

Your presentation options

Show what you can do in the fast-growing field of drive technology and book your place now at the E-MOTIVE group stand. HANNOVER MESSE offers you a prime location within an eye-catching special display area. The stand is located in Hall 24 – at the heart of the international trade fair MDA – Motion, Drive & Automation.

We offer a choice of two presentation options:

“Workstation” Package

- » Workstation with PC counter and storage compartment
- » Backlit Plexiglas column with coloured fascia lettering/logo
- » 1 bar stool
- » Basic lighting and power socket
- » Power supply including electricity usage
- » Option to give a presentation in the MDA Forum
- » Demonstration area in the Action Circle
- » 2 exhibitor passes
- » Unlimited number of complimentary admission tickets (print/online options)
- » Free product category entries and company profile on the Internet
- » Visitor marketing (online presence, press campaign, newsletter for visitors/exhibitors, group stand brochure, incl. company profile and press pack for the show)
- » General information counter with hostess
- » Exhibitor Lounge with catering (soft drinks & pastries)
- » Fax, telephone and Internet connections

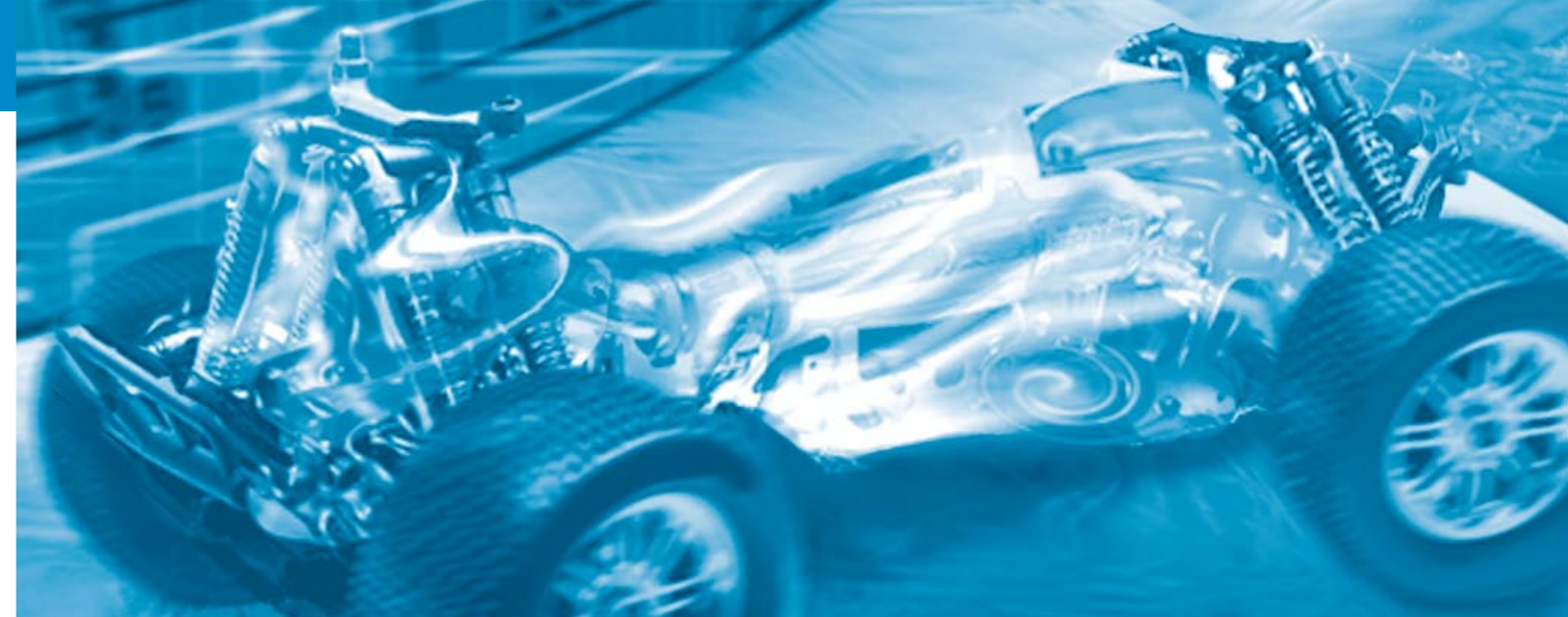
Price: € 2,690.-
plus registration fee of € 300, plus VAT

“Exhibit” Package

- » Carpeted area, size as required
- » Power supply, including electricity usage
- » Option to give a presentation in the MDA Forum
- » Demonstration area in the Action Circle
- » 2 exhibitor passes
- » Unlimited number of complimentary admission tickets (print/online options)
- » Free product category entries and company profile on the Internet
- » Visitor marketing (online presence, press campaign, newsletter for visitors/exhibitors, group stand brochure, incl. company profile and press pack for the show)
- » General information counter with hostess
- » Exhibitor Lounge with catering (soft drinks & pastries)
- » Fax, telephone and Internet connections

Price: € 320.- per m²,
plus registration fee of € 300, plus VAT

And why not take the opportunity to put your latest product through its paces on the Action Circle demonstration area? Or tell audiences about your innovative projects with a presentation in the MDA Forum?



E-MOTIVE

Special display

Hybrid and Electric Drives for Vehicles and Mobile Machines

 **Deutsche Messe**
Hannover · Germany

 **VDMA**
Antriebstechnik

 **FVA**
Forschungsvereinigung
Antriebstechnik e.V.

Contact:

Daniela Küch
Deutsche Messe
Messegelände, 30521 Hannover
Phone +49 511-89 31 168
Fax +49 511-89 32 564
daniela.kuech@messe.de

Bernhard Hagemann
Forschungsvereinigung Antriebstechnik e.V.
Lyoner Str. 18, 60528 Frankfurt
Phone +49 69-66 03 16 74
Fax +49 69-66 03 25 97
bernhard.hagemann@fva-net.de

April 20 – 24, 2009
Hannover

 **HANNOVER
MESSE**

Engineering specialists agree: electric or electrified powertrains 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 eminently suitable for powering vehicles and mobile machines in the years to come. The E-MOTIVE initiative from the Power Transmission Research Association (FVA), part of Germany's central engineering federation VDMA, is aimed both at fostering cooperation between vehicle manufacturers, component suppliers and manufacturers of industrial electric drives, and at exploiting 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 visiting professionals an opportunity to learn about the latest innovations from companies working in the field of electric drives for vehicles.

A FOCUS OF WORLD ATTENTION

For over 60 years HANNOVER MESSE has been the leading technology event of the year. This is where the latest technologies are unveiled and new trends are born. In 2007 the show attracted 6,400 exhibitors and over 240,000 trade visitors from 68 countries, confirming its status as the world's most important summit for business leaders, research scientists and politicians. Exhibitors, visitors and journalists flock to Hannover from the four corners of the earth to present the latest technical developments, find inspiration, forge new business partnerships, discover new markets or report on the highlights. HANNOVER MESSE is always receptive to new themes and emerging trends – which is why the spotlight is on hybrid and electric drives for vehicles and mobile machines in 2009.

NEW MARKETS

Open up new markets for your products and applications. As part of the trade fair MDA – Motion Drive & Automation, the Leading Trade Fair for Power Transmission and Control, you'll be presenting your offerings to the industry's top decision-makers and making your technologies accessible to buyers across the industrial spectrum.

NEW CONTACTS

A high proportion of visitors attending MDA are senior executives and decision-makers, who come to the show with the definite intention of investing in new technology. You'll also meet engineers and designers, who are looking for creative ideas and inspiration. This is your chance to establish valuable contacts with key decision-makers and buyers and pave the way for new projects and business deals.

NEW CUSTOMERS

The constellation of trade fairs staged under the HANNOVER MESSE branding brings your technologies to the attention of buyers from a broad cross-section of industries. Take advantage of the natural synergies with neighbouring trade shows such as Energy, Industrial Automation, Subcontracting, Research & Technology and the special display "Condition Monitoring Systems".

NEW NETWORKS

Expand your network and develop new contacts that go far beyond your traditional sales market. Communicate with suppliers, product developers, manufacturers and service providers, and build powerful alliances for your business.

Group presentation stand

Any exhibitor can demonstrate his technologies and ideas in action – from prototype to full production specification – at the group presentation stand. We can offer you a choice of two different presentation options – full details can be found on the back of this brochure. If a customized solution would better suit your needs, then get in touch with us directly and we'll find a suitable solution for you.

Helping to stimulate debate and discussion at the group stand is the program of lectures in the MDA Forum, which can also be used by exhibiting companies as an additional presentation platform. Here exhibitors and visitors can view the various areas of application and discover the benefits of the latest technologies.



MDA Forum

For one or two days during HANNOVER MESSE the MDA Forum affords exhibitors, visitors and journalists an opportunity to learn about current research and engineering practice in the field of hybrid and electric drives for vehicles and mobile machines. What kind of capability do electric drives already have today? In what areas can electric drives be used to advantage? How can manufacturers of mobile machines benefit from developments in the automotive industry? Can car component suppliers also manufacture components for electric drives used in mechanical engineering applications – and thus create new sales opportunities? Which components are already being mass-produced? How can this be exploited to expand sales potential?

At the same time the MDA Forum fosters knowledge-sharing, brings together all the key players from research and industry, and thus promotes the creation of development partnerships.



Action Circle

The Action Circle is a special area where you can demonstrate their technologies or products in action before a live audience. Maybe you'd like to invite members of the public to try out your vehicle or mobile machine? No problem: the Action Circle was designed for just this kind of purpose. The demonstration area can be found on the open-air site, in front of Hall 24. Visitors from industry, local government and the service sector, as well as other exhibitors at the show, will be inspired by what they see to explore new application possibilities.

