

Press release

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Formnext 2021 Plans Hybrid Event Concept Featuring In-Person Elements

Vineeta Manglani
Phone +49 (0) 711 61946-297
Vineeta.manglani@mesago.com
formnext.com

Following a year in which trade fairs all across the world went almost entirely digital, Formnext 2021 now promises to combine such elements with a return to real-life encounters in a hybrid concept that will feature a parallel conference organized by content partner TCT and supporting digital formats.

The event will enable the world of additive manufacturing and the next generation of industrial production to finally come together again in Frankfurt on 16 – 19 November 2021. To account for developments in the ongoing pandemic, Formnext is now offering exhibitors flexible planning and reservation options, including an early-bird discount that will be valid until 16 April.

In planning its hybrid concept for the upcoming trade fair, Mesago Messe Frankfurt GmbH – the organizer behind Formnext – is building on the experience it gathered last year in holding the all-digital Formnext Connect 2020. “The feedback we’ve received from exhibitors, attendees, and the exhibitor advisory board has made it clear that a genuine in-person event is essential to this industry. Everyone is longing to visit some real booths and have some face-to-face conversations,” reports Sascha F. Wenzler, Vice President of Formnext at Mesago Messe Frankfurt GmbH. In organizing this year’s event, Mesago’s experts are thus focusing on the physical aspect: “Digital elements can definitely complement Formnext, but they’ll never replace the real thing,” Wenzler continues. “Like in years past, Formnext 2021 is scheduled to take place at the state-of-the-art facilities on the western premises of Messe Frankfurt.”

Since the health and safety of all attendees remains priority one, the plans for Formnext 2021 are being made on the basis of a health concept that at minimum meets the corresponding legal requirements. The overall event concept will also be adapted to reflect the latest developments in the pandemic. Here, Wenzler and his team are counting on a positive trend based on the testing and vaccination efforts being made around the world, which should enable more people to undertake business trips as the year progresses.

To provide Formnext’s exhibitors with as much flexibility as possible in their planning, both the related deadlines and the event’s general terms and conditions have been adjusted. In addition to the early-bird discount that will be available until 16 April, exhibitors can, for example, cancel their bookings free of charge until the end of June. In light of the current situation, Formnext 2021 is also offering modified, turnkey booth concepts that make planning an entire trade-fair appearance a simple affair without any major additional effort.

Content partner:



Honorary sponsor:



Mesago Messe Frankfurt GmbH
Rotebuehlstr. 83–85
70178 Stuttgart, Germany
mesago.com

Board of Management:
Petra Haarbuerger
Martin Roschkowski

Register Court: Local Court Stuttgart,
HRB 13344

mesago
Messe Frankfurt Group

In terms of its subject matter, Formnext will continue to focus on the entire process chain involved in industrial 3D printing. “An array of highly innovative companies from the various sectors of this industry can’t wait to present their latest developments to our audience in person,” Wenzler says. “In this way, Formnext can also aid the economic recovery of a lot of areas by serving as a catalyst of innovation.”

To offer a counterpart to the in-person event for the very first time, the Formnext Digital Days are being planned two weeks later (30 November – 1 December 2021). “We’re hoping that these two days provide an intriguing digital platform, especially for attendees and exhibitors who can’t make it to Frankfurt in November due to travel restrictions,” Wenzler explains.

Further information on the Formnext concept, options for exhibitors, and the event’s current plans is available at formnext.com.

Background information on Formnext

Formnext is the leading trade fair for Additive Manufacturing and the next generation of intelligent manufacturing solutions. It focuses on the efficient realization of parts and products, from their design to serial production. Formnext shows the future of innovative manufacturing. Formnext is organized by Mesago Messe Frankfurt GmbH. (formnext.com)

About Mesago Messe Frankfurt

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 160 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. (mesago.com)

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020

Formnext
Frankfurt am Main, Germany
16 – 19 November 2021

Background information on TCT (Content Partner)

Established in 1992, TCT Group's mission is to accelerate design-to-manufacturing innovation. Through global trade shows, conferences, magazines, websites and digital products TCT delivers business-critical insights on the technologies that help manufacturers make better products, more quickly and cost-effectively. Through the TCT Awards TCT celebrates the most innovative products and applications across the design-to-manufacturing process chain. The TCT Group is owned by Rapid News Publications Ltd, part of Rapid News Group. (thetctgroup.com)

Background information on the Working Group Additive Manufacturing (Honorary Sponsor)

Within the Working Group Additive Manufacturing, about 150 companies and research institutes collaborate under the direction of the German industry federation VDMA. Here, plant engineers; component and material suppliers; industrial companies that work with metals and plastics; service providers in software, manufacturing, and processing; and numerous researchers all work toward the same goal: the industrialization of additive manufacturing techniques. (am.vdma.org)