



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

MobiliTec

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

Hannover · Germany

GET NEW TECHNOLOGY FIRST · 4 – 8 April 2011



Technology drives your business forward



Welcome to MobiliTec 2011

Following its successful debut, the trade show MobiliTec is again set to be a key part of HANNOVER MESSE in 2011. The International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions is a trendsetter for a new and fast-growing market. With its focus on key issues such as the electrification of powertrains, the provision of technical infrastructure and alternative vehicle concepts, the MobiliTec program reflects the state of the art. So make sure your ideas and products find their place in the future-oriented marketplace that is HANNOVER MESSE.

Welcome to MobiliTec. We're looking forward to seeing you!

Yours sincerely

A handwritten signature in black ink, appearing to read 'Oliver Frese', written in a cursive style.

Oliver Frese
Director of MobiliTec

What you gain by exhibiting at MobiliTec

→ INTERDISCIPLINARY SETTING

As an exhibitor at MobiliTec you will benefit from the interplay of 13 leading industrial fairs staged under the umbrella of HANNOVER MESSE. This means that your display of mobility technology will reach an international cross-section of industry.

→ BUSINESS OPPORTUNITIES

MobiliTec is an opportunity to demonstrate the business potential of cooperation with different players, including energy suppliers, battery makers and the automobile industry. Taking part in the high-calibre User Forum and the group presentation E-MOTIVE opens up additional possibilities for valuable business leads.

→ KEY TARGET GROUPS

At MobiliTec you can meet potential clients from the international automobile industry, the energy industry and the public sector and extend your business network.

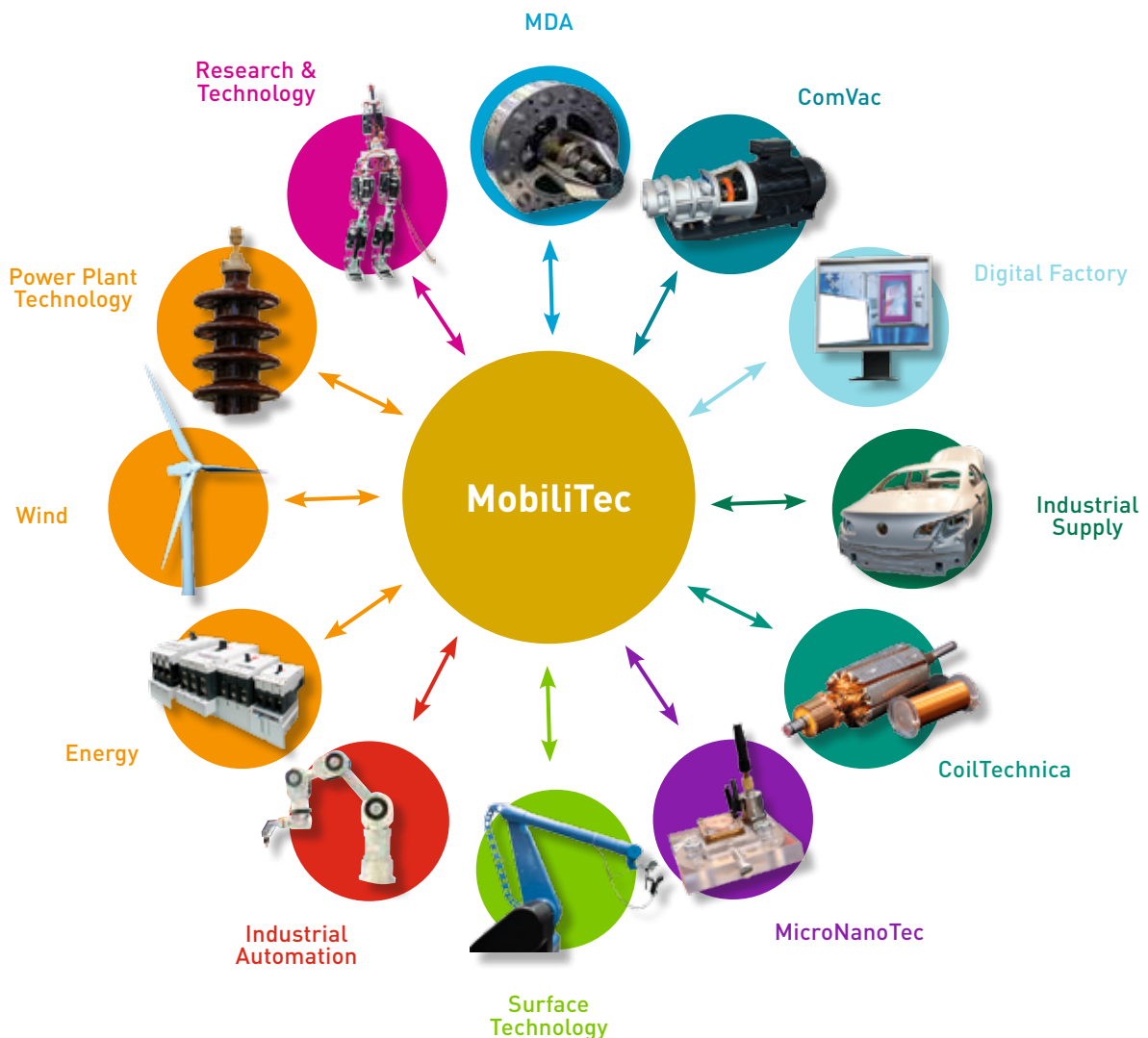
→ GLOBAL INTEREST

As the leading international technology show, HANNOVER MESSE 2011 will again ensure that energy and power transmission are a focus of attention for politicians and the media. Exhibit at MobiliTec and benefit from the powerful appeal exerted by the most important and best-known industry event worldwide.



A unique marketplace for new business

HANNOVER MESSE is the foremost technology event in the world. In 2010 MobilTec celebrated its successful premiere as a separate trade fair its own right. So now is your opportunity to exhibit your products at this international show within HANNOVER MESSE 2011 and attract the interest of the different industrial sectors represented here. Make a mark with your expertise and ideas for the key technologies of the future: your performance at MobilTec will generate new business leads and orders.



A clear road ahead for exciting new ideas

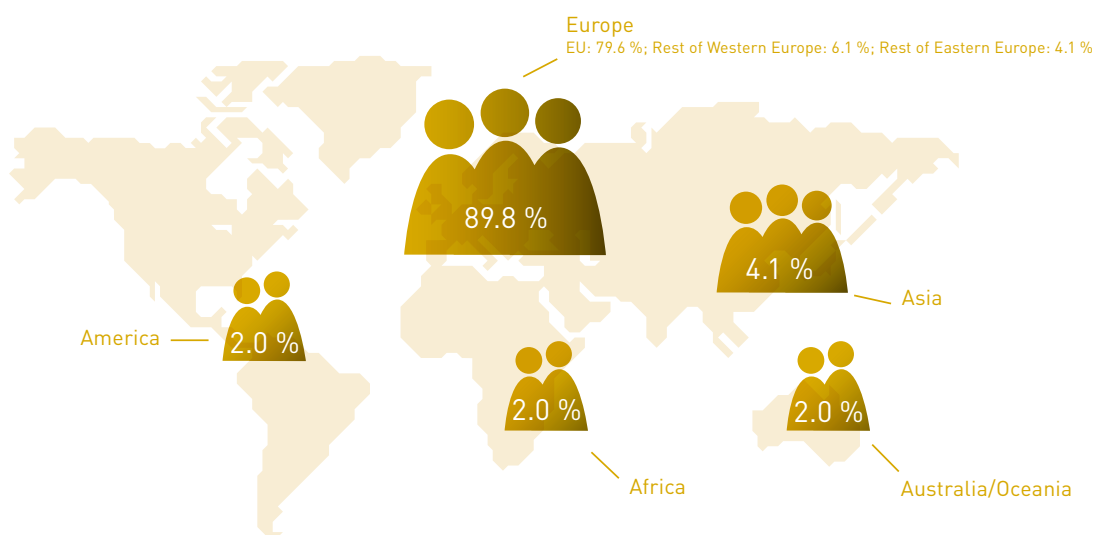
Profit from growing interest

Most of the audience at MobiliTec during HANNOVER MESSE 2010 were trade visitors:

- **40,400** visitors
- some **95 %** of these **were classed as trade visitors**
- approx. **74 % of trade visitors** are now **planning to visit MobiliTec 2011**

An international buying public

At MobiliTec your innovative technologies will gain the full attention of top decision-makers from all over the world. This is your chance to reach new markets.



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

Something for everyone

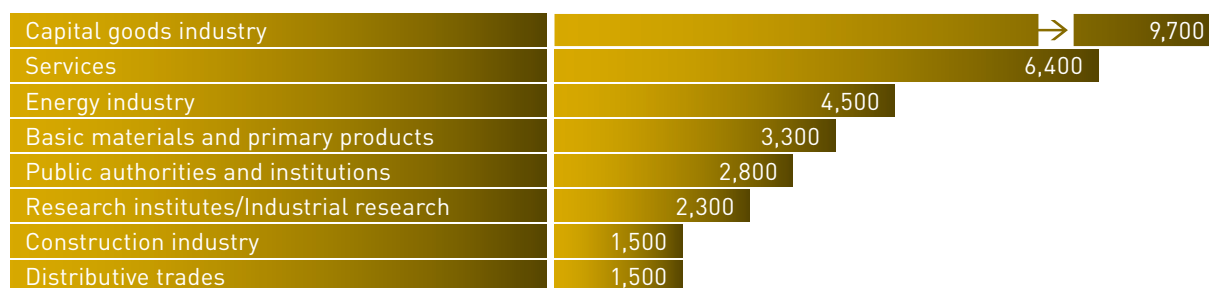
The trade visitors who come to MobiliTec have interests in every area of mobility technology. Don't miss out on this cross-sector sales potential.

| | |
|--|--------|
| Power transmission | 15,200 |
| Electric motors, electric machines | 12,700 |
| Concepts for hybrid and electric cars | 12,600 |
| Alternative fuels | 11,900 |
| Mobile energy storage and energy management | 11,800 |
| Lightweight construction for mobile machines | 8,900 |
| Control and power electronics | 8,100 |
| Power supply infrastructure for mobility | 6,900 |



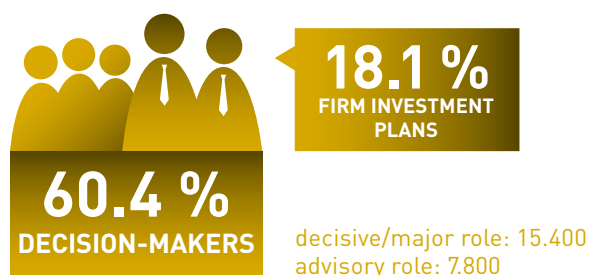
All your key target groups in one place

The segment with the largest visitor presence at MobilTec 2010 was **manufacturing industry** with **over 30 %** and the **capital goods industry** with **over 25 %** of all visitors.



Meet top decision-makers with money to invest

More than 60 % of the visitors at MobilTec 2010 were directly involved in the **investment decisions** of their company.



More contacts in less time

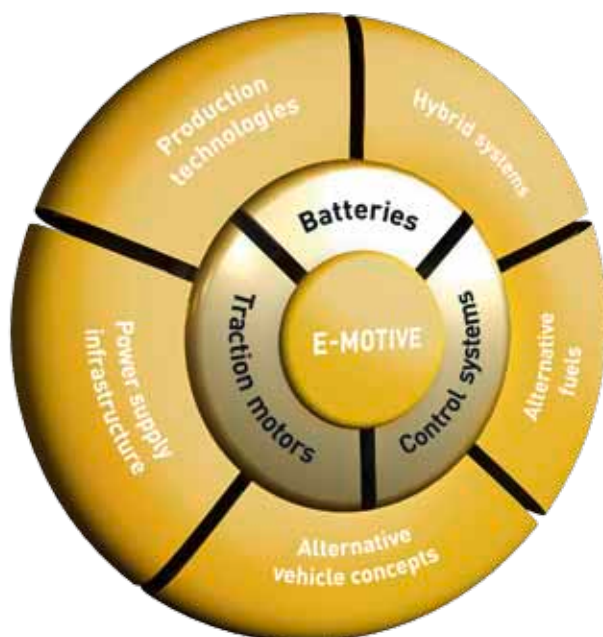
Industry professionals from across the world come to HANNOVER MESSE, the biggest technology show on the international circuit, to find ways of boosting their business. For exhibitors at MobilTec the growing interest in this event is an opportunity for face-to-face discussions with potential clients and for networking. A large proportion of the trade visitors are corporate decision-makers who come to the show with the intention of investing in new technology. So it makes good business sense to take part in MobilTec as a way of establishing a permanent market presence.

For further information visit hannovermesse.de/mobiltec_e

We'll get your business moving

The entire value-adding chain for tomorrow's market

MobiliTec is an indicator of the steady growth in the electromobility market. It showcases everything the market has to offer in the fields of hybrid and electric power transmission, mobile energy storage and alternative mobility technologies. Position your company and its products at this hotspot for the mobility sector. Profit from a presentation that embraces the entire gamut of technology for mobility in the future – and generates promising new contacts across the industry spectrum at HANNOVER MESSE 2011.



Graphic → Display categories

→ “Electromobility technologies”

Put your cutting-edge solutions for powertrain technology, mobile energy storage and power supply infrastructure centre stage and impress a high-calibre audience from industry, politics, the public sector and the energy industry.

→ “Alternative fuels”

Position your company here at MobiliTec as a specialist in fuels for the future such as biofuels, natural gas, LPG and biogas. Present your ideas and concepts for a more mobile future and a pioneering new market.

→ “Key production technologies”

Showcase your latest developments and production processes for technologies that promise to deliver a more mobile future.



Be part of a dynamic marketplace

Exhibitors at MobilTec benefit from the flow of visitor traffic from related events like Energy and Motion, Drive and Automation (MDA). As an integral part of a unique constellation of industry shows, MobilTec generates synergies that create additional opportunities for business and international networking.



A program for progress

Visitor attractions are good business for everyone

The innovations shown at MobiliTec are a magnet for international trade visitors. Your exhibition stand will be complemented by the successful group presentation E-MOTIVE Initiative, the line-up of experts within the MobiliTec User Forum and the impressive Energy Park presentation on the open-air site. The uniquely effective multi-disciplinary concept behind HANNOVER MESSE creates the perfect setting for you to showcase your ideas.

The strength of HANNOVER MESSE lies in the synergies derived from a concept that brings together 13 leading international trade fairs. This concept means that the entire spectrum of industrial technology can be shown at one venue. High-calibre seminars involving experts from different branches help underline the importance of industrial processes in the context of the world's foremost technology event. Whether you exhibit on your own stand or as part of the group presentation E-MOTIVE Initiative: MobiliTec provides a wealth of possibilities for staging effective presentations at the heart of the future-oriented electromobility market.

» HANNOVER MESSE is one of the leading trade events for industry and as such provides us with an outstanding platform for talking business with our clients. We are really excited about MobiliTec because it is a specialist forum that allows us to focus in fully on the issues surrounding E-Mobility. «

Günter Baumgartner, Vice President Market Communication Energy, Siemens AG Energy Sector, Erlangen





→ **Group presentation E-Motive Initiative**

This group presentation, with its focus on the electrification of powertrains – from tried and tested hybrid concepts to all-electric drives – will be of great interest to your customers. Book your affordable full-service package now at: hannovermesse.de/emotive_e

→ **User Forum “MobiTec”**

This international platform for discussion and networking addresses the keynote themes of electromobility in the future, core concepts and pilot projects. Electricity grids and infrastructures, mobile energy storage, mobile machines and renewable sources of energy are the keynote themes of this discussion forum.

→ **Energy Park on the open-air site**

Use this chance to impress trade visitors by staging a live demonstration of your innovative mobility concepts for the future. It’s a great way to complement your stand display and raise your profile.

Full details on the MobiTec program can be found online at: hannovermesse.de/mobilitec_e

» Powered up and ready to go – that’s what the show feels like to us here at MobiTec! My colleagues and I at the VDMA are delighted with the response from the industry. The potential for innovation in the electrification of vehicle powertrains is immense. Mechanical engineering firms and specialists in powertrain technology and production engineering are coming up with some great ideas for shaping the future of electromobility and building a better future for us all. «

Hartmut Rauen, a member of the Executive Board of engineering federation VDMA and director of the trade association representing the power train and fluid technology industries, Frankfurt, 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



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

