

# BECOME A PARTNER OF THE W3+ FAIR

Promoting growth & innovation together



# W3+ FAIR HIGH-TECH FAIR & CONFERENCE

**Marketplace for interdisciplinary innovations.  
2 days. 2 German high-tech locations.  
Countless networking opportunities.**

We bring together the best minds and technologies  
to pave the way for new solutions.

## DATES

**W3+ Fair Wetzlar 19 + 20 March 2025**  
Wetzlar/ Hesse, Germany

**W3+ Fair Jena 24 + 25 September 2025**  
Jena/ Thuringia, Central Germany



# WHAT MOVES THE HIGH-TECH MARKET

Europe sets standards for optical technologies and their applications worldwide. BUT:

- **Supply chain problems:**  
Shortage of raw materials and supplier parts makes production more difficult
- **Location costs & transformation:**  
High energy and regulatory costs, need for automation due to increasing shortage of skilled workers
- **Pressure to innovate due to competition from Asia & the USA:**  
lower production costs and high investment in R&D

# SEIZE OPPORTUNITIES

## The opportunity:

- **High demand** for precision solutions from numerous user industries
- **Promotion and support from the EU:** EU funding programs and Green Deal
- **Made in Europe** remains synonymous with high standards and innovative solutions

## What can we do?

### Promoting synergies and creating competitive advantages together

- Advancing interdisciplinary **networking and cooperation**
- **Enabling technologies and trends** at a glance
- Strengthening our presence in **economically strong high-tech hubs**

# OUR MISSION

The world is facing major challenges.  
Technologies offer solutions that make the future smarter, more sustainable, more efficient and more comfortable.

## At the W3+ Fair

- we bring technologies, talents and knowledge together
- and enable networking, cooperation & new business

**For future innovations.**

# HIGH-TECH LOCATIONS

- Leading high-tech regions with strong economy
- Traditional locations for optical and photonic technologies
- High density and proximity to key players and hidden champions

## WETZLAR

Central Hesse

19 + 20 March 2025

BUDERUS ARENA



## JENA

Thuringia

24 + 25 September 2025

SPARKASSEN-ARENA

# THE INNOVATIVE EXHIBITION CONCEPT

Exhibition. Conference. Network.







WILLKOMMEN  
W3+ FAIR  
CONVENTION  
SHAPING THE FUTURE  
MEDIPOLIS

W3  
HALL 2  
www.w3-fair.com

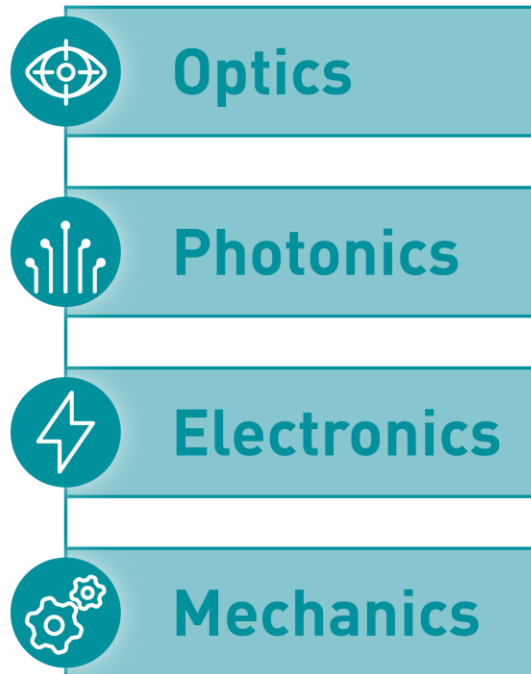
W3+ Fair Jena  
Hall 1 of the Sparkassen-Arena

PARTNER DER W3+ FAIR WERBUNG 8

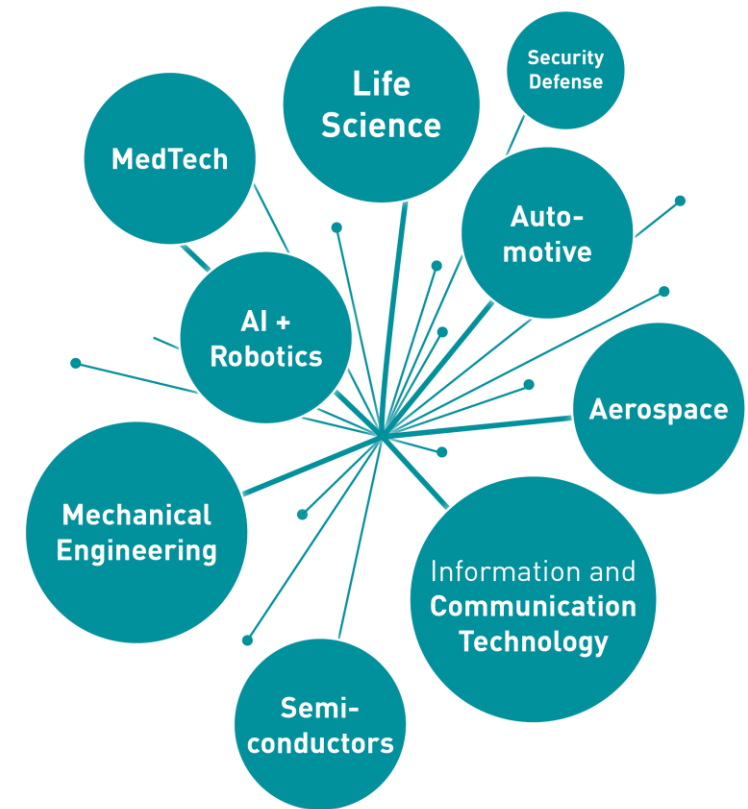


# PROMISING EXCHANGE

Cross-industry



- 200+ Companies
- 2.000+ Professional visitors
- Conference with 40+ speakers
- Exclusive networking events
- Top Topics on automation, digitalization, AI, robotics, 3D printing, green technology etc.
- University research at Campus Area
- Recruiting



# CROSS-INDUSTRY TARGET GROUP

The W3+ Fair brings together experts and decision-makers from the key technologies of optics, photonics, electronics and mechanics - along the entire value chain.



# HAVE YOUR SAY

**At the accompanying conference, the en-tech.talks, the top topics of the industries will be discussed**

Semiconductor technologies and microtechnology | Industrial image processing with AI | AI in the company | Future of laser technology | EPIC TechWatch | Modern optics - new technologies and applications | AI + Robotics | MedTech & LifeScience | Manufacturing automation | Security + Defense and much more.

- ➔ **Forward-looking knowledge transfer**
- ➔ **Inspiration & Know-how**





# HIGHTECH-HUB

Many partners enrich the W3+ Fair with their own events. This makes the W3+Fair the “high-tech place to be”.

## Special areas

- Thuringian joint stand
- Joint stand Central Hesse
- Hessen innovative
- Innovation Area - powered by VDI
- Get-together Area
- Campus Area

## Special events

- EPIC TechWatch
- Chamber of Commerce Conferences on AI & Robotics
- Breakfast & Guided Tours by VDI & EPIC
- Spectaris expert group meeting Defense & Security
- Meeting of the automotive initiative TeamMit
- Reception “Life Science Mittelhessen“



# STRONG SUPPORT

Long-standing specialist partners from the sectors and regions support the W3+ Fair with expertise and contacts

Range of coverage



BECOME A PARTNER OF W3+ FAIR





WELCOME  
W3

WR-HAUSTECHNIK

Heil

Badetec ARENA  
WETZLAR

VDI  
Innovation Area  
MAGIE  
Makerspace Gießen  
Wir bieten Dir mehr!

W3+ FAIR WETZLAR

VW

W3+ Fair Wetzlar –  
Business and press tour

PARTNER DER W3+ FAIR WERDEN



# **PARTNERSHIP - CREATING BENEFITS TOGETHER**

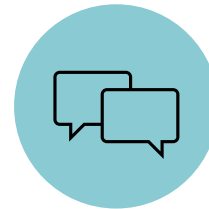


# WHY BE PART OF THE NETWORK



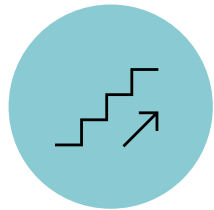
## Flying the flag

Being there when key technologies shape the future



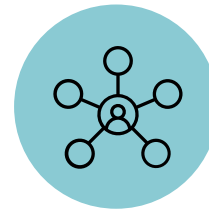
## Have your say

Current topics are discussed at the W3+ Fair - your say counts too



## Open doors

Get access to leading high-tech hubs for your members



## Interdisciplinary networking

Expand your network with bright minds from science, industry and technology



## Raising awareness

Integration in communication measures before, during and after the event

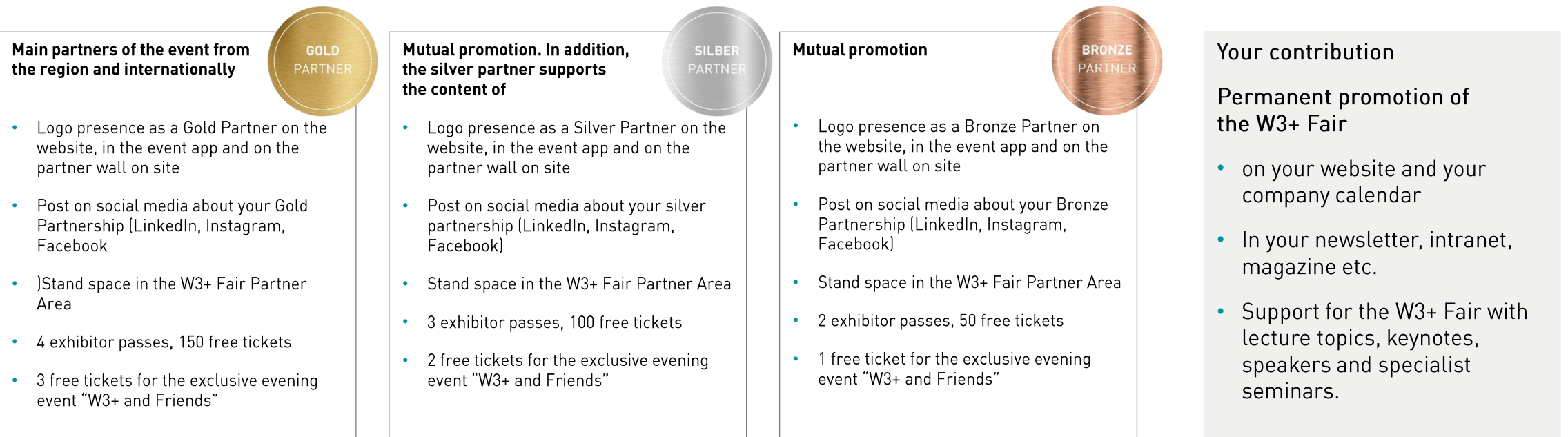


## Top target group

Science, industry and politics on site

# OUR OFFER

**As a non-material partner of the W3+ Fair (without cash flow), you support the event and benefit from a presence in the industry before, after and at the fair.**



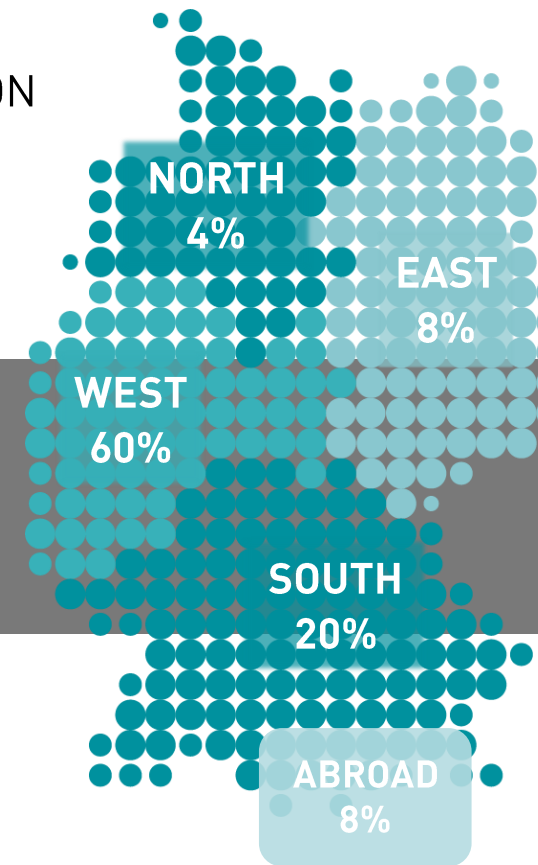


# FACTS & FIGURES



# WETZLAR TRACK RECORD

## VISITORS BY REGION

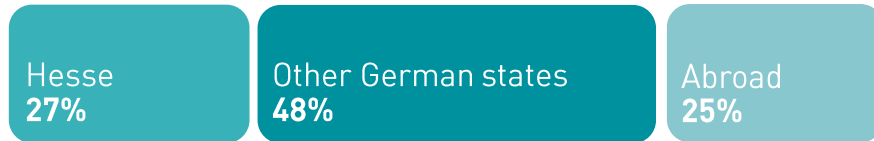


**FIGURES  
FACTS  
2024**

180 EXHIBITORS +  
PARTNERS  
**+17%** to previous  
year

1.900 VISITORS  
**+6%**  
to previous year

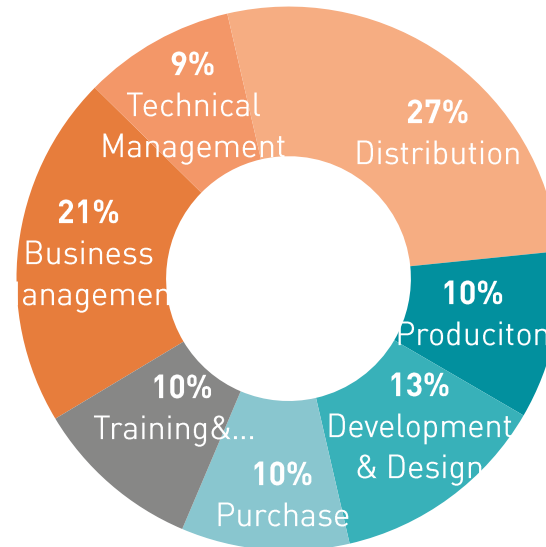
## EXHIBITORS BY ORIGIN



## REASONS FOR THE VISIT



## VISITORS INSIDE BY FUNCTION



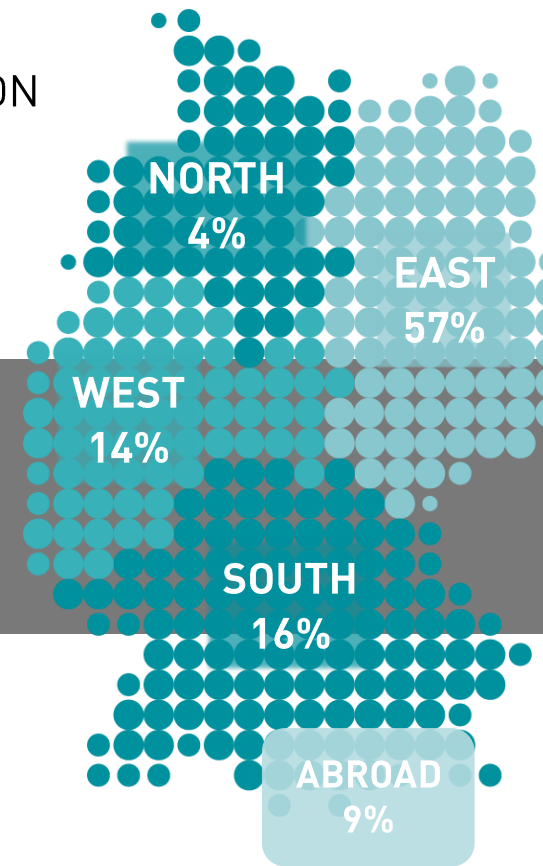
## VISITORS BY SECTOR



QUELLE: W3+ Fair Sales & Survey 2024

# JENA TRACK RECORD

## VISITORS BY REGION



**FIGURES  
FACTS  
2024**

200 EXHIBITORS +  
PARTNERS  
**+25%** to previous  
year

2.300 VISITORS  
**+15%**  
to previous year

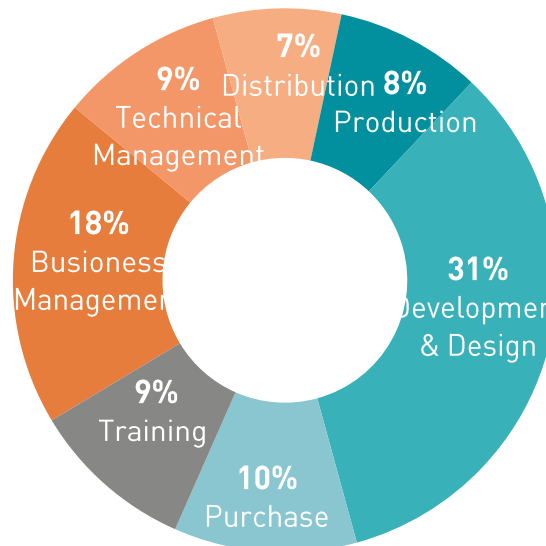
## EXHIBITORS BY ORIGIN



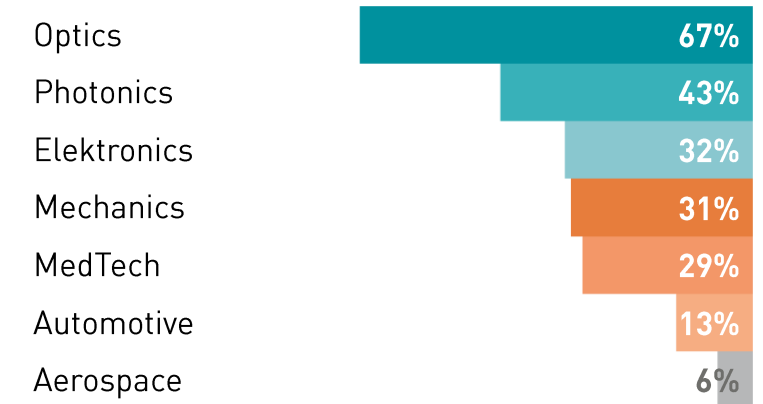
## THE 3 TOP REASONS TO VISIT



## VISITORS INSIDE BY FUNCTION



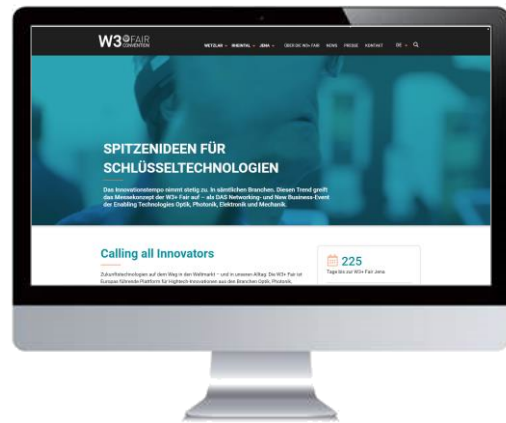
## VISITORS BY SECTOR



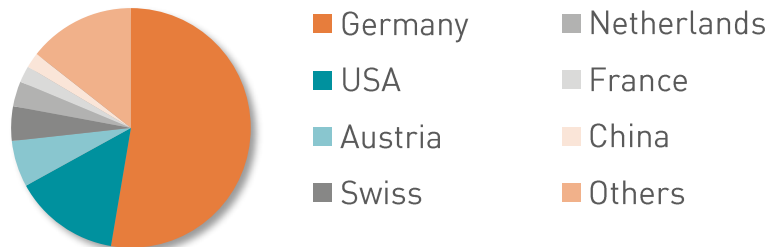
QUELLE: W3+ Fair Sales & Survey 2024



# MEDIA REACH W3+ FAIR

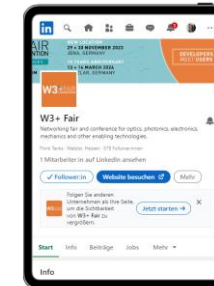


**15.000+**  
Page views per month



**37.000+**  
Mailing contacts

(Partners, exhibitors and visitors)  
**35%** opening rate



**3.600+**  
Social media contacts

# ACHIEVE MORE TOGETHER— ARE YOU IN?





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**Get in touch  
with us!**

**[www.w3-fair.com](http://www.w3-fair.com)**