

# LIGNA.21

People. Technology. Innovation.

10–14 May 2021

Hannover • Germany

[ligna.de](http://ligna.de)



Deutsche Messe

Making more out of wood

LIGNA



# Welcome to LIGNA.21

More than 90,000 professional visitors from the woodworking and wood processing sectors come to LIGNA from all over the world to discover innovative machinery, plant and technology from across the entire wood industry. Global market leaders welcome this opportunity to stage live demonstrations of their plant and machinery in operation. Every two years the wood industry has its own season – LIGNA!

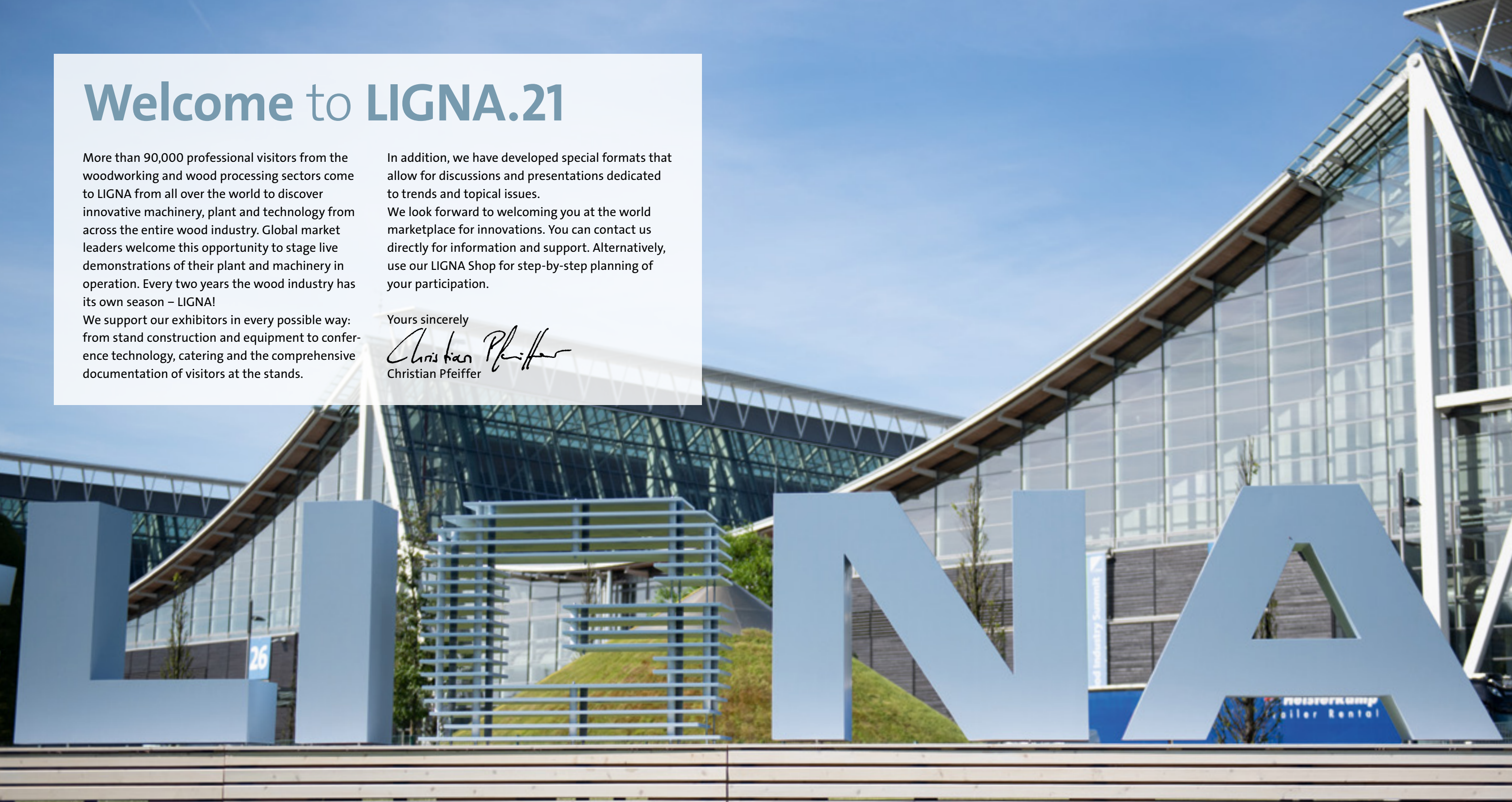
We support our exhibitors in every possible way: from stand construction and equipment to conference technology, catering and the comprehensive documentation of visitors at the stands.

In addition, we have developed special formats that allow for discussions and presentations dedicated to trends and topical issues.

We look forward to welcoming you at the world marketplace for innovations. You can contact us directly for information and support. Alternatively, use our LIGNA Shop for step-by-step planning of your participation.

Yours sincerely

  
Christian Pfeiffer






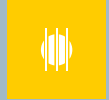





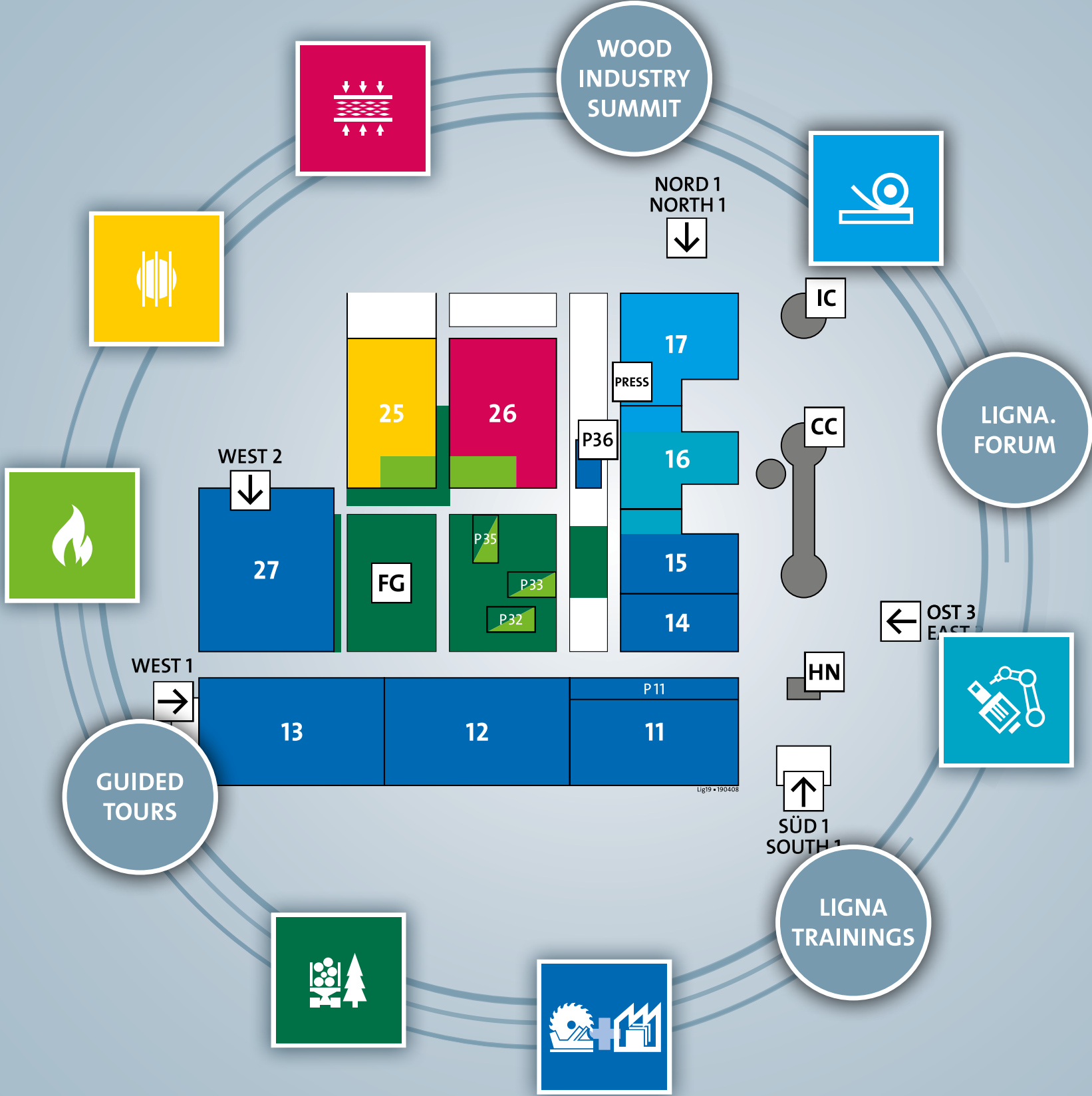
# The right **setting** for your **trade fair success**

## Display categories

Show your products where your customers would expect to find you. With seven display categories LIGNA.21 serves as a world summit for suppliers in the primary and secondary wood industries. Thanks to the clearly structured, themed exhibition, visitors from your target groups can easily locate the product segments that interest them. There is no better or more efficient platform for boosting your business.

[www.ligna.de/displaycategories](http://www.ligna.de/displaycategories)

-  **Tools and Machinery for Custom and Mass Production**
-  **Surface Technology**
-  **Wood Based Panel Production**
-  **Sawmill Technology**
-  **Machine Components and Automation Technology**
-  **Energy from Wood**
-  **Machinery for Forestry, Roundwood and Sawntimber Production**



### Special formats

Maximize the impact of your trade fair participation by using one of our special formats to showcase your expertise. For example, join other experts speaking at the LIGNA.Forum, contribute to the transfer of knowledge in forestry and the primary wood industry at the Wood Industry Summit, or pass on your know-how in the practical LIGNA Training sessions for carpenters, joiners and the wood-working trades. You can also be part of the Guided Tours! There are plenty of great options!

- GUIDED TOURS
- LIGNA.FORUM
- LIGNA TRAININGS
- WOOD INDUSTRY SUMMIT

# Act now to secure your optimum stand location

Use our LIGNA Shop to register now or contact us for personal advice.

If you already know your exact stand requirements and preferred form of participation, it is easy to register. Simply use our LIGNA Shop to book your stand space online.

Visit the LIGNA Shop at:  
[shop.ligna.de](http://shop.ligna.de)

If you would prefer to speak to someone to discuss the optimal stand solution, you are welcome to consult our service team.

Your contact person:  
Ms Katharina Weber,  
Tel. +49 511 89-32148



# fair-packages: Complete solutions for your all-round trade fair success

Our fair-packages comprise a broad range of services, incl. stand space, construction and stand fittings/ furnishings, as well as basic utilities and comprehensive marketing services. Four packages are tailored to maximize the outcome of your trade fair participation. These options differ only in terms of stand construction. An overview of all the services offered can be found online at [shop.ligna.de](http://shop.ligna.de)

## The benefits

- Reduce planning time: All services can be ordered with one click online.
- Professional advice and support when planning your presentation.
- Keep your organizational input to a minimum. This allows you to focus on what really matters, i.e. getting business leads and securing contracts.
- Optimal hospitality is provided to visitors at your stand thanks to our exclusive catering package.

## Advice and contact for services

Let us advise you about the best package for your requirements and guide you through our online cost calculator. Please contact:

Ms Susanne Sattler, Tel. +49 511 89-31427,  
[susanne.sattler@messe.de](mailto:susanne.sattler@messe.de)

## If you prefer to book your fair-packages directly ...

... simply go on online now to:  
[shop.ligna.de](http://shop.ligna.de)







## Our range of services: Make the most of these opportunities

Our LIGNA Shop deals with more than just stand registration. It also provides all the information and options you need to plan and realize your trade fair participation.

We can support you with numerous services in the following categories before, during and after LIGNA.

- Invitation services
- Contact management
- Press services
- Stand construction service
- Technical services and logistics
- Travel and accommodation
- Company presentations
- Advertising, sponsoring and free advertising aids
- Organization of conferences and events
- Stand furnishings and fittings
- Personnel and services
- Catering



## Everything for your trade fair stand



### Ceiling suspensions

Decorative and eye-catching advertising or spectacular lighting concepts suspended from the ceiling – in other words, your stand advertising and design can extend metres above the actual height of the stand walls.

### Technical stand services

Whether power supply, compressed air or dust extraction, our long-standing and experienced professional partners can deal with all your technical service requirements. You can rely on our experts to keep your machines operating under the best conditions.

### Stand security

You can feel confident about leaving your stand and exhibits at the end of the day's business. Our professional security team looks after your stand overnight so that everything is as you left it when you return to resume work the next morning.



# Our range of services: Make the most of these opportunities

## Visitor recruitment & contact management

### Admission tickets for trade visitors (e-tickets or vouchers)

An invitation together with an admission ticket will encourage guests to visit your trade fair stand! Use e-tickets in your online invitation campaigns (these can be customized on request to include your own advertising) and vouchers for personal conversations with contacts.



### Company and product presentations (ECM)

Present your company online, together with all the key information about your stand, products and services. The ligna.de exhibitor and product search engines ensure that you can reach potential business partners and customers online even after the trade fair has closed its doors.

### Contact management

Your trade fair participation offers lots of opportunities to reach your target groups directly. We provide professional lead management and effective services to help you make contacts and secure new business.



## Advertising & Marketing

### Sponsoring

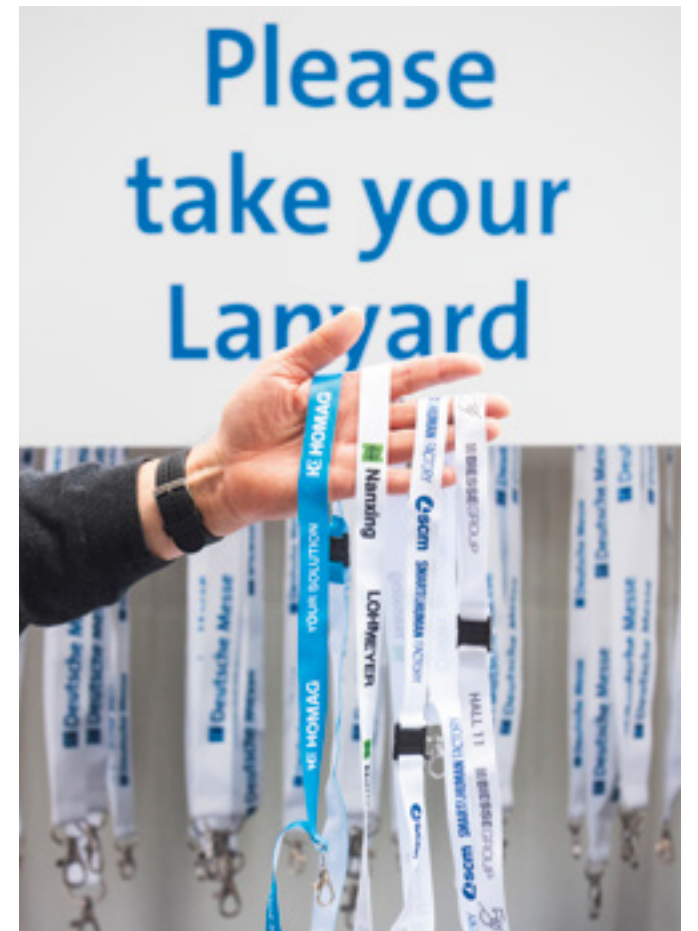
We offer individual sponsoring options geared to the trade fair environment which will help to raise your market profile and attract the attention of visitors to your company and its stand.

### Online advertising

Exploit the advantages offered by the digital media to advertise your trade fair participation – on the website, in the app or newsletter. Contact us for advice on the options best suited to your requirements.

### Outdoor advertising

Making a big impact with the right message at the LIGNA exhibition grounds can do a lot to secure you a competitive advantage. Select the option that serves your needs most effectively from our extensive range of advertising media and book the best location without delay. You can choose a traditional poster or a digital ad on LED screens.





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Sawmill Technology (Hall 25)  
Wood Based Panel Production (Hall 26)  
Machinery for Forestry, Roundwood and Sawntimber  
Production (Open-air site, pavilions 32, 33, 35)  
Energy from Wood (Halls 25, 26, open-air site,  
pavilions 32, 33, 35)  
Wood Industry Summit (Hall 26)  
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