

# JOIN THE MARKETS

For Renewable and Conventional Power Generation, Transmission and Distribution



## NEW

U.S. RENEWABLE ENERGY  
AND ENERGY EFFICIENCY  
SOLUTIONS PARK

**AT HANNOVER MESSE 2010**



19-23 Apr 2010  
HANNOVER, GERMANY



30 Sep - 03 Oct 2010  
ISTANBUL, TURKEY



15-18 Dec 2010  
MUMBAI, INDIA



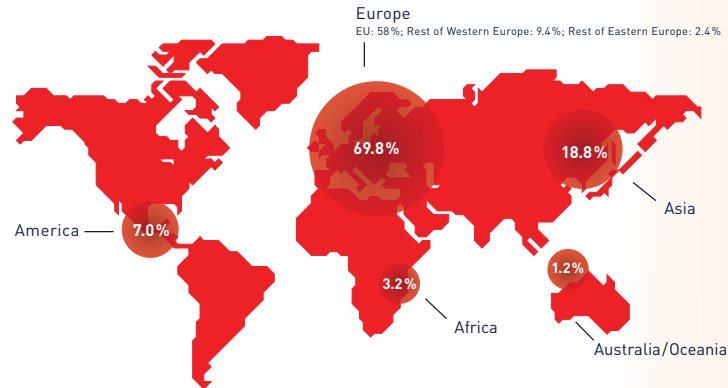
Feb 2011  
ISTANBUL, TURKEY



# HANNOVER MESSE FACTS

## The Marketplace of Choice for Decision-Makers From All Over the World

### Visitors by region



- 206,500 attendees from 84 countries, 95% professionals
- 2,600 accredited journalists from 42 countries
- 224,800 sqm of exhibit space
- 6,150 exhibitors from 61 countries

### Visitors by business sector

Manufacturing industry	86,600
Capital goods	62,000
Basic materials and primary products	27,300
Services provided by companies/freelancers	23,400
<b>Energy</b>	22,400
Distributive trades	11,300
Research institutes/industrial research	8,000
Public authorities and institutions	7,200

### Visitors by decision-making authority



### Visitors by display category

Industrial Automation	102,600
<b>Energy</b>	98,500
MDA - Motion, Drive & Automation*	75,200
<b>Wind*</b>	58,400
Subcontracting	48,500
Research & Technology	43,200
Surface Technology*	41,900
Micro Technology	33,200
Digital Factory	32,000
<b>Power Plant Technology</b>	32,000
ComVac*	25,600

Multiple answers possible.  
\*Show takes place in odd years only

## Synergies That Spell Success

9 Leading International Trade Shows at One Venue

## Overview of the Deutsche Messe Fairgrounds and HANNOVER MESSE 2010 Trade Fair Lineup

### Industrial Automation

Leading Trade Fair for Process Automation, Factory Automation and Integrated Industrial and Building Automation Systems

### Energy

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

### Power Plant Technology

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

### MobiliTec

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

### Digital Factory

Leading Trade Fair for Integrated Processes and IT Solutions

### Industrial Supply

Leading Trade Fair for Industrial Subcontracting and Lightweight Construction

### CoilTechnica

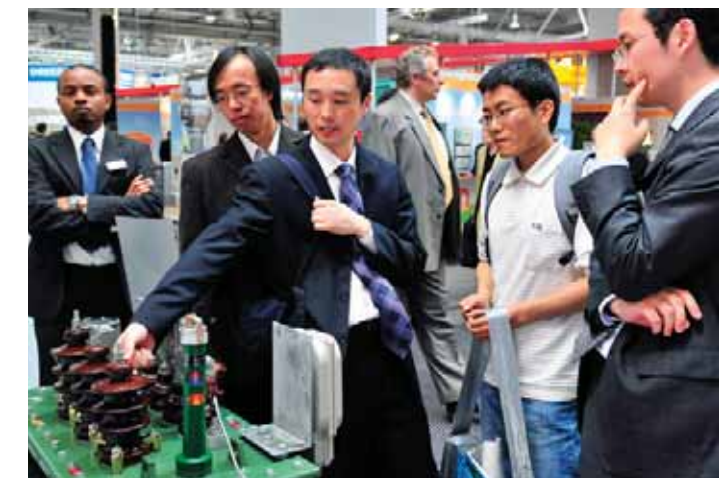
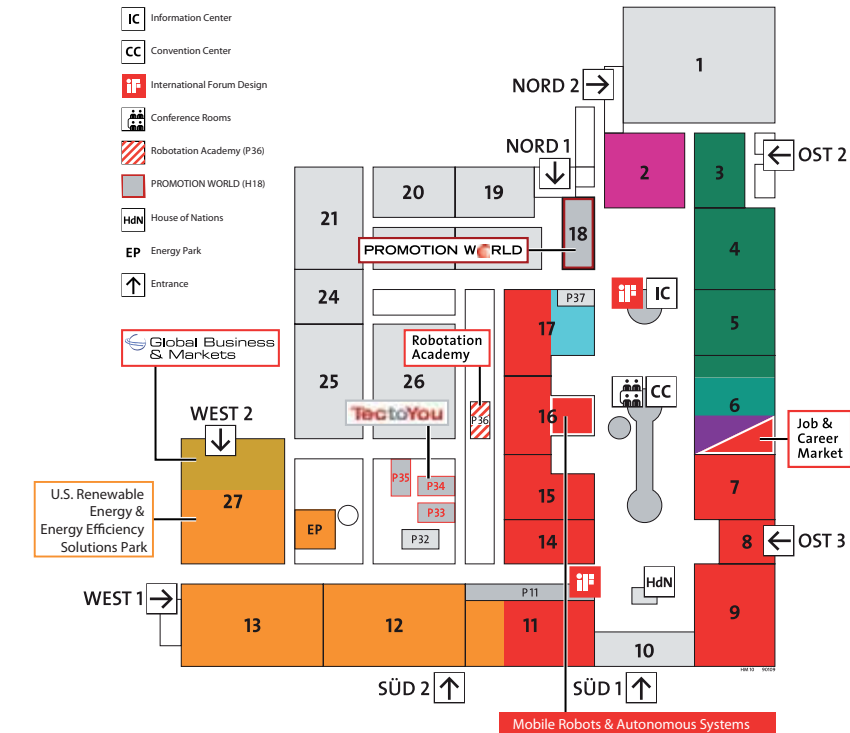
International Trade Fair for Coil Winding, Transformer and Electric Motor Manufacturing Factory

### MicroNanoTec

Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing

### Research & Technology

Innovations Market for R&D





# Leading Edge Power Technology

# Three Destinations to Explore at HANNOVER MESSE



## Energy

### Energy

#### Renewable and Conventional Power Generation, Transmission and Distribution

Energy is the world's only trade fair that documents the complete energy mix of the future. Display categories include: energy transmission, distribution, conversion and storage, conventional energy generation and supply, renewable energy generation and supply, hydrogen + fuel cells and grid management.

The main highlights in 2010:

- Display platform "Renewables", featuring "U.S. Renewable Energy & Energy Efficiency Solutions Park"
- Renewable Energy Forum
- WORLD ENERGY DIALOGUE
- Congress Photovoltaic XXL
- Energy Forum "Life Needs Power"
- Group Exhibit Hydrogen + Fuel Cells
- ESCO Forum and Combined Heat & Power (CHP)
- SuperConducting City
- Pipeline Technology Conference

### Power Plant Technology

#### Power Plant Design, Systems, Operation and Maintenance

Power Plant Technology offers a high profile platform for innovative generation systems powered by coal, gas, oil, water and steam. The fair is reflective of the growing demand for technologies designed to reduce CO<sub>2</sub> emissions and boost energy efficiency.

Numerous supporting events will provide extensive networking opportunities for decision-makers and opinion multipliers:

- Power Plant Users' Forum
- CSP Competence Center
- Group presentation by industry associations
- Power Plant Party

### MobiliTec

#### Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions

Premiering at Hannover Messe 2010, this new international trade fair will group together mobility-related solutions and augment the successful special event E-Motive with an exhibition, a forum, and an open-air test track.

MobiliTec will cover the following areas:

- Electro-mobility: powertrain components, mobile energy storage, power supply infrastructure
- Alternative fuels
- Key technologies for the production of complete vehicles and machines



US companies understand the importance of market diversification to the bottom line. The approach to securing our economic future by development of the green economy is a global theme. Demand exists worldwide. Only 40% of the global environmental technologies market is in the United States. Our message is, if you can sell it here, you can likely sell it abroad.

Bill Cline, Global Environmental Team Leader,  
U.S. Commercial Service

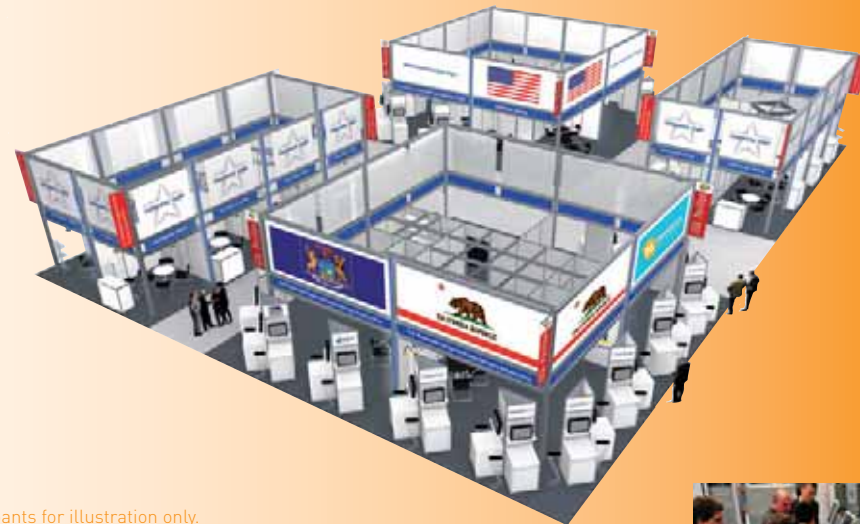


# New at HANNOVER MESSE 2010: U.S. Renewable Energy & Energy Efficiency Solutions Park

## A high-end group exhibit showcasing top notch industry solutions made in USA

### Stand Out.

Designed to maximize exposure for U.S. states, associations and individual companies, this pavilion will be a focus of attention at HANNOVER MESSE Energy 2010 and a central meeting point for international trade delegations eager to foster business and investment relations with industry leaders from the United States.



Preliminary rendering, design subject to change. Displayed participants for illustration only.

### Who Should Participate?

#### Individual companies seeking to...

- Beat the odds of tough economic times
- Grow their business beyond the U.S. market
- Increase international awareness of their brand
- Position their renewable energy and energy efficiency solutions ahead of the competition
- Take advantage of the favorable exchange rate of the USD vis-a-vis most other currencies, making U.S. products uniquely competitive
- Make contact with international customers, partners, and distributors
- Network with executives of leading peer companies

#### U.S. states, counties, municipalities and Economic Development Offices aiming to...

- Advertise their sites for wind, solar, geothermal, hydro, and bio power generation and hydro power generation
- Attract Foreign Direct Investment
- Expand their tax base
- Promote exports
- Create jobs

#### Associations looking to...

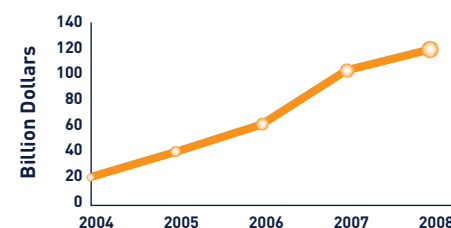
- Build their international profile
- Boost membership development
- Offer added value to their existing member base
- Have a branded, high-visibility group presence at the world's leading technology event

**We are excited to have signed a Memorandum of Understanding with the Deutsche Messe to use HANNOVER MESSE as our European trade platform. Our members will benefit tremendously from this opportunity to showcase their products and services at a global event. Furthermore, the HANNOVER MESSE offers us a forum for meeting with other international delegations."**

Ruben Hernandez, Director, Greater San Jose Hispanic Chamber of Commerce



### Global Investment in Renewable Energy, 2004-2008



REN21. 2009. Renewables Global Status Report: 2009 Update (Paris: REN21 Secretariat). © 2009 Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH.

**"In the current economic climate it is essential to commercialize product innovations on a global scale. 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."**

Oliver Frese, Director of "Energy", HANNOVER MESSE

### Your Benefits

- Full build / full service turnkey exhibit package
- Central position within Renewables display area, Hall 27
- Co-location with World Energy Dialogue, Industry and Export Forum "Renewable Energy", Global Business Forum and other HANNOVER MESSE highlights
- Commercial Service market experts are onsite to advise on market-entry strategies and to facilitate matchmaking for participating U.S. companies
- Start doing business the minute you get to the show floor. Virtually no set up required.

### Pavilion Participation Options

#### Booth

- 1 Info counter and 1 barstool
- 1 Literature rack
- 1 Conference table and 4 chairs
- 1 Waste bin
- Wall panels
- Fascia with company name
- Graphic: Digital Print on fabric (2 x 2 m)
- Carpeting
- Hard-wired Internet connection
- Lighting and electrical receptacle
- Use of common pavilion space (lounge, meeting room)
- Daily stand cleaning
- Daily waste disposal
- Pavilion security
- 500 Complimentary visitor tickets
- 1 Company Profile
- 5 Product Descriptions
- Exhibitor entrance tickets

Row location: \$800/sqm

Corner location: \$960/sqm

All prices subject to 19% VAT (reclaimable).



#### Workstation

- 1 PC-Counter and 1 Barstool
- Workstation display unit
- 1 Company logo panel with backlighting
- Carpeting
- Hard-wired Internet connection
- 1 Electrical receptacle
- Use of common pavilion space (lounge, meeting room)
- Daily stand cleaning
- Daily waste disposal
- Pavilion security
- 500 complimentary visitor tickets
- 1 Company Profile Listing
- 5 Product Descriptions
- Exhibitor entrance tickets

\$3,950 (flat fee)

All prices subject to 19% VAT (reclaimable).



# Other Ways to be at the Show

## U.S. Commercial Service American Business Center

- Office space for U.S. companies to hold meetings on the floor during HANNOVER MESSE
- Bilingual assistant/interpreter to help set up appointments during the show (April 19 – 21 only)
- Internet, phone and fax
- Office center with receptionist on the show floor
- Lounge, including drinks and snacks
- Admission pass to Hannover Fair
- Entry in the Hannover Fair exhibitor catalog
- Shuttle service around the trade fair site, which occupies one million square meters
- Free participation in the WORLD ENERGY DIALOGUE and networking events
- Travel/accommodation assistance
- Europe-wide promotion
- Participation fee: \$1,000 (offer is limited to first-time participants)



## Fair-Packages

Stand space, stand construction and select services.

	“Classic”	“Comfort”	“Premium”
Booth dimension	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 including registration charge and visitor promotion fee



## Floor Space without Stand Construction

Raw concrete. You contract separately for stand construction and all additional services.

Bookings made by 15 September 2009

- € 178/m<sup>2</sup> in the halls
- € 68/m<sup>2</sup> open-air site

Bookings made after 15 September 2009\*

- € 184/m<sup>2</sup> in the halls
- € 71/m<sup>2</sup> open-air site

Stands with two or more open sides are subject to a surcharge for the first 120 m<sup>2</sup>:

- 25% for stands open on 2 sides (corner stand)

- 40% for stands open on 3 sides (end stand)
- 60% for stands open on 4 sides (island stand)

Two-storey stands

- € 75/m<sup>2</sup> for the space on the upper floor of two-storey stands

Additional costs:

- € 300 registration fee
- € 29/m<sup>2</sup> visitor promotion fee for the first 1,000 m<sup>2</sup>

\*An additional charge of 5% on top of the standard rental rate will apply for bookings received on or after 1 February 2010.

## Co-Exhibitor

Shares a stand with the main exhibitor.

- € 1050, irrespective of location

Please contact us directly for one of a limited amount of complimentary admission tickets available for U.S. attendees.

## Visitor

Experience breathtaking exhibits, network at

exciting special events, conferences and award ceremonies and finally recharge your batteries at Munich Hall. More information is available at

[www.hannovermesse.de/events](http://www.hannovermesse.de/events)  
[www.hannovermesse.de/tours\\_e](http://www.hannovermesse.de/tours_e)  
[www.hannovermesse.de/munichhall](http://www.hannovermesse.de/munichhall)

[www.hannovermesse.de/program\\_en](http://www.hannovermesse.de/program_en)  
[www.hannovermesse.de/visitorservice](http://www.hannovermesse.de/visitorservice)



# HANNOVER MESSE

## Worldwide Energy Events



### HANNOVER, GERMANY

APRIL 19-23, 2010

The world's most important technology event. Hannover Messe is host venue for the Energy, Power Plant, MobilTec, and biannual Wind fairs and displays the complete energy mix of the future. Highlights include: U.S. Renewable Energy and Energy Efficiency Solutions Park, Forum for Renewable Energies, Group Exhibit Hydrogen + Fuel Cells, Pipeline Technology Conference, World Energy Dialogue.



### MUMBAI, INDIA

15-18 December 2010

International Trade Fair for Energy Efficiency and Decentralized Renewable and Conventional Energies.



### ISTANBUL, TURKEY

30 September-03 October 2010

International Trade Fair for Renewable Energy Resources, Energy Efficiency, Water, Water Treatment, Environmental and Fluid Control Technologies.



### ISTANBUL, TURKEY

February 2011

World of Industry. Eurasia's biggest Industrial Trade Fair for Industrial Automation, Hydraulic & Pneumatic and Electrotechnology.

#### Supported by



Join the new Group "HANNOVER MESSE Worldwide Energy Events" on **LinkedIn** <http://www.linkedin.com/groupRegistration?gid=2201389>

Follow "HANNOVER MESSE Worldwide Energy Events" on **twitter** [http://twitter.com/DMAG\\_Energy](http://twitter.com/DMAG_Energy)

[www.hfusa.com/hannovermesse\\_energy](http://www.hfusa.com/hannovermesse_energy)

#### To join the markets contact:



Ulrike (Ulli) Hammer  
 Director, Energy Events  
 Hannover Fairs USA, Inc.  
 2 Research Way  
 Princeton, NJ 08540  
 Tel: (609) 987-1202, ext. 205  
 Fax: (609) 987-0092  
[uhammer@hfusa.com](mailto:uhammer@hfusa.com)

Economist Peter Drucker once said "The best way to predict the future is to create it". In today's challenging economic times I would like to help your company create a successful future by means of the unique opportunities provided by our high-yield global events. Founded in the strength of Deutsche Messe's internationally renowned brands, Hannover Fairs USA stands for international reach, new business, turnkey service and strong partners in industry and government. Your goals are our mission. Let's be creative!

#### About Hannover Fairs USA, Inc.

Hannover Fairs USA is committed to helping American companies succeed in the global marketplace. As the U.S. subsidiary of Deutsche Messe AG, one of the world's largest event organizers, we develop and manage targeted marketing programs for our U.S. customers at Deutsche Messe events worldwide. Our turnkey group exhibits offer a convenient and cost-effective way to grow across the globe.



Hannover Fairs USA, Inc.

# Information Request Form: HANNOVER MESSE Worldwide Energy Events



**Instructions:** Fill in this form using Adobe® Reader® or complete by hand. Fax or mail to Hannover Fairs USA as indicated at bottom of page or e-mail to Ulrike (Ulli) Hammer at uhammer@hfusa.com.

## CONTACT INFORMATION

First Name .....	Last Name .....
Company .....	Job Title .....
Street .....	Suite/Floor .....
City .....	State ..... ZIP Code .....
Phone .....	Fax .....
E-mail .....	Website .....

## Show of interest: Please mark areas of interest:

- |   |   |
|---|---|
| <input type="checkbox"/> HANNOVER MESSE, 19-23 April 2010, Hannover/Germany | <input type="checkbox"/> Exhibiting                   |
| <input type="checkbox"/> RENEX, 30 Sep – 03 Oct 2010, Istanbul/Turkey       | <input type="checkbox"/> Visiting                     |
| <input type="checkbox"/> ENERGY INDIA, 15-18 December 2010, Mumbai/India    | <input type="checkbox"/> Sponsorships                 |
| <input type="checkbox"/> WIN, February 2011, Istanbul/Turkey                | <input type="checkbox"/> Becoming association partner |
|   | <input type="checkbox"/> Becoming media partner       |

## Please indicate export markets of interest:

## Please indicate your sales and marketing objectives:

## This copy of the *Join The Markets Brochure* was presented to me by: