New showcase at Energy 2015: Environmental Technologies & Resource Efficiency

The world’s leading trade fair for industrial technology – HANNOVER MESSE in Hannover, Germany – is about to launch a new showcase featuring everything to do with energy and environmental technology, all under a single roof. As of 2015, these two highly popular clusters are being merged in Hall 13. About 100,000 of the visitors who attended HANNOVER MESSE 2014 said they specifically sought out the energy and environmental technology displays.

In view of stiff competition, cost-cutting is obviously the name of the game across industry today, and this calls for investments in highly efficient equipment and processes. As a result, environmental technology suppliers are going to see turnover double by the year 2025, as predicted by Germany’s Ministry for the Environment. Those aiming for ecologically compatible and economically sound production will find all it takes at the new Environmental Technologies & Resource Efficiency showcase in Hall 13! Special emphasis will be placed on water treatment and air purification, as well as equipment and components for boosting energy and resource efficiency.

Thanks to extensive thematic tie-ins between energy-related and environmental topics, visitors with an interest in either aspect – or both – will find a rich array of solutions in one convenient location. As an exhibitor, you also stand to benefit from keen media interest, as well as the fact that the percentage of professionals attending Energy is extremely high. By virtue of its location in Hall 13, the new Environmental Technologies & Resource Efficiency display area will enable you to realize powerful synergies with the Energy show’s immediately adjacent Decentralized Energy Supply and Renewables display areas as well as with the Wind and MobiliTec shows.

The new display category will serve as a central source for everything related to maximizing resource efficiency. You, too, can profit from the inclusion of “Environmental Technologies & Resource Efficiency” in the flagship Energy fair, plus its high-traffic location in Hall 13. Now is the time to join this winning environmental showcase at HANNOVER MESSE 2015!

Main display categories
- Energy and resource efficiency in manufacturing
- Water and wastewater/greywater treatment
- Exhaust air treatment and air purification
- Consultancy, certification and other related services

Oliver Redschlag, CEO, avanum Deutschland GmbH, Hannover, Germany

“HANNOVER MESSE is the world’s biggest trade fair for industrial technology and its main shop window for the latest innovative products for industry. We’ve opted for IndustrialGreenTec because it’s the best exhibition platform for our high-performance energy-saving LED lighting systems. We’re also an official IndustrialGreenTec partner. The visitors whom we’re meeting and making contact with here at HANNOVER MESSE are of a very high quality – they’re just the target market we want for our products.”

hannovermesse.com
Forum for environmental technology: The GreenSolutionsCenter.

Located in the middle of Hall 13, the GreenSolutionsCenter combines a high-calibre daily lecture program and a highly frequented exhibition. The premiere event in 2014 attracted an average of more than 230 visitors on each of the five days. Use this platform to reach an international audience and present your ideas for resource-efficient and cost-efficient production.

Book an all-inclusive package and join the ranks of the exhibitors at the GreenSolutionsCenter.

BAFA themed stand – Platform for new companies

Young entrepreneurs can showcase their pioneering solutions for resource efficiency and the conservation of resources at the joint stand of the German Federal Ministry of Economics and Export Control. This is a very affordable form of participation as the German Federal Ministry for Economic Affairs and Technology subsidizes up to 70 % of the cost of stand rental and construction. This means that start-up companies can put their new developments on the global stage.

The benefits of the new display category

Reach clients from across the world

The new display category facilitates direct access to all national and international sales markets. In 2014 a total of 44,200 visitors were interested in efficient solutions in the area of environmental technology. Large numbers of visitors came from China, the United Kingdom, the Netherlands and Brazil.

Meet key decision-makers

The new display area will serve as a focus for decision-makers from every relevant sector of industry. The high-calibre program of talks and lectures provides an excellent opportunity to showcase your solutions and market them successfully.

Profit from the appeal of HANNOVER MESSE

Environmental engineering and resource efficiency are closely linked to the issues covered by the trade fair Energy and are becoming increasingly important across the industrial spectrum. Only at the world’s most important technology event can you find so many decision-makers from every stage of the industrial process chain.
Good prospects for continued growth: Facts and figures.

These are the main sections of the new display category.

- Water and wastewater/greywater treatment
- Exhaust air treatment and air purification
- Energy and resource efficiency in manufacturing
- Services and Consulting

All sectors – all markets

At Energy you can reach trade visitors from all sectors of industry.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>25,500</td>
</tr>
<tr>
<td>Manufacturing industry</td>
<td>19,600</td>
</tr>
<tr>
<td>Capital goods industry</td>
<td>7,100</td>
</tr>
<tr>
<td>Basic materials and primary products</td>
<td>13,400</td>
</tr>
<tr>
<td>Service suppliers: firms/subcontractors</td>
<td>8,300</td>
</tr>
<tr>
<td>Distributive trades</td>
<td>3,500</td>
</tr>
<tr>
<td>Research institutes/industrial research</td>
<td>3,400</td>
</tr>
<tr>
<td>Environmental economy</td>
<td>3,000</td>
</tr>
</tbody>
</table>

More than one reply possible.

The whole world at Energy

Qualified trade visitors from all over the world come to Hannover to find ground-breaking solutions.

- 89,700 visitors in total
- 26.1% from outside Germany
- More than 94.2% trade visitors
- 61.5% decision-makers
- 23.8% with concrete investment plans
Basic rental charge
Basic charge for indoor space
Basic charge for open-air site

Reduced rental charge for early bookings
Basic charge for indoor space
Basic charge for open-air site

Stands offering greater access
Stands with two or more open sides (greater accessibility and better view for visitors) are subject to an increased charge per m² on the first 120 m² as follows:

- Open on 2 sides (corner stand)
- Open on 3 sides (end stand)
- Open on 4 sides (island stand)

Additional charges
Registration fee (lump sum)
Marketing fee²

Reduced marketing fee for stand space in excess of 1,000 m²
Space on the upper floor of two-storey stands

Co-exhibitors
Participation fee (lump sum)
Marketing fee²

Participation packages for the GreenSolutionsCenter

Package: Exhibitor € 3,500
- Workstation with your logo, Internet, electricity supply, 2 chairs, brochure rack, lockable counter
- 30 minute lecture at the Forum
- Soft drinks, coffee and biscuits
- Use of the lounge
- Inclusion of your logo in the printed program under the heading “Exhibitors”
- Services included in the marketing fee (e.g. unlimited number of complimentary admission tickets)

Additional option: € 500
- Exhibition space next to your workstation, including electricity

Sponsorship packages as from € 4,500
A limited number of sponsorship packages are available.
Your company logo will be featured prominently before and during HANNOVER MESSE. In addition to the presentation of your logo on the stage, you will be entitled to a lecture slot at the Forum and a special mention in the Energy newsletter – plus numerous other profitable benefits.

A surcharge of 5 % on top of the basic rental charge will be made for registrations received as from 1.2.2015.

1 Space in excess of 120 m² will be invoiced at the basic rental charge.
2 Incl. AUMA contribution.
All prices are subject to VAT.

Click for easy registration online

Start preparing for Energy 2015 now – use our convenient Online Business Service (OBS).
Book today. Information on the exhibitors at HANNOVER MESSE is already in our system. We look forward to seeing you.

Click now: www.obs.messe.de

Terms and conditions.