Decentralized Energy Supply

Energy efficiency via cogeneration, virtual power plants and contracting

13 – 17 April 2015
Hannover • Germany

hannovermesse.com

Deutsche Messe
Create demand for your products: Decentralized Energy Supply.

HANNOVER MESSE highlights the entire value chain in the area of conventional and renewable energy. Increasingly, decentralization will play a pivotal role world-wide in the transformation of inflexible energy systems into smart energy networks. Faced with rising costs, industrial enterprises are devoting top priority to energy efficiency. At HANNOVER MESSE national and international users will focus on the latest solutions – for example, highly efficient transformer systems, energy management and contracting, as well as virtual power plants in the megawatt output range.

Join the “who’s who” of the energy industry under the umbrella of the world’s most important industrial technology show. Take this opportunity to enter into a dialogue with representatives of all the growth markets – at the same time and place – and lay the foundations for new business. We look forward to welcoming you.

Benjamin Low, Director, Energy

Four convincing reasons

1. **Benefit from unique synergies**
   At HANNOVER MESSE you will be part of an integrated line-up of ten international flagship events. Present your energy supply solutions to a broad cross-section of user industries.

2. **Communicate with your target audience**
   Representatives of the power supply industry are by far the largest visitor group at the trade fair "Energy": Your decentralized solutions for tomorrow’s smart grids will reach key decision-makers.

3. **Reach potential customers from all over the world**
   More than a quarter of the visitors come from outside Germany. In other words, HANNOVER MESSE is the ideal place to enter international markets.

4. **Influence the political debate**
   The program of panel discussions gets the attention of the political community. In addition, more than 2,500 media representatives report on HANNOVER MESSE.

Cornerstone of tomorrow’s energy supply.

Under the umbrella of HANNOVER MESSE the themed presentation “Decentralized Energy Supply” focuses on distributed systems and their role in shaping the future energy market. Combined heat and power (CHP) installations and absorption-based combined cooling, heat and power (CCHP) systems are key elements in the transition to renewables. The integration of CHP, wind and photovoltaic systems to form virtual power plants will pave the way to requirement-oriented management and direct marketing, as well as stable and efficient distribution. At the same time energy service providers (contractors) and project development specialists will present innovative solutions for rational energy use and for the extension of decentralized energy supply systems. In this context the utilization of waste heat in the Organic Rankine Cycle (ORC) will acquire increasing importance.

"Energy"
Basis for success: the display concept and supporting program.

Featuring four keynote themes, numerous high-profile exhibitors, an attractive group presentation stand and daily panel discussions, “Decentralized Energy Supply” will deliver decisive insights into the future.

Combined heat and power (CHP)
The market for efficient energy conversion technology continues to grow. In Germany alone, CHP is expected to account for 25 percent of total power generation capacity by 2020.

Combined cooling, heat and power (CCHP)
Exhibitors of CCHP and absorption cooling systems are benefitting from the increased demand for resource-efficient refrigeration in industrial plant and commercial/residential buildings.

Energy management and contracting
Energy service providers are harnessing their extensive process-related expertise in order to deliver electric power, heat, steam, refrigeration and compressed air as efficiently as possible to industry, private homes and public buildings. Energy efficiency is a driving force in the marketplace.

Virtual power plants (VPP)
Operators of virtual power plants (e.g. energy traders) are exploiting the enhanced flexibility of decentralized generation for the purposes of direct marketing. The virtual integration of small-sized generation plants using state-of-the-art management and telecontrol technology plays a central role in the adaptation of energy supply systems to the fluctuations in the output of renewable energy sources.

Panel discussions
Organized by the German CHP Association (B.KWK) and the ESCO Forum (“Energy Service Companies”), the panel discussions focus on key industry trends and thus foster effective knowledge transfer. Twice a day the visitors can experience leading representatives from industry, science and politics as they outline the future development path for decentralized energy supply.

Christian Grotholt, Chairman, 2G Energy AG
“The importance of HANNOVER MESSE has increased enormously for us – a manufacturer of CHP plants – in recent years. The topics ‘energy efficiency’ and ‘resource conservation’ are of relevance to more and more decision-makers, and HANNOVER MESSE offers the ideal platform. The group presentation ‘Decentralized Energy Supply’ is the optimum setting. In addition, we value the international orientation of the show. This can make a corresponding contribution to our global expansion strategy.”

Maximum efficiency: convincing statistics.

Energy issues are high up on the agenda at HANNOVER MESSE and are the top attraction for the visiting public.

1,075 exhibitors
1,075 exhibitors from 50 countries

2.28 million business contacts
2.28 million business contacts in 5 days

89,700 visitors
A total of 89,700 visitors from more than 100 countries

94.2% were trade visitors
84,500 trade visitors from 100 countries

All sectors – all markets
At “Energy” you will reach experts from all sectors of industry.

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Tailored to your requirements: the participation options.

The group presentation

 Suppliers of CHP technology (block power plants, gas turbines, steam turbines, absorption cooling systems) and energy service providers (contractors) will present new solutions designed to achieve a sustained reduction in energy costs – thus benefiting industrial and private consumers. The group presentation and panel discussions serve as an absolute magnet for visitors.

Your service package at a glance – stand construction

- Stand partition walls and carpet
- 1 table with 3 chairs
- 1 brochure rack
- 1 coat rack
- 1 waste bin
- Basic lighting
- 1 power point (incl. consumption)
- Fascia panel lettering
- Lockable cabin with coat rack
- Presentation of exhibits on the shared display area
- Organization and realization of panel discussions on the subject of contracting and CHP/CCHP

Free additional services

- National and international press and PR activities
- Press breakfast and guided tours for politicians
- Direct involvement of exhibitors in the development of the presentation concept and stand activities
- Presentation of exhibits on the shared display area
- Organization and realization of panel discussions on the subject of contracting and CHP/CCHP

General infrastructure

The group presentation includes the following services/benefits:

- Internet portal (company and product profiles)
- Lounge, incl. service personnel
- Beverages and snacks
- Central storage facilities
- Internet connection
- Stand cleaning (daily) and stand security

Cost of participation: € 770/m²

plus VAT

Individual solution or turnkey package: As you like it.

The comprehensive range of customized services and offers from Deutsche Messe is designed to showcase your business to optimum effect. Whether you opt for an individual presentation, choose one of our all-inclusive packages or decide to participate in a national or themed group display – we can supply everything you need.

Individual presentation

A presentation designed to your own specification showcases your innovations with a personal twist. Our extensive services and marketing support will help you to turn your ideas into reality.

Basic price, indoor space, from € 202/m²
Basic price, open-air site, from € 77/m²

All-inclusive package solutions

To minimize time and effort preparing for the show, choose one of our attractive “fair-package” options, which give you stand space complete with fully assembled stand, essential technical services and other useful services. You can calculate the cost of your package of choice online at: www.hannovermesse.de/en/fairpackage.

Basic Package, from € 3,798*

*Early booking price for basic 9 m² row stand. All prices are subject to VAT.

Benefit from our early booking rate – available until 15 September 2014!

Full details online

Detailed information, planning tools and current prices can be found online at www.hannovermesse.de/en/participation.

And there’s no need to wait: you can register now by using our handy Online Business Service OBS at www.obs.messe.de.

I’m here to help.

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