



THINK TECH, ENGINEER SUCCESS

New markets
New customers
New networks

MobiliTec 2012

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

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



The leading marketplace for mobility technologies



MobiliTec 2011 was a great success. Over 46,000 visitors came to learn about new technologies and make new business contacts with exhibiting companies. Thanks to broad support from trade and industry associations and the powerful attraction that HANNOVER MESSE exerts for industry, the media and politicians, MobiliTec has quickly established itself as the leading marketplace for mobility technologies and the most important showcase for innovations in this field.

By exhibiting at MobiliTec in 2012 you'll benefit once again from the horizontal, interdisciplinary technology concept that makes Hannover so special. So make sure of your place at MobiliTec 2012 – and don't miss out on the major business deals and joint ventures signed at the show. We look forward to seeing you there!

Yours sincerely,

Hubertus von Monschaw, Director, MobiliTec

How you benefit by exhibiting at MobiliTec:

■ Reaching buyers in the production chain

The concept behind MobiliTec is unique. This show puts you in touch with a whole spectrum of players who normally operate completely independently of each other, such as battery manufacturers, power supply companies and suppliers of power-train technologies.

■ Accessing international networks

HANNOVER MESSE 2012 brings together 8 leading international trade fairs at the same time on the world's largest exhibition site – a huge benefit for both visitors and MobiliTec 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.

■ Great sales opportunities

You'll meet more senior sales executives here than at any other event – and that's a fact! Each year more than 40,000 trade visitors attend MobiliTec. In 2011 the show attracted a total of 46,200 visitors. 92.7% were trade visitors.

■ World-class services

MobiliTec exhibitors enjoy an excellent service package delivered by a leading international trade show organizer – from professional advice to a portfolio of marketing services. These include advertising and PR, press services, year-round online presence, invitation/contact management and much more besides.





Double your sales potential

It's not just the visitors to HANNOVER MESSE who could become your next customers, but also the exhibitors at the other shows in the line-up. Located at the heart of HANNOVER MESSE, MobiliTec is flanked by Energy and

Industrial Automation, which means that buyers in the market for your technologies are sure to find their way to your stand. So don't miss out when the important investment decisions are made – at MobiliTec 2012.



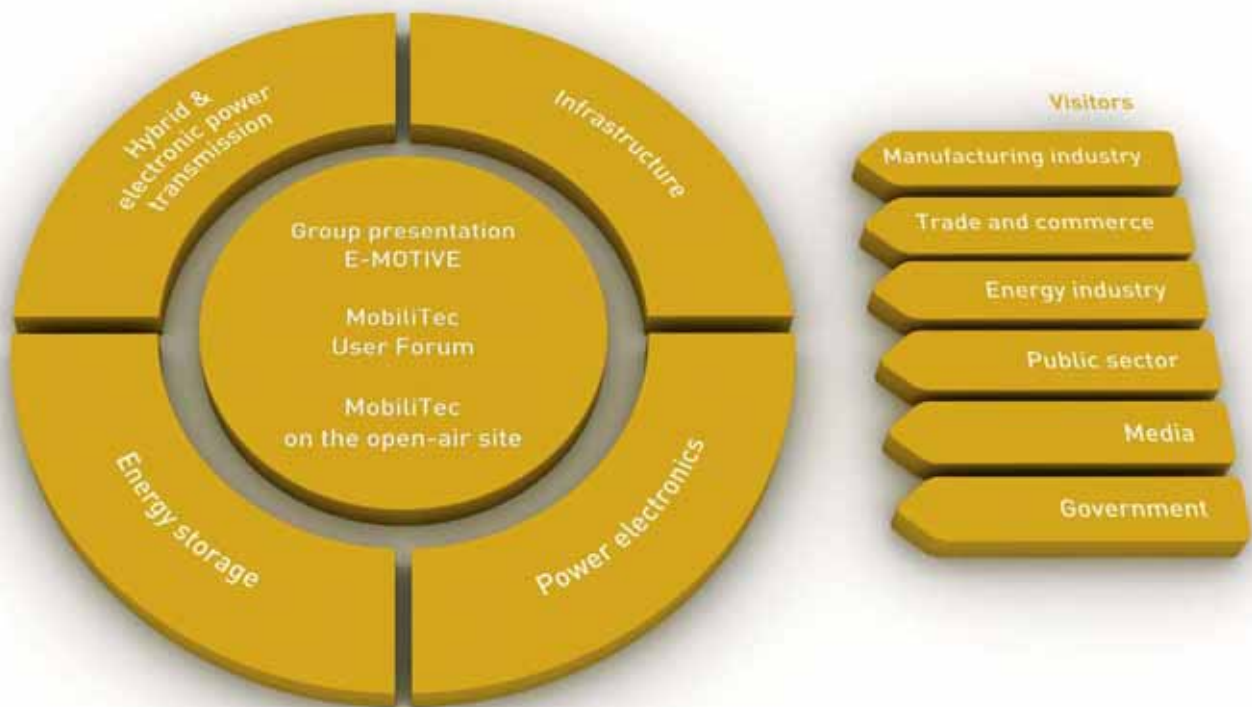
Driving innovation and business growth

Business opportunities galore

MobiliTec is more than just a regular industry get-together. Its interdisciplinary format, showcasing a range of allied technologies, brings together participating exhibitors with all the relevant buyer industries – creating a dynamic constellation that you won't find anywhere else.

The pace of innovation is accelerating all the time, and more and more money is being invested – especially in the area of alternative powertrain technologies. For investment decision-makers working in R&D, design or production, attendance at the show in Hannover is more or less a must. As part of the mix of trade fairs in the line-up, MobiliTec is not only the most important marketplace of its kind, but also the No.1 forum for knowledge-sharing, thanks to its high-powered supporting program.

In short, by exhibiting at MobiliTec you'll gain new customers, access to new networks and the unique PR benefits of the HANNOVER MESSE brand.





The main display categories at a glance

All the disciplines associated with hybrid & electric powertrain technologies, mobile energy storage and alternative mobility technologies are represented at MobiliTec with displays arranged by theme:

- **Hybrid & electric power transmission systems**

Showcase your innovations in power transmission technology. The emphasis here is on reducing carbon emissions, lowering consumption and increasing efficiency.

- **Storage technologies**

The boom in renewable energy has led to a massive demand for future-proof energy storage systems. Users are looking for new battery technologies for the next generation.

- **Power electronics**

This is your chance to show visiting industry professionals your ideas for improving energy efficiency and lowering system costs.

- **Power supply infrastructure**

The focus here is on putting the necessary infrastructure in place and integrating renewable energy supplies into tomorrow's mobility concepts.



Full details of the program for MobiliTec can be found online at: hannovermesse.de/en/mobilitec

The power of knowledge: the supporting program

MobiliTec User Forum

Located at the heart of the exhibition area is the MobiliTec User Forum, which brings together exhibitors, technical experts and trade visitors on an equal footing.

The Forum enables you to conduct a serious dialogue with the people who buy your technologies. Here you can talk about your latest innovations and initiate new business relationships. Guest speakers will be offering new insights into topical issues of interest to the industry, such as the electrification of powertrains and storage technologies. Advice on the content and format of the Forum was supplied by the sponsoring partners BDEW, BSM, FVA, VDMA and ZVEI.

Benefits:

- Directly linked to the exhibition
- Networking with top decision-makers and experts
- Know-how transfer in the context of discussions and lectures
- Interaction between exhibitors and visitors



MobiliTec test track

Here you can stage live demonstrations of your innovative concepts for all to see. Present your solutions on our dedicated test track and show visitors to the show what electromobility looks like in action. We have separate tracks for two-wheeled and four-wheeled vehicles, where you can be sure of attracting a big audience.



Burkhard Rarbach, Head of Marketing Services, MENNEKES Elektrotechnik GmbH & Co. KG, Kirchhundem:

“With electromobility as a main theme, MobiliTec was well attended by visitors, and the calibre of the trade visitors was uniformly high. We were able to spend ample time with our existing contacts as well as generating new contacts. So we are expecting a significant amount of follow-up business after the show.”



Group presentation E-MOTIVE

The group presentation E-Motive is a joint initiative organized by the Power Transmission Research Association (FVA) affiliated to Germany's national engineering federation VDMA, in collaboration with HANNOVER MESSE.

By booking space at the E-MOTIVE group stand you can be certain of getting your message across to a visiting trade public fully attuned to the future potential of electromobility. Details of the E-MOTIVE group presentation and the extensive full-service packages on offer can be found at: hannovermesse.de/emotive_e

Prof. Dr. Gernot Spiegelberg, Head of Electromobility at Siemens Corporate Technology:

"MobiliTec addresses themes that will become increasingly important. The show is now a showcase for electrified vehicle technology and the use of electromobility as a buffer for peak grid loads. This was the right setting for our solutions in view of the bundling of energy-related themes at the show and the strong synergies with allied topic areas such as "Smart Grid", "Smart Traffic" and "Smart eCar". This was confirmed by the many interested inquiries on the InnoTruck and at the main Siemens stand, as well at the stand of the Federal Environment Ministry."



Hannover gets the world moving

MobiliTec attracts a uniquely diverse audience consisting of commercial buyers, senior professionals working in research and development, corporate management and the public sector, as well as investors.

Visitors attending MobiliTec

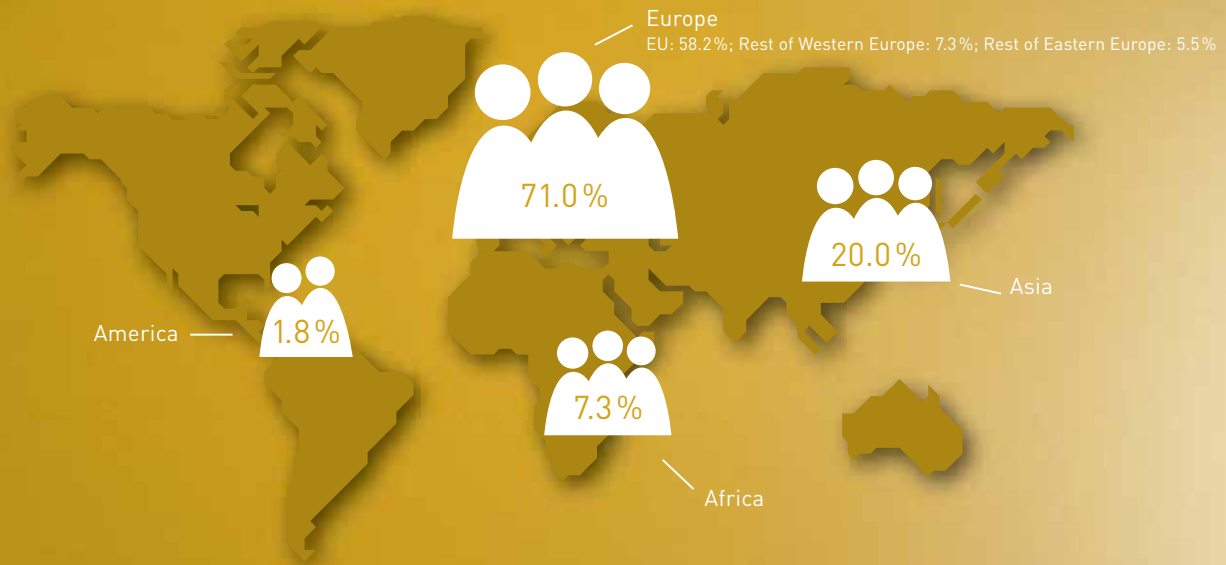
46,200 visitors

Trade visitors

92.7% classed as trade visitors

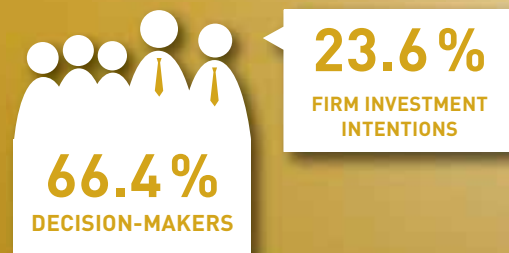
The whole world at one place

Because MobiliTec appeals to an international audience, you'll be able to present your technologies to top decision-makers from every continent.



Decisive contacts

Some two thirds of the visitors to MobiliTec are personally involved in their company's investment decisions. That gives you plenty of opportunities to sell direct to buyers who visit your stand.





Access to markets across the industry spectrum

Communicate with potential investors from all sectors of the industry.

Capital goods industry	11,600
Energy industry	5,300
Services	5,100
Basic materials and primary products	4,000
Research institutes/industrial research	2,700
Distributive trades	2,400
Public authorities and institutions	1,900
Skilled trades	1,400

Wide-ranging interests

The trade visitors at MobiliTec 2011 expressed an interest in a broad range of mobility technologies.

Power transmission	17,500
Electric motors, electric machines	14,300
Mobile energy storage and energy management	11,000
Alternative fuels	10,600
Lightweight construction for vehicles/mobile machines	10,200
Control and power electronics	9,300
Power supply infrastructure for mobility	9,100

More information at:
hannovermesse.de/en/mobilitec

Prices, terms and conditions

Basic charge

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

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

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

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 m²:

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 m² 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 ² corner stand	20 m ² corner stand	20 m ² 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

The services are described in detail in the Terms & Conditions.

Additional charges

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

* 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

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 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

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

Full details at:
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



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Supported by



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

Partners of MobiliTec

