



Washington State
Department of
Commerce

CHOOSE
Washington
STATE

OFFICE OF ECONOMIC
DEVELOPMENT AND
COMPETITIVENESS

Invest. Build. Serve.

Join us in Hannover, Germany

Hannover Messe is the world's largest industrial technology trade fair, held annually at the Hannover Exhibition Center in Germany. The fair is an international platform for cutting-edge technologies in manufacturing automation and digitalization as well as energy and industrial infrastructure solutions on display.

Hannover Messe 2027 will be co-located with Europe Energy Week. This additional feature will attract even more visitors to the event, especially those looking for solutions to the unprecedented growth in energy consumption globally. Don't miss!



2026 event by the numbers

110,000+

Visitors

50% - decision makers

146

Countries

3000+

Exhibitors from 40 countries

Join the Washington state booth

Our Washington State branded booth makes it affordable and effective for you to market your products and services. We help you discover high-value sales opportunities, meet potential partners or distributors, strengthen existing connections and stay current with competitors' activity and industry trends.



**EUROPE
ENERGY WEEK**

CO-LOCATED WITH



Industrial Energy

Energy Infrastructure, Efficiency, and Storage at the
Production Site

Package options

Sector Lead

\$1,500

Includes a dedicated branded kiosk*. Shared space within the Washington State branded booth. Fixed point to work the show from, access to meeting space and more!

*Available on a first-come, first-served basis.

Industry Lead

\$750

Shared space within the Washington State branded booth. Fixed point to work the show from, with access to meeting space and more!

Both packages include:

- Preconstructed booth with a shared large screen TV for a montage of all co-exhibitors' videos.
- Customized B2B matchmaking service (limited slots, first-come first-served basis)
- On-site support by Commerce's team.
- Build relationships with other Washington companies and benefit from our aggregate presence.
- Shared meeting tables at the Washington booth – reservable slots at 30-minute intervals.
- Entry in the Hannover Messe catalog as an exhibitor.
- Exposure through a variety of marketing channels including listing in official exhibitor directory, Washington state print and online directories, social media and more.
- Know-before-you-go virtual meeting (*Date TBD mid-March timeframe*).
- Two exhibitor badges and unlimited visitor tickets to the show.

Boost your international sales with a STEP export voucher!

The State Trade Expansion Program (STEP), funded in part by the U.S. Small Business Administration, awards cash reimbursements for small businesses to help offset expenses of expanding international sales. For more details, visit [State Trade Expansion Program \(STEP\)](#) webpage.

For more information or to register, contact

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Advanced Mfg., Clean Tech, Maritime International Trade Specialist | Small Business Export Assistance
Office of Economic Development | Washington State Department of Commerce