



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

Wind

Leading Trade Fair for Wind Generation,
Technology, Components and Services

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



Technology powers the energy mix of the future



Welcome to Wind 2011

Following its successful launch in 2009, Wind is being expanded for HANNOVER MESSE 2011, when this leading international showcase for plant, components and services for wind energy again takes its place at the hub of the biggest technology event of the year. Present your technologies and developments to an international audience of decision-makers, investors and influential figures from politics and business. We look forward to seeing you there!

Yours sincerely



Oliver Frese
Director of Wind

What you gain by exhibiting at Wind

→ RIGHT TIME, RIGHT PLACE

HANNOVER MESSE is the only event worldwide where all energy-related technologies and themes are brought together at the same time and place. This unique trade fair concept is a big plus for exhibiting companies, allowing them to display their technology within the context of the entire energy mix.

→ INTERDISCIPLINARY SETTING

Wind spans the entire spectrum of innovation in this sector. Exhibitors also profit from the interaction with 12 other leading industry fairs, which offer them the chance to reach professionals from all sections of industry as well as the energy sector.

→ IMPRESSIVE LINE-UP

HANNOVER MESSE, featuring the leading trade fairs Energy, Power Plant Technology and Wind, is the world's leading showcase for renewable and conventional energy technologies.

→ PROMISING CONTACTS

As an exhibitor at Wind you'll be part of a unique energy summit, where you can meet representatives from the business, scientific and political communities. There's no better way to extend your international network.



A platform for your success

The 13 international trade fairs that make up HANNOVER MESSE represent a unique cross-section of key industrial technologies. In 2011 this show will once again be at the centre of global attention. Within the context of Energy – the world's leading market for energy generation, conversion, storage and distribution technologies – Wind will be a major focus of visitor interest. The concentration of energy-related technologies is without parallel and provides the perfect showcase for your company's technologies and developments.



Technology generates contacts

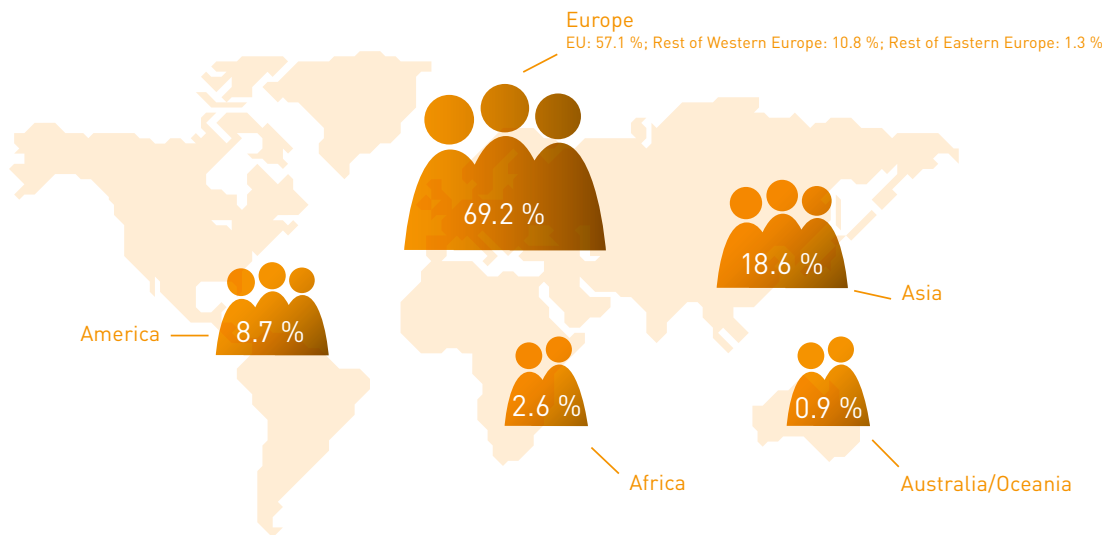
Powering new business

Wind was a real crowd-puller at its 2009 debut: So make sure your company doesn't miss out in 2011, when Wind is again expected to attract a high-calibre audience:

- **58,400 visitors** attended Wind
- **more than 93 %** of these were classed as **trade visitors**
- in 2009 **more than 32 %** of visitors were **planning to return in 2011**

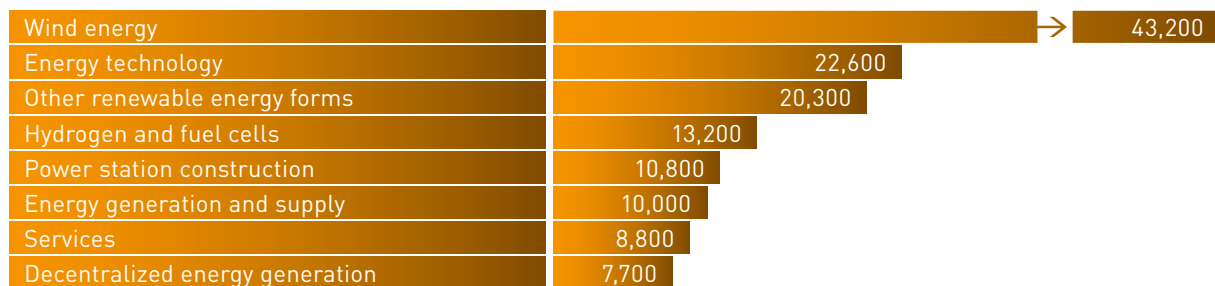
At the centre of global attention

Wind 2009 drew trade visitors from five continents: exhibiting here in 2011 will secure your position in the global marketplace.



Diverse range of interests

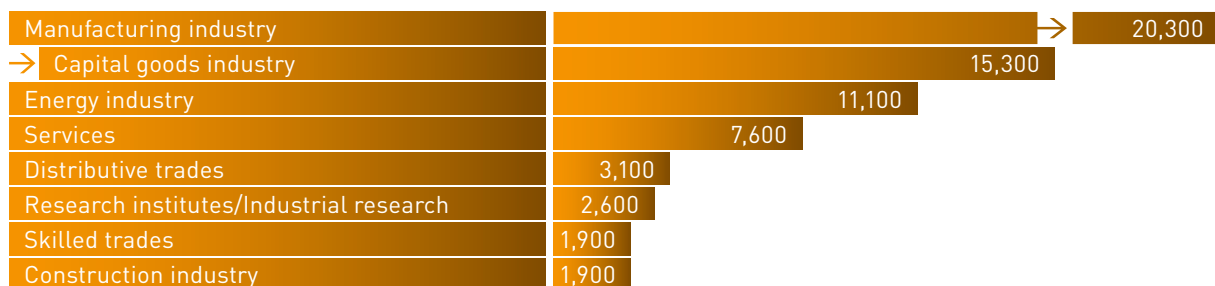
The trade visitors at Wind are interested in a wide range of energy-related issues. Which means they'll be interested in your products too!





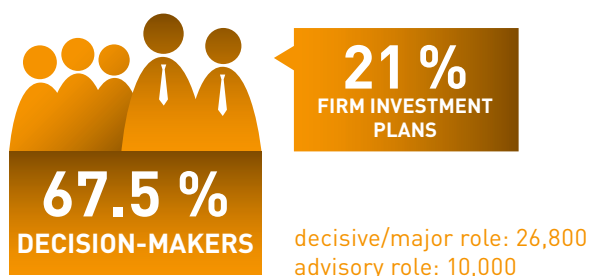
The entire market in one place

You'll meet visiting professionals here who are responsible for making investment decisions at the highest level. The largest visitor contingents in 2009 came from **manufacturing industry** with **37 %** and the **capital goods sector** with **over 28 %**.



Meet the people who make the decisions

Top decision-makers from every sector attended Wind in 2009 – most of them with firm investment plans in mind. Approximately **68 %** of them play a big part in their company's strategic **investment decisions**.



Wind is the ideal place to do business

Perfect for networking: some five million contacts were made at HANNOVER MESSE 2010. Across the world, professionals from your target groups are already planning their visit in 2011 – among them many buyers and developers with investment projects in mind. There's no better platform than Wind for presenting your solutions to your international target audience.

For further information visit: hannovermesse.de/wind_e

More power to your business

A global showcase for your ideas

Wind 2011 will address every facet of wind energy. By exhibiting at Wind, manufacturers of plant and components, service providers, plant operators and project financiers alike will find new partners and customers across the energy spectrum.



Graphic → Display categories at Wind





It's all about business

HANNOVER MESSE is the most important technology event in the world. Wind enjoys an ideal location in Hall 27, which is in direct proximity to Energy. Thus exhibitors at Wind gain from additional visitor traffic coming from the network of energy-related fairs such as Power Plant Technology and MobiliTec. The interplay of different events generates cross-industry business contacts and opens up new opportunities for your business.

» As part of the flagship fair Wind we were very well positioned and were able to demonstrate the potential that Meuselwitz Guss Eisengießerei has to offer. We have taken part in HANNOVER MESSE since 1991 and in hindsight I think that without this trade fair our company might not have had the kind of business success that we enjoy today. «

Herbert Werner, CEO Meuselwitz Guss Eisengießerei GmbH, Meuselwitz,
and Board Member of Deutsche Giesserei- u. Industrie-Holding AG (DIHAG)

Turbine talk

Make your ideas a talking point

Key players from the energy sector, industry in general and the scientific community will be speaking on important issues for the future in a program of special presentations, seminars and conferences. Present your ideas and innovations to a professional audience and get your message across.

Highlights

→ Industry and Expert Forum “Renewable Energy”

Popular among visitors and industry professionals, the forum offers advice and information for German companies seeking to expand their international operations. Find out how you can benefit: hannovermesse.de/energy_e

→ Energy forum “Life Needs Power”

This joint presentation staged by German industry associations ZVEI and VDE hosts discussions on topical issues affecting the energy sector. Use the opportunity to present your solutions to an audience of fellow professionals. Find out more at: life-needs-power.de





→ **Not to be missed**

The Wind Party on the Thursday of the show – this popular get-together for the wind energy sector will be held on 7 April 2011. The Wind Party is a chance to chat to potential clients and colleagues in a more relaxed and informal setting, as well as enjoying some live music, food and drink. Your hosts, the German Wind Energy Association (BWE) and Deutsche Messe, extend a warm welcome.

Full details on the Wind program can be found online at: hannovermesse.de/wind_e

» Wind at HANNOVER MESSE is the realization of an ambitious idea for a trade fair embracing the whole wind energy sector in Germany. For the first time it is possible to present the wind energy industry in Germany and internationally in its entirety – from suppliers and subcontractors to manufacturers – with its own dedicated industry fair. For Nordex, as a manufacturer with an export quota of over 90 percent, this event is a great showcase for wind technology based on quality German engineering. «

Felix Losada, Deputy Head of Corporate Communication at Nordex AG

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

Elvira Bree

Project Assistant

Tel. +49 511 89-31327

Fax +49 511 89-31148

elvira.bree@messe.de

In cooperation with



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

