

# In 2010

the energy mix of the future will be on show. And in the making. Be a part of that future – by exhibiting at the world's most important technology showcase.

Oliver Frese, Director of Energy, HANNOVER MESSE

## Energy

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



Hannover · Germany  
GET NEW TECHNOLOGY FIRST · 19–23 April 2010

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



# In 2010 ...



... the energy market will continue to change. Conserving resources, developing new ideas and putting them into practice effectively, while at the same time opening up new markets and breaking down barriers: these are the global challenges that cost energy, but also generate more energy for the future. And that's what the world needs more than ever. Just like your business. Which is why you should exhibit at Energy 2010, the world's most important energy technology show of the year. Here all the technologies that make up the energy mix of the future are presented as part of the annual HANNOVER MESSE line-up. Get the power of energy behind your business. Welcome to the future – at Energy 2010!

Yours sincerely,

Oliver Frese  
Director of Energy, HANNOVER MESSE



## The unique synergies generated by Energy are the key to your success

By exhibiting here, you'll have your finger firmly on the pulse. Energy documents the complete energy production cycle, from generation all the way through to consumption – including both conventional and renewable forms of energy. The display category "Renewables" sharpens the focus on green energy, while the companion trade show Power Plant Technology provides in-depth coverage of the power generation business. Meanwhile the WORLD ENERGY DIALOGUE brings together senior decision-makers from international industry and the energy sector to engage with the issues that matter in energy today. And a new highlight for 2010 is the premiere of MobilTec, the new trade fair for mobility technologies, with a special focus on hybrid and electric drives, mobile energy storage devices and alternative fuels.

## How you benefit by exhibiting at Energy

### → MORE EFFICIENT PRESENTATION

Only the trade show Energy embraces all energy-related themes and technologies in the same place and at the same time. Here visitors can relate the parts to the whole and get a complete picture of the energy sector. And you can do business with all sections of industry right across your product portfolio.

### → STRONGER POSITIONING

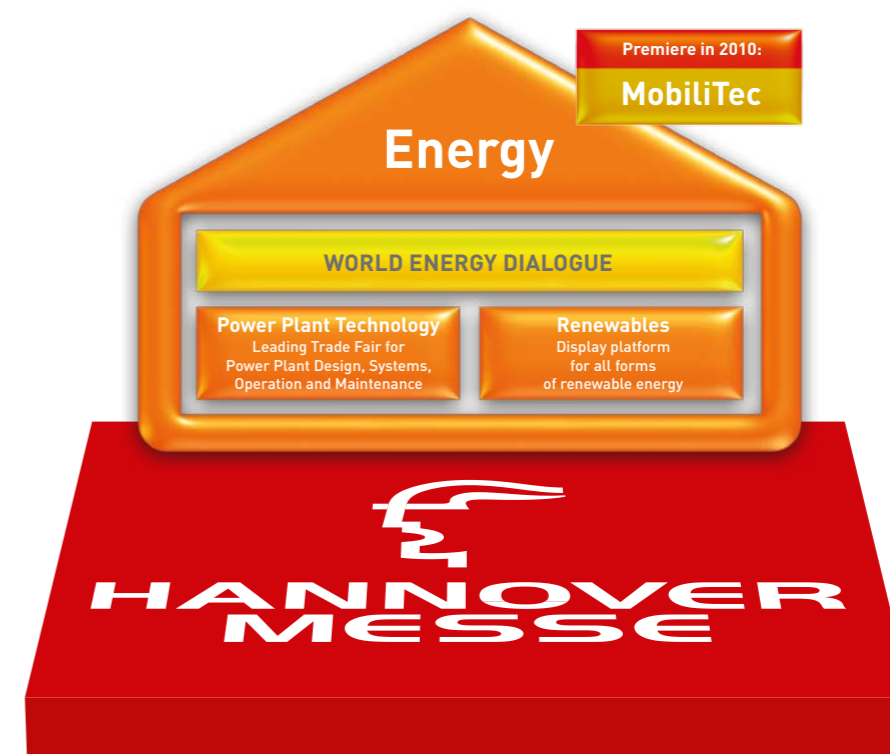
Leading energy conventions, high-class themed presentations, forums and the integrated companion trade show Power Plant Technology reinforce the status of Energy as the world's No. 1 marketplace for energy-related technologies. All of which increases the impact of your presence as an exhibitor at the show.

### → SHARPER FOCUS ON CUSTOMERS

The global energy debate has moved Energy centre stage for visiting professionals from all over the world. Only in Hannover are you able to meet potential new customers and decision-makers from manufacturing industry, the energy industry, trade and commerce, and the public sector – all together at one show.

### → INCREASED POWER OF ATTRACTION

As the world's leading trade fair for cutting-edge energy technology, Energy attracts a lot of media attention and political interest. And the significant thematic crossover between Energy 2010 and the other flagship trade fairs that make up HANNOVER MESSE always attracts the crowds.



# In 2010 HANNOVER MESSE will again set the standard



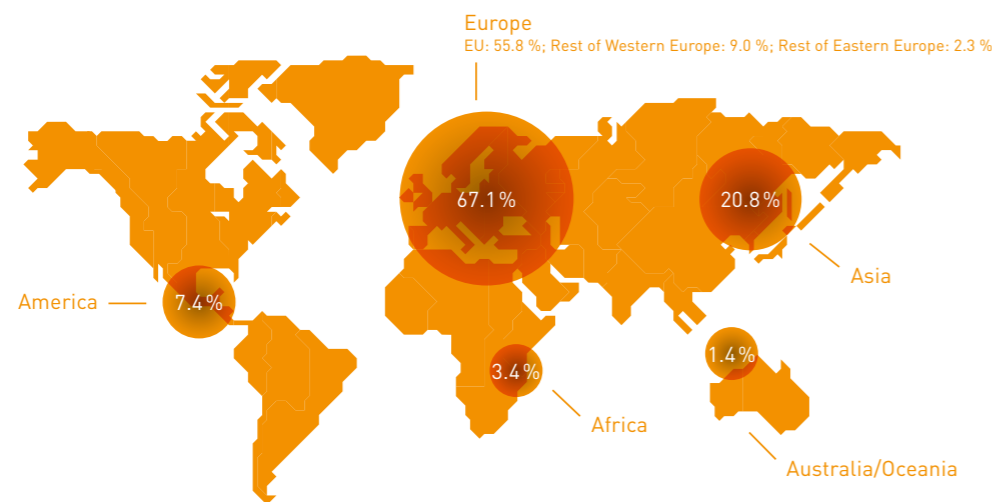
## Success can be measured

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 Energy your innovative energy solutions will get the full attention of decision-makers from all over the world.



## Targeting buyers at every stage of the value-adding chain

The largest visitor contingent at Energy – more than **35 %** – came from manufacturing industry, followed by **21.5 %** from the energy industry.

Manufacturing industry	32,800
Energy industry	20,000
Services	11,700
Distributive trades	4,700
Public authorities and institutions	3,900
Research institutes / Industrial research	3,900
Construction industry	3,700
Skilled trades	3,200

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

## Meet the decision-makers with investment plans

Some **68 % of the trade visitors** had a say in their company's **investment decisions**.



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

## Energy 2010 is your passport to lucrative new orders

Reach out to a wider audience: approx. 5 million contacts were generated at HANNOVER MESSE 2009. Potential customers from your buyer industries worldwide are already planning to attend the show in 2010 – including many buyers and developers with firm investment plans and/or senior decision-making authority. In other words, Energy 2010 remains the best possible platform for connecting with your target audience and marketing your solutions direct to buyers.

You can find further information online at: [hannovermesse.de/profile\\_eg](http://hannovermesse.de/profile_eg)



# The global marketplace for all forms of energy

## Present your company at the only fully integrated energy showcase

“Energy generation and supply”, “Transmission and distribution”, “Conventional energy” and “Renewables”: four market sectors, one central presentation platform. This format makes Energy truly unique as a global showcase for the energy mix of the future – and a perfect opportunity for your company to win new customers and new orders.

### → Market sector “Energy generation and supply”

Present your services and technologies here – from fuel cells and all-inclusive contracting packages to low-cost solutions for energy supply.

### → Market sector “Transmission and distribution”

Position yourself within this market sector as a specialist supplier of cabling, transformers, switchgear, power supplies, instrumentation, network management, systems engineering and components.

### → Market sector “Conventional energy”

Oil, gas, coal, nuclear energy. What innovative technologies are being developed to achieve greater fuel efficiency and reduce CO<sub>2</sub> emissions in the future? Potential buyers are waiting to hear your answers.

### → Market sector “Renewables”

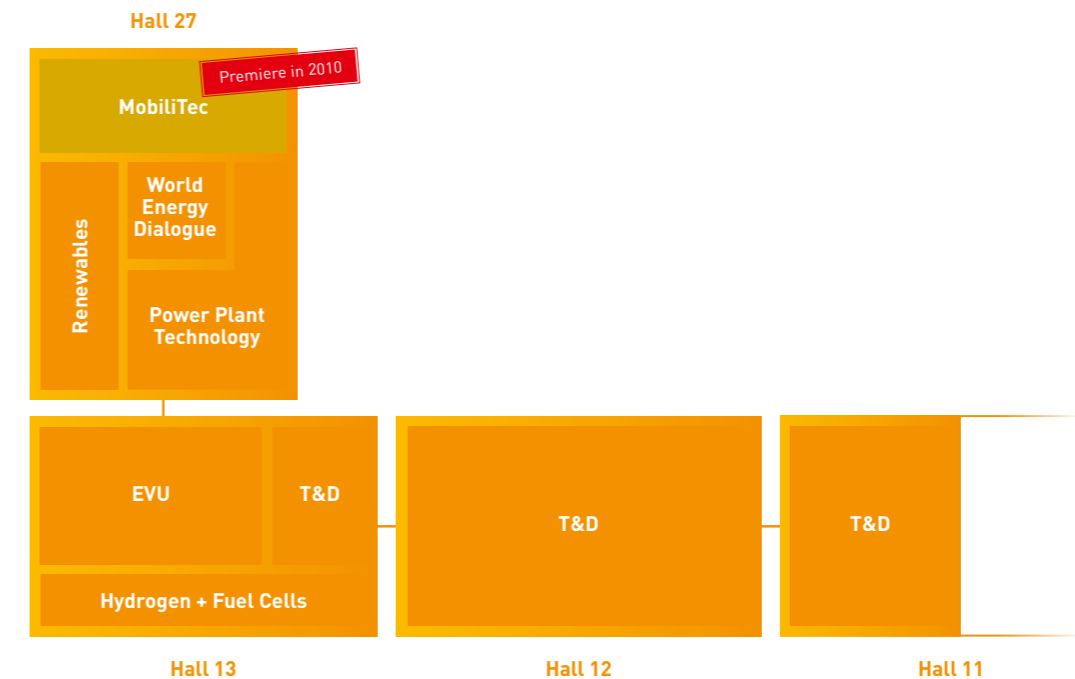
If your line of business is bioenergy (solid, liquid gaseous), photovoltaics, solar and geothermal energy, wind power and hydropower, this is your chance to put your cutting-edge technologies centre stage before an international audience.



## Four halls – one central marketplace for your business ideas

As an exhibitor at Energy 2010 you'll be within easy reach of your customers. All the energy-related market sectors at HANNOVER MESSE are concentrated in one area, so that visitors can focus all their attention on integrated energy solutions. The resulting crossover traffic is a big plus for your business.

Right next door is the new trade show MobiliTec, the International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions. This showcase for pioneering innovations is a valuable addition to the line-up, ensuring that a presentation at Energy will do even more for your business in the future.



Graphic → The main display categories at the world's biggest technology event in the energy sector

# A program designed to meet your needs

## Getting down to business is what Energy is all about

With its exciting program of congresses, special events and forums, Energy 2010 brings you the high-calibre professional audience that you want. Present your latest solutions, talk with leading representatives of all the energy-related sectors and see how your business benefits.

## Highlights

→ **WORLD ENERGY DIALOGUE:** The world's leading congress on the burning issues of the future in the energy sector. More details of the congress program at: [world-energy-dialogue.com](http://world-energy-dialogue.com)

→ **Photovoltaik XXL:** A one-day congress devoted to photovoltaics. Discuss the latest developments in solar energy with our expert guest speakers. More details at: [pv-xxl.com](http://pv-xxl.com)

→ **Pipeline Technology Conference:** Now in its fifth year, the Conference hosts presentations by experts from the international oil, gas and water industry on the latest strategies for modernizing and expanding pipeline systems. More details at: [hannovermesse.de/energy\\_e](http://hannovermesse.de/energy_e)

→ **Contracting & KWK Joint Display:** Here you are invited to present your work in energy contracting. Partnering the ESCO Forum are power industry associations ZVEI and B.KWK. To book space, go to: [hannovermesse.de/energy\\_e](http://hannovermesse.de/energy_e)

→ **Group Exhibit Hydrogen + Fuel Cells:** The premier international platform for the hydrogen and fuel cell industry, with group display options, forum and international conference. Check in for your attractive full-service exhibitor package at: [h2fc-fair.com](http://h2fc-fair.com)



→ **Themed display "Renewables":** Supported by industry associations BEE and BWE. Your platform of choice for maximum business opportunities at minimum cost. Book your full-service package now at: [hannovermesse.de/energy\\_e](http://hannovermesse.de/energy_e)

→ **Superconducting City:** Germany's only dedicated showcase for superconducting technology. Presentations by international companies and research establishments.



→ **Energy Forum "Life needs Power"**  
The central discussion forum for topical issues relating to the generation, transmission, distribution and use of energy. Powered by ZVEI and VDE. [life-needs-power.de](http://life-needs-power.de)

→ **Industry and Export Forum "Renewable Energy"**  
What new avenues are open to German companies in global markets? As a popular visitor attraction at the show, the Export Forum supplies the answers. [hannovermesse.de/energy\\_e](http://hannovermesse.de/energy_e)

You can find full details of the supporting program for Energy online at: [hannovermesse.de/program\\_eg](http://hannovermesse.de/program_eg)



# 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/m<sup>2</sup> in the halls

€ 68/m<sup>2</sup> on the open-air site

### → Standard rental charges\*

€ 184/m<sup>2</sup> in the halls

€ 71/m<sup>2</sup> 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 m<sup>2</sup>:

- 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 m<sup>2</sup>.

### → Two-storey stands

€ 75/m<sup>2</sup> (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 <sup>2</sup> row stand	20 m <sup>2</sup> corner stand	25 m <sup>2</sup> 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](http://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/m<sup>2</sup> of rented space (up to 1,000 m<sup>2</sup>)

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](http://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](http://hannovermesse.de/exhibitorservice).

### Online services

Quick, direct and always up to date: via [hannovermesse.de/registration](http://hannovermesse.de/registration) you can download all the relevant information, registration forms and terms & conditions.

### Tell us what you think – on [2010willbe.com](http://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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**Direct access to Asian and Indian markets**  
Take the opportunity to showcase your innovative products and solutions at the **Energy Show in Shanghai and Energy India in Mumbai**

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