

The Energy Topics at HANNOVER MESSE 2011



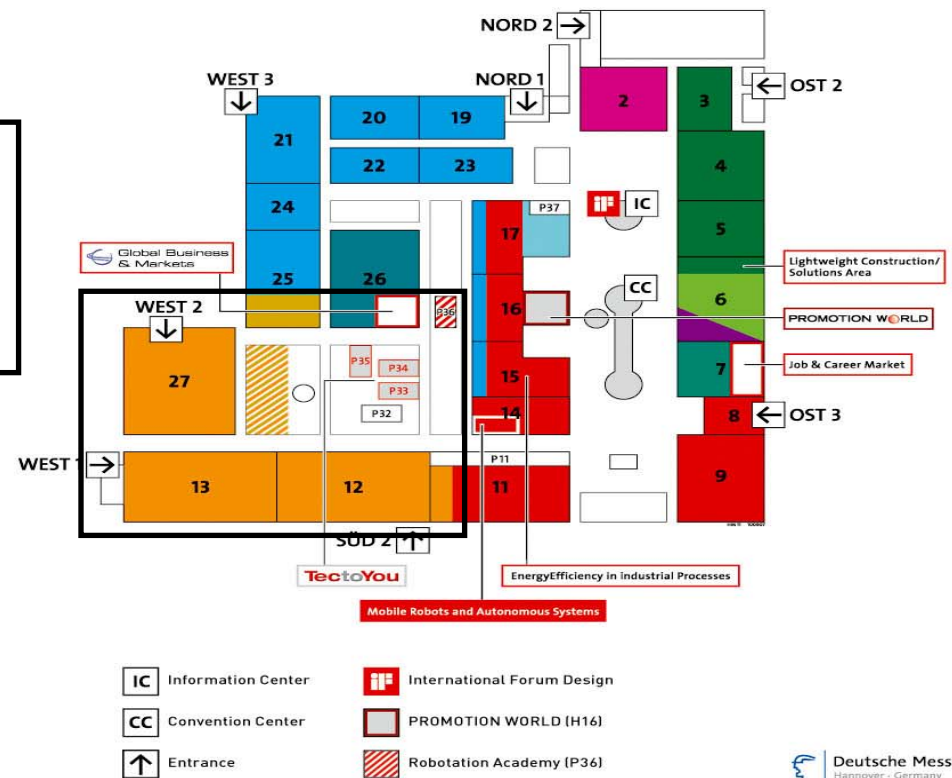
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4-8 April 2011

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- **Industrial Automation**
Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions (Halls 8-9, 11, 14-17)
- **Motion, Drive & Automation**
Leading Trade Fair for Power Transmission and Control (Halls 15-17, 19-25)
- **Energy**
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 11-13, 27, FG)
- **Power Plant Technology**
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 27)
- **Wind**
Leading Trade Fair for Wind Generation Technology, Components and Services (Hall 27)
- **MobiliTec**
Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 25, FG)
- **Digital Factory**
Leading Trade Fair for Integrated Processes and IT (Hall 17)
- **ComVac**
Leading Trade Fair for Compressed Air and Vacuum Technology (Hall 26)
- **Industrial Supply**
Leading Trade Fair for Industrial Subcontracting and Lightweight Construction (Halls 3-6)
- **CoilTechnica**
Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology (Hall 7)
- **SurfaceTechnology**
Leading Trade Fair for Surface Technology (Hall 6)
- **MicroNanoTec**
Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- **Research & Technology**
Leading Trade Fair for R&D and Technology Transfer (Hall 2)



The Energy Topics at HANNOVER MESSE 2011 Close-Up



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Graphic → HANNOVER MESSE 2011 - Concept of energy topics

HANNOVER MESSE - Showcasing the Complete Energy Mix of the Future



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Visitors by display category

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 – Leading Trade Fair for Hybrid and Electric Power Train Technologies. Mobile Energy Storage And Alternative Mobility Solutions

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

Industrial Automation	102,600
Energy	98,500
MDA - Motion, Drive & Automation*	75,200
Wind*	58,400
Industrial Supply	48,500
CoilTechnica	46,400
Research & Technology	43,200
MobiliTec	42,200
Surface Technology*	41,900
Micro Technology	33,200
Digital Factory	32,000
Power Plant Technology	32,000
ComVac*	25,600

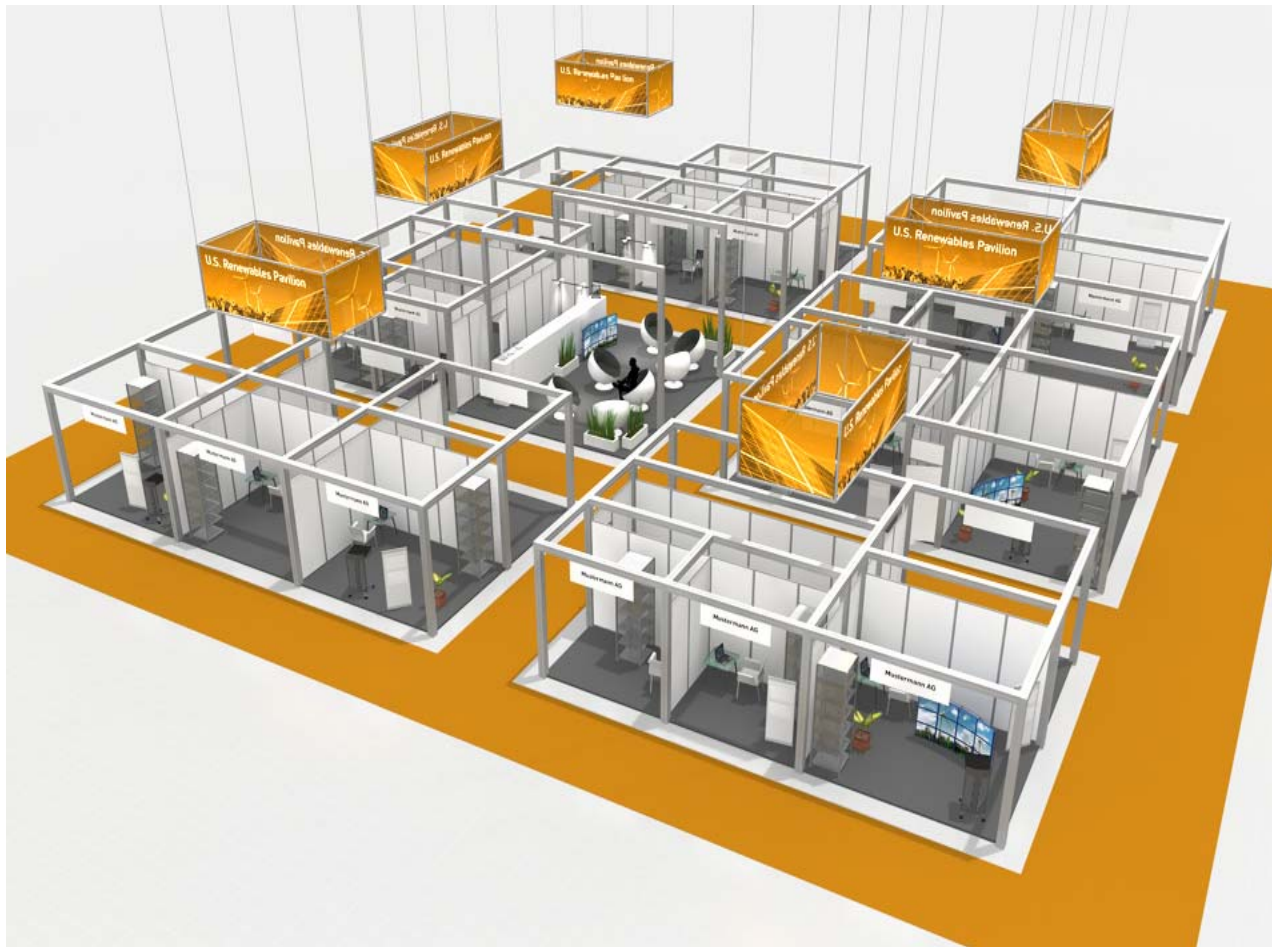
Multiple answers possible.

*Show takes place in odd years only

U.S. Renewable Energy Pavilion (Hall 27) – Preliminary Layout



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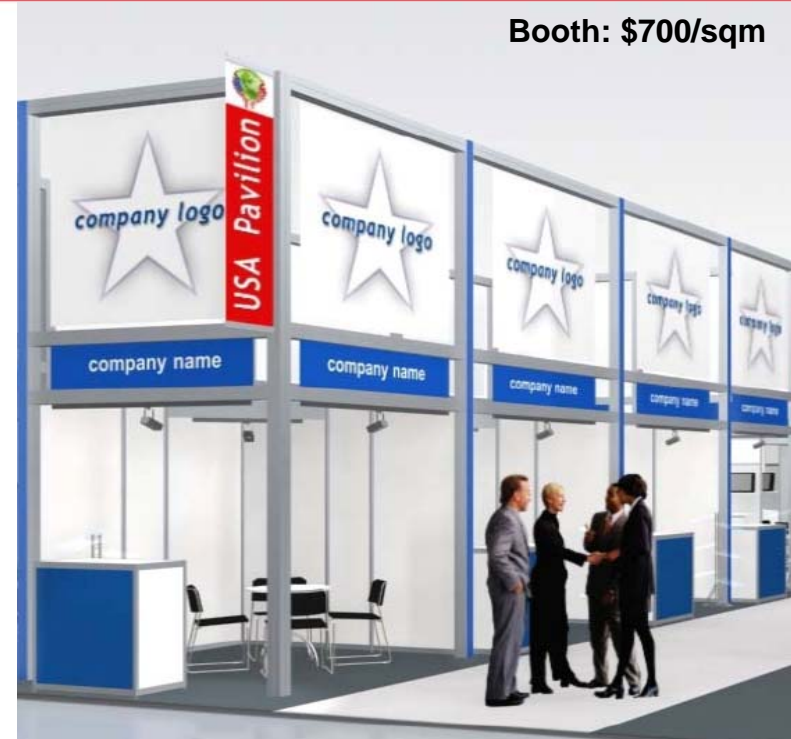
US Renewable Energy Pavilion – Costs and Services



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Booth: \$700/sqm

- Solid booth structure (wall and ceiling panels)
- Overhead name sign and logo graphic
- Carpeting
- 1 Conference table and 3 chairs
- 1 Info counter and 1 barstool
- 1 Literature rack
- 1 Waste bin
- Lighting
- Power outlet
- Daily cleaning
- Nightly security
- Hard-wired Internet line
- 500 complimentary visitor tickets
- Use of pavilion lounge and meeting room
- Catering (hot and cold drinks, beer, sandwiches)
- Company profile and 5 product descriptions in online directory (1 year listing for continued lead generation after the show)
- Speaking slot (based on availability at time of registration and topical fit)
- Assistance from bi-lingual pavilion management staff during show hours



**Workstation: \$3,995
per unit**

