



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

Power Plant Technology

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

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



Technology is the power behind your business



Welcome to Power Plant Technology 2011

Power Plant Technology shows what kind of facilities will be supplying our power in the future. At the Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance you will be showcasing your advanced technologies at the world's most important technology event – HANNOVER MESSE 2011. Power Plant Technology is part of next year's line-up, and the ideal international platform for presenting your technologies in the context of all the relevant forms of energy generation. We look forward to seeing you there!

Yours sincerely

A handwritten signature in black ink, appearing to read 'Oliver Frese'.

Oliver Frese
Director of Power Plant Technology

What you gain by exhibiting at Power Plant Technology

→ BEING PART OF THE BIG PICTURE

With several energy-related trade fairs in the line-up, only HANNOVER MESSE covers every stage in the story of energy today. Power Plant Technology presents all the technologies and services that make up the complete value-adding chain in power plant construction. So by exhibiting at the world's leading energy marketplace, you will benefit from massive cross-industry interest. Everyone needs energy, after all.

→ MORE EFFECTIVE MARKETING

Power Plant Technology showcases innovations from all sections of the industry – including all the peripheral technologies and services. In conjunction with Energy, the group of energy-related trade fairs at HANNOVER MESSE exerts a powerful attraction for planners, decision-makers and investors from the global energy industry.

→ GETTING YOUR MESSAGE ACROSS

Backed by world-class energy conventions, special themed displays, seminars and forums, the energy-related trade fairs at HANNOVER MESSE constitute the world's most important platform for renewable and conventional energy generating technologies. Here you'll find a receptive professional audience for your solutions in all areas of energy generation.

→ BUILDING BROADER NETWORKS

Together with Energy and Wind, Power Plant Technology forms the world's most exciting and innovative energy marketplace, the focus of attention for the business community, scientists, politicians and journalists. The thematic and technological overlap with the other 12 trade shows in the HANNOVER MESSE line-up generates a wealth of synergies for your business.

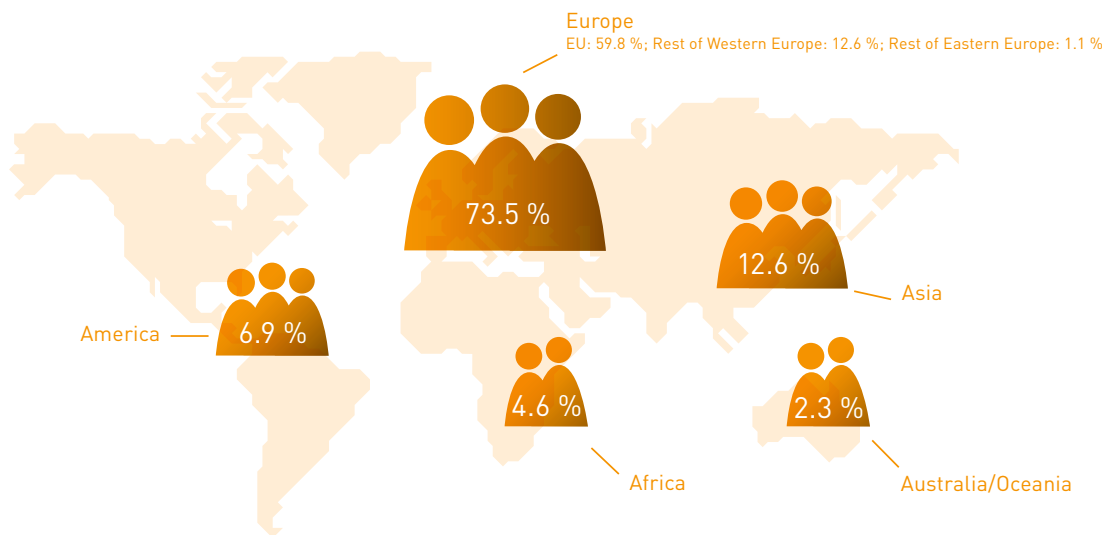
Your target audience is right here

Consequently, exhibitors at Power Plant Technology 2010 found an ideal audience for their products and services, and new orders came flooding in – many of them from other countries:

- nearly **40,700** visitors attended Power Plant Technology
- **96 %** of these were **classed as trade visitors**
- **over 75 %** are already **planning to return** in 2011

The whole world in one place

At Power Plant Technology you'll be presenting your state-of-the-art power plant technologies to top decision-makers from five continents.



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

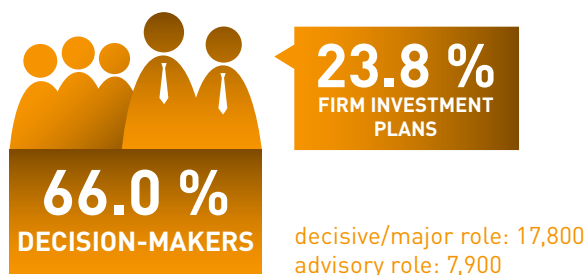
Experts from every branch of industry

The segment with the largest visitor presence at Power Plant Technology 2010 was the **energy industry** with **over 23 %** and the **capital goods industry** with **almost 20 %** of all visitors.

Energy industry	9,100
Capital goods industry	7,600
Services	5,400
Basic materials and primary products	4,300
Research institutes/Industrial research	2,600
Construction industry	2,100
Public authorities and institutions	2,000
Distributive trades	1,900

More top decision-makers, more spending power

66 % of the industry professionals at Power Plant Technology 2010 were directly involved in the investment decisions of their company.



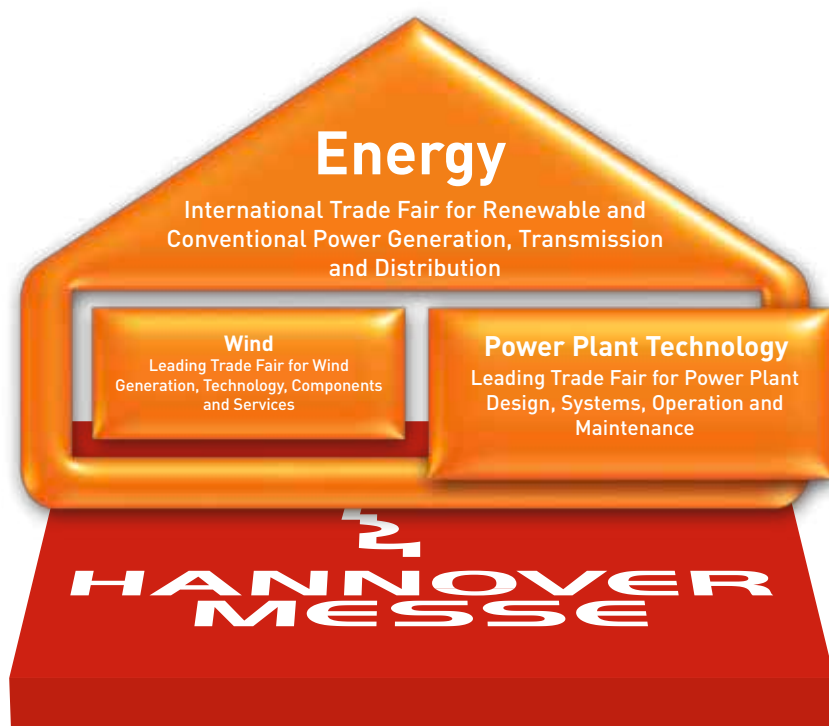
For further information visit: hannovermesse.de/power_plant_technology_e

Put power into your sales efforts

More energy to meet new demand

Maximizing energy efficiency, reducing CO₂ emissions and combating climate change: these are huge challenges that call for innovative thinking. Your technologies and concepts for power plant design and construction are part of the solution – and this is the place to showcase them to an international audience of energy professionals.

Power Plant Technology functions as a platform for presentation and discussion centred around the energy mix of the future. For planners and designers, service providers, general contractors and power plant operators, a presence at the world's biggest energy marketplace is a must. The constellation of Power Plant Technology and Energy, plus numerous high-powered forums and conventions, creates a professional and dynamic environment where you can expect to do good business.



→ “Engineering & Services”

From planning, project management and licensing for operation to servicing and maintenance – present your range of services here.

→ “Power stations/thermal power stations”

Strengthen your competitive position in the global marketplace by presenting your latest technologies for oil, gas and coal and combined heat-and-power generation.

→ “Power plant components”

Your innovative developments in turbines, boilers, generator sets and motors will make tomorrow's power stations more efficient. Here your solutions will get the full attention of prospective buyers.



Networking opportunities

Offering a packed program of conventions and congresses, centres of excellence, forums and cross-industry events, the group of energy-related trade shows at HANNOVER MESSE 2011 will attract a high-calibre professional audience. By participating in these events you will strengthen your market profile and spotlight your presence as an exhibitor.

→ Centre of excellence CSP: Concentrated Solar Power

Showcase your expertise in solar thermal power generation – the connecting link between conventional fossil-fuel energy supply and the solar energy industry of the future.

→ Group display Power Plant Technology

Powered by EPPSA, VGB PowerTech, FDBR and the NRW Energy Agency. An attractive option for showcasing your technologies in a strategic position alongside the User Forum.

→ User Forum Power Plant Technology

Directly linked to the exhibition area of the show, the User Forum offers you additional opportunities to build and cultivate your network of international business contacts.

→ Power Plant Get-together

Make new contacts in an informal setting, discuss the latest technological trends and compare notes with fellow professionals – the Power Plant Get-together on 6 April 2011 takes place within the Power Plant Technology display area itself. Come and share a drink with colleagues and relax to live music.

Full details on the Power Plant Technology program can be found online at:

hannovermesse.de/power_plant_technology_e



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



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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

