

19. mav Innovationsforum

The Industry meeting place for
Metal-cutting Production

15. September 2027 | Filderhalle,
Leinfelden-Echterdingen, Germany.

An Event by the Media Brand:



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The meeting place for new developments within the Machining Industry

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mav Innovationsforum: Strong Format, strong Forum, strong Partners.

Excerpt of our **Partners** (2015-2026)



This could be
YOUR LOGO



Lecture Event and accompanying Exhibition

Tried and tested: **A proven concept**

- The Lecture Event with accompanying Exhibition combines the advantages of a Trade Fair with those of a Congress.
- Different Lecture Sessions will take place in parallel, spatially separated from each other. **The topics for 2027 will be as follows:**
 - Machine Tools
 - Tools
 - Machine Elements and Peripherals
 - Automation
 - Digitisation / Software / AI
 - Quality Assurance & Production Metrology
- Visitors can roam the Lecture Halls and visit the accompanying Exhibition of the Partners. Scheduled changeover times make it easier for Attendees to move between rooms.
- Generous breaks support active networking between Exhibitors and Trade Visitors alike, all within a cordial and professional B2B environment.
- Each Partner receives an allocated Exhibition Space to present their Company and Product Portfolio (our Surveys confirm that Exhibits are expressly desired by the Event Visitors).
- As part of the Service Package, the Furniture (Standing Tables including Covers, Presentation Tables and Seating) as well as Electricity, WiFi and LAN are all provided free-of-charge.



The accompanying Exhibition offers the ideal starting point for discussions and also promotes networking between Exhibitors and Trade Visitors.

The Industry meeting place for Machining

mav Innovationsforum 2027

The **mav Innovationsforum 2027** combines a specialist Congress, networking platform and practical technology Trade Fair to create a compact Industry meeting place for Machining Production.

The Innovationsforum will focus on current developments within the areas of Digitalisation, Automation, Tool Technology, Machine Concepts, Sustainability and Production Strategies. Top-class Keynotes, User Reports from the Industry and Specialist Presentations by Technology Providers create a balanced mix of strategic impulses and concrete, practical solutions. The programme is supplemented by networking formats, discussion rounds and an accompanying Trade Exhibition, which promote direct exchange between decision-makers, experts and users.

Partner Companies make their innovations visible to interested Trade Visitors and position themselves as Solution Providers for the challenges of modern Production. The Innovationsforum brings together Managers, Production Managers and Development Experts alongside investment decision-makers, creating an ideal environment for new contacts, customer care and the expansion of strategic networks. Partners benefit from a strong presence in a thematically-focused framework, a high level of awareness for their technologies and the opportunity to tap into new business potential, directly with a relevant Target Group. Effectively combined, this makes the **mav Innovationsforum** an unrivalled platform for Visibility, Knowledge Exchange and Sustainable Business Development.

The mav Innovationsforum 2027:

- Keynotes on Future Trends and Market Requirements
- User Reports from Industrial Practice
- Lectures on Automation, Digitalisation and Sustainability
- Automated Process Monitoring
- Technology Trade Fair with innovative Products and Solutions
- Networking and Exchange with Industry Experts

Address and deepen Topics with Workshops

Take advantage of this free offer and engage in an intensive exchange with your Target Group

An integral part of our Event Concept is to actively encourage exchange at eye level. Our **Deep-Dive Workshops** bring Providers and Users together in order to get to the bottom of pressing industry challenges and problems. Analyse and discuss directly with your Target Group, within interactive smaller groups, and present your Solutions.

- **Setting:**

In separate rooms, we will provide **Workshop Stations**, each featuring a Table to accommodate smaller groups, as well as sufficient Presentation Materials.

- **Schedule:**

The Workshops will take place parallel to the Lectures. This provides ample time for networking and visiting the Exhibition during the breaks. Duration: 20-30 min.

- **Suggested Topics:**

- *“The perfect Machining Strategy.”* →

Exhibitors: Tool Manufacturer + CAM-Supplier + Machine Manufacturers.

- *“Clamping is one of the factors that determines Profit.”* →

Exhibitor: Clamping Technology Manufacturers.

- *“Crash Prevention in 5-Axis Machining.”* →

Exhibitors: Machine Manufacturers, Simulation Providers.

- **How can you host a Workshop?**

If you would like to host a Workshop, please submit your Topic Proposal together with your Workshop Title. Our Editorial Team will take over the detailed planning for the submitted suggestions and will contact you accordingly. Hosting a Workshop is completely free-of-charge, however the number of available Workshop slots is limited!



Working together for success

Thanks to many years of experience and Partnership-based co-operation, the Event continues to be successful. Working together for success.

- The interesting and **attractive concept of the Event** offers the ideal mix of information gathering, interaction and intensive networking.
- We are planning 2027 with an anticipated Attendance Level of approximately **300 Visitors**.
- **Each Partner** actively supports the marketing of the Event and promotes their participation and presentation via Newsletter, Social Media, Website and personal Invitations to Customers and Business Partners.
- We charge an **Entrance Fee** for Visitors. Guests of our Partners can participate for free!
- The Lectures should be benefit-oriented. **Real Innovations/Solutions** are presented, and not a general discussion of the Product Range.
- **Feel free to bring a User with you!** This will mean your Presentation benefits from different perspectives and guarantees practical relevance.
- The **Exhibition Areas** are located in the immediate vicinity of the Lecture Hall, in order to ensure the numerous breaks allocated can be used for intensive discussions, within a cordial and professional B2B environment.
- The **extensive Reporting** prior and following the Event ensures the presence of all Partners, both in Print and Online. The Partners' Advertorials can be discovered at any time in the future, thanks to our online archiving.
- We ensure the quality of the Event through **Visitor and Exhibitor Surveys** and strive to continually improve together, building upon past success and evolving to meet the future demands of Partners and Visitors alike.
- In addition to the strong Media Presence and subsequent Brand Enhancement, our Partners (Premium, Premium Light) also receive all **GDPR-Compliant Leads** from Trade Visitors.

Why you should become a Partner?

Communicate specialist knowledge and generate Leads (MQL)

Well-known Technology Leaders present their new Developments and problem Solutions in a concentrated format... in a single day, in one place.

The heart of the Event is engaging Lectures with an attractive accompanying Exhibition.



Exchange of Experiences and Networking

Ample space allocated for networking and discussions at eye level.



Image Gain

You present yourself as a competent and preferred Solution Provider within your selected Topic discipline.



Exhibition Area

Lecture Event with accompanying Exhibition combines all of the advantages of Trade Fair with those of a Congress.



Wide-Reaching Application

In the run-up to the Event, within our Trade Media, on our Portals as well as via Social Media and in our Newsletters.



Reporting and Leads

Following the Event, Partners (Premium and Premium Light) will receive a GDPR-Compliant Registration List of all Attendees.

Additional components...

...to ensure an even more intensive Exchange

Other attractive components make the **mav Innovationforum** even more interesting and valuable for you as a participating Partner.

Our **Deep-Dive Workshops** bring Providers and Users together. Discuss current challenges and problems together with the Trade Visitors.

The **Guided Tours** bring Trade Visitors directly to your Exhibition Stand. Within a focused 3 Minute timeframe, you will outline precisely why you are the leading contact person for your chosen Topic.

We also strive to interact even further with the Trade Visitors. **Surveys** and various **hands-on activities** facilitate and encourage intensive exchange.

Attractive Keynotes

Providing insight into current Trends in Research and offer an ideal transition to the solution-oriented Partner Presentations.

Workshops

Offer the valuable opportunity to deepen the Topic of the Lecture in a practical way, and within smaller groups.

Guided Tours

Shortly before and during the Event, our Partners will have the opportunity to introduce themselves personally to Trade Visitors within the Exhibition.

Interaction

Trade Visitors are invited to actively participate in hands-on activities, all within a cordial and professional B2B environment.

The accompanying Exhibition

A proven concept: Lecture Event and accompanying Exhibition

Each **Premium/Premium Light** Partner receives an Exhibition Area of approx. 6 m² for Roll-Ups, Company Presentations or Exhibits.

Stand Space: 3.0 x 2.0 m (width x depth)

Each **Standard Partner** receives an Exhibition Area of approx. 2 m² for a maximum of 2 Roll-Ups (width per Roll: up 1 meter).

Stand Space: 2.0 x 1.0 m (width x depth)

The Exhibition Booth includes:

- Power Connection
- WLAN/Wi-Fi
- Bar Table including Cover
- Bar Stools

Additional equipment can also be booked (please contact us for details).

The accompanying Exhibition offers the ideal starting point for discussions and actively promotes networking amongst Partners and Visitors alike.



Maximum benefit in the Partner Package

Our 360° Service Package

Presentation Area at the Venue

Exhibition Space approx. 6 m²

20-minute Lecture Slot

To present your concrete Solutions to the Target Audience.

Complimentary VIP Ticket Contingent

For your Business Partners, Customers or Suppliers.

Exclusive sharing of sign-up Leads

For individual further processing by Partners, GDPR-Compliant.

Leads-on-Demand

On Presentation PDF, supplied for up to 3 Months after the Event.

Online publication of Advertorial on the Website of mav or QUALITY ENGINEERING (Topic dependent)

+ Teaser for publication within the Special Newsletter of the Event.

High-Reach Event Promotion in Print and Online

e.g. Visitor Flyer | Own Advertising | Landing Page inc. Logo | Banner Campaigns on Konradin-Industrie Portals | Newsletter-Banner | Invitation Mailings + Special Newsletter

Editorial Event-Promotion

All-round coverage prior and following the Event within thematically appropriate Trade Magazines and via Online Portals.

Organisation, Management and Moderation of the Event.

Courtesy of the experienced, professional Event-Team of Konradin.

Gratis Add-ons:

- à Deep-Dive Workshop
- à Guided Tour
- à Mentimeter-Survey as part of your Presentation

On request:

- à Video Statement filmed directly on your Exhibition Stand

What does a Booking include?

Partner Package Services

Early-Bird 5% Discount if booked by 31.12.2026



Services	Standard	Premium Light	Premium (max.18 Slots)
Event Organisation inc. Project and Visitor Management and Event pre-meeting.	✓	✓	✓
Attractive Event Promotion in Print, Digital, Newsletter, Social inc. Partner Logo placement.	✓	✓	✓
Exhibition Stand (Wide x Deep)	2 x 1 meters	3 x 2 meters	3 x 2 meters
Employee Tickets, allocated contingents for the day of the Event.	2	4	4 inc. Speaker
Presentation per Partner inc. Questions and Answers.	—	—	20 minutes inc. Q&A
Leads-on-demand via Presentation PDF, supplied up to 3 months following the Event.	—	—	✓
Free, unlimited Guest Ticket contingent (Bonus: Per Registration with Partner Promo Code, a credit of 100 Euros will be issued for your future advertising measures).	✓	✓	✓
Themed Exhibition Tour, 3 minutes per Partner.	—	✓	✓
Online-Advertorial on https://mav.industrie.de/highlights-der-zerspanung/	—	✓	✓
Reporting after the Event	✓	✓	✓
GDPR-Compliant Lead sharing	Attendees registered with their own Partner Code	Entire list of Attendees	Entire list of Attendees
Package Price (plus VAT)	EUR 3,300.-	EUR 4,800.-	EUR 6,500.-

Optional to increase Reach: Advertorial within the Trade Journal **mav** Issue 05/2027

2/1 Pages, EUR 3,300.-
1/1 Page., EUR 2,000.-

2/1 Pages, EUR 3,300.-
1/1 Page, EUR 2,000.-

2/1 Pages, EUR 3,300.-
1/1 Page, EUR 2,000.-

Optional: Shooting a Video Statement directly at your Exhibition Stand: EUR 600.-

20. mav Innovationsforum 2028

...coming soon

...in Planning

Together with you, we would like to continue the success story and are now planning the **20th mav Innovationforum** to be held in **Spring 2028** (March/April) in the **Ruhr Metropolitan Region**, one of the largest conurbations and the heartland of Mechanical Engineering within Germany.

With numerous Mechanical Engineers, Plant Manufacturers, Suppliers, Steel and Metal Construction Companies, the Ruhr region offers itself as a counterpart to the established location in Swabia.

You will receive further information from your Media Consultant at **Konradin Industrie** in due course.

...March/ April 2028



METROPOLE
RUHR

Do you have any questions?

Whether classic Print Media or comprehensive Online marketing solutions – working together with you, we can develop bespoke measures precisely adapted to meet your individual communication goals.

We would also be happy to advise you in a personal conversation.

We look forward to your enquiry!



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