



**TECHNOLOGY CREATES
NEW MARKETS,
NEW CONTACTS,
NEW CUSTOMERS,
NEW NETWORKS.**

Energy

Leading Trade Fair for Renewable and
Conventional Power Generation, Transmission
and Distribution

Hannover · Germany
GET NEW TECHNOLOGY FIRST · 4 – 8 April 2011



Technology is good for business



Welcome to Energy 2011

The global energy market is in a state of flux: constantly changing in order to meet the challenge of generating an efficient, sustainable energy supply that is both secure and competitive. Energy 2011 showcases all the technologies from different disciplines and sectors that make up the energy mix of the future. Exhibit your innovations at the world's most important energy show of the year, held under the aegis of HANNOVER MESSE. To help you make the most of your participation in Energy 2011 the organizers are again offering a complete service package that is easy to cost and affordably priced. Invest your energy in a profit-making venture – at the future-oriented Energy 2011. We look forward to seeing you there!

Yours sincerely



Oliver Frese
Director of Energy

What you gain by exhibiting at Energy

→ MORE EFFICIENT PRESENTATION

Only Energy 2011 embraces all energy-related themes in a single event at the same time and place. Market your technology here and reach a cross-section of different industries and sectors.

→ MAXIMUM IMPACT

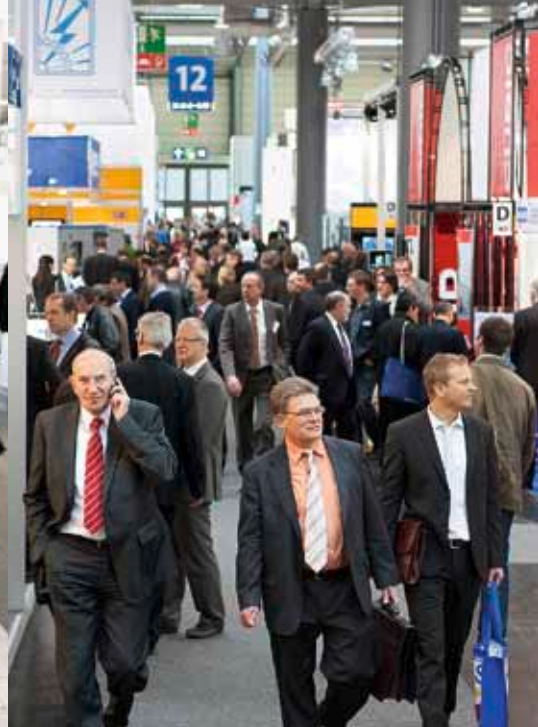
Special theme parks, leading energy conferences and seminars, flanked by the companion trade shows Power Plant Technology and Wind, add to the experience of Energy 2011 – the world's leading platform for energy-related technologies. All this maximizes the impact of your trade fair presentation.

→ GREAT POTENTIAL

Energy is an issue that affects everyone. Energy 2011 therefore occupies centre stage for visiting professionals from all over the world, making this an excellent opportunity for you to meet new customers from manufacturing and industry, trade and commerce, the public sector and the energy sector.

→ CROWD-PULLING APPEAL

As the world's leading trade fair for cutting-edge innovations in the energy sector, Energy 2011 attracts a lot of media attention and political interest. The thematic crossover and synergies derived from being part of a line-up with 12 other flagship fairs at HANNOVER MESSE ensures that Energy 2011 will again attract the crowds.



Synergies – your key to success

The concept behind Energy is unlike that of any other international fair. It spans everything from energy generation through to consumption, documenting the complete energy mix of the future. As part of a network of leading international trade fairs that includes MobiliTec, Power Plant Technology and Wind it benefits from a cross-over of technology and target groups, as well as other synergies that generate business opportunities for your company. At the same time, a program of high-profile conferences brings together top decision-makers from international industry and the energy sector for discussions on all the issues and trends of importance to the energy sector today.



Technology keeps the world moving

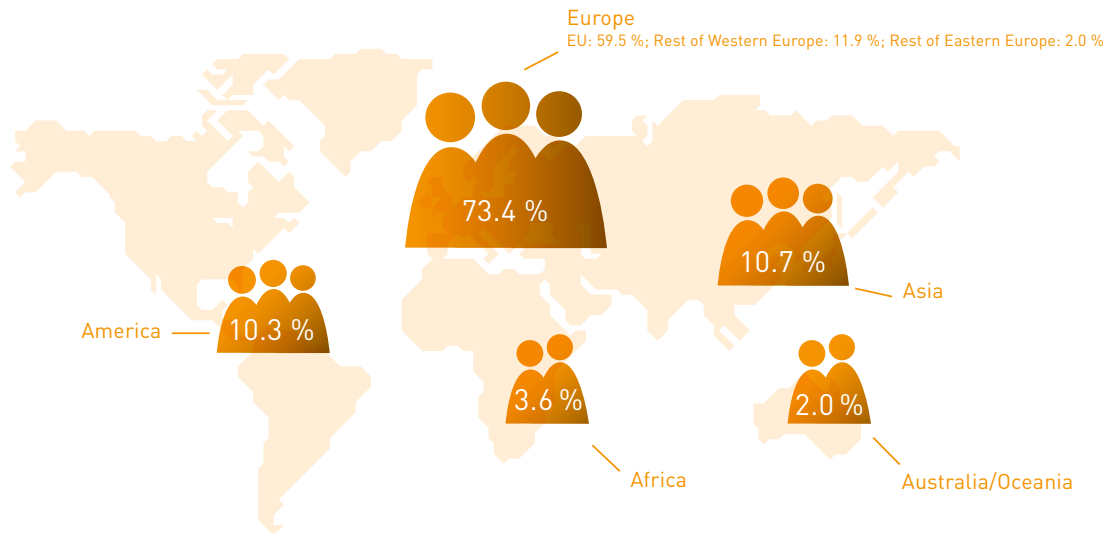
Success can be measured

Energy 2010 attracted high-calibre visitors from across the globe and generated promising business prospects:

- **83,100 visitors** attended Energy
- **95 %** of these **were trade visitors**
- **14.2 %** of trade visitors came from **outside Germany**
- Over **71 %** of trade visitors are already **planning to return in 2011**

The whole world in one place

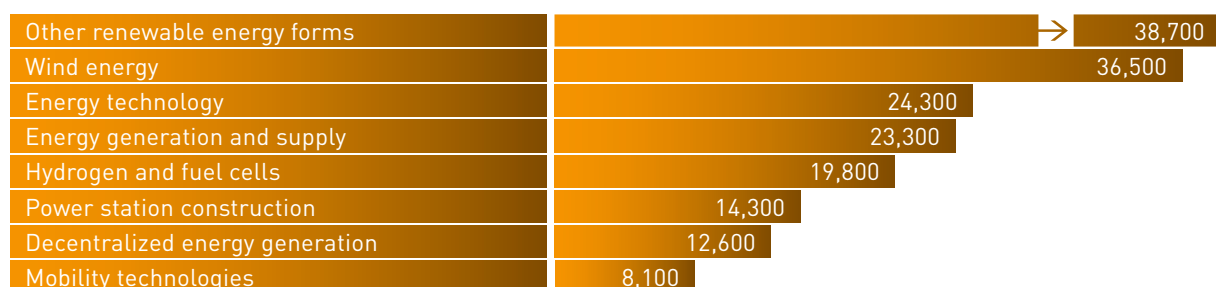
At Energy 2011 your innovative energy solutions will receive the full attention of decision-makers from five continents.



These visitor statistics reflect the international flight restrictions that were in force at the time of HANNOVER MESSE 2010.

Wide-ranging interests

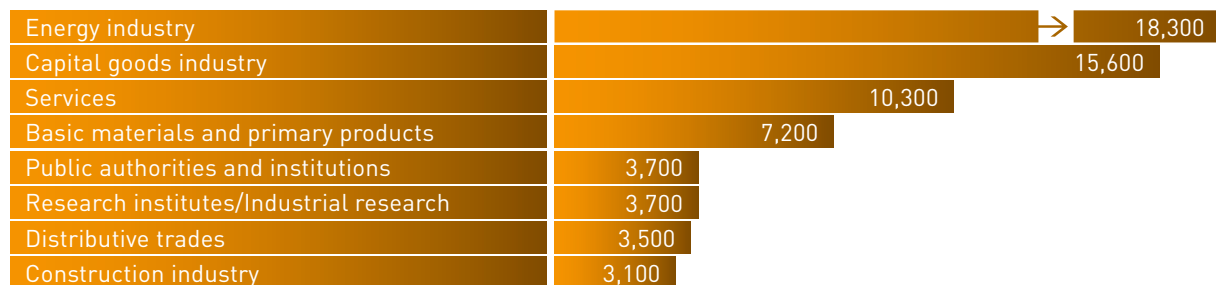
Visitors to Energy are interested in many different aspects of the energy industry, and you too will gain from this convergence of different disciplines and segments.





Attracting customers across the industry spectrum

The biggest single sectors represented at Energy 2010 were the **energy industry**, with **over 23 %** of trade visitors, and the **capital goods** sector, with **about 20 %** of trade visitors.



Key contacts

HANNOVER MESSE is the place to meet senior decision-makers. Last time an impressive **63.8 %** of trade visitors were involved in making investment decisions for their company.



Business contacts that lead to new orders

21,7 % of trade visitors came to the show in 2010 with firm investment plans. Across the world, industry professionals, buyers and potential investors are already planning their trip to the show in 2011. **Over 71 % of trade visitors in 2010 intend to visit Energy 2011.** The conclusion is clear: Energy remains the best possible platform for marketing your solutions and technology.

For further information visit: hannovermesse.de/energy_e

Putting energy in the right context

Use Energy to showcase your strengths

“Energy generation and supply”, “Conventional energy”, “Renewables” and “Transmission and distribution”: with these four keynote themes the trade fair Energy documents the entire energy mix of the future. This unique global showcase for your technology also offers the perfect opportunity to reach new customers and markets.

→ Market sector “Energy generation and supply”

Exhibit your services and technologies here – from fuel cells and decentralized energy supply systems to all-inclusive contracting packages and affordable solutions to deliver energy more efficiently.

→ Market sector “Conventional energy”

Oil, gas, coal and nuclear power: trade visitors want to see your innovative solutions for energy generation that promise conservation of resources, fuel efficiency and reduced CO₂ emissions.

→ Market sector “Renewables”

Renewable energy offers a solution for the future. Showcase your leading-edge technology in the fields of bio-energy, photovoltaics, solar thermal and geothermal energy and hydroelectric power. If you are from the wind energy sector you can present your expertise at the leading trade fair Wind, where you'll find a ready-made target audience.

→ Market sector “Transmission and Distribution”

Position yourself within this market segment as a specialist supplier of cables, transformers, switchgear, power supply equipment, instrumentation, grid management, systems engineering and components.





All together in one place

At HANNOVER MESSE all of the technologies that constitute the energy market are brought together in the same place. Your target groups will easily find the displays that matter to them and will also benefit from important synergies. For example Wind, which enjoyed a successful premiere in 2009, will serve again in 2011 as the international platform of choice for plant, components and services for the wind energy sector. Similarly, exhibitors at Energy 2011 will also profit from visitor traffic and trade professionals interested in the thematically related trade fairs Power Plant Technology, MobiliTec and the keynote display "Renewables". HANNOVER MESSE offers some great opportunities to do business and find new partners across the industrial spectrum.

» As a maker of electronic assemblies we are able to meet many of our clients at HANNOVER MESSE. This show gives us an excellent overview of market developments which companies like ours in the field of industrial electronics need to address. So we are not here simply to generate business leads and contracts, but also to obtain information on market trends and developments. «

Hans-Peter Ziegler, Corporate Executive Vice President, Director of Corporate Center, EPCOS AG, Munich

Spotlight on innovations

We put the power behind your business

A series of conferences, seminars, special presentations and meetings with experts speaking from all the key energy-related sectors completes the program and attracts a top-flight audience of professionals. You will not regret using this chance to present your solutions here to major players in the international energy sector.

Highlights

- **E-Energy Centre:** The central presentation area for smart metering, smart grids, smart building systems and ICT solutions for the energy sector puts your company at the focus of visitor attention within Energy.
- **SuperConducting City:** Featuring international experts from industry and research, this special presentation is Germany's only dedicated showcase for superconducting technology.
- **Theme park "Renewables":** The most effective platform for demonstrating your expertise in the field of renewable energy. Sponsored by BEE and BWE.
- **Contracting & KWK joint presentation:** Take part in this successful joint presentation dedicated to energy supply, which is organized by industry associations ZVEI and B.KWK.
- **Group Exhibit Hydrogen + Fuel Cells:** The international platform for the hydrogen and fuel cell industry, offering a group display, forum and international conference. Learn how exhibitors benefit from an attractive full-service package at: h2fc-fair.com





→ **Energy Forum “Life Needs Power”**: Staged in cooperation with industry associations and trade fair partners ZVEI and VDE, the forum addresses topical issues relating to the generation, transmission, distribution and use of energy. life-needs-power.de

→ **Industry and Export Forum “Renewable energies”**:

This popular event will again show how German companies can break into the international marketplace.

→ **Photovoltaics XXL**: Discuss the latest developments in solar energy with expert guest speakers at this one-day congress dedicated exclusively to solar energy. Visit: pv-xxl.com

→ **Pipeline Technology Conference**: Where experts from the international oil, gas and water industry present their strategies for modernizing and extending pipeline systems.

Full details on the Energy program can be found online at: hannovermesse.de/energy_e

» Because of its links with countries across the world, HANNOVER MESSE is a truly international trade fair, and that’s very important for our company. We exhibit every year, and use the show as a platform for dialogue with our suppliers and partners. The trade fair Energy is particularly well positioned at HANNOVER MESSE. «

Andreas Eichler, Director Sales Germany, Vestas Deutschland GmbH, Husum, Germany

Prices, terms and conditions

Registration charge

The registration charge for each main exhibitor is € 310.

Stand rental charges

→ Early bookings pay dividends:

Reduced rental charges for bookings received by 15 September 2010:
€ 182/m² in the halls
€ 69/m² on the open-air site

→ Standard rental charges

€ 189/m² in the halls and
 € 73/m² on the open-air site
 Bookings received as from 1 February 2011 will incur a surcharge of 5% on top of the standard rental charge.

→ 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

€ 77/m² (for the space on the upper floor of two-storey stands).

→ Co-exhibitor charge

€ 770 per co-exhibitor, irrespective of the stand area.

Marketing fee

A marketing fee of € 30/m² will be charged (up to a maximum of 1,000 m²). A flat marketing fee of € 305 will be charged for each co-exhibitor. This fee covers the following services and benefits:

- Customer recruitment and retention by means of complimentary admission tickets (printed and electronic), which can be ordered and redeemed in unlimited numbers and free of charge. These tickets entail compulsory registration by visitors.
- Updating of your customer database to include the registration data of your visitors.
- Advice and support in connection with invitation campaigns targeted at potential visitors.
- Market research data relating to visitors – helps you to optimize your promotional activities.
- Communication with additional target groups via an all-year-round presence on the Internet. This comprises a detailed profile of your company, plus five detailed product descriptions with up to four product category allocations in each case. If required, our editorial team will create the content of your product descriptions free of charge. There is no limit on the number of additional product descriptions. In this case you will be responsible for creating and updating the content.

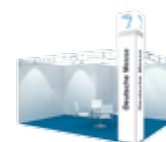
fair-packages

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

fair-package	“Basic”	“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	€ 4,951*	€ 7,716*	€ 10,188.50*
Standard price	€ 5,056*	€ 7,891*	€ 10,407.25*

Further information is available at:
hannovermesse.de/fairpackage_e

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



All prices are subject to VAT. Foreign exhibitors can apply to the Federal Tax Office [“Bundeszentralamt für Steuern”] in Schwedt for a refund of Value Added Tax (see registration documents).

Registration and services

Plan ahead with OBS

User-friendly, transparent and fast: Our Online Business Service (OBS) is a mine of useful information about exhibiting at HANNOVER MESSE. With the help of the online calculator you can find out in just a few minutes what costs you will incur. OBS is your direct passport to registration. And it is very easy to use – just like an online shop. The data relating to existing exhibitors is already stored in the system ready for instant retrieval.

OBS: the benefits in brief

- Book and administer your stand online
- Complete transparency and control over costs
- Order all services online – from a water connection to online advertising
- Assistance and support via the **OBS Hotline: +49 511 89-37000**

Register now at:
obs.messe.de

Tailor-made services designed to maximize your success

HANNOVER MESSE offers a wide range of services designed to enhance the impact of your company's presentation. You can capitalize on the vast planning experience gathered by our professional team over many years.

Invitation services

We will gladly assist you with cost-effective and broad-based invitation activities designed to boost attendance at your stand. In combination with complimentary admission tickets and/or e-tickets (included in the marketing fee), personal invitations will lead to numerous valuable new contacts.

Contact management services

Our contact management services will help you to follow up valuable leads before, during and after HANNOVER MESSE. An extended web presence, the new "Match & Meet" online match-making service – plus our effective lead management tools – will enable you to generate new business.

Advertising and communication

Get your message across without any wasted coverage. By advertising at or near the HANNOVER MESSE site you'll be able to reach your most important target groups. Banner ads via hannovermesse.de are the ideal way to attract attention. In addition, you can insert direct links to your own company website. More than ten million page impressions represent a huge source of potential.

Press services

With the aid of our press services you can ensure that your company and its product innovations hit the headlines. We will help you to select the appropriate media channels and arrange the necessary contacts.

On-site services

In addition to technical services and modern communication solutions, we offer a broad range of on-site services, up to and including complete turn-key stands. If required, we can supply qualified temporary staff to augment your team.

Further information is available at: hannovermesse.de/exhibitorservice



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

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

Peter Helms-Lundborg

Project Manager

Tel. +49 511 89-31314

Fax +49 511 89-31148

peter.helms-lundborg@messe.de

Thomas Pinkowski

Project Manager

Tel. +49 511 89-32427

Fax +49 511 89-31148

thomas.pinkowski@messe.de

Elvira Bree

Project Assistant

Tel. +49 511 89-31327

Fax +49 511 89-31148

elvira.bree@messe.de

Susanne Clemens

Project Assistant

Tel. +49 511 89-31315

Fax +49 511 89-31148

susanne.clemens@messe.de

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

Take the opportunity to showcase your innovative products and solutions worldwide



17–20 March 2011
Istanbul



09–12 December 2010
November 2011
Istanbul



15–18 December 2010
Mumbai
06–09 December 2011
Bangalore

