

# MAINTENANCE 2011

THE INDUSTRIAL PLATFORM FOR MAINTENANCE IN THE WEST  
Landschaftspark Duisburg Nord, Kraftzentrale, February 23 – 24, 2011

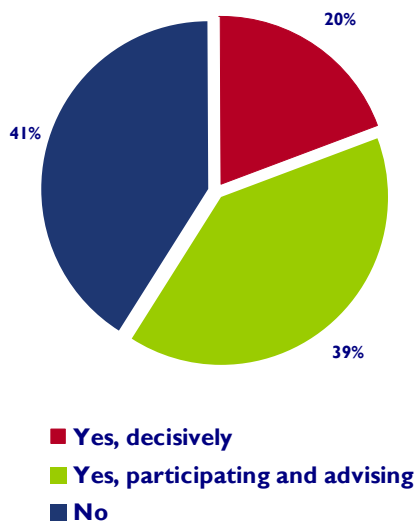
**easyFairs MAINTENANCE** is the new trade show introduced by easyFairs Germany. During the preceding shows easyFairs ANTRIEBSTECHNIK & easyFairs INSTANDHALTUNG 2010, express requests demanded for a business platform that would offer a representative overview of the entire maintenance production chain. The answer is the newly focussed **easyFairs MAINTENANCE**. The show will take place in Duisburg from February 23 to 24, 2011.

**Results from Visitor Survey: easyFairs® ANTRIEBSTECHNIK & easyFairs® INSTANDHALTUNG 2010 convince by offering high quality visitors.**

**Our visitors are decision makers interested in making investments.**

62% of visitors at the easyFairs® ANTRIEBSTECHNIK & easyFairs® INSTANDHALTUNG 2010 declared to participate in their companies' investment decisions.

Are you involved in your company's investment decisions?



**32% of all visitors hold key positions in their companies:**

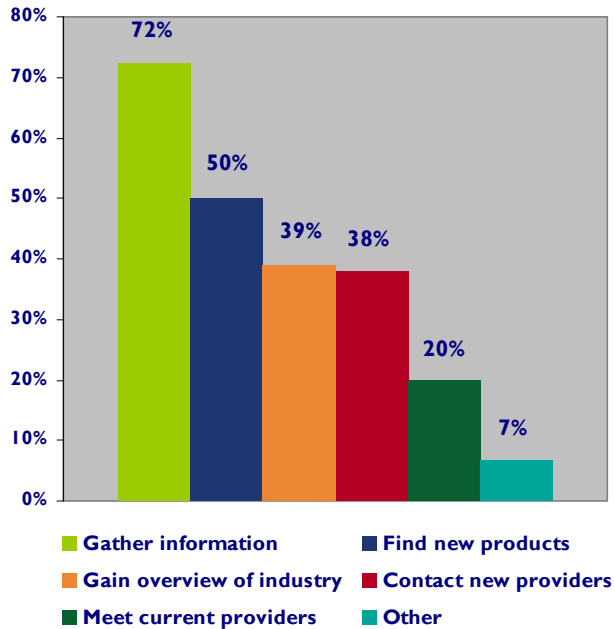
- 10% Managing Directors
- 22% Division Heads
- Of these departments:
  - Purchasing / Procurement
  - Production
  - Maintenance
  - Preventive Maintenance
  - Technical Supervisors

## The easy way to do business

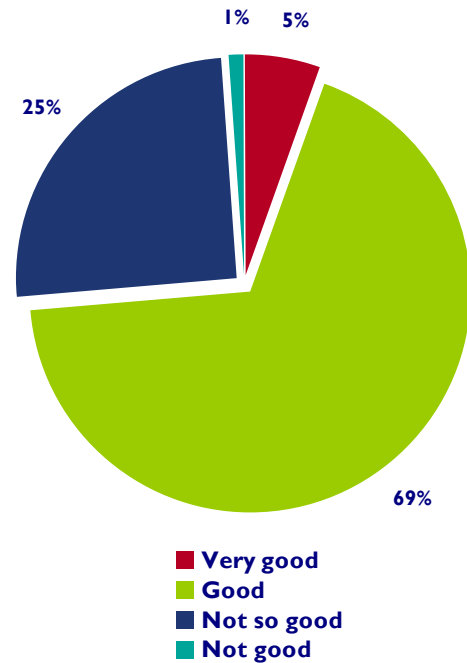
easyFairs trade shows are tailored to meet regional market demands. Trade visitors use the shows to network and make new contacts, to find new products and solutions to meet their needs. The compact, straightforward show structure and clear show layout, combined with the friendly and professional atmosphere, create the perfect environment to engage in project-oriented expert discussions at the show.

**Trade professionals appreciate the easyFairs concept: At the 4<sup>th</sup> edition of easyFairs<sup>®</sup> ANTRIEBSTECHNIK & easyFairs<sup>®</sup> INSTANDHALTUNG, 75% of the visitors claimed to have achieved their purposes!**

What was your purpose of visiting the show?

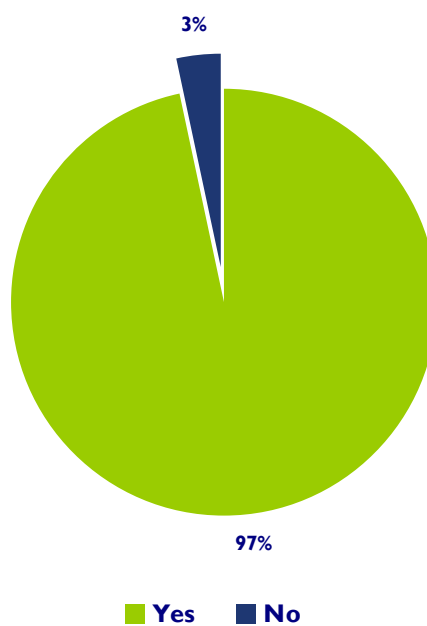


How well did the show meet your purposes?



**Our visitors want to return to the show!**

Are you planning to visit the show again next year?



**These notable companies were among the visitors of the 4<sup>th</sup> edition of  
easyFairs® ANTRIEBSTECHNIK & INSTANDHALTUNG**

Adam Opel GmbH

Avery Dennison Materials GmbH

BASF Coatings AG

Bayer Technology Services GmbH

Bosch Rexroth AG

Deutsche Bahn AG

E.ON Engineering GmbH

E.ON Ruhrgas AG

Eon Anlagenservice GmbH

Eternit AG

Evonik Energy Services GmbH

Evonik Fernwärme GmbH

Franz Kaldewei GmbH & Co. KG

Georg Fischer GmbH & Co.KG

Gerolsteiner Brunnen GmbH & Co. KG

Henkel AG & Co. KGaA

Herta Produktions GmbH

Hitachi Power Europe GmbH

Hochtief AG

Ideal Standard GmbH

HEINZ KETTLER GmbH und Co. KG

Hakle-Kimberly Deutschland GmbH

KG Deutsche Gasrußwerke GmbH & Co

Lufthansa Technik Intercoat GmbH

MATADOR GmbH & Co. KG

Miele & Cie. KG

Nespresso Deutschland GMBH

Nestlé Deutschland AG

RWE Power AG

RWE Rhein Ruhr Netzservice GmbH

Salzgitter Mannesmann Line Pipe GmbH

Severin Elektrogeräte GmbH

Siemens AG

Stadtwerke Bochum GmbH

Stahlwerk Unna GmbH & Co. KG

Toshiba Electronics Europe GMBH

ThyssenKrupp Nirosta GmbH

ThyssenKrupp Steel AG

Vattenfall Europe AG

Brauerei C.& A. Veltins GmbH & Co. KG

Volkswagen AG

### Visitors also represented the following sectors:

- 16 % Machine & Plant Construction
- 13 % Chemical Industry
- 10 % Metal Industry
- 7 % Energy Production
- 7 % Waste Disposal, Recycling, Environment Protection
- 6 % Automation Engineering, Building Services Engineering
- 6 % Automobile Industry, Automotive Engineering
- 6 % Building Industry
- 2 % Supply Industry

### Here's what exhibitors had to say:

“The visitors were very well prepared, and had concrete requests. Whenever we're exhibiting at an easyFairs show, we know that our contacts will lead to further dialogues. For us, the easyFairs concept has added up perfectly.”

**IAS Institut für Analytik und Schwachstellenforschung, Stefanie Rogg, Marketing & PR**

“easyFairs has surprised us in a most positive way. The show seems to be specifically designed for us! Both the quality of the contacts and the regional references are very good and the costs are reasonable. We will definitely be back next time, too!”

**Simalube smart lubrication, Volker Grützner, Geschäftsführer**

“This is the first time we've participated in an easyFairs show and our first impressions were good. The visitors were posing very targeted questions and looking for project-specific solutions.”

**Siemens AG Essen, Dirk Siebenecker, Vertriebsingenieur**

### Here's what visitors had to say:

“For me, the easyFairs show was very interesting. I had the opportunity to gain a very thorough overview and will definitely come back to visit the show next year.”

**Günter Pieper, ThyssenKrupp Nirosta GmbH, Materials Management**

For more information please contact the MAINTENANCE Team.

Call us at +49(0)89 127 165 0 or send an e-mail to [gabriel.both@easyFairs.com](mailto:gabriel.both@easyFairs.com)

or to [gabriele.meier@easyfairs.com](mailto:gabriele.meier@easyfairs.com).