

Travel times to Ulm from key locations

Location	Distance (km)	Travel time (hours)
Aschaffenburg	260	02:30
Biberach/Riss	50	01:00
Friedrichshafen	100	01:30
Graben - Neudorf	190	02:00
Hallbergmoos	200	02:15
Heidenheim	45	00:45
Ingolstadt	155	01:45
Karlsruhe	160	01:50
Kirchheim/Teck	65	00:50
Kuenzelsau	133	01:50
Mannheim	220	02:30
Muenchen	150	01:30
Nuernberg	190	02:00
Offenburg	230	02:30
Pforzheim	130	01:30
Regensburg	220	02:15
Schwäbisch Hall	113	01:32
Schwaebisch Gmuend	90	01:10
Schweinfurt	220	02:15
Stuttgart	100	01:10
Sulzbach	120	01:50
Villingen-Schwenningen	200	02:30
Weissach	115	01:15

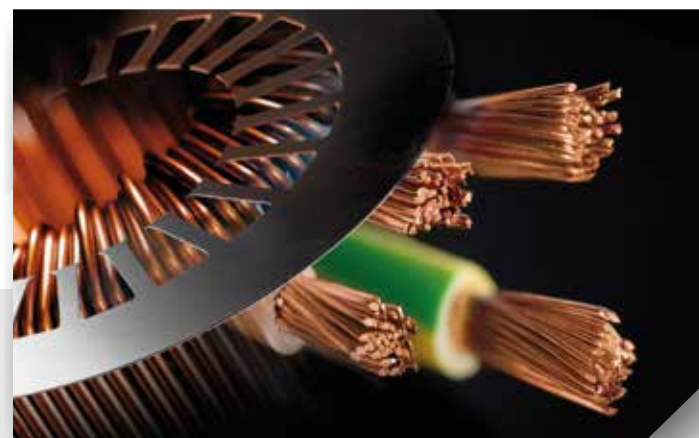
Venue
Coiltech c/o Ulm-Messe
 Böfinger Str. 50
 89073 Ulm - Germany
Date: 01-02 April 2020

Organizer
QUICKFairs®
 Via F.lli Ruffini, 10
 20123 Milano - Italy
Tel. +39 02.87234050
coiltech@quickfairs.net



Launch edition

Coiltech 2020
 01-02 April **Ulm / Germany**



At the show

- Electrical steel
- Insulation materials and resins
- Magnet wire
- Laminations - motors and transformers
- Coil winding machines - motors and transformers
- Aluminium die casting
- Test equipment
- Impregnation and encapsulation equipment
- Magnetic cores
- Transformer coils
- Development software
- Bearings and permanent magnets
- Accessories - motors and transformers

www.exhibitatcoiltech.com

Coiltech 2020
 01-02 April **Ulm / Germany**

Germany, too, merits a reasonable and customer friendly Coil&Winding exhibition



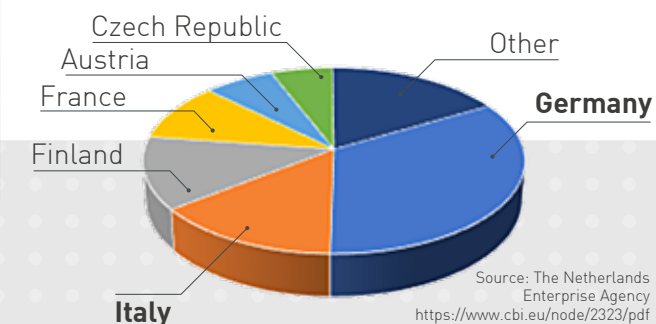
Companies of all sizes and scopes have encouraged the Coiltech team to hold the show in Europe's main industrial country

Why Coiltech expands to Germany

We launched Coiltech in 2010 in Italy. Thanks to its **innovative and efficient exhibition format**, the show has become an internationally known event for the Coil&Winding industry.

“We find it exciting news that Coiltech will be held in Germany as well and will exhibit at the launching edition. The German market needs a show in this slim and smart format. **Julia Weisse - Kienle + Spiess**, an exhibitor at Coiltech in Pordenone since 2011

“The cost-efficient format and the integration of free to attend seminars within the exhibition hall convince us. **Michael Wolf - Wieland**, an exhibitor at Coiltech Pordenone since 2017



“We have made a good experience ever since the first edition in 2010. Therefore, we are happy that Coiltech with its slim format, its professional organization and focus on the customer is launched in our main market Germany as well. We have signed up already. **Dr. Giuseppe Pasquarella - LCD Lasercut**, an exhibitor at Coiltech Pordenone since 2010

“Coiltech Pordenone has become a more and more international show and at the same time it has maintained the smart and cost-effective format. We are happy that this will be further developed with the German edition in Ulm. **Rainer Dinn - C.D. Wälzholz**, head of sales electrical steel, exhibitor at Coiltech Pordenone since 2011

“We have been requiring for a long time an exhibition that focusses on the essential. Therefore, we are happy that Coiltech comes to Germany now. **Dieter Bulling - Stiefelmayer Lasertechnik**, an exhibitor at Coiltech Pordenone since 2012

Innovation is crucial to the continuing success of any organization

Balancing size and proximity

There is a clear finding from thousands of interviews that our team conducts routinely: many possible **visitors hesitate to travel far** to a show.

Even the largest exhibition can not attract all the possible attendees.

That's why we matched the locations of the potential German Coiltech visitors with available exhibition sites in Germany.

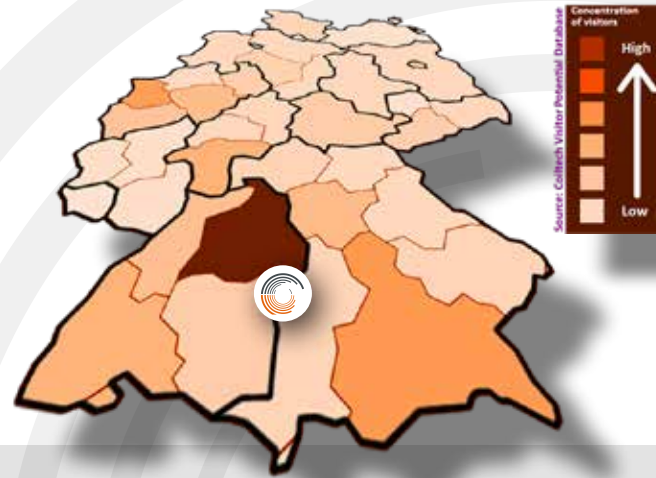
The objective was to identify the **most suitable location for a Coil&Winding show in Germany**, especially with regard to the growing potential of e-mobility customers.



Coiltech in Pordenone is a UFI approved event. To obtain this cachet in Ulm as well, we will have our visitor and exhibitor statistics audited at the German edition as well.

Why Coiltech chose Ulm

Ulm is in a unique position within the Coil&Winding hotspots, located at the connection point **between the two economic powerful Länder** of Baden-Württemberg and Bayern.



Close to the market

Ulm is close to the production sites of many of the leading producers of **electric motors, generators and transformers** in Germany. Many of them are worldwide leaders in their field.

Easy to get there

Ulm is at the intersection of the **A7 and A8 Autobahn**. The A8 connects **Munich and Stuttgart**. The A7 makes it convenient for visitors from the north and from the south of **Bavaria and Baden-Württemberg** to reach the show.

Traditionally innovative

The city has a long history of industrialisation and innovation. Today, the Daimler Forschungszentrum is only one of many companies to **concentrate their R&D** in Ulm. The University of Ulm focusses on natural sciences and engineering.

A venue of short distances

The exhibition center is big enough to accommodate a far-reaching and growing event like Coiltech. At the same time, the **layout is compact** so that visitors can use their time at the venue in an efficient way.

Machinery and materials for transformer and motor production



Why Coiltech chose the springtime for the German edition

Picking the right moment for an exhibition is an important success factor.

A milestone moment in the execution of the budget

Towards the end of the first quarter of the calendar year, most companies have a **better idea of the evolution of their business**. Therefore it's a **good moment** to engage in negotiations about **tangible commitments**.



In the sweet spot of business activities

We picked a date that does **not fall into any holiday period** and future editions will follow the same guideline.

Two locations - one format

Exhibitors and visitors who know Coiltech in Pordenone **will feel instantly at home in Ulm**. Exhibitors can even re-use their booth.

Only 2 days to save time and money

The experience shows: **two-day** exhibitions are **perfect for business development**, events that last longer have diminishing returns.

Booth construction

Booth construction is based on a **shell-scheme for all stands**. That reduces the organizational hassle for everybody concerned. Exhibitors will be able to use the same personalized elements of their booth in Pordenone and Ulm.

Everything is online

Booth position, price list, and specifications are ready in the online floor plan. Booking a booth needs only a few clicks, **it is as easy as booking a flight** (and the prices don't change as often).

All-inclusive offer

All necessary amenities (such as power supply, cleaning, Wifi) are included in the base price. **This reduces avoidable stress**.

The Coiltech format: less walking more talking

Thanks to the **Ready-to-play concept** for all exhibitors **Coiltech is the most cost and time effective exhibition** in its field. **The average booth size is only 20 sqm**. For visitors this means less walking and more talking with exhibitors and more leads for the latter.



Launching offer - valid through 31 May 2019

Module	sqm	Fidelity exhibitors*	Only Ulm exhibitors
Base Module	12	€ 2.990	€ 3.990
Base Module	15	€ 3.690	€ 4.790
Plus Module	18	€ 4.490	€ 5.490
Plus Module	24	€ 5.190	€ 6.990
Maxi Module	36	€ 7.290	€ 9.590
Maxi Module	48	€ 8.890	€ 12.190
Super Module	60	€ 12.590	€ 15.190
Super Module	72	€ 13.990	€ 16.990

Furniture included in each module

	12 sqm	15 sqm	18 sqm	24 sqm	36 sqm	48 sqm	60 sqm	72 sqm
Chairs	3	3	6	6	6	6	6	6
Tables	1	1	2	2	2	2	2	2
Shelves	4	4	8	8	8	8	8	8
Coat hooks	1	1	2	2	2	2	2	2
Carpet in Coiltech orange	✓	✓	✓	✓	✓	✓	✓	✓
Multiple sockets	1	1	2	2	2	2	2	2
Wastebasket	✓	✓	✓	✓	✓	✓	✓	✓

Services included for all modules



*Companies exhibiting at Coiltech 2019 Pordenone