



In 2010

we shall see more power transmission systems that are going to change our mobility. Join us on a journey into the future – by exhibiting at **HANNOVER MESSE**.

Oliver Frese, Director of Mobilitec, HANNOVER MESSE

Premiere in 2010

Mobilitec

International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



Hannover · Germany

GET NEW TECHNOLOGY FIRST · 19–23 April 2010



**HANNOVER
MESSE**

hannovermesse.de/mobilitec_e



...the market for powertrain technologies will change for good. Sustainable mobility concepts are among the key drivers of growth in the 21st century. Reducing CO₂ emissions, cutting fuel consumption, improving energy-efficiency and reducing our dependence on finite raw material reserves – these are the top priorities for manufacturers of vehicles and mobile machines. The electrification of powertrains is consequently seen as a key technology for the future. It forms an integral part of the German government's energy and climate program, and is a central focus of investment for the automobile industry. The projected market share for hybrid and electric cars by 2020 is 25 % in Europe and 10 % worldwide. HANNOVER MESSE is already bridging the gap between vehicle manufacturers and energy suppliers by providing a platform for the mobility technologies of the future – at the new trade fair MobiliTec. So it's full speed ahead for your business. Welcome to the show!

Yours sincerely,

Oliver Frese
Director of MobiliTec, HANNOVER MESSE

How you benefit by exhibiting at MobiliTec:

→ CROSSOVER VISITOR APPEAL

At the new trade show MobiliTec you can present your state-of-the-art mobility technologies in an interdisciplinary setting that embraces the entire industry spectrum. In other words, you'll also benefit from the crossover visitor traffic from 8 leading trade fairs.

→ HIGHER SALES VOLUME

MobiliTec puts your products centre stage for prospective buyers. Showcase your collaborations with energy suppliers, battery makers and the automobile industry. The high-powered MobiliTec Forum and the E-MOTIVE group display will give your business additional drive.

→ FOCUS ON SELECTED TARGET GROUPS

The global debate about climate change and dwindling resources puts MobiliTec at the centre of attention for international trade visitors – your potential new customers and the people who make the buying decisions in the automobile industry, the energy business and the public sector.

→ INSTANT CONNECTION WITH A WIDER AUDIENCE

As one of the most important energy-themed trade fairs worldwide, Energy at HANNOVER MESSE is a focus of attention for politicians and the media. The magnetic pull of this event will serve to attract even more visitors to MobiliTec 2010. Backed by powerful partners – and linked by common themes and interests with all the flagship trade shows that make up HANNOVER MESSE 2010.

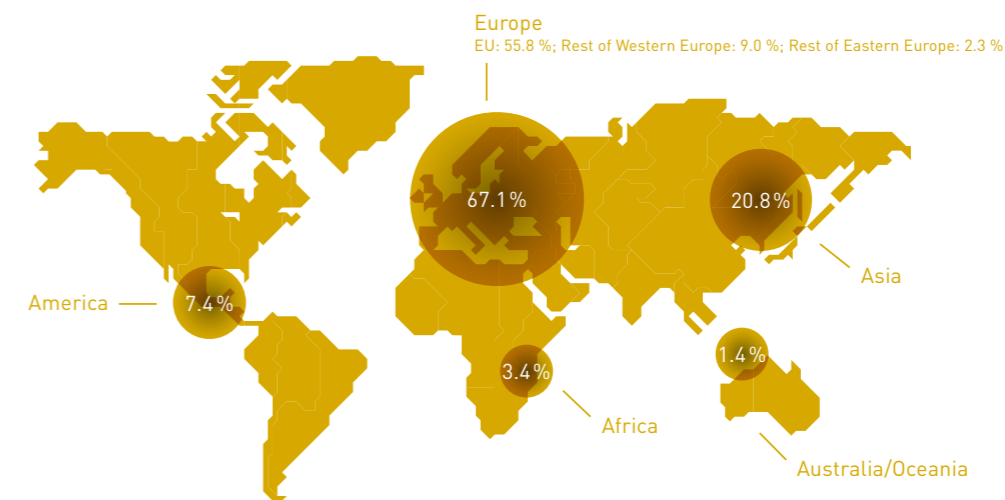
The perfect launch pad for the new MobiliTec

Energy 2009 set the scene for suppliers and buyers to meet and do valuable business across the international divide:

- around **99,000 visitors** at Energy
- **95 % classed as trade visitors**
- over **70 % of the trade visitors** are already planning to **return in 2010**

International buyers for your products

At MobiliTec your innovative mobility solutions will get the full attention of decision-makers from all over the world.



Targeting buyers at every stage of the value-adding chain

Strong buyer presence: Over **35 % of the trade visitors at Energy** in 2009 came from manufacturing industry and another **21 %** from the energy sector.

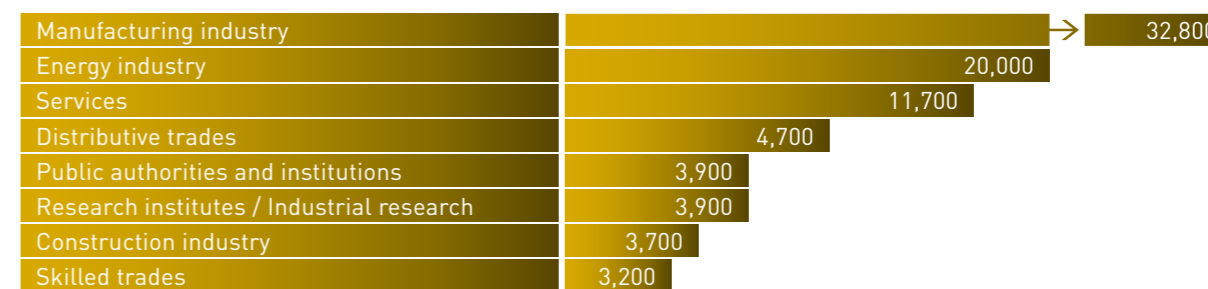


Chart → Trade visitors by business sector (more than one reply possible)

Meet the decision-makers with money to invest

Some **68 %** of the trade visitors were involved in their company's investment decisions. 21 % worked in development, 11 % in production.



In 2009 **23.1 % of the trade visitors** came to Hannover with definite investment plans.

More facts and figures can be found at: hannovermesse.de/profile_mo

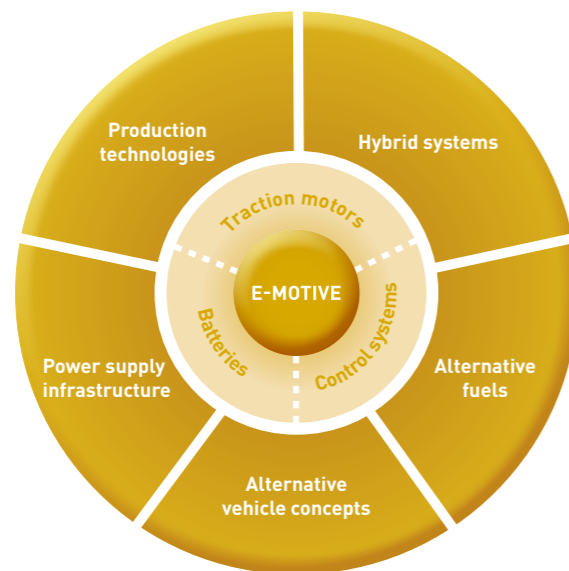
MobiliTec 2010 – driving your business forward

Position your products at the premiere of this marketplace for tomorrow's technology

Components and systems for electric vehicles – and power supply technology for electric vehicles. What were once two separate market sectors are now brought together at MobiliTec as a single marketplace for the mobility technologies of tomorrow. Under the tagline "Electromobility", the new show embraces the complete production cycle for the vehicle and power supply industries. It's all here – at the International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions.

Make the connections that drive business growth – at MobiliTec

Come and join the line-up: MobiliTec brings together all the different disciplines involved in the production of alternative power transmission systems for vehicles and mobile machines. It's one of several energy-related trade fairs at HANNOVER MESSE. Strategically positioned to benefit from the magnetic pull exerted by Energy, with its hugely popular "Renewables" exhibit section and the important international energy summit WORLD ENERGY DIALOGUE. The power to drive your business is right here!



→ Market sector "Electromobility technologies"

Here you can showcase your cutting-edge technologies under the focus topic headings Powertrain Technologies, Mobile Energy Storage and Power Supply Infrastructure.

→ Market sector "Alternative fuels"

Biofuels, natural gas, LPG and biogas – position yourself here as a specialist supplier of these future power sources.

→ Market sector "Key production technologies"

Put your latest components and innovative vehicle and machine concepts at the focus of attention.



Sustaining the momentum is what MobiliTec is all about

With features such as the high-profile group display E-MOTIVE, the MobiliTec Forum for users and the vehicle test track on the open-air site, MobiliTec provides unique opportunities for discussion and networking at an international level. So you can be sure your presentation will be seen by an audience of qualified professionals.

→ **"E-MOTIVE"** (powered by FVA and Deutsche Messe) This group display and guaranteed crowd-puller gives your customers a concise insight into the electrification of powertrains – from the tried and tested hybrid concept to all-electric drives. Book your favourably priced full-service package now at hannovermesse.de/emotive_e

→ **"MobiliTec" Forum** for end users. This international discussion and networking platform showcases the future of electromobility, core concepts and pilot projects. The agenda includes the electrification of powertrains, power supply infrastructures, mobile energy storage, mobile machines and the use of electricity derived from renewable energy sources. More information at hannovermesse.de/mobilitec_e

→ **MobiliTec Test Track:** The test track is located on the open-air site. If you have developed a 2-, 3- or 4-wheeled vehicle, electric-powered or hybrid, you can demonstrate it here before an audience of technically minded professionals from all sections of HANNOVER MESSE. Check in at hannovermesse.de/mobilitec_e

Full details of the program for MobiliTec can be found online at: hannovermesse.de/program_mo

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.



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

