

#HM25 31 MARCH–4 APRIL 2025

SHAPING THE FUTURE WITH TECHNOLOGY

HANNOVER MESSE 2025 – Be part of it!

Review: 5G and Industrial Wireless Arena @HM24



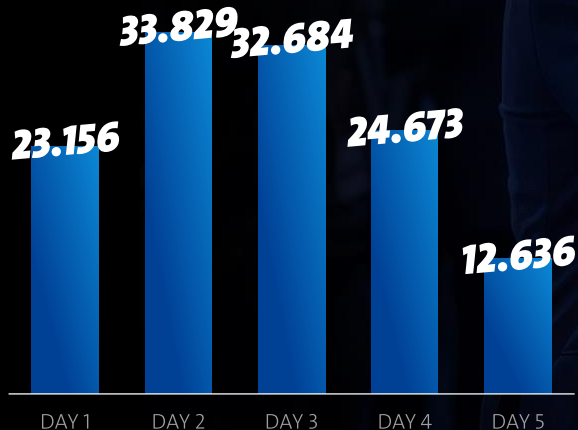
WORLD. LEADING. INDUSTRYSHOW.



VISITORS

126.978

Ø 1,4 VISITING DAYS



VISITING DAYS



4.000

EXHIBITORS

POLITICAL DELEGATIONS

300+

10.000
PRODUCTS AND
SOLUTIONS

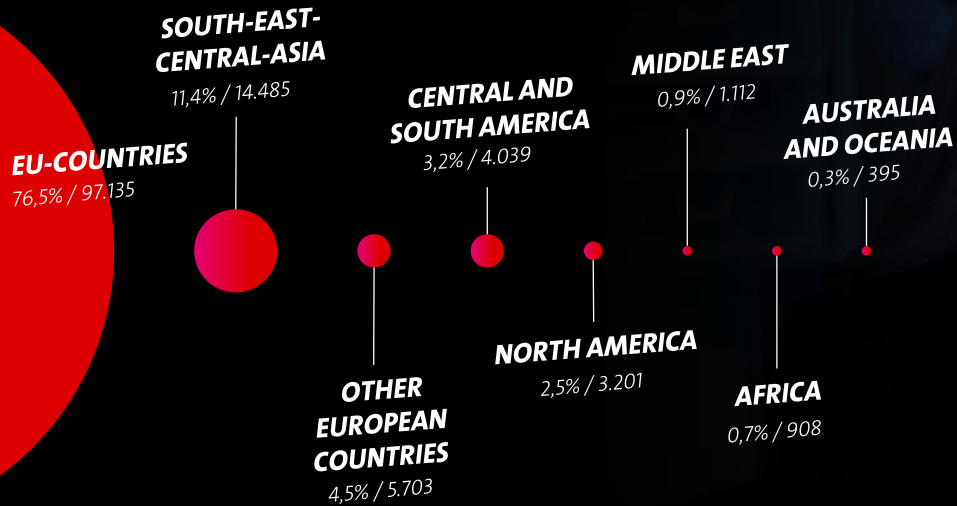
JOURNALISTS

1.500



ORIGIN

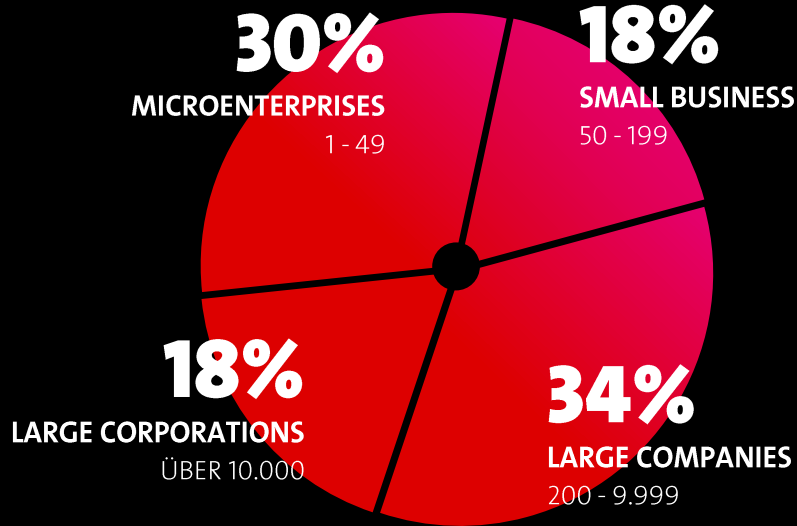
FROM 150 NATIONS



TOP 20

- GERMANY**
62,1% / 78.807
- CHINA**
5,2% / 6.555
- NETHERLANDS**
2,9% / 3.662
- UNITED STATES OF AMERICA**
1,8% / 2.348
- REPUBLIC OF KOREA**
1,8% / 2.306
- BRAZIL**
1,5% / 1.921
- JAPAN**
1,5% / 1.895
- POLAND**
1,5% / 1.859
- TÜRKIYE**
1,3% / 1.603
- INDIA**
1,1% / 1.408
- BELGIUM**
1,0% / 1.277
- FRANCE**
1,0% / 1.246
- UNITED KINGDOM**
1,0% / 1.240
- DENMARK**
1,0% / 1.231
- ITALY**
1,0% / 1.230
- SWITZERLAND**
0,8% / 1.072
- SWEDEN**
0,8% / 1.040
- SPAIN**
0,8% / 1.010
- AUSTRIA**
0,8% / 994
- MEXICO**
0,7% / 913

SIZE OF COMPANIES



TOP 10 INDUSTRIES

1	ELECTRICAL ENGINEERING & ELECTRONICS	9,7%	12.326
2	MACHINERY & PLANT CONSTRUCTION	6,2%	7.846
3	AUTOMATION TECHNOLOGY	6,1%	7.726
4	RESEARCH & DEVELOPMENT	4,8%	6.106
5	AUTOMOTIVE & VEHICLE INDUSTRY (INCL. SUPPLIERS)	4,2%	5.338
6	OTHER MANUFACTURING INDUSTRY	3,1%	3.977
7	IT-CONSULTING	3,1%	3.933
8	PUBLIC ADMINISTRATION & SERVICES	3,0%	3.769
9	CLOUD & INFRASTRUCTURE	2,7%	3.487
10	MANAGEMENT CONSULTANCY	2,4%	3.036

POSITIONS

26% TOP MANAGEMENT

17% EXECUTIVE POSITION

49% EMPLOYEES AND OTHERS

8% PUPILS, TRAINEES, STUDENTS

43%
DECISION MAKERS

TOP 10 POSITIONS

1	BOARD OF DIRECTORS, EXECUTIVE BOARD, MANAGEMENT	17,5%	22.208
2	RESEARCH & DEVELOPMENT	12,9%	16.425
3	HUMAN RESOURCES & HR	9,1%	11.493
4	IT & SOFTWARE DEVELOPMENT	8,6%	10.936
5	MANUFACTURING, PRODUCTION, QUALITY CONTROL	8,0%	10.215
6	ADMINISTRATION & MANAGEMENT	6,9%	8.755
7	DISTRIBUTION & TRADE	6,0%	7.661
8	BUSINESS DEVELOPMENT	4,7%	5.992
9	MARKETING & ADVERTISING	3,4%	4.344
10	PURCHASING & PROCUREMENT	3,2%	4.071

FIELDS OF INTEREST

Visitors of the Digital Ecosystems halls named 7.900 5G and Wireless Technology/ Cloud ICT as field of interest!

70 % from Germany and > 50 % are in leading function!

1	INDUSTRIE 4.0 / MANUFACTURING-X	34,3%	11	FUTURE OF WORK	16,3%
2	AUTOMATION & SENSOR TECHNOLOGY	32,9%	12	DIGITAL ENERGY & ENERGY EFFICIENCY	16,3%
3	AI & MACHINE LEARNING	32,0%	13	ADDITIVE MANUFACTURING	16,3%
4	ROBOTICS	27,7%	14	CARBON-NEUTRAL PRODUCTION	15,7%
5	DIGITAL PLATFORMS	22,2%	15	ENERGY FOR INDUSTRY	13,7%
6	PROCESS AUTOMATION	22,1%	16	ENERGY MANAGEMENT & CONSULTING	13,6%
7	DRIVE TECHNOLOGY	19,7%	17	WIRELESS TECHNOLOGY & 5G/ CLOUD/EDGE COMPUTING & INFRASTRUCTURE	13,4%
8	HYDROGEN & FUEL CELLS	19,7%	18	METAL PARTS, COMPONENTS & SOLUTIONS	13,3%
9	E-MOBILITY & CHARGING INFRASTRUCTURE	18,4%	19	IT/OT SECURITY	12,6%
10	RESEARCH & TECHNOLOGY TRANSFER	18,3%	20	STARTUP-SERVICES	12,3%

MULTIPLE CHOICE POSSIBLE

5G and Industrial Wireless Arena **Review**

Exhibition Space

- > 4.200 sqms arena space, incl. estm. 530 sqms stage and lounge
- > 71 x Registrations within the arena (40 x booked packages)
 - > 24 new registrations
 - > 27 co-exhibitors
 - > 4 self construction (328 sqms)

Conference Stage (5 days)

- > estm. 3.400 listener (1.496* onsite unique scanned listener & 890 online unique listener)
 - *10 % – 15 % no permission for scanning, no double scanning of persons
 - > 60 % German, 5 % US, 3 % China
 - > 69 program points with 108 speakers
 - > 30 lectures, 18 talks, 13 Panels, 8 Best Practice



5G & Industrial Wireless Conference Stage Review Visitor Insights

Job Function Top 5

- Research & Development (estm. 16 %)
- IT & Softwaredevelopment (estm. 13 %)
- Board, CEO & Management (estm. 13 %)
- Telecommunication (estm. 12 %)
- Marketing & Advertising (estm. 6 %)

Job Position Top 5

- Employee/ Skilled Worker (estm. 25 %)
- Head of Department, Team Lead (estm. 20 %)
- Board, CEO & Management (estm. 15 %)
- Postgraduate, Research Associate (estm. 9 %)
- Other Employee (estm. 7 %)

Branches Top 5

- Telecommunication Services (estm. 10 %)
- Research & Development (estm. 6 %)
- IT Consulting (estm. 6%)
- Electronic engineering (estm. 5%)
- Cloud & Infrastructure (estm. 5%)

*unnamed estm 19 %!



THE EXHIBITION CENTER 2025 PERFECT LOCATION

PRELIMINARY

HALLS 4–9, 11
SMART MANUFACTURING
Drive Technology & Fluid Power
Automation & Sensor Technology
Robotics & Logistics Automation

HALLS 14–17
DIGITAL ECOSYSTEMS
Business Management Software
Digital Platforms / Data Management / Cloud
Engineering Software / Industrial Metaverse
IT/OT Security, 5G & Wireless Technology

HALLS 11–13
ENERGY FOR INDUSTRY
Energy Technology, Energy 4.0, Hydrogen & Fuel Cells

HALLE TBA
**COMPRESSED AIR &
VACUUM TECHNOLOGY**

HALL 3–4
**ENGINEERED PARTS
& SOLUTIONS**
Lightweight Construction, Plastics & Innovative
Materials, Metal Parts, Components & Solutions

HALL 27
**INTERNATIONAL TRADE
& INVESTMENT**

HALL 2
FUTURE HUB
Research & Technology Transfer
Quantum Technologies



04/2024 | modifications reserved | 240419

5G & Industrial Wireless Arena (Draft) Floor Plan Hall 14 HM25 – Center of Industrial 5G

Elements of the Arena:
 Conference Stage
 Lounge/
 Networking
 Exhibition Space



raw space for exhibitors of the Arena

flowers/ pedals, incl. conference stage and

Overview Prices HANNOVER MESSE 2025

Detailed scopes of services & prices HM25

Participation format - packages

Services: Stand construction, stand furnishing, WLAN, catering, access to the stage (call for paper)

- ❖ Silver (approx. 9m²)
For second participation **11.500 €*
7.400 €***
- ❖ Gold (approx. 16 m²)
• For second participation **14.400 €*
10.900 €***
- ❖ Platin (approx. 25 m²)
• For second participation **18.900 €*
13.900 €***
- ❖ Startup (approx. 9m²) **3.100 €***
- ❖ Joint pavilion model
• Incl. 5 co-exhibitors **39.900 €***

Additional participation formats

- ❖ Pure space, own stand construction docked to the Arena

Standard price

*VAT not included

*Registration fee not included

*Technical details for the show cases have to be clarified beforehand

* Second participation means: main exhibitor registration outside of the Arena

5G & Industrial Wireless Conference Stage
Timeline – Next steps

Sales/
Communication

Timeline

- June: finalisation sales brochure
sponsoring option conference stage
- Sep: theme setting
implemation Call for Paper
- Nov/Dec start Call for Paper
- Feb25: close Call for Paper
lecture election jury
programm publication

What's new:

Extra landing page at
hannovermesse.de
for 5G & Industrial Wireless

31 MARCH–4 APRIL 2025

BACK AGAIN

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