



## THINK TECH, ENGINEER SUCCESS

New markets  
New customers  
New networks

## Energy 2012

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

**NEW TECHNOLOGY FIRST**  
23 - 27 April 2012 · Hannover · Germany



# The hot spot for the energy mix of the future



The current changes in the energy market are unprecedented. What does a sustainable, reliable, efficient and competitive energy mix look like? Answers to these questions were supplied by the exhibitors at HANNOVER MESSE 2011, who were part of the most successful show for 10 years. And in 2012 Energy will once again be a busy hub of activity for the international energy industry. As an exhibitor you will gain so much from this unique marketing and presentation platform, where you can present your high-tech solutions for the energy mix of the future to an audience of potential buyers. We look forward to seeing you!

Yours sincerely,

A handwritten signature in black ink, appearing to read 'H. von Monschaw', written in a cursive style.

Hubertus von Monschaw  
Director, Energy

## How you benefit as an exhibitor:

### ■ Great sales opportunities

Energy attracts over 110,000 trade visitors – more than any other trade fair on an energy-related theme. 26.3% come to Hannover with specific investment plans in mind. Energy offers you more contacts, and better-quality contacts, than any other comparable event.

### ■ All the industry players at one place

Energy is based on a horizontal technology concept which is unique world-wide. Here you'll find your natural community, your competitors and all your buyer industries assembled in one place at the same time.

### ■ Accessing international networks

HANNOVER MESSE 2012 brings together 8 leading international trade fairs at the same time on the world's largest exhibition site – an unrivalled formula for success, both for visiting professionals and Energy exhibitors. At the last show nearly a quarter of a million potential customers from all over the world came face to face with big-name suppliers from all sectors of industry.

### ■ A full range of marketing services

Exhibitors at Energy benefit from an excellent portfolio of marketing services: advertising and PR, media services, year-round online presence, invitation/contact management and much more besides.





# The concept behind Energy

Energy is the world's leading presentation and discussion platform for the energy market, its technologies and services. It documents the complete energy lifecycle – from generation, supply and transmission to distribution, storage and consumption. And all in the same place at the same time.

The topic areas featured at Energy and the high-calibre supporting program of conventions, forums and special displays are closely geared to current and emerging market trends and issues. And this is why every year Energy attracts so many trade visitors from all over the world – from all sectors of industry, the energy sector, the media, government and the public sector.



All the energy-related themes at one flagship trade fair – an overview of Energy 2012.

# Wanted: your ideas

The exhibits at Energy are grouped into four main display categories corresponding to different sectors of the energy market: “Energy generation and supply”, “Conventional energy”, “Renewables” and “Transmission and distribution”. The result is a unique marketplace where you can showcase your technologies to new customers and joint-venture partners.

## The main themes and market sectors at a glance:



### ■ Energy generation and supply

Is your line of business in centralized/decentralized energy generation or supply? If so, this is the place to present your customized services and technologies to representatives from the energy industry, the manufacturing sector, trade and commerce, the public sector and government. From fuel cells and all-inclusive contracting packages to low-cost solutions for energy supply.



### ■ Transmission and distribution

Electric energy technology is the key to efficient energy use. Position yourself within this market sector as a specialist supplier of cabling, transformers, switchgear, power supplies, instrumentation, network management, systems engineering and components.



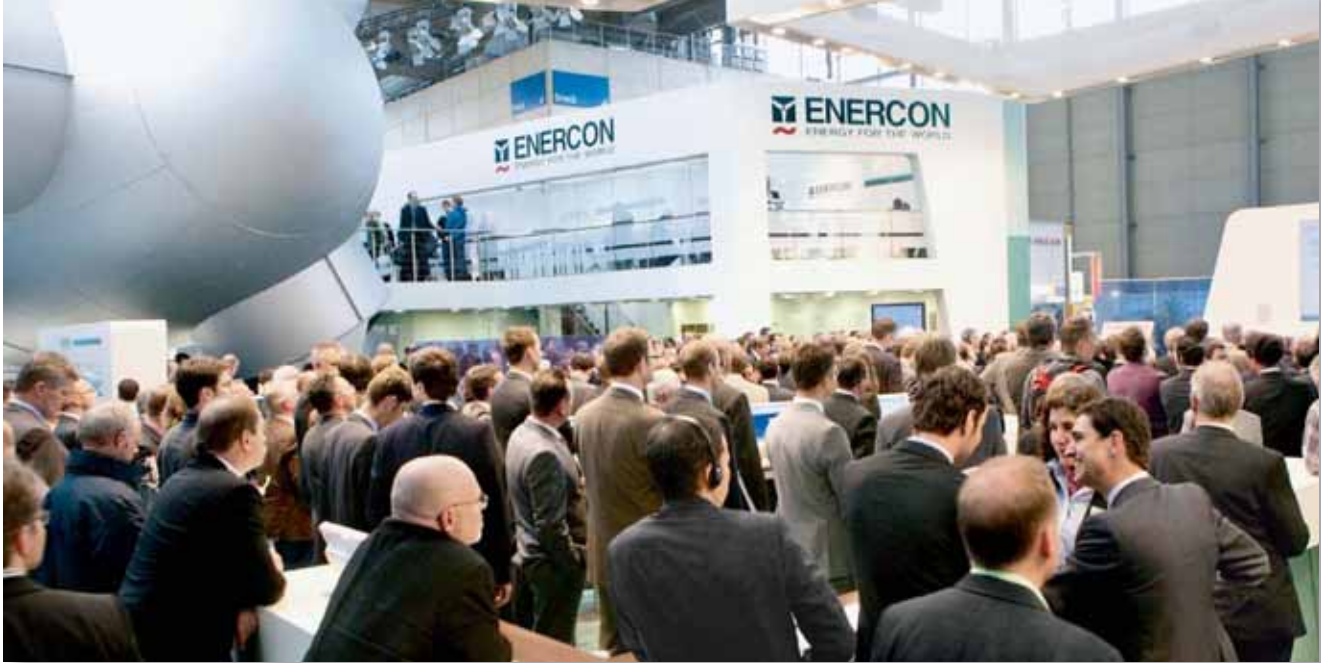
### ■ Conventional energy

Oil, gas, coal – what innovative technologies are being developed to achieve greater fuel efficiency and reduce CO<sub>2</sub> emissions in the future? Here is your chance to promote your advanced solutions to the top people in the energy industry, government, manufacturing industry and the media.



### ■ Renewables

Renewables are already an established part of today's energy mix. Energy puts your cutting-edge technologies centre stage. Take the opportunity to present your innovations in solar energy/solar heating, wind power, biomass, biogas, geothermal energy and hydroelectric power to a broad international audience.



# Double your sales potential

It's not just the visitors to HANNOVER MESSE who could become your next customers, but also the exhibiting companies at the other shows in the line-up. Located at the heart of HANNOVER MESSE, Energy is flanked by other trade fairs on energy-related themes – which means that buyers from all sectors of industry who are in the market for your technologies are sure to find their way to your stand. This interdisciplinary concept is unique to HANNOVER MESSE, and it will generate valuable new business for you that you won't be able to get anywhere else.



# The power to connect: the supporting program

Energy is more than just a trade fair: it is also a forum for the exchange of knowledge. Important trends and global challenges in the energy business are identified very early and addressed here in Hannover. Attractive group presentations with comprehensive service packages, as well as high-powered forums and special displays, all offer you opportunities to position yourself within topical areas of discussion and enter into dialogue with trade visitors, delegations and experts from all over the world.

## Highlights

### ■ SuperConductingCity

The group display "SuperConductingCity" is the only themed presentation of its kind on the subject of superconductor technology. As such it attracts unique levels of visitor interest – so there is no better place to showcase your latest industrial applications, processes, products and sophisticated exhibits for every type of application.

### ■ E-ENERGY

The E-ENERGY Centre looks at the latest developments in smart metering, smart grids, smart building systems and ICT solutions for the energy sector. You too are invited to be part of the line-up, presenting your products, technologies and solutions for the future of the energy sector and industry.

### ■ Energy Forum "Life Needs Power"

Organized by German trade and industry associations ZVEI, VDE and BDEW, the Energy Forum hosts talks and presentations by experts from the energy and electricity industries as well as scientists and politicians, who will be addressing topical issues relating to the generation, transmission, distribution and storage of electric power. The topics covered range from the integration of renewable energy sources, the appropriate expansion of the electricity grid and intelligent energy supply to process management under a liberalized market regime, energy-dependent mobility technologies and the strategic prospects for energy policy. More information at:

[www.life-needs-power.de](http://www.life-needs-power.de)





■ **Contracting & CHP**

This group presentation focuses on energy contracting and combined heat-and-power generation. As an exhibitor you'll enjoy the benefits of an extensive and affordable service package with many inclusive features, as well as central placement.

■ **Group Exhibit Hydrogen + Fuel Cells**

This group presentation is the established international platform for the hydrogen and fuel cell industry. The extensive full-service package gives you everything you need to display your know-how effectively. More information at: [www.h2fc-fair.com](http://www.h2fc-fair.com)

■ **Renewable Energy Forum**

This forum focuses on current industry developments, technological trends, export markets and financing concepts. Come and join in the debate, and discover how much you can learn from our distinguished guest speakers.

■ **Pipeline Technology Conference**

Experts from the international oil, gas and water industry come together here to present strategies for the modernization and expansion of pipeline systems.

More information at:  
[hannovermesse.de/en/energy](http://hannovermesse.de/en/energy)



# The No.1 industry gathering

In 2011 HANNOVER MESSE achieved its best results for 10 years. And Energy played a central role in that success.

## Visitors attending Energy

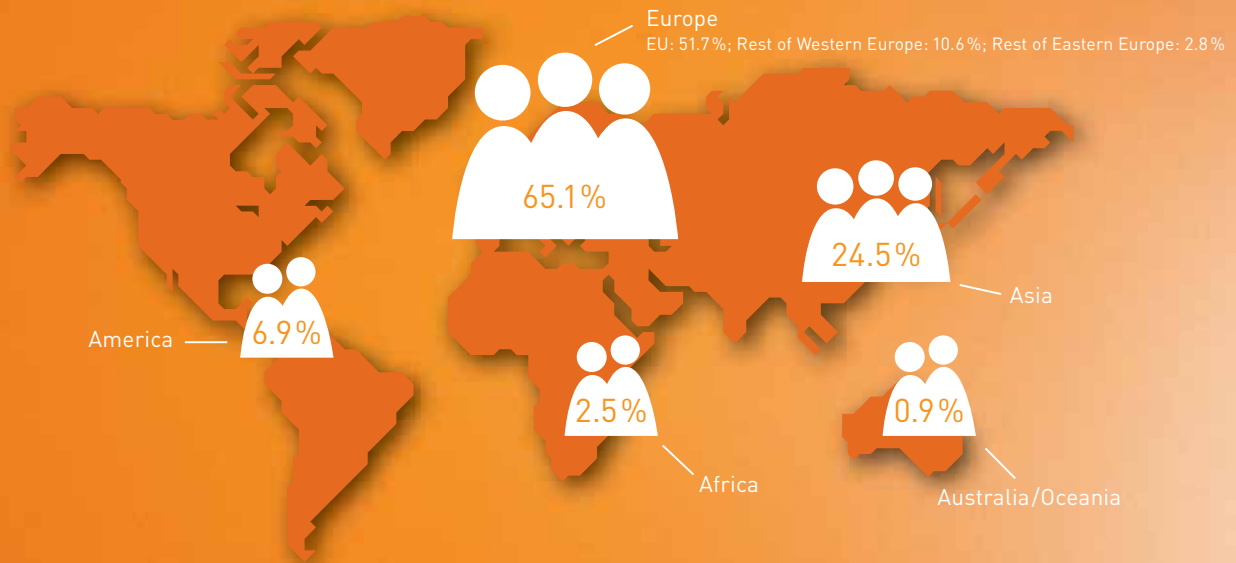
110,600 visitors in total

## Trade visitor quota

92.5% classed as trade visitors

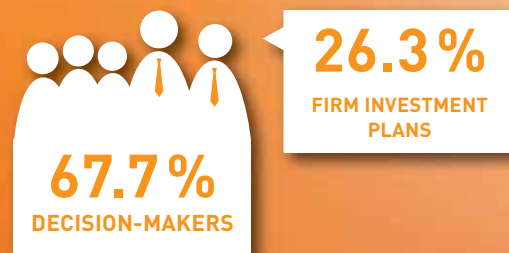
## The whole world at your exhibition stand

Harness the international appeal of Energy to present your technologies to senior decision-makers from all over the world.



## Lucrative contacts

Over two thirds of those who attend Energy are involved in their company's investment decisions. That gives you plenty of opportunities to sell direct to buyers who visit your stand.





### Reach the entire market – across the industry spectrum

Potential buyers visiting Energy come from a wide range of different sectors:

Energy industry	25,900
Capital goods	20,200
Basic materials and primary products	11,300
Services supplied by companies/freelancers	11,000
Distributive trades	6,100
Research institutes/industrial research	5,000
Public authorities and institutions	4,300
Construction industry	4,100

### Strong interest in your solutions

Trade visitors attending Energy are interested in a broad range of technologies.

Wind power	46,400
Other renewable energy forms	43,600
Energy technology	28,500
Energy generation and supply	27,300
Hydrogen and fuel cells	19,800
Power station construction	19,100
Decentralized energy generation	16,800
Smart grids, smart metering and ICT solutions for the energy sector	13,400

More information at:  
[hannovermesse.de/en/energy](http://hannovermesse.de/en/energy)

# Prices, terms and conditions

## Basic charge

Basic charge, indoor space	€ 194/m <sup>2</sup>
Basic charge, open-air site	€ 75/m <sup>2</sup>

## Reduced charge for early bookings (offer ends on 15 September 2011)

Basic charge, indoor space	€ 187/m <sup>2</sup>
Basic charge, open-air site	€ 71/m <sup>2</sup>

An extra charge of 5% will be added to the basic rental charge for bookings made as from 1.2.2012.

## Stands with two or more open sides

High-visibility stands with two or more open sides are subject to an extra charge. For stands of up to 120 m<sup>2</sup>:

Stands open on 2 sides (corner stand)	25%
Stands open on 3 sides (end stand)	40%
Stands open on 4 sides (island stand)	60%

Any space in excess of 120 m<sup>2</sup> will be invoiced at the basic rental price.

## fair-packages

The easy way to exhibit successfully at HANNOVER MESSE. Available in three different versions, our "fair-packages" embrace stand space, stand construction, plus additional services – for example, daily cleaning, press services and marketing services (including complimentary admission tickets and an all-year-round presence on the Internet).

fair-package	"Basic"	"Comfort"	"Premium"
Stand type	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand
Early booking price	€ 7,478*	€ 7,898*	€ 8,413*
Standard price	€ 7,653*	€ 8,073*	€ 8,588*

\* Charges relate to one-year rental agreements, including registration fee



Further information: [hannovermesse.de/en/fairpackage](http://hannovermesse.de/en/fairpackage)  
The services are described in detail in the Terms & Conditions.

## Additional charges

Registration fee, lump sum	€ 310
Marketing fee*, including AUMA contribution	€ 31/m <sup>2</sup>
Reduced marketing fee for stand space in excess of 1,000 m <sup>2</sup>	€ 12/m <sup>2</sup>
Space on the upper floor of two-storey stands	€ 79/m <sup>2</sup>

\* Please refer to the Terms and Conditions of Participation for details of the services covered by the marketing fee.

## Co-exhibitors

Participation fee, lump sum	€ 790
Marketing fee, lump sum	€ 310

## Participation options

Detailed information on the various participation options for HANNOVER MESSE as well as on prices, conditions and how to register can be found at:

[hannovermesse.de/registration](http://hannovermesse.de/registration)

# Registration and services

## Register online: it's just easier!

In future, if you wish to register as an exhibitor at HANNOVER MESSE, please go to [www.obs.messe.de](http://www.obs.messe.de) and register online.

You can start preparing your trade show presentation immediately via our Online Business Service (OBS). Here you can plan your

presentation, work out your costs, make a booking and order all the services you require.

Register online now at:  
[www.obs.messe.de](http://www.obs.messe.de)

## Targeted services designed to win new customers

Apart from contact management and online reach, the generation of new leads is one of the most important factors for the success of your presentation. Use our services to give your business a good start in all these areas.

### Matchmaking services: global contacts, meetings geared to your needs

Our matchmaking services are designed to help you manage your contacts before, during and after HANNOVER MESSE.

We handle the whole process of establishing valuable new contacts – from customized searches to making the initial contact and arranging appointments with potential business partners from all over the world.

### Online campaigns and services that target your customers with precision

**Deutsche Messe Interactive (DMI)** puts you in touch with potential business partners all year round. We can organize e-mail campaigns carefully targeted at prospective new customers – and you profit from the following benefits:

- Successful new business leads through dialogue marketing
- All-year-round interaction channels for business professionals
- Media services for everything concerned with your presentation

Full details at:  
[hannovermesse.de/en/leadservices](http://hannovermesse.de/en/leadservices)

Full details at:  
[www.messe-interactive.de/en](http://www.messe-interactive.de/en)

## Further services designed to assist you with your presentation

Take advantage of our experience and expertise to present your company to optimum effect and get your message across to potential buyers.

### Marketing and press services

We offer you a comprehensive service package: cost-effective invitation campaigns, numerous advertising options, organization of press conferences and sponsoring of selected press events.

### Stand services

It goes without saying that we can equip your trade show stand with all the necessary technical services and state-of-the-art communication devices. We will be pleased to discuss your individual requirements with you.

Full details of all our exhibitor services at:  
[hannovermesse.de/en/exhibitorservice](http://hannovermesse.de/en/exhibitorservice)



Deutsche Messe  
Hannover · Germany

**Deutsche Messe**  
**Messegelände**  
**30521 Hannover**  
**Germany**

Tel. +49 511 89-0  
Fax +49 511 89-32626  
info@messe.de  
www.messe.de

Your Energy team

**Hubertus von Monschaw**  
Director, Energy

**Peter Helms-Lundborg**  
Project Manager  
Tel. +49 511 89-31314  
Fax +49 511 89-31148  
peter.helms-lundborg@messe.de

**Pascal Hofer**  
Project Manager  
Tel. +49 511 89-31303  
Fax +49 511 89-31148  
pascal.hofer@messe.de

**Susanne Clemens**  
Tel. +49 511 89-31315  
Fax +49 511 89-31148  
susanne.clemens@messe.de

**Elvira Bree**  
Tel. +49 511 89-31327  
Fax +49 511 89-31148  
elvira.bree@messe.de

In the United States:

**Ulli Hammer**  
Tel. +1 (609) 987-1202 x 205  
uhammer@hfusa.com

Deutsche Messe has a global network  
of representatives who speak your language.  
A detailed list of names and addresses  
is available at: [www.messe.de](http://www.messe.de)

