

**FMB 2017**

8-10 November 2017 | Bad Salzuflen Exhibition Centre

**PRESS INFORMATION**

PI03\_FMB 2017

Bad Salzuflen, 6/28/2017

[13th FMB – The supplier show for mechanical engineering 2017](#)

**More light, more sophistication: A new look for the forthcoming FMB**

A new booth system, a new colour concept, improved lighting: These are, in a nutshell, fundamental aspects of the new image which has been presented to the exhibitors by the organisers of FMB – the supplier show for mechanical engineering.

When it comes to stand construction, the wall modules used to date have been replaced by an Octanorm system, enabling the stands to be constructed more easily and with greater flexibility, while increasing the height to 2.5 metres. Moreover, the system provide for better use of the available exhibition space.

When developing the colour concept, the main focus was on how to show off the stands and exhibits to their best advantage. For this reason, the carpet at the forthcoming FMB will be dark – this will also ensure a more sophisticated image for the show. The customary fabric covering on the grid ceiling in the halls has now been done away with, thereby creating a more spacious visual effect.

In addition, Clarion Events has also invested in new lighting technology. Portfolio Manager Christian Enßle: "We have acquired 3,000 LED downlights and 500 LED spotlights. They will enable us as well as the exhibitors to accentuate specific features much better and, in the truest sense of the world, to ensure their exhibits are placed in the limelight."

Regular visitors are sure to notice all of these changes – and, at the same time –they will see that the tried-and-tested basic concept of the show, which has been praised by both exhibitors and visitors alike, has been preserved. Christian Enßle: "The FMB is and will continue to be a trade show whose focus is on face-to-face discussions. However, things people are accustomed to seeing inevitably change over time

and there are more modern booth and lighting concepts available which we will now be making use of.”

There will also be some changes going beyond the look and feel of the show at the forthcoming FMB: Clarion Events is currently working on restructuring the lecture programme accompanying the event. Exhibitors will be reporting on the latest engineering trends and their implementation in day-to-day operations in four blocks of topics. These issues are: “Agile Product Development”, “Smart Services for Industry”, “Online Measurement and Testing Engineering in Industrial Production” and “Plugs and Clamps as Modules for Industry 4.0”.

The trade show organiser has already put a further new feature of the event into practice: A monthly newsletter will inform visitors and those interested in FMB on the latest planning issues of the show, new exhibitors and other “news” from the ranks of the exhibitors and partners.

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The 13th FMB – the supplier show for mechanical engineering will take place at Bad Salzungen Exhibition Centre from 8th to 10th November 2017. Visit [www.fmb-messe.de](http://www.fmb-messe.de) where an up-to-date list of exhibitors is available for download.

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