

# SMART AUTOMATION AUSTRIA

Date 2020: 12<sup>th</sup> - 14<sup>th</sup> May 2020



## Designing the future together

The **SMART Automation Austria** is Austria's trade fair for industrial automation. It showcases the entire sector – from industrial production to process automation. Manufacturers of automation technologies and system solutions for industrial applications meet up with decision makers and end-users in the production, planning, maintenance and IT departments of manufacturing businesses.

Staging the **INTERTOOL**, manufacturing technology – the trade fair for the metal processing sector, in parallel with the platform **C4I – Connectivity4Industry**, generates unique synergies and reveals the opportunities for digitalisation in the field of production.

## In excellent company

The automation industry gets together at the **SMART** show, alternating between Vienna and Linz. Whereas in Linz the emphasis is placed on displaying goods and services, the concept of the Vienna show is dedicated to providing a broad range of content as a stage for expertise, information and trends. On the show's built-in 'OPEN Stage' in the exhibition area visitors are able to enjoy excellent presentations and talks. It's also conceived of as an industry gathering point for exchanging opinions and for networking. Participating at the SMART entitles you to three days of face-to-face conversation with specialists from within your industry. The SMART provides a great foundation for the establishment of new business relationships, and for expanding your personal contact network.

## Satisfied visitors. An excellent basis for a successful fair:

The results of the trade visitor poll underlined the quality of the show in 2018\*



of trade visitors were very pleased with the show in 2018 and praised the positive atmosphere at the fair



of trade visitors said they would recommend the fair to others



said the large range of products on show was important



said the range of goods and services exhibited was complete



were happy with the programme of side events accompanying the show



are in favour of staging in parallel with the INTERTOOL & C4I



of visitors stated they benefitted from attending the fair and would readily return in 2020

## The right public

34%



of trade visitors at the show are chief executives, general managers, department heads or team leaders, and 39% are contracted employees

34%



of visitors came from Vienna, 24% from Lower Austria, 16% from Upper Austria and 12% from Styria

\*The above data are taken from the independent research poll conducted by 'market Institut' from Linz on the 15<sup>th</sup> - 17<sup>th</sup> May 2018.

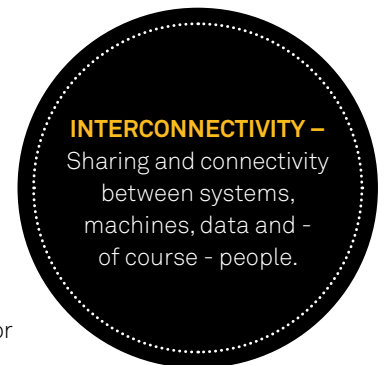


## Visiting members of the industry

A clear specific target group focus attracts all the right visitors and promising potential contacts.

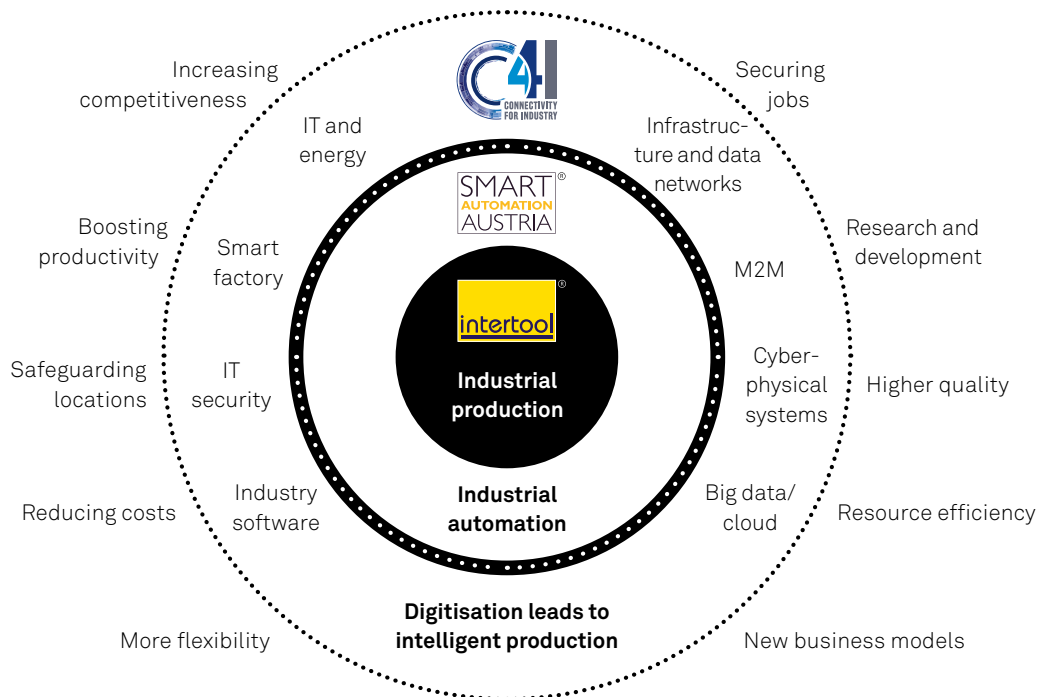
- Automobile and auxiliary supply industries
- Chemical industry
- Electrotechnics
- Wood processing
- Plastics industry
- Machine and plant building sectors
- Metal processing
- Foods and nutrition industry
- Paperboard and paper industry
- Pharmaceutical and medical technology industry
- Technical offices
- Textiles industry

- 👍 High visitor approval rating
- 👍 Broad-based trade visitor structure
- 👍 Wide variety of points of interest
- 👍 Positive economic developments in the sector



## The ideal addition. A synergetic industrial stage

The **SMART AUTOMATION AUSTRIA** show is a stage for trends in industrial automation. The fair links up perfectly with the **INTERTOOL** and **C4I** events to form an excellent basis for business success.



## Dates & details

**WHEN** Tuesday, 12<sup>th</sup> – Thursday, 14<sup>th</sup> May 2020  
TUE – THU 09.00 – 18.00

**WHERE** Messe Wien, Hall A  
Entrance A, Messeplatz 1, 1020 Vienna  
U2 tube station: Messe – Prater

**ORGANISER** Reed Messe Wien GmbH  
Messeplatz 1, A-1020 Vienna

**CONTACT** E: smart@reedexpo.at  
T: + 43 1 727 20 - 2104

**REGISTRATION** www.smart-wien.at/exhibitor  
Start of booth space distribution /  
Close of registration:  
31<sup>st</sup> October 2019

