

Well prepared I Part 1

Marketing Solutions, Industry sectors in focus,
Formnext Awards & more

mesago

formnext

17 – 20. NOV. 2026
FRANKFURT / GERMANY

Dear Exhibitors,

You are part of Formnext – a decision with foresight. Around six months to go and more than 560 exhibitors have already registered. This strong demand highlights the positive development of the AM industry, which is also confirmed by recent market research reports: **growth forecasts of up to 11%** demonstrate the significant potential in the years ahead.

With this first mailing, we are starting the preparation of your trade fair participation together. Over the coming months, we will support you step by step to help you align your presence with your goals. To get started, we have compiled some initial key information for you:

Preparation & services | Hotel booking | Marketing Solutions | Industry sectors in focus | Formnext Awards | Call for Speakers | PCIM Expo | Preview

PREPARATION & SERVICES

Here you will always find the latest information for your trade fair planning, including:

- Access and guidance for all online tools and ordering systems
- Information and links to services and offers
- Exhibitor checklist with all relevant steps and deadlines
- Guidelines and contract details

[Information online](#)

HOTEL BOOKING | Exclusive conditions

Due to a major parallel event at the Frankfurt exhibition grounds, we recommend booking your accommodation early to benefit from exclusive rates for Formnext exhibitors.

[Official booking portal](#)

MARKETING SOLUTIONS | Maximize your visibility

Secure attractive advertising placements at an early stage. Popular formats such as floor signage in your hall or hanging banners in the Portalhaus are in some cases limited.

[Marketing Solutions Portfolio](#)

INDUSTRY SECTORS IN FOCUS | Lead generation with impact

Our new year-round "Industry sectors in focus" features put the spotlight on promising AM application industries. They provide new AM users with insights into the possibilities of AM in their respective industries. To achieve this, we use whitepapers, Technology Talks, special articles, and Formnext.TV recordings. Position yourself early as a solution provider: use our **whitepapers** and **Formnext Technology Talks** to reach potential customers – and convince them in person at your booth at Formnext.

Our focus topics 2026:

- **Energy, oil & gas** | Technology Talk: 7 July 2026 | Whitepaper: CW 22/23
- **Automotive, transport & mobility** | Technology Talk: 23 September 2026 | Whitepaper: CW 25/26
- **Construction & architecture** | Technology Talk: 13 October 2026 | Whitepaper: CW 30/31

Become a sponsor and present your company and solutions in person. **Generate new, highly qualified leads for your customer acquisition!**

[Marketing & Sales Kit](#)

If you have any questions, please contact our [Marketing Solutions team](#) directly.

FORMNEXT AWARDS

Of the [six award categories](#), the (R)Evolution Award is exclusively reserved for our exhibitors. **Please submit your application by 31 August at the latest!**

[\(R\)Evolution Award application](#)

Alternatively, **become a sponsor of the Formnext Awards 2026** and secure strong visibility in our visitor communications, in the press, and on-site.

[Sponsoring packages & benefits](#)

If you have any questions, [Ekaterina Sherstobitova](#) will be happy to assist you.

CALL FOR SPEAKERS

Use the Formnext supporting program as a platform for your expertise and **extend your reach beyond your exhibition booth.**

Your participation options or those of your customers:

- Present your expertise on the **Technology Stage**, bookable via the Exhibitor Shop (launch in June). Your contact person is [Anabell Condemi](#).
- Your customers can apply until 30 June for the **Industry & Application Stage**. The focus is on real applications. Registration takes place via the [Call for Speakers form](#).

[Stage program & participation options](#)

PREVIEW

In the upcoming mailings, we'll be covering topics including:

- Go-live of the Media Package Manager (MPM) in CW 26
- Go-live of the Exhibitor Search and Hall Plan in CW 26
- Go-live of Exhibitor Ticket Services expected in CW 32/33

If you have any questions, our [Exhibitor support team](#) will be happy to assist you.

We will support you step by step on your way to Formnext 2026.

Your Formnext Team