACCHINE E UTENSILI • CONTROL ITALY	4.1	• SUBFORNITURA ELETTRONICA	5	• MOTEK ITALY • LOGISTICA • POWER DRIVE
6	• EUROSTAMPI-MACCHINE E SUBFORNITURA PLASTICA, GOMMA E COMPOSITI • ADDITIVE MANUFACTURING • FABBRICA DIGITALE	7	• SUBFORNITURA MECCANICA	8	• SUBFORNITURA MECCANICA • MATERIALI NON FERROSI E LEGHE		



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May 2018

Project and management



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