



Filters - Silencers - S

2010 will

provide detailed insights into tomorrow's power plants. Take the opportunity to present your innovative energy-mix technologies at **HANNOVER MESSE.**

Oliver Frese, Director of "Energy", HANNOVER MESSE

Power Plant Technology

Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



Hannover · Germany
GET NEW TECHNOLOGY FIRST · 19-23 April 2010



hannovermesse.de/power_plant_technology_e



...pioneering generation concepts will play a key role in climate protection, energy security and economic growth. The trade show "Power Plant Technology" offers unrivalled opportunities. In the current economic climate it is essential to commercialize product innovations on a global scale. HANNOVER MESSE presents the future energy mix – in its entirety and at a single venue. I look forward to welcoming you at this unique "Energy Centre".

Yours sincerely,

Oliver Frese
Director of "Energy", HANNOVER MESSE

How you benefit by exhibiting at "Power Plant Technology"

→ SHARP FOCUS

"Power Plant Technology" brings together all the relevant products and services for large-scale generating installations. An integral part of the world's No. 1 energy technology show, it is augmented by internationally renowned conferences, forums and themed displays.

→ HIGH-POWER MARKETING

"Power Plant Technology" presents the entire value chain, including peripheral technologies and services. It reflects all the current trends and high-tech solutions – at the same place and time.

→ EFFICIENT ACCESS TO NEW BUSINESS

The energy market is booming. "Power Plant Technology" and "Energy" are a magnet for decision-makers, planners, development engineers and highly qualified personnel from the energy sector, industry and local government.

→ INCREASED AWARENESS

"Power Plant Technology" and "Energy" command the attention of the media and the political community. The interrelationships between the flagship fairs that make up HANNOVER MESSE generate unique synergies for your business.

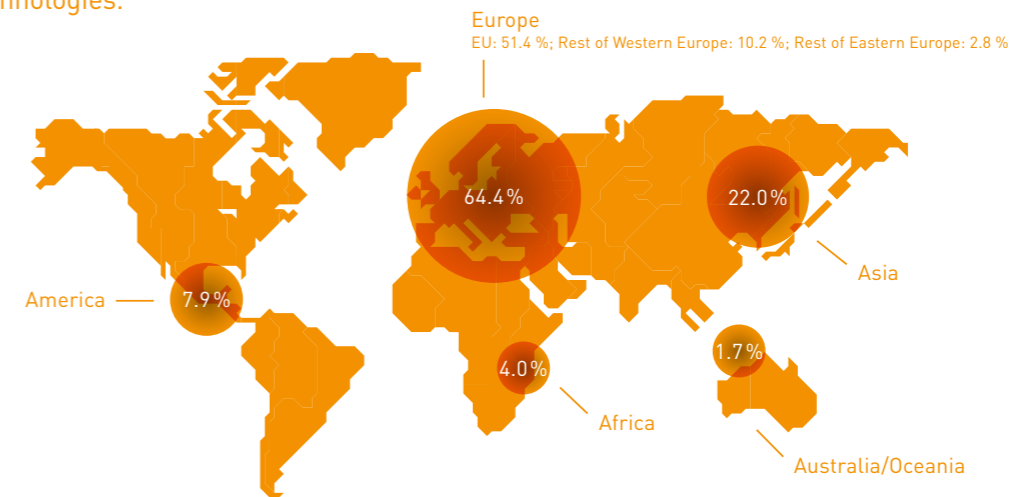
Power Plant Technology – the basis for a measurable boost to your sales performance

Power Plant Technology 2009 once again offered a closely networked platform for new business:

- Power Plant Technology 2009 attracted **32,000 visitors**
- **96 %** of these were **industry professionals**
- More than **70 %** are already **planning to attend HANNOVER MESSE 2010**

Power Plant Technology – an unrivalled source of global contacts

Top decision-makers from all over the world come to "Power Plant Technology" to view the latest technologies.



Power Plant Technology – high demand in all business sectors

Strong impact: In 2009 more than **38 % of the visitors** came from manufacturing industry and around **25 %** from the energy sector.

Manufacturing industry	11,800
Energy industry	7,500
Services	3,300
Trade	2,400
Research institutes/industrial research	1,400
Construction industry	1,200
Telecommunications	1,000
Public authorities and institutions	1,000

Chart → Trade visitors by business sector (more than one reply possible)

Power Plant Technology – a magnet for decision-makers

Around **71 % of the visitors** were directly involved in **investment decisions**.



In 2009 **25.4 % of the visitors** came to Hannover with definite **investment plans**.

Further facts and figures relating to "Power Plant Technology 2009" are available at:
hannovermesse.de/profile_ppt

Power Plant Technology – your marketing powerhouse

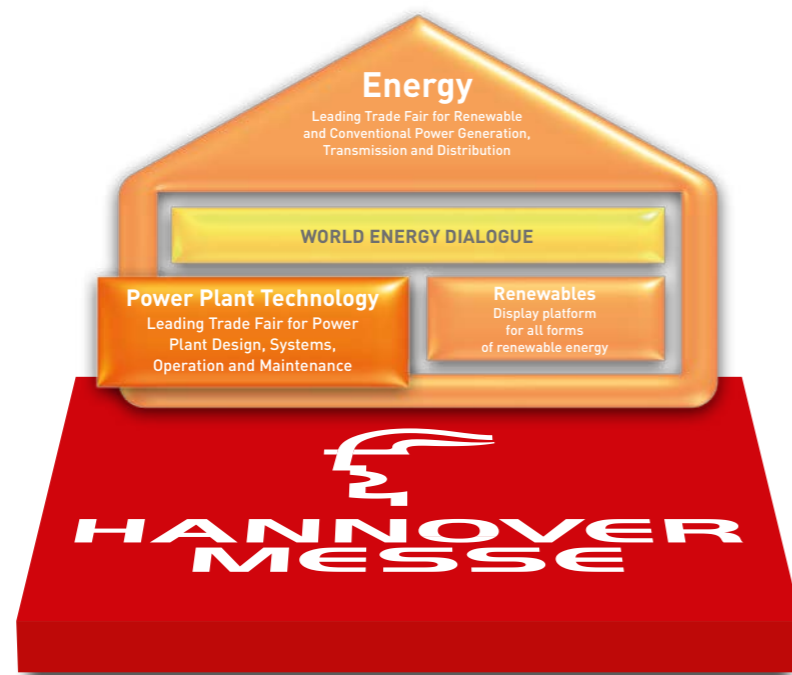


Tap into new sources of market demand

Innovative power plant concepts, efficiency maximization, reduction of CO2 emissions, sustained climate protection... these are the dominant issues in the marketplace. At "Power Plant Technology" you'll have a unique opportunity to showcase your solutions alongside other leading international players in the power and heat generation sectors.

Translate your innovations into increased sales revenues

Regardless of your specific role – planning office, component supplier, service provider, general contractor or power plant operator – "Power Plant Technology" is an excellent marketing platform. You'll benefit from the combined synergy effects of "Energy", the WORLD ENERGY DIALOGUE and the other flagship events that make up HANNOVER MESSE. There is no better platform for doing business.



→ Themed presentation "Engineering & Services"

The ideal showcase for your service offerings in the areas of engineering, project management, planning approval and maintenance.

→ Themed presentation "Power plants/CHP plants"

Your chance to present your cutting-edge technologies for power plants and combined heat and power stations (oil, gas and coal-fired) on the international market, as well as decentralized generating installations.

→ Themed presentation "Power plant components"

Turbines, boilers, valves, generators, motors... Innovative components play a key role in raising the efficiency of power plants. Your opportunity to demonstrate your capabilities to potential customers.

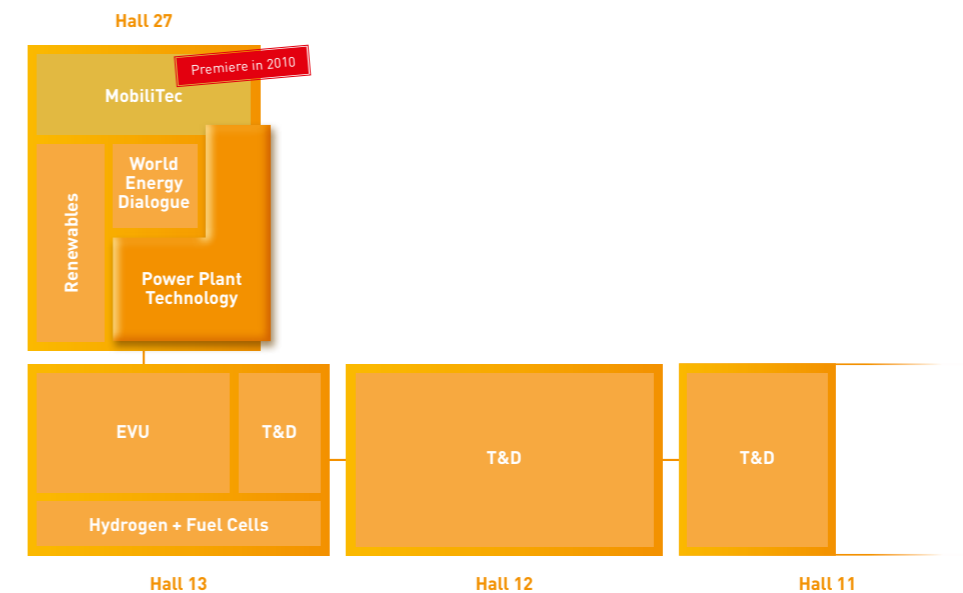
At "Power Plant Technology" the focus is firmly on new business

The supporting program at "Power Plant Technology" attracts a high-calibre professional audience. Harness these additional contacts to your marketing strategy.

→ **WORLD ENERGY DIALOGUE:** The world's leading congress on the burning issues confronting the energy sector. For further details go to: world-energy-dialogue.com

→ **Power Plant Technology Group Presentation:** Powered by EPPSA, VGB PowerTech, FDBR and EnergieAgentur.NRW. The members of these organizations will benefit from the attractive presentation opportunities in the immediate vicinity of the User Forum.

→ **CSP Competence Centre:** Concentrated solar power (CSP) will play a key role in the shift away from conventional fossil fuels. At the CSP Competence Centre you can present your solutions and discuss future perspectives.



Graphic → "Power Plant Technology" is an integral part of the world's largest energy show

→ Power Plant Technology Users' Forum

Located at the heart of "Power Plant Technology", this forum is the ideal place to discuss practical issues relating to power plant operation.

→ Power Plant Party

This get-together for the power plant community takes place on the Wednesday of HANNOVER MESSE. This is your chance to establish new contacts in a relaxed after-work atmosphere.

Further information about the supporting program at "Power Plant Technology" is available at: hannovermesse.de/program_ppt

In 2010 you'll get a fair deal

In 2010 you'll get all the services you need

Registration charge

Each main exhibitor will be required to pay a charge of € 300 at the time of registration.

Stand rental charges

→ Early bookings pay dividends!

Reduced rental charges for bookings made by 15.9.2009:

€ 178/m² in the halls

€ 68/m² on the open-air site

→ Standard rental charges*

€ 184/m² in the halls

€ 71/m² on the open-air site

→ Stands with two or more open sides

Stands with two or more open sides are subject to a surcharge. For stands of up to 120 m²:

- 25% of the basic charge for stands open on 2 sides (corner stand)
- 40% of the basic charge for stands open on 3 sides (end stand)
- 60% of the basic charge for stands open on 4 sides (island stand)

No surcharge is payable for the area in excess of 120 m².

→ Two-storey stands

€ 75/m² (for the space on the upper floor of two-storey stands)

→ Co-exhibitor charge

€ 750 per co-exhibitor, irrespective of the stand area.

*An additional charge of 5% (on top of the standard rental charge) will be made for bookings received as from 1 February 2010

fair-packages

The easy option. Our all-in fair packages ("Classic", "Comfort" and "Premium") include stand space, stand construction and other services – e.g. daily stand cleaning, media services and visitor promotion services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	"Classic"	"Comfort"	"Premium"
	15 m ² row stand	20 m ² corner stand	25 m ² corner stand
Stand category	Type A	Type B	Type D
Early booking price	€ 5,080*	€ 7,875*	€ 10,392.50*
Standard price	€ 5,170*	€ 8,025*	€ 10,580*

Further information is available at: hannovermesse.de/fairpackage_e



*Prices for one-year rental agreements, including registration charge

Visitor promotion charge

Our value-added services package:

- All-year-round availability of your company profile and product information on the Internet (enables you to access additional target groups)
- Customer recruitment and retention by means of complimentary admission tickets (printed and electronic)
- Updating of your customer database to include the registration data of your visitors
- Professional multi-channel advertising campaign targeted at visitors all over the world
- Market research data relating to your visitors

→ The benefits

Complimentary admission tickets (printed and electronic)

Full-scale Internet presence

- Detailed company profile
- Five product descriptions (created free of charge by our editorial team)
- Unlimited number of additional product descriptions (you are responsible for creating and updating the content online)
- Up to four product group listings per product description

→ Space-related charge for visitor promotion services

€ 29/m² of rented space (up to 1,000 m²)

A flat visitor promotion charge of € 300 is payable for each co-exhibitor.

→ Value Added Tax

All prices are subject to VAT at the current rate, where applicable.

INVITATION SERVICES

Complimentary admission tickets – included in the visitor promotion charge – are an effective way to attract selected visitors to your stand. If you choose the e-ticket option, you'll have direct access to the visitors' registration data. The HANNOVER MESSE Premium Pass offers an exclusive range of benefits and is the ideal incentive for your key-account customers and business partners.

CONTACT MANAGEMENT SERVICES

Find and be found. Our innovative contact management services will help you to build productive business relationships with trade visitors – before, during and after HANNOVER MESSE. The sophisticated exhibitor and product search database will ensure an all-year-round presence in our online media. Our electronic LeadSuccess service is an easy way to keep track of visitor data.

ADVERTISING & COMMUNICATION

Attract additional attention. Outdoor advertising at HANNOVER MESSE gives you direct access to your target audience without any wasted coverage. There are numerous possibilities to choose from – for example, billboards and towers. In addition, you have the option of advertising online on hannovermesse.com.

MEDIA SERVICES

Get your message across. We provide an extensive range of media services for exhibitors. For example, you can distribute information material to journalists – either online or via the distribution boxes in the Press Center. In addition, you can count on our professional assistance when planning press conferences. In this way your company will receive the media coverage it deserves.

TECHNICAL SERVICES

You need an electrical connection? A video projector? An espresso machine? If so, the Deutsche Messe team can supply all the necessary equipment and utilities. We will plan and organize everything – from individual components to complete turnkey exhibition stands.

Further information is available at: hannovermesse.de/exhibitorservice.

Online services

Quick, direct and always up to date: via hannovermesse.de/registration you can download all the relevant information, registration forms and terms & conditions.

Tell us what you think – on 2010willbe.com

How will the year 2010 turn out? Will the economy recover? Will there be an upsurge in innovation? Let us know your views. And find out what other people think.



Deutsche Messe

Hannover · Germany

Deutsche Messe
Messegelände
30521 Hannover
Germany
Tel. +49 511 89-0
Fax +49 511 89-32626
hannovermesse@messe.de
hannovermesse.de

Sponsored by: :



Supported by:



EnergieAgentur.NRW 



Direct access to Asian and Indian markets

Take the opportunity to showcase your innovative products and solutions at the **Energy Show in Shanghai and Energy India in Mumbai**

Contact details

Wolfgang Pech

Senior Vice President

Oliver Frese

Director

Hubertus von Monschaw

Project Manager

Tel. +49 511 89-31303

Fax +49 511 89-31148

hubertus.vonmonschaw@messe.de

Elvira Bree

Project Assistant

Tel. +49 511 89-31327

Fax +49 511 89-31148

elvira.bree@messe.de

Deutsche Messe AG maintains an extensive network of local representatives. The relevant addresses are listed under messe.de

Evin Bend

Project Manager

Tel. +49 511 89-31158

Fax +49 511 89-39681

evin.bend@messe.de

