



In 2010

the market share of renewable energy will increase still further. HANNOVER MESSE is – and will remain – the best energy source for innovative technology.

Oliver Frese, Director of "Energy", HANNOVER MESSE

Renewables

Display platform for all forms of renewable energy

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



Hannover · Germany

GET NEW TECHNOLOGY FIRST · 19 – 23 April 2010



HANNOVER
MESSE



...the renewables market will continue to grow strongly. Renewable energy is in high demand all over the globe. Inexhaustible, ecofriendly, future-proof – the success story of renewable energy has only just begun. Under the umbrella of "Energy 2010" the unique presentation platform "Renewables" will focus on the interplay of alternative technologies in the future energy mix. This is your chance to showcase your products and solutions at the world's premier marketplace for energy technology. "Energy" is the only trade show worldwide that embraces the entire energy-related portfolio at a single venue. I look forward to welcoming you at HANNOVER MESSE 2010.

Yours sincerely,

Oliver Frese
Director of "Energy", HANNOVER MESSE

How you benefit by exhibiting at "Renewables"

→ EXPLOIT NEW SYNERGIES

Only "Energy" showcases the full spectrum of energy-related technology at the same time and place. The line-up embraces the complete renewables portfolio – i.e. bioenergy (solid, liquid gaseous), photovoltaics, solar and geothermal energy, wind power and hydropower.

→ STRENGTHEN YOUR MARKET POSITION

An integral part of the world's leading energy marketplace, "Renewables" is a highly efficient marketing channel. You'll be able to position your company perfectly in the context of high-profile congresses, forums and themed presentations – right next to the trade show "Power Plant Technology".

→ REACH THE KEY DECISION-MAKERS

Renewables are high up on the agenda at HANNOVER MESSE. The trade show "Energy" is a magnet for senior managers and decision-makers from trade, industry and the public sector.

→ GENERATE INCREASED AWARENESS

"Energy" receives the full support of the leading industry associations and federations. HANNOVER MESSE presents the entire gamut of industrial technology and thus attracts the full attention of the media and the political community.

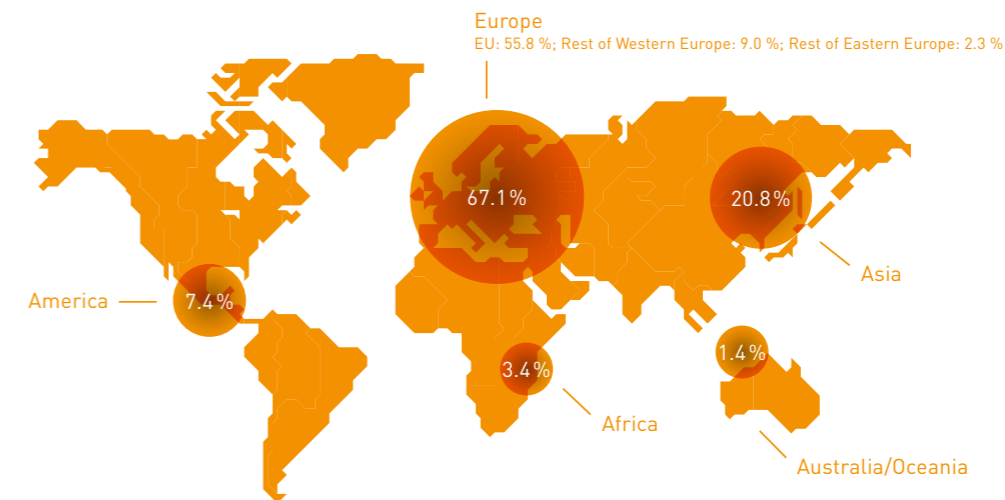
At "Energy" you'll generate a measurable boost to your renewables business!

"Energy" was once again one of the strongest attractions at HANNOVER MESSE 2009. The facts speak for themselves:

- **99,000 visitors (50 % were explicitly interested in renewables)**
- **95 % were industry professionals**
- **over 70 % of the trade visitors are already planning to return in 2010**

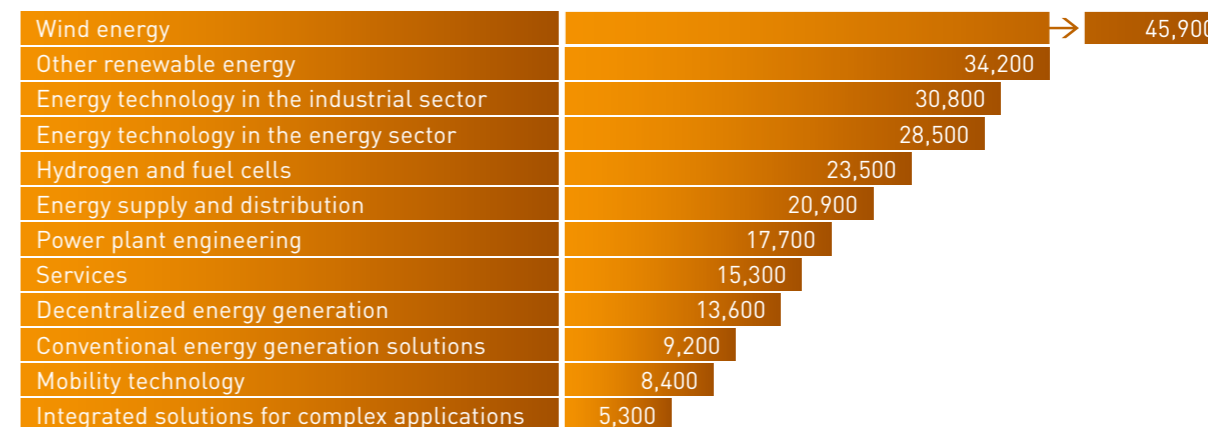
Global market for your renewable energy solutions

"Energy" delivers valuable contacts with decision-makers from all over the globe.



Renewables are at the focus of visitor attention

Wind energy was the main area of interest for **49.3 % of the visitors**. Other forms of renewable energy were high up of the agenda for **36.7 % of the visitors**.



Graphic → Interests of visitors at "Energy 2009" (more than one reply possible)

A magnet for decision-makers

Around **68 % of the visitors in 2009** were directly responsible for **investment decisions** in their companies and organizations.



In 2009 **23.1 % of the visitors** came to Hannover with clearly defined **investment projects planned**.

Further facts and figures relating to "Renewables 2009" are available at: hannovermesse.de/profile_eg

Your springboard to global energy markets

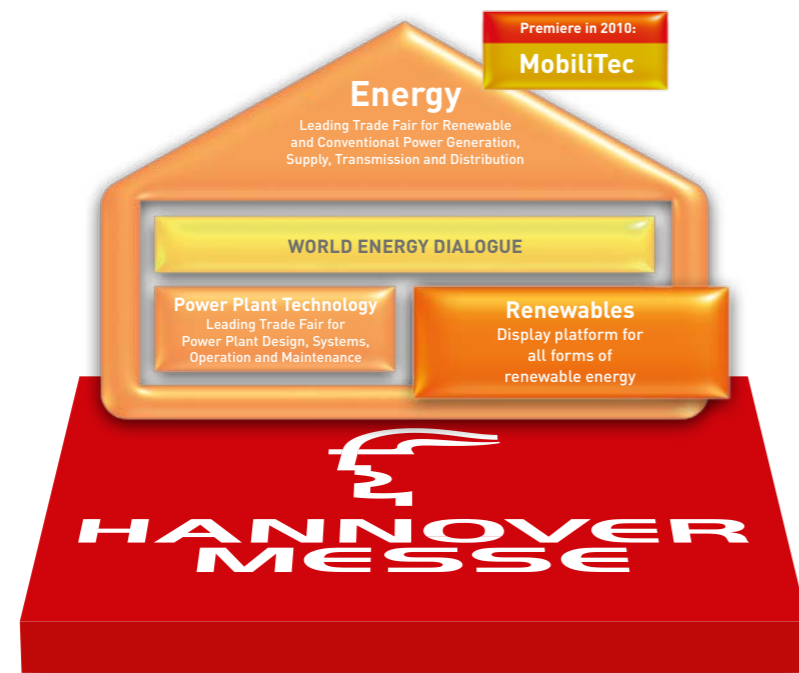


One venue – all the relevant technologies

“Renewables” is the trend-setting showcase for the entire range of alternative energy sources. It has a determining impact on international competition and lays down the foundations for a sustainable future energy mix. All the latest solutions and technologies are on display in Hannover. In short, this is your opportunity to energize your business in the growing renewables market.

A high-power concept

You, too, can benefit from the global publicity generated by HANNOVER MESSE – the world’s No. 1 technology event. “Renewables” is an integral part of the leading international trade show “Energy”. You’ll also benefit from the close proximity of “Power Plant Technology” and the high-profile WORLD ENERGY DIALOGUE. A further highlight in 2010 will be the premiere of “MobiTec”, the International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions.



→ Themed display “Renewables”

Supported by industry associations BEE and BWE, this themed display opens up maximum business opportunities at minimum cost. Ideal for SMEs, newcomers to the energy sector, as well as industry associations and organizations. Book your affordable full-service package now at: hannovermesse.de/energy_e

→ Your full-service package at a fixed price

This competitively priced package includes stand construction (optional), visitor promotion, Internet services and media services. For further details please visit: hannovermesse.de/energy_e

New business opportunities at “Energy”

Present your cutting-edge solutions to the key decision-makers. The conferences, forums and special events at “Energy” attract a professional audience from all over the globe. In other words, this is an excellent opportunity to hold discussions with opinion leaders in all the relevant industrial sectors.

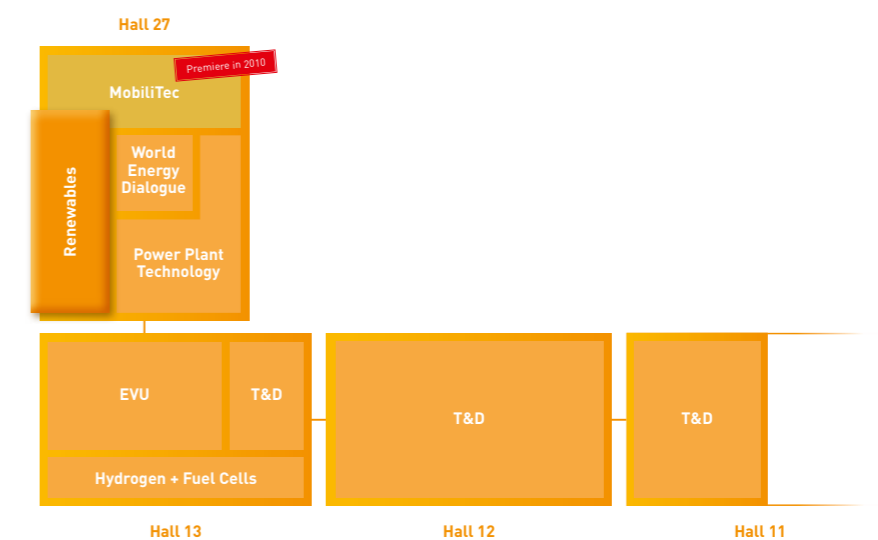
→ **WORLD ENERGY DIALOGUE:** The world’s leading congress on the burning issues of the future in the energy sector. With leading representatives from business and politics. For further details go to: world-energy-dialogue.com

→ **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

→ Industry and Export Forum “Renewable Energy”

What are the most attractive international markets for German companies? The Industry and Export Forum will supply answers to this question. This popular visitor attraction is staged jointly by the German Energy Agency (dena), Deutsche Messe and eclarion.

→ **New! MobiTec:** This new trade show highlights hybrid and electric powertrain technologies, mobile energy storage and alternative mobility concepts. For further information go to: hannovermesse.de/mobilitec_e



Graphic → “Renewables” is an integral part of Energy 2010

Further information about the program at “Renewables” is available at: 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/m² in the halls

€ 68/m² on the open-air site

→ Standard rental charges*

€ 184/m² in the halls

€ 71/m² 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 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

€ 75/m² (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 ² row stand	20 m ² corner stand	25 m ² 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



*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/m² of rented space (up to 1,000 m²)

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.

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.

Online services

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

Tell us what you think – on 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.



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

In association with:



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**

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

Ms. Ulrike (Ulli) Hammer
Director, Energy Events
Hannover Fairs USA, Inc.
e-mail: uhammer@hfusa.com
Phone: +1 (609) 987-1202 ext. 205
Fax: +1 (609) 987-0092

Evin Bend
Project Manager
Tel. +49 511 89-31158
Fax +49 511 89-39681
evin.bend@messe.de

