

# Competence Center Energy Storage

The presentation platform for energy storage technologies at MobiliTec 2012



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

MobiliTec



## A dedicated platform for all mobile storage technologies

Storage technologies have a key role to play in the future development both of our energy systems and of electromobility. The Competence Center Energy Storage at MobiliTec 2012 reflects the growing importance of these technologies and documents the complete production cycle for batteries and storage systems, including their many different areas of application. So make sure you have a presence here at the central platform for storage technologies in 2012, when major business decisions are made and the industry's future is mapped out.

## Areas covered at the Competence Center Energy Storage

### Production technologies

- Materials and components
- Production and process technology for the manufacture of cells
- Module production
- Module assembly
- Production and process technology for the manufacture of batteries
- The complete upstream process chain

### Applications

- Storage solutions
- Vehicle integration

## The key benefits for your business

### ■ Reaching your target group

HANNOVER MESSE is unique as it brings together all the relevant players in one place: battery manufacturers, the metal, ceramics and plastics industries, the chemical industry, energy suppliers, makers of power transmission systems, mechanical and plant engineering specialists, vehicle manufacturers and many more.

### ■ Generating new contacts

Over 90% of the visitors to the show are industry professionals – a unique mix of buyers, senior R&D engineers, corporate management, public sector workers and investors.

### ■ Bringing your products to a wider audience

HANNOVER MESSE 2012 brings together eight leading international trade fairs at the same time – including MobiliTec. Nearly a quarter of a million potential customers from all over the world come face to face with big-name suppliers from all sectors of industry – and this creates unprecedented opportunities for visiting professionals and exhibitors alike.



# All the right connections

## In business with electromobility: The major sectors

The theme of electromobility will be explored in depth at MobiliTec 2012. One of the main keys to the success of this technology is the battery. The production of suitable mobile storage media currently accounts for roughly half the cost of an electric vehicle. This means that reducing production costs and increasing battery efficiency are critical factors for successful long-term market penetration.

The challenge for the future therefore lies in scaling up the existing production technology for volume manufacturing. The Competence Center Energy Storage opens up exciting prospects for companies across a range of sectors:

- Battery manufacturers
- Metal, ceramics and plastics industries
- Mechanical and plant engineering
- Chemical industry



Need more information? Just get in touch and we'll be pleased to help!

# At the heart of the action

## One display – multiple audiences

At HANNOVER MESSE you immediately double your sales potential, because it's not just the visitors to the show who are your prospective customers, but also the exhibitors at the other trade fairs in the line-up. And not only is your stand

at the Competence Center Energy Storage right at the heart of MobiliTec – it's also just a stone's throw away from these other shows, which provide visitor spillover, especially from Coil Technica in the same hall and Energy in Halls 11, 12, 13 and 27.



## A ready-made professional audience

At MobiliTec you'll attract the attention of visiting professionals from all the relevant sectors.

Capital goods	11,600
Energy	5,300
Services	5,100
Basic materials and primary products	4,000
Research institutes/industrial research	2,700
Distributive trades	2,400
Public authorities and institutions	1,900
Skilled trades	1,400

# Your presentation options

## We've already reserved a space for you!

Get great value for money with one of our all-inclusive stand packages – tailor-made for your presentation in one of the central display areas.

### Standard package

- Lighting and power supply
- Central Internet connection
- 1 info counter
- 1 table, 3 chairs, wastepaper bin
- Catering service with drinks and light snacks

### Cost, including fully assembled stand:

9 m <sup>2</sup> package	€ 4,810
16 m <sup>2</sup> package	€ 8,310
32 m <sup>2</sup> package	€ 16,620

All prices are subject to VAT.

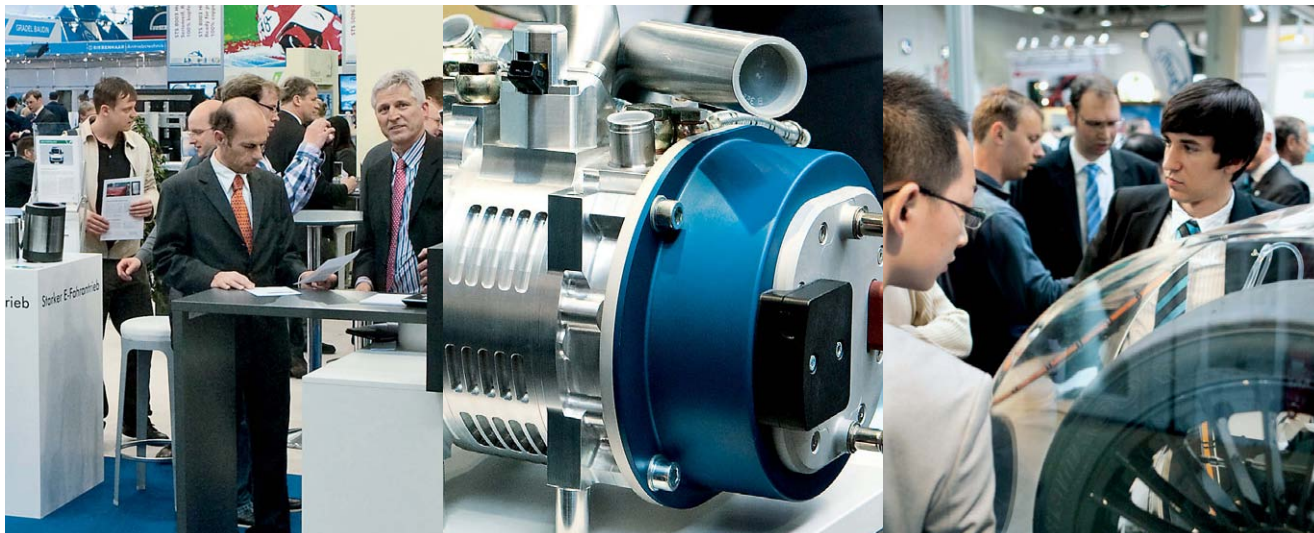
### Or book space for your own stand

For a more individual look, you also have the option of booking space for your own stand at the Competence Center Energy Storage. The cost is just € 350/m<sup>2</sup>.

### Media liaison and marketing service

Deutsche Messe provides full media support for exhibitors, with detailed press coverage before and after the show in the relevant media and on the Internet. You'll generate additional important contacts as a result, remind your target groups of your presence, and benefit from our many other service offerings.

For further information and to register now, go to: [www.hannovermesse.de/en/mobilitec](http://www.hannovermesse.de/en/mobilitec)



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