



# ALUMINIUM 2021

The World's Leading Trade Fair for Aluminium and its Application Industries

Live and face to face  
all future-oriented  
topics of the  
aluminium industry

Join us!

**THE BUSINESS RESTART OF THE  
ALUMINIUM INDUSTRY**

**28 – 30 September 2021**

**Exhibition Centre Düsseldorf, Germany**

**[aluminium-exhibition.com](http://aluminium-exhibition.com)**

Organised by



Officially supported by



# LIVE AND FACE TO FACE AT ALUMINIUM



### The Platform for all those who are keen on trade fairs again

ALUMINIUM in September is the industry meeting place for all market players in the aluminium industry who, after a three-year break, finally want to meet their customers, suppliers and business partners in person again in Düsseldorf.

We are happy to support you with **full-service concepts** including stand construction and make your brand visible. The size of the exhibition space is not important this year - **taking part is everything that counts!**



### Current topics and challenges meet tomorrow's solutions

A central component of this year's trade fair is a congress with high-class content, which will be held in cooperation with our partners Gesamtverband der Aluminiumindustrie e.V. (GDA) and the CRU Group. It is freely accessible and embedded in the trade fair concept, addresses the current topics of the aluminium industry and will show which solutions aluminium can provide for the challenges of tomorrow. The **CRU World Aluminium Conference Series** will take place the entire day of 30th September 2021 live in the exhibition halls and thus attract new target groups to ALUMINIUM.



### Aluminium industry becomes digitally and globally connected

For the first time in its more than 20-year history, ALUMINIUM combines the advantages of a live event with accompanying **digital offers**. Exhibitors who cannot come to Düsseldorf due to travel restrictions can present themselves on a virtual exhibitor hub. Via the video-based matchmaking tool, visitors and exhibitors can network no matter where they are during the fair. The congress lectures will be transmitted **to the whole world** via live broadcast.

Take part and impress the high-calibre target group with your innovative solutions. By participating in ALUMINIUM 2021 **you will be laying the foundation for sustained business success** - with your own exhibition stand or at the virtual matchmaking.

The heart of the ALUMINIUM world beats in Düsseldorf - join us!

# MEET THE GLOBAL MATERIAL OF THE FUTURE

New mobility, digitalisation, sustainability and additive manufacturing – the aluminium industry is both supporting and benefitting from the current and global megatrends. It is drawing energy from these as the basis of its response to future issues – both for itself and for other sectors. **All roads lead to ALUMINIUM!**

Attract maximum attention to your products from ALUMINIUM 2021 visitors!



### NEW MOBILITY

**Greener transport thanks to aluminium!**

Vehicles made from aluminium are **lighter** and thus help **reduce greenhouse gas emissions**. Show at ALUMINIUM 2021, what an important role the metal has to play in **achieving climate targets**.



### SUSTAINABILITY

Climate-neutral aluminium enables the application industries to create **sustainable product life cycles**. Present your innovation and best recycling practices – and make the world **even more environmentally friendly**.



### DIGITALISATION

Digitalisation offers **enormous potential for achieving greater efficiency** and **effectiveness**. It extends from the **networking of machines and processes** right across the entire aluminium industry supply chain. Support Industry 4.0 with appropriate engineering and machine software or data management systems.



### ADDITIVE AND DIGITAL MANUFACTURING

Already well established, but with plenty of untapped potential:

3D printing opens **up a whole range of technical possibilities** in which the material properties of aluminium are combined with the design freedom offered by additive manufacturing. **Surprise everyone with your ideas.**



### BUILDING / CONSTRUCTION

According to the UNO, more than two thirds of the world population will be living in cities by 2050. This makes it all the more important to ensure these **mega-cities are developed in smart and environmentally friendly ways**. As a material for facades and window frames, aluminium has an important role to play here. Help ensure the future viability of our cities.

# ALUMINIUM 2021 IS THE GLOBAL SUMMIT FOR THE RESTART OF THE ALUMINIUM INDUSTRY AND ITS TARGET GROUPS

Where the **trends** and **investments of the future are** decided. And where the latest solutions are presented to an **international audience of decision-makers** from all over the world. Look forward to meeting existing contacts and making **new ones**, to conducting intensive meetings and to establishing lasting business relationships.



AUTOMOTIVE



ELECTRONICS / ELECTRICAL ENGINEERING



ENGINEERING



BUILDING / CONSTRUCTION



AEROSPACE



PACKAGING / CONSUMER GOODS



SHIPBUILDING



ENERGY



RAIL TRANSPORT / COMMERCIAL VEHICLES



## GOOD REASONS – FOR YOUR TEAM, YOUR COMPANY AND YOURSELF

Persuasive reasons for being part of **THE business platform** in the most important aluminium market:

### At the ALUMINIUM ...



...**you'll meet** top aluminium industry decision-makers and experts from all over the world – all in one place for the restart.



...**you'll put yourself** in pole position for the relaunch of the aluminium industry.



...**you'll reach** further target groups all over the world on our new digital platforms, such as video matchmaking.



...**you'll experience** the aluminium industry live at one of the most modern exhibition centres in the world.



...**you'll gain** new insights into the latest trends and innovations in the aluminium industry.



...**you'll showcase** your products and raise your brand profile.



...**you'll boost** your business by forging new contacts and maintaining existing business relationships.



...**you'll encounter** maximum hygiene and safety standards to ensure the well-being of your customers and employees.

# REACH THE ENTIRE ALUMINIUM INDUSTRY IN THE RUN-UP TO THE FAIR: THE MEDIA REACH OF ALUMINIUM

Exhibitors benefit from **the highly effective communication mix** of the ALUMINIUM:

ads, online banners, mailshots, newsletters, press releases, social media activities, trade fair publications and much more. Aimed at one specific **target group: the aluminium industry**.

**> 2 million**

reached through  
online banners



**3,700**  
followers

Adverts placed  
in over **60**  
publications for  
the aluminium  
industry  
(national +  
international)



Over  
**4 million**  
contacts  
Media reach

Largest editorial indus-  
try newsletter world-  
wide, with more than

**46,000**  
subscribers from  
**120** countries

Roughly  
**18,100**  
followers



Targeted **print**  
**campaigns aimed at**  
existing and potential  
new customers  
flanked by  
**e-mail campaigns**

Social media performance  
Campaign attracting over  
**7,138,412**  
pageviews

Targeted  
**e-mail campaigns**  
aimed at existing  
customers



Intensive social media  
coverage in the run-up  
to the event and live  
during the fair itself

# DISCOVER THE HIGHLIGHTS OF ALUMINIUM 2021 – FOR YOURSELF

Exhibitors at ALUMINIUM 2021 will have access to a whole range of **attractive opportunities** for presenting their products and company to visitors, **for positioning themselves and for raising their profile.**



The logo for CRU (CRU Group) consists of the letters 'CRU' in white, bold, sans-serif font, centered within a solid blue square.

### ALUMINIUM Congress

The focus of the trade fair in September will be a congress organised in cooperation with **Gesamtverband der Aluminiumindustrie e.V. (GDA)** and the **CRU Group**. Among other things, the focus will be on the future prospects of the aluminium industry, the digitalisation of the value chain, sustainable mobility and the Green Deal.

The **CRU World Aluminium Conference Series** will conclude the high-quality programme on the entire day of 30th September.

### Video matchmaking

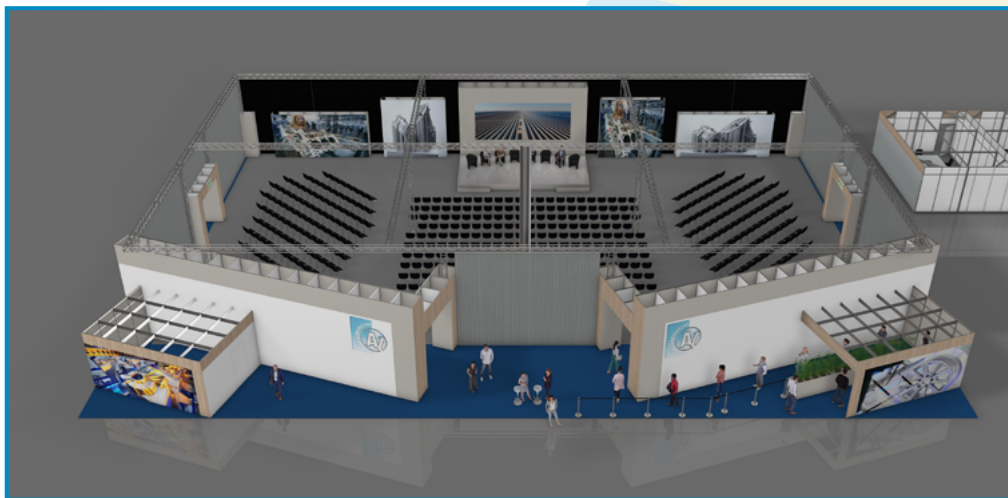
A free digital service for you. Customise your profile and search for suitable leads among the worldwide registered visitors. Find the **right leads for your business** in the run-up to the trade fair and arrange meetings to take place live at the trade fair or via video.

### Virtual Exhibitor Hub

Exhibitors who cannot come to Düsseldorf due to travel restrictions can **present themselves at the Virtual Exhibitor Hub**. They will be found by visitors at a central location at the trade fair and meetings can be arranged directly via the match-making lounge.

### Meeting rooms

You need more space for a meeting due to hygiene regulations? Use one of our meeting rooms, which can be **booked flexibly** in terms of time and are professionally **cleaned and disinfected** after each meeting.



Subject to change

# BE THERE!

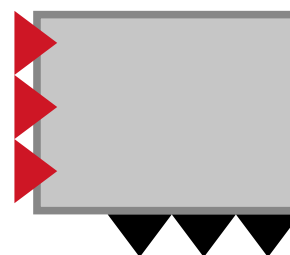
Participation from  
**5,525 EUR\***

\*16sqm row stand incl. application fee, ancillary costs, AUMA fee, insurance and marketing package Bronze

**Select alternatively:**

Marketing package Silver	€ 1,680.00
Marketing package Gold	€ 2,885.00

# PERFECTLY POSITIONED IN THE RIGHT ENVIROMENT



**North Entrance**



# STAND CONSTRUCTION FUTURO



## Equipment

- 1x Infodesk (not lockable)
- 1x Cabine (lockable door, size: 1 sqm)
- 1x Table
- 3x Chairs
- 4x Shelves
- 1x Waste paper basket
- 1x Socket (triple)
- 1x Coat rack
- Flexible halogenspots
- Carpet (anthracite or blue)
- For each open side one fascia-element with lettering (15 letters)

Price / sqm: **€ 159** plus power connection package (€ 304)

# STAND CONSTRUCTION HELIOS

FROM 20 SQM BOOTH SIZE



## Equipment

- 1x Infodesk „Maxima“ (not lockable)
- 1x Cabine (lockable door, size: 2 sqm)
- 1x Bar stool
- 2x Table
- 6x Chairs
- 1x Brochure holder
- 1x Waste paper basket
- 1x Coat rack
- 2x Socket (triple)
- Flexible halogenspots
- Carpet  
(light grey, dark grey, anthracite, red, blue or beige)
- For each open side one Logo-fascia white with lettering

**HELIOS**  
offers smaller  
than 20 sqm  
on request

Price / sqm: **€ 227** plus power connection package (€ 304)

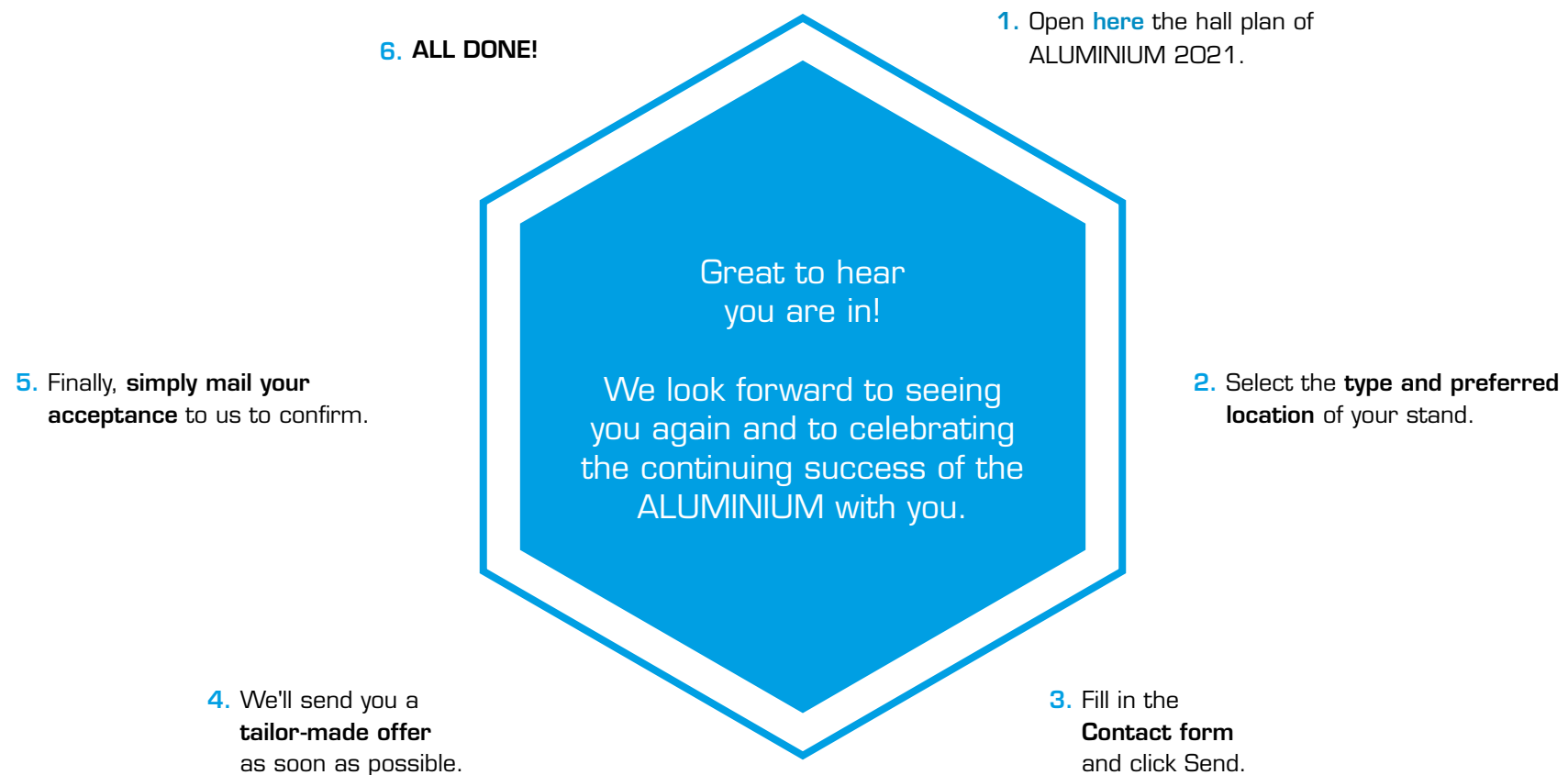


# TAKING PART IN THE RESTART EVENT FOR THE ALUMINIUM INDUSTRY

Don't wait – choose your preferred location at ALUMINIUM 2021 today:



Secure your preferred position – no fuss, no risk.  
**It's so easy!**



6. **ALL DONE!**

1. Open [here](#) the hall plan of ALUMINIUM 2021.

2. Select the **type and preferred location** of your stand.

3. Fill in the **Contact form** and click Send.

4. We'll send you a **tailor-made offer** as soon as possible.

5. Finally, **simply mail your acceptance** to us to confirm.

Great to hear  
you are in!

We look forward to seeing  
you again and to celebrating  
the continuing success of the  
ALUMINIUM with you.

# THE PLATFORMS HELPING YOU DO BUSINESS AROUND THE GLOBE

The global **ALUMINIUM network** partners the aluminium industry **around the world**. Staging **six fairs** in the key markets, we bring people together to explore the latest trends and innovations. Industry players from **150 countries** place their trust in our brand.

## Our fairs in 2021:



### **ALUMINIUM CHINA**

7 – 9 July 2021, Shanghai  
[aluminiumchina.com](http://aluminiumchina.com)



### **ALUMINIUM USA**

1 – 2 September 2021, Louisville, KY  
[aluminum-us.com](http://aluminum-us.com)



### **ALUMINIUM INDIA**

Date tba, Bhubaneswar, India  
[aluminium-india.com](http://aluminium-india.com)



### **ALUMINIUM Middle East**

Date tba, Dubai, United Arab Emirates  
[aluminium-middleeast.com](http://aluminium-middleeast.com)



### **ALUMINIUM Brazil**

Date tba, Sao Paulo, Brazil  
[aluminium-brazil.com](http://aluminium-brazil.com)

**We forge connections. We create trade. We enable growth.**

[aluminium-global.com](http://aluminium-global.com)



# AID. ADVICE. ASSISTANCE.

## THE ALUMINIUM 2021 SALES TEAM

We'll take good care of you. From the initial contact to the last minute of the fair – and beyond. Interested in receiving a tailor-made exhibitor offer? We are only an e-mail or a phone call away.

Book your stand space at ALUMINIUM 2021 at [aluminium-exhibition.com/become-an-exhibitor](https://aluminium-exhibition.com/become-an-exhibitor)

Want help in deciding what you need?

Don't hesitate to contact us – we'll be delighted to help:

### Contact

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### ALUMINIUM 2021

28 – 30 September 2021

### Location

Exhibition Centre Düsseldorf, Germany  
Halls 9 – 10

### Opening hours

28 – 30 September 2021, daily from 9.00 a.m. to 6.00 p.m.

### Organiser

Reed Exhibitions Deutschland GmbH  
Project ALUMINIUM  
Völklinger Straße 4, 40219 Düsseldorf, Germany

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