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

www.hfusa.com/hannovermesse_energy
HANNOVER MESSE FACTS

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

- 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 region

- Europe: 63.4%
- Asia: 18.8%
- Africa: 6.2%
- Australia/Oceania: 5.1%
- America: 1.2%

Visitors by business sector

- Manufacturing industry: 40%
- Capital goods: 31%
- Basic materials and primary products: 14%
- Services provided by companies/freelancers: 3%
- Distributive trades: 6%
- Research institutes/industrial research: 2%
- Public authorities and institutions: 1%

Visitors by decision-making authority

- Decisive/contributory: 52%
- Advisory: 18%

Visitors by display category

- Industrial Automation: 102,600
- Energy: 75,200
- Power Plant Technology: 75,200
- Mobile Technology: 75,200
- Surface Technology: 75,200
- Wind*: 58,600
- Subcontracting: 48,500
- Research & Technology*: 43,200
- Micro Technology: 32,200
- Digital Factory: 32,000
- ConvMat*: 25,400

*Multiple answers possible

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

- Industrial Automation
- Energy
- Power Plant Technology
- MobilityTec
- Digital Factory
- Industrial Supply
- CoilTechnica
- MicroNanoTec
- Research & Technology

Synergies That Spell Success
9 Leading International Trade Shows at One Venue
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:

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.

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-à-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

Who Should Participate?

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

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

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).


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“…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, eco-friendly, future-proof – the success story of renewable energy has only just begun.”

Oliver Frese, Director of “Energy”, HANNOVER MESSE
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**

<table>
<thead>
<tr>
<th>Stand Space</th>
<th>“Classic”</th>
<th>“Comfort”</th>
<th>“Premium”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth dimension</td>
<td>15 m² row stand</td>
<td>20 m² corner stand</td>
<td>25 m² corner stand</td>
</tr>
<tr>
<td>Stand category</td>
<td>Type A</td>
<td>Type B</td>
<td>Type D</td>
</tr>
<tr>
<td>Early booking price</td>
<td>€ 5,080*</td>
<td>€ 7,875*</td>
<td>€ 10,392.50*</td>
</tr>
<tr>
<td>Standard price</td>
<td>€ 5,170*</td>
<td>€ 8,025*</td>
<td>€ 10,580*</td>
</tr>
</tbody>
</table>

Further information is available at: 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/m² in the halls
  - € 68/m² open-air site
- Bookings made after 15 September 2009*
  - € 184/m² in the halls
  - € 71/m² open-air site

Stands with two or more open sides are subject to a surcharge for the first 120 m²:
- 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/m² for the space on the upper floor of two-storey stands

Additional costs:
- € 300 registration fee
- € 29/m² visitor promotion fee for the first 1,000 m²

*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

**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  www.hannovermesse.de/program_en
www.hannovermesse.de/tours_e  www.hannovermesse.de/visitorservice
www.hannovermesse.de/munichhall

Please contact us directly for one of a limited amount of complimentary admission tickets available for U.S. attendees.
HANNOVER, GERMANY
APRIL 19–23, 2010

ISTANBUL, TURKEY
30 September-03 October 2010

MUMBAI, INDIA
15-18 December 2010

ISTANBUL, TURKEY
February 2011

Supported by

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http://twitter.com/DMAG_Energy

www.hfusa.com/hannovermesse_energy

To join the markets contact:

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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.
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

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Company ___________________________________________ Job Title ___________________________________________

Street ___________________________________________ Suite/Floor ___________________________________________

City ___________________________________________ State __________________________ ZIP Code ____________

Phone ___________________________________________ Fax ___________________________________________

E-mail ___________________________________________ Website ___________________________________________

Show of interest:  Please mark areas of interest:

☐ HANNOVER MESSE, 19-23 April 2010, Hannover/Germany  ☐ Exhibiting
☐ RENEX, 30 Sep – 03 Oct 2010, Istanbul/Turkey  ☐ Visiting
☐ ENERGY INDIA, 15-18 December 2010, Mumbai/India  ☐ Sponsorships
☐ WIN, February 2011, Istanbul/Turkey  ☐ Becoming association 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:

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