



THINK TECH,
ENGINEER SUCCESS

New markets
New customers
New networks

E-MOTIVE Group Presentation

Joint presentation by the Power Transmission
Research Association (FVA) in the
E-MOTIVE Forum for Electromobility in the VDMA

NEW TECHNOLOGY FIRST
23-27 April 2012 · Hannover · Germany

MobiliTec


**HANNOVER
MESSE**

Your power transmission know-how is driving growth



The leading trade fair MobiliTec at HANNOVER MESSE 2012 marks an important milestone in the evolution of mobility technologies. The connections made here with other advanced technologies will encourage interdisciplinary dialogue and foster contacts between manufacturers of vehicles and mobile machines, the subcontracting industry, mechanical and plant engineering and electrical engineering. The technology-focused approach of MobiliTec provides huge potential for cross-industry collaboration, putting Germany on course to become the leading supplier of electromobility solutions today. The next year or two will see the forging of these pioneering alliances in industry, and suppliers of components and production technologies are jockeying for position even now to see who will reach the home straight first. This underlines the key role of platforms such as the E-MOTIVE Forum for Electromobility in the German Engineering Federation (VDMA) and the FVA's joint industrial research program on electric vehicle technology. The E-MOTIVE Group Presentation at MobiliTec is an ideal opportunity for innovative SMEs supplying e-traction solutions, battery technologies, R&D and services, as it offers them an efficient and affordable way of establishing a presence in this sector of the market.

Dr. Michael Paul, Member of the Board, ZF Friedrichshafen AG, and Chairman of the Power Transmission Research Association (FVA)

How you benefit as an exhibitor:

■ Unique integration

As an exhibitor at MobiliTec you'll benefit from the massive crossover visitor traffic generated by the 8 leading trade fairs that make up HANNOVER MESSE. Here you can present your mobility technologies to trade visitors from every continent and every sector of industry.

■ Return on investment

MobiliTec gives you a platform where you can present your exciting collaborative ventures with energy suppliers, mechanical and plant engineering firms, electrical engineering companies, battery manufacturers and the motor industry. The E-MOTIVE Group Presentation will help you to make valuable new contacts, while the Forum provides an opportunity to bring new concepts and projects to the attention of a wider audience.

■ Promising target groups

At MobiliTec you'll meet potential new customers from the international motor industry, production engineering, the energy industry and the public sector – and your network of contacts will expand and develop.

■ Worldwide attention

As major themes of HANNOVER MESSE 2012, energy and power transmission technology will once again be a focus of attention for politicians and journalists worldwide. By exhibiting at MobiliTec, part of the world's most important technology event, you too will attract visiting professionals to your stand in large numbers.

A dynamic setting for dynamic ideas

E-MOTIVE Group Presentation

Organized by Deutsche Messe in association with the Power Transmission Research Association (FVA) in the VDMA, the E-MOTIVE Group Presentation offers an ideal platform for research institutions and commercial enterprises from the automobile and component supply industry, as well as the mechanical and electrical engineering sectors. Here they can showcase their latest developments for the electrification of vehicle powertrains to potential customers and business partners from the energy industry, manufacturing, commerce and the public sector.

Maximum return for minimum effort

By exhibiting at the E-MOTIVE Group Presentation you'll enjoy all the benefits of our generous Full Service Package. As well as your individual display area you will have the use of extensive facilities and amenities and the other services we offer.

The following facilities and amenities are all included in our full-service package

- Participation charge: € 400/m² plus VAT





Your individual display area

- Fully assembled stand (Maxima Light System)
- Lighting (1 spotlight per 3 m²)
- Power supply (3 kw)
- Information desk
- 1 table + 3 chairs
- 1 lockable booth with coat rack (1 m²)
- Fascia lettering incl. logo

Communal facilities

The presentation area offers various communal facilities for the use of all exhibitors. These are as follows:

■ Lounge Area

Complimentary soft drinks and snacks are available to exhibitors in the Lounge Area. Here you'll find a relaxed atmosphere conducive to making new business contacts.

■ Conference room

A central conference room for private discussions is available for the use of all exhibitors. Bookings can be made with our service staff in the Lounge Area.

■ Storage room with shelving

In addition to the lockable booth on their own stand, exhibitors will also be able to store brochures, promotional gifts and a limited quantity of packaging materials in the adjacent storage room. Each exhibitor is allocated a specific area within the storage room for his own use.

Additional services

- Global advertising: Our advertising activities target potential visitors all over the world. As an exhibitor you'll be able to order an unlimited number of complimentary tickets for your invited guests. These are available in both print and electronic form.
- Online presence: as from next January the MobiliTec website will carry information about the group presentation and the companies taking part.
- Daily stand cleaning and general stand security services.



E-MOTIVE Initiative

Engineering specialists agree: electric or electrified power trains will become increasingly common in the vehicles and mobile machines of the future. The high power density, efficiency and flexibility of electric drives, the opportunities for energy recuperation, and above all the use of electricity from renewable sources – all these factors make this technology very suitable for powering vehicles and mobile machines in the years to come. The E-MOTIVE Forum for Electromobility in the German Engineering Federation (VDMA) has evolved out of the E-MOTIVE initiative of the Power Transmission Research Association (FVA). Its purpose is to continue fostering cooperation between vehicle manufacturers, plant contractors, component suppliers and manufacturers of electric drives and batteries, and to identify and exploit synergies. The FVA is seen as the leading network for innovations in mechanical, electric and mechatronic power transmission technology. The foundations for tomorrow's innovations are laid in engineering study groups, with valuable input from industrial companies and leading scientists working on pre-competitive research projects. The E-MOTIVE Group Presentation stand gives exhibiting companies the opportunity to present their innovative products and services in the field of electric drives for vehicles to an audience of business professionals, politicians and journalists.

MobiliTec

As the Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, MobiliTec documents every stage and every facet of the fast-growing market for electromobility. As well as mounting their own presentation on their own stand, companies can also contribute to the various events in the supporting program, such as the MobiliTec User Forum or the MobiliTec Test Track, which open up additional opportunities for discussion and networking. This is the time, and this is the place, to drive your business and generate new sales for the future!



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Deutsche Messe has a global network of representatives who speak your language. A detailed list of names and addresses is available at: www.messe.de

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