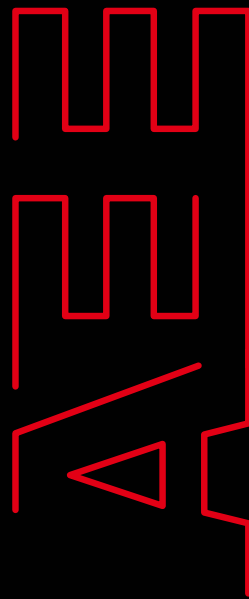


30-31.5.  
2017

TAKE YOUR BUSINESS  
TO THE NEXT LEVEL IN  
NÜRNBERG, GERMANY

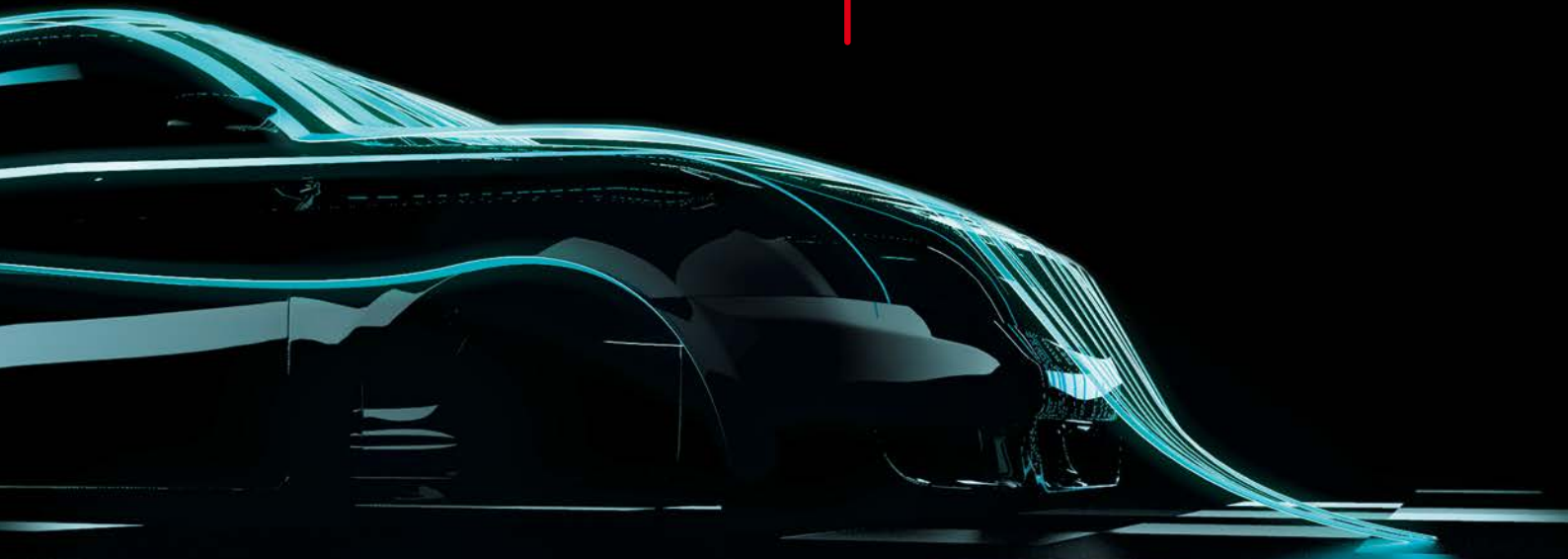
[AUTOMOTIVE-ENGINEERING-EXPO.COM](http://AUTOMOTIVE-ENGINEERING-EXPO.COM)




# AUTOMOTIVE ENGINEERING EXPO 2017

CAR BODY  
PROCESS CHAIN

FROM CONCEPT TO FINAL ASSEMBLY



NÜRNBERG MESSE

Powered by  
 AUTOMOTIVE CIRCLE



VINCENTZ

SUPPORTED BY:



TOP REASONS  
WHY EXHIBITORS  
LIKE THE AEE







Mercedes-Benz



**GROUPE  
RENAULT**



# ONE TRADE FAIR, A CLEAR APPROACH

The AUTOMOTIVE ENGINEERING EXPO focuses on the car body process chain. It reveals the technological solutions coming down the line – from concept all the way to final assembly.

The AUTOMOTIVE ENGINEERING EXPO is so valuable for the intensive professional exchange of ideas between automotive manufacturers and their suppliers. The clear goal is to work together to advance product and process development in a constantly changing environment.

Automotive manufacturers and suppliers have joined forces to develop the concept of the trade fair and create a communication platform that focusses on the current challenges in automotive production. In addition, the AUTOMOTIVE ENGINEERING EXPO presents innovative solutions for car manufacturing in the future and, thanks to its diversity and various supporting events, it actively connects the different disciplines with one another. That is what makes the AUTOMOTIVE ENGINEERING EXPO so valuable for exhibitors and visitors.



IN ADDITION TO THE THEMES WHICH ARE COVERED, CAR MANUFACTURERS EXPECT AN EVER-INCREASING AMOUNT OF DEVELOPMENT EXPERTISE AND CAPACITY. THE COMPLEXITY IS INCREASING IN THIS REGARD AS WELL: AS SUPPLIERS, WE NEED TO PROVIDE PRODUCT AND PROCESS-RELATED EXPERTISE. <<

**Prof. Christoph Wagener** | Director of Research and Product Development | KIRCHHOFF Automotive GmbH, Attendorn, and Spokesman for the OES Advisory Board of the AUTOMOTIVE ENGINEERING EXPO

# ONE TRADE FAIR, MANY POSSIBILITIES

The AUTOMOTIVE ENGINEERING EXPO is the networking platform for engineering experts who work at car manufacturers and suppliers along the process chain "painted car body". A wide variety of discussion formats and hot spots provide for an intensive exchange of expertise in a relaxed atmosphere. As exhibitor, you will have the opportunity to present your latest products and services in detail to an interested audience, and not just at your stand. The AEE offers a wide variety of communicating opportunities:

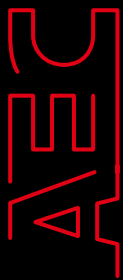
## INNOVATIONS – ENGINE FOR THE FUTURE: THE PRESENTATION ARENA

The lecture forum for product presentations is the ideal opportunity to effectively position your innovations. Free of charge for trade fair and congress visitors, the forum is located in the heart of the exhibition activities – and provides direct access to your target group.

## KNOWLEDGE – FUEL FOR SUCCESS: THE CONGRESS

At the congress, a highly qualified audience of engineering experts learns about current developments and the most important future trends along the process chain. As an exhibitor, you will have the opportunity to reach your target group twice: with a technical contribution at the AUTOMOTIVE ENGINEERING CONGRESS and personally at your exhibition booth. Your added value: Guided exhibition tours

for congress participants connect your technical contribution to your product presentation at your stand. This ensures that you will enjoy an intensive exchange of expertise between you as a subject matter expert and congress participants.



## AUTOMOTIVE ENGINEERING CONGRESS





# ONE TRADE FAIR, VALUABLE CONTACTS

## COMPETENT AND SOLUTION-ORIENTED: THE VISITORS

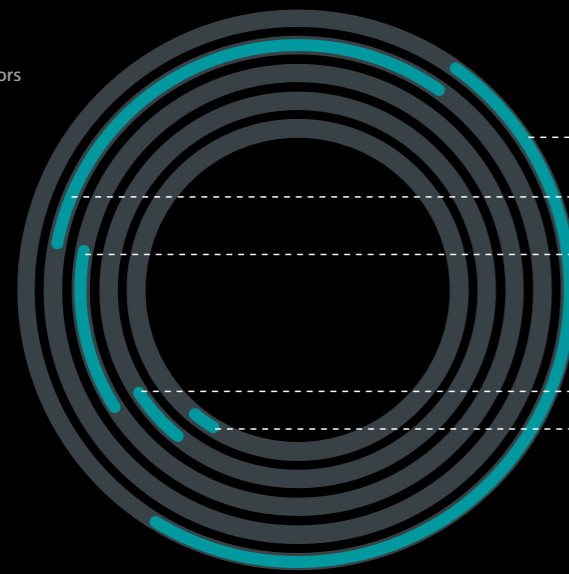
What makes the AUTOMOTIVE ENGINEERING EXPO so valuable for exhibitors is its high-calibre expert audience made up of engineers and executives – **a total of 90% are decision-makers** from the following segments:

- Strategy and management
- Planning
- Advance development
- Research and development
- Production and manufacturing



## INDUSTRIES OF VISITORS

Structural analysis of visitors  
for AEE 2015



49% Automotive suppliers

32% Car manufacturers

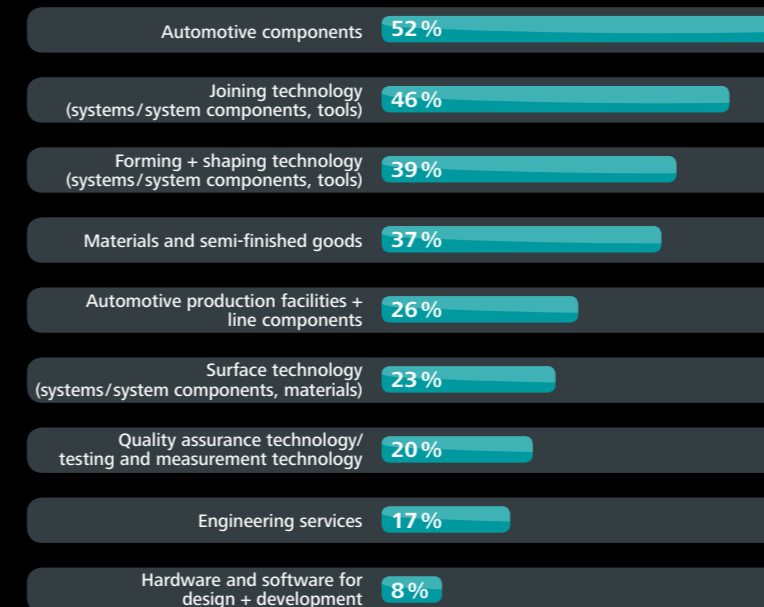
12% Engineering service  
providers/consultants

5% Institutes/agencies

2% Other

## WHAT ATTRACTS VISITORS

The AUTOMOTIVE ENGINEERING EXPO offers a complete spectrum of products, from complete systems to accessories.



## PROFESSIONAL INTEREST OF VISITORS

Multiple responses

Structural analysis of visitors  
for AEE 2015







## OUTSTANDING DEVELOPMENTS: THE AEE INNOVATION STAR 2017

AUTOMOTIVE  
ENGINEERING  
EXPO 2017

**INNOVATION  
STAR**

Ensure maximum attention for your innovations – submit your products and solutions to the International OEM Advisory Board of the AEE. From all the submissions, the Advisory Board will select the best concepts and assign the title “AEE Innovation Star 2017”.

## GROUNDBREAKING IDEAS: INNOVATION ALLEY

Every day, two guided exhibition tours will focus on Innovation Alley, where the best products and services are located. As a nominee for the “AEE Innovation Star 2017”, you will be there too – right in the midst of intensive discussions with interested and highly qualified visitors. Of particular interest: The best development of the year will be selected for the first time and awarded the “AEE Innovation Award 2017”.

## HIGH LEVEL OF PRACTICAL EXPERIENCE: THE OES ADVISORY BOARD

The AUTOMOTIVE ENGINEERING EXPO offers impressive technical expertise along the process chain. This is ensured by the OES Advisory Board, which brings together leading suppliers from all fields, from system components to certification, in order to advance car development. You can find the representatives of the OES Advisory Board at the following link:

[AUTOMOTIVE-ENGINEERING-EXPO.COM/ADVISORYBOARD](http://AUTOMOTIVE-ENGINEERING-EXPO.COM/ADVISORYBOARD)

## EARLY BIRD DISCOUNT

Register until 31.8.2016 and get off 5 euros  
per square meter. For more information, visit:  
AUTOMOTIVE-ENGINEERING-EXPO.COM/APPLICATION

## STAND PRICES

In-line stand: EUR 190/m<sup>2</sup>  
Corner stand: EUR 200/m<sup>2</sup>  
Peninsula stand: EUR 210/m<sup>2</sup>  
Island stand: EUR 220/m<sup>2</sup>



## YOUR KEY-CONTACT

Please contact me for any questions  
regarding your participation in the exhibition.

**DOROTHEA SCHOLZ**

T +49 9 11 86 06-84 83

dorothea.scholz@nuernbergmesse.de

## VENUE

Exhibition Centre Nuremberg

## DATES

Tue – Wed, 30 – 31.5.2017

## ORGANIZATION

NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
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F +49 9 11 86 06-12 00 72  
aee@nuernbergmesse.de  
automotive-engineering-expo.com

## ORGANIZER

Vincenz Network GmbH & Co. KG  
Automotive Circle  
Plathnerstr. 4c  
30175 Hannover

## ACCOMMODATION IN NUREMBERG

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