

Exporting Made Easier for California Small Businesses

Rebated Exhibit and Marketing Program
at World's Leading Technology Show

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



The California State Trade and Export Promotion program (California STEP) is pleased to announce the availability of funds in support of expanding international markets for California Small Businesses and is coordinating a joint participation of industrial and energy technology companies from California at the world's foremost manufacturing and power show, HANNOVER MESSE.

HANNOVER MESSE is where you will meet senior decision-makers from all sectors of industry worldwide. The interdisciplinary synergies generated by the eight leading fairs comprising the Hannover Fair create endless opportunities.

HANNOVER MESSE FACTS

228,476

visitors from 90 countries

2,460

journalists

6,500

exhibitors from 65 countries



California STEP
Exporting made easier for
California Small Businesses

SBA
U.S. Small Business Administration

ATTE
Advanced Transportation
Technology & Energy



**Governor's Office of
Business and Economic
Development**

CACT
Centers for Applied Competitive Technologies
Making It In California



**Martin Sträb, Chief
Marketing Officer, KUKA
AG, Augsburg:**

"We view the concentration of key technologies for industry at Hannover as the ideal platform for helping us to reach our ambitious growth targets. What persuaded us to come

was not just the fact that many of the trade visitors are senior decision-makers, but also the fact that we could expect to meet large numbers of potential customers from all the industries that use our products."



**Thorsten Fincke,
Project Manager for
Trade Fairs,
Vattenfall Europe
Business Services
GmbH, Berlin:**

"HANNOVER MESSE gives us a great platform for presenting and

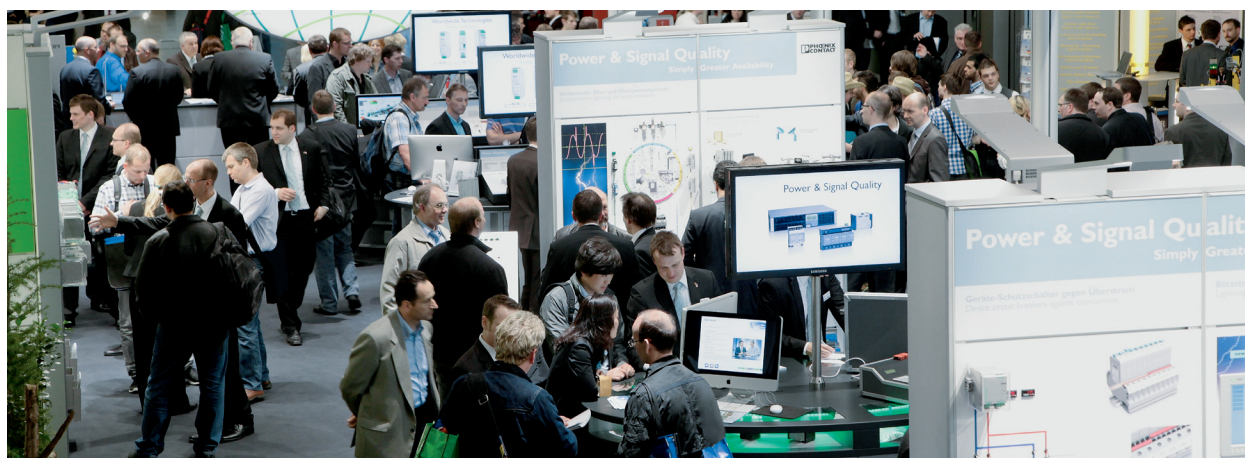
communicating the future of energy, and for profiling our company and the innovative projects we are developing."

hannovermesse.com
hfusa.com

Exclusive Offer for California Companies

Special benefits offered to California companies:

- **Exhibition fee rebate of up to \$1,500**
- **Matchmaking meetings** – working with Deutsche Messe, the U.S. Commercial Service and other partners to arrange pre-qualified, screened meetings in advance of your arrival
- **California Networking Reception hosted by the State of California: Join fellow California exhibitors and meet international contacts.**
- Stand out by powerfully co-branding your products as “Made in California” -universally recognized to stand for quality and innovation
 - **Identification sign as a California company** – a fascia decal, counter/table-top sign, or a meter panel will be provided
 - **Print advertising** – your company logo, description, booth #, featured product(s) in a California pocket guide (20,000 to be printed) and distributed at the visitors entrance – to drive traffic to your booth.



How do you qualify?

Any California company in the industrial technology and energy sectors meeting the definition of a small business- Yes, that's 97% of all businesses – so chances are you qualify!

You will also need to complete a couple of short post-show surveys.

**Reserve your spot early;
this promotion is limited to the first
20 companies!**



Deutsche Messe

Worldwide

Hannover Fairs USA, Inc.

Simple CONNECTION : To take advantage of these benefits, simply contact:

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Ulli Hammer, Director HANNOVER MESSE,
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