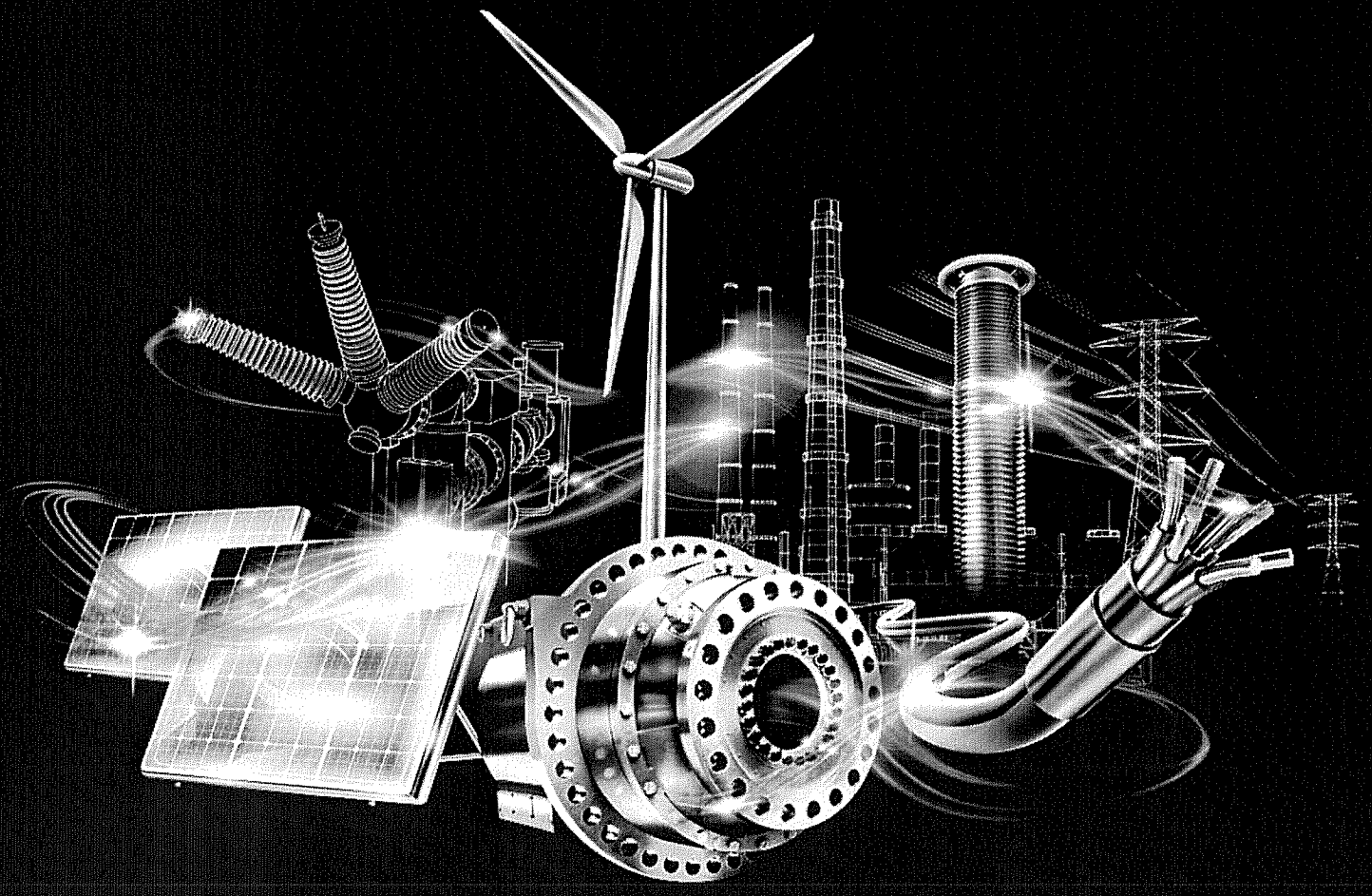
Energy

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

7–11 April 2014
Hannover · Germany

hannovermesse.com

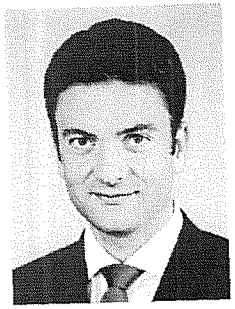


Deutsche Messe
Hannover · Germany

Energy

HANNOVER MESSE

Positively charged:
Transforming the energy industry.



The energy industry worldwide is facing the need for change. At the trade fair Energy trade visitors from across the globe can discover how, with the right mix and control, state-of-the-art technology and solutions can meet this challenge.

This is the only trade fair for the energy sector which covers the entire value chain – from energy generation, supply and storage through to transmission and distribution to smart grids. All at one venue.

No other place offers such an outstanding platform for a constructive dialogue between all the major players. Scientists, engineers and users meet top representatives from politics, industry associations and industry to discuss solutions to the challenges facing the energy sector.

In Hannover, the attention of existing and potential customers will be focused on your solutions for the world's energy supply systems. Make sure you are there to position your company at the centre of the global energy sector when it gathers in Hannover.

We look forward to seeing you in Hannover!

Yours sincerely,

Hubertus von Monschaw, Director, Energy

Only Energy offers:

The benefits of a unique global platform

More than 80,000 trade visitors and over 1,000 exhibitors from across the world come to Energy, creating huge potential for business leads.

Important contacts to every target market

Energy showcases all the products and solutions required for the world's energy systems.

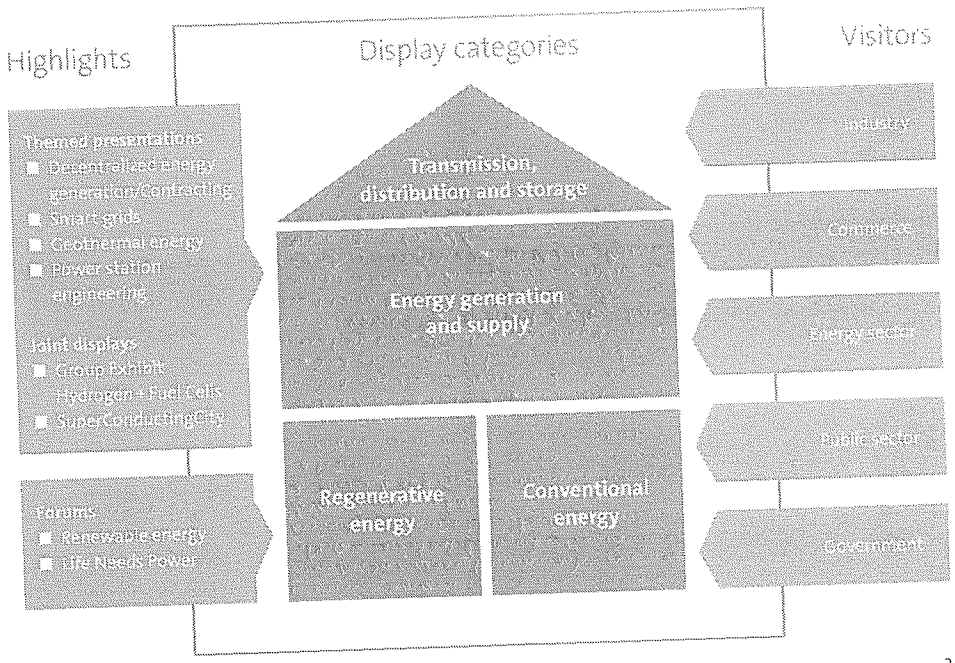
Your solutions will be at the focus of HANNOVER MESSE

The global energy debate will put your keynote themes at the centre of interest – the eyes of the international media, the political community and opinion leaders are on Energy.



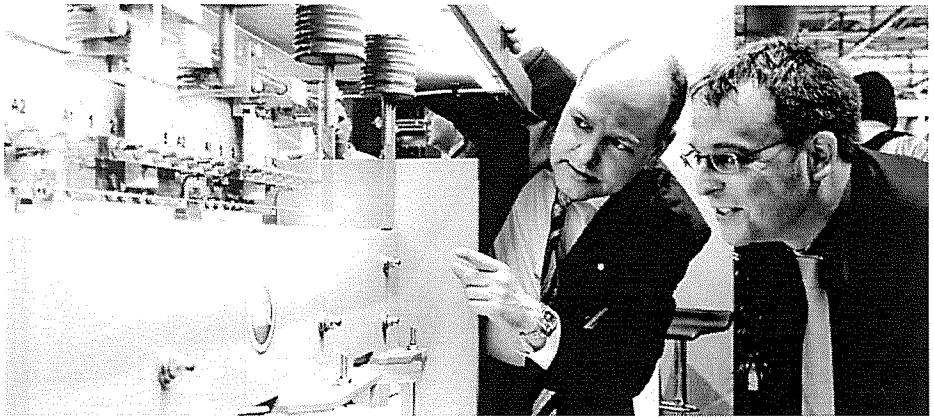
The entire Energy market – all at the same time and place

How can the transformation of the energy sector be achieved satisfactorily? What kind of networks and storage solutions are needed to cope with fluctuating renewables on a day-to-day basis as they become a bigger part of the energy mix? What solutions does ICT offer energy supply and storage? How can the energy market be designed to best meet specific national conditions? How can power stations be flexibly managed in order to respond to changing consumption levels? Pioneering solutions to all these questions will be discussed at Energy.



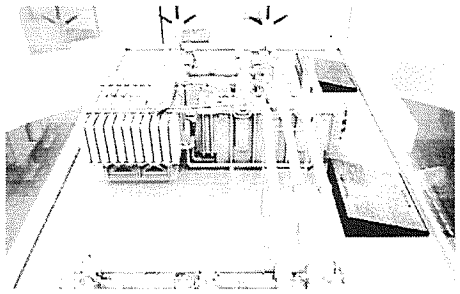
Smart control:
The concept behind Energy.

The intelligent structure of this leading trade fair makes it easier to bring your company representatives together with new customers and potential business partners. Exhibitors and trade visitors alike value the clear trade fair structure with themed display categories.



Energy generation and supply

Providers of technology for central and decentralized energy generation and supply will be displaying their efficient, intelligent solutions – from combined heat and power plant to the latest energy supply technology. Conventional solutions, as well as renewable technology and combinations of the two, share the stage here. Your display will enjoy keen interest from a professional audience comprising representatives from industry, commerce, the public sector and the political community.



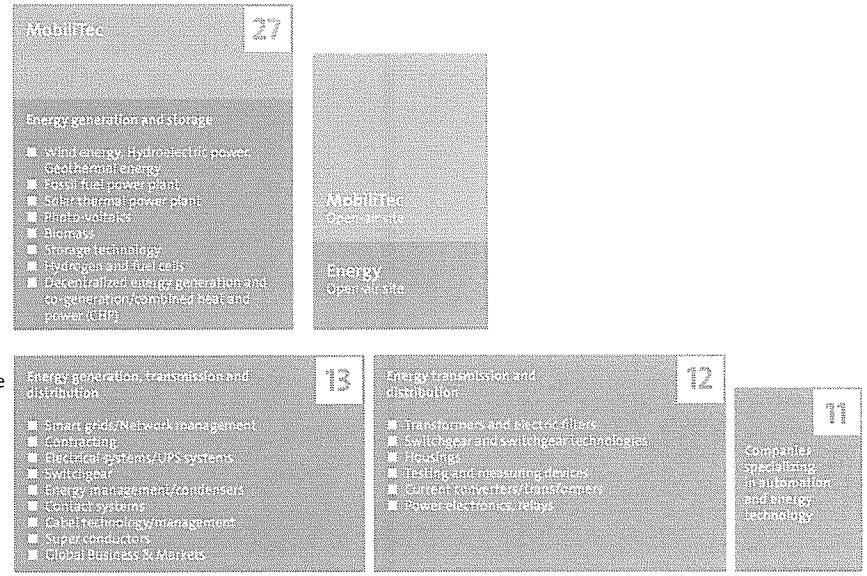
Energy transmission, distribution and storage

The marketplace for suppliers of cables, transformers, switchgear, electricity supply systems, metering technology, network control technology, storage equipment and components is a focus for international specialists in electrical energy technology. With such a large audience of consumers, you must exploit this opportunity to be at the centre of demand.

Benefit from the proximity of the other trade fairs

All your user sectors are concentrated at one place. In addition to customers among the visitors to Energy, you will also profit from the proven synergies of the seven leading trade fairs that make up HANNOVER MESSE. The interdisciplinary, cross-industry approach of the event ensures a dialogue with investors from all your target markets.

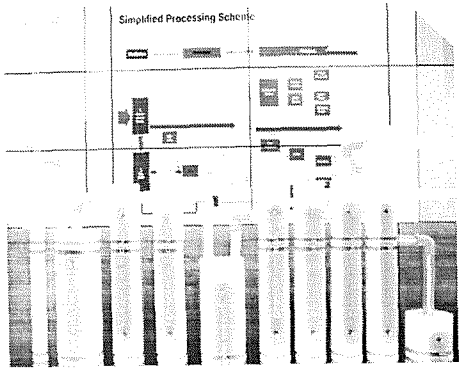
Entrance WEST 2 ↓



Entrance SÜD 2 ↑

The power behind progress:
The supporting program.

Global energy demand and the drive to transform energy systems are highly topical and relevant issues of interest to trade visitors, journalists and political delegations from all over the world. High-calibre experts at a series of forum meetings and themed parks will facilitate knowledge transfer and pinpoint important developments and trends. Exploit the perfect setting to find new customers, markets and partnerships and achieve your trade fair objectives!





Decentralized supply of energy

The market for decentralized generation and storage of energy continues to grow. At the group display dedicated to this technology you will enjoy especially attractive conditions. Apart from a comprehensive package of services, there are many free extras. The hub for all issues and topics around decentralized energy supply ensures a central location for your company at Energy.

Theme Park Smart Grids

Increasing reliance on decentralized energy sources will drive the demand for smart networks and the IT and communication technology required for such networks. In the future, the energy market will see ongoing communication and exchange between all energy suppliers and the consumer. This theme park is the ideal platform for your solutions for smart grids, smart metering, intelligent buildings and ICT. Energy will help master the challenges of the future.

Find out more about the opportunities open to you: www.hannovermesse.de/en/energy.

SuperConductingCity

Superconductive wires and cables greatly enhance efficiency. At this popular group display stand your industrial applications, processes, products and exhibits are set in the context of modern superconductor technology and will attract a lot of interest among trade visitors.

Group Exhibit Hydrogen + Fuel Cells

This group display serves as a central marketplace for the international hydrogen and fuel cell industry at Energy. Make the most of the extensive services, as well as the attractive full-service package offered by Deutsche Messe to showcase your latest developments: Full information at www.h2fc-fair.com.

Renewable Energy Forum

What is the future of renewables in target markets in Germany, Europe and other industrial nations? Where are the opportunities and where are the biggest risks facing market players? Experts speaking in the Forum sessions will outline trends in renewable energy and discuss what's happening on the business front, including the new financing models available today.



Energy Forum "Life Needs Power"

The energy forum Life Needs Power is a real crowd-puller at the trade fair. Experts from the energy industry, science and politics come here to exchange their views and know-how. The forum provides a unique setting for the discussion of topical issues such as the realization of the change in energy policy and the conditions and technology required. The Energy Forum is organized by ZVEI, VDE and Deutsche Messe.





Ralf Klein, Chairman of the Board of Management, Bosch KWK Systeme GmbH, Lollar, Germany:

"Participation in HANNOVER MESSE makes a lot of sense for us: it is a well-established event and an important meeting place for the sector. For our purposes Energy is perfect, simply because it is the most important trade fair for the decentralized energy supply sector. Energy has a clear structure so that it is easy for us to make an impression, raise our profile and cultivate contacts. We were able to conduct business talks on each of the five days of the trade fair."

Byeong-Weon Koh, General Manager/Global Sales Team IV, Power Systems Performance Unit, HYOSUNG Corporation, Seoul, South Korea:

"For our company HANNOVER MESSE represents a great opportunity to develop our market potential. Germany and Eastern Europe are important target markets for our company. In just two days we had more than 100 business contacts. We have been coming to HANNOVER MESSE for five years and we'll be back again in 2014."

Highly efficient:
The leading trade fair at a glance.

Energy issues are high on the agenda of industry, the public sector, politics and the media worldwide. At Energy you will meet trade visitors and investors from your target markets at home and abroad.

Visitors

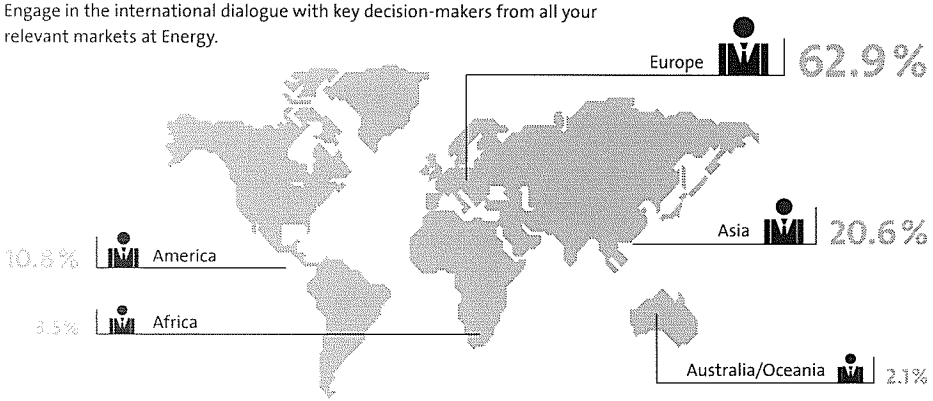
88,000 visitors in total

Trade visitors

Over 93.6% trade visitors,
incl. 23.8% from outside Germany

The whole world is at Energy

Engage in the international dialogue with key decision-makers from all your relevant markets at Energy.



Investment powering business

Many trade visitors are involved in their company's investment decisions – this is a great opportunity to acquire new business.

62.4%
decision-makers

22.8%
with firm
investment plans

Stefan Lutkemeyer, Head of Distribution, ENERCON GmbH, Aurich, Germany:

"HANNOVER MESSE is traditionally one of the most important shows for ENERCON. Virtually no other event provides us with a better opportunity to meet so many clients, prospective buyers, decision-makers and people from the industry. In 2013, HANNOVER MESSE once again provided companies with an excellent platform for making contacts in industry. We will definitely be taking part in 2014."



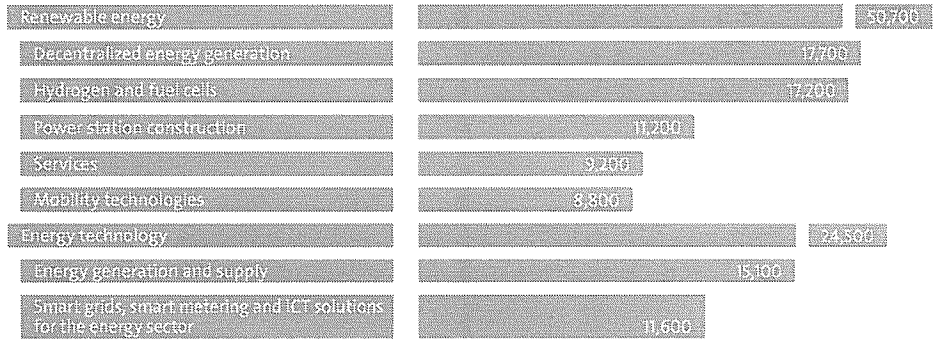
Utilize the power of HANNOVER MESSE

Energy is a focal point of the world's most important industrial show. You will be able to find promising business contacts among the exhibitors and trade visitors at all seven of the trade fairs that make up HANNOVER MESSE.



The users of your technology are in Hannover

Trade visitors come to Energy to actively search for solutions across the entire spectrum of the energy industry.



Services for your perfect trade fair performance.

As an exhibitor at HANNOVER MESSE you profit from customized solutions – from an individual presentation at your own stand to a complete, turnkey solution. Discover the different options and find the best solution for your company presentation. We would be pleased to advise you on the right choice based on your aims and requirements.

Individual stand option

Customize your stand according to your needs: with this option you simply book the stand space and can choose various options from our extensive range of technical and marketing services.

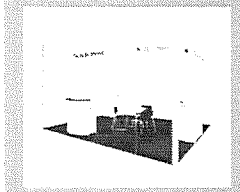
Basic rental charge for indoor space € 204 per m²
Basic rental charge for open-air site € 79 per m²

Early bookers are rewarded!
Take advantage of the attractive early booking rate available until 15 September 2013.

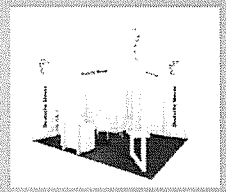
The fair-packages

Minimum effort, maximum trade fair success: We provide a package covering stand assembly, basic utilities, business lead management, catering services and numerous marketing services. This reduces your organizational preparations to a minimum. Simply select one of the four packages and two upgrade options to find the solution which suits you best! Our team will be pleased to advise you on the fair-package hotline at +49 511 89-38000. You can calculate your own fair-package costs online at www.hannovermesse.de/en/fairpackages.

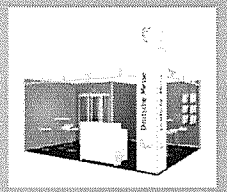
Please note: The stands illustrated contain additional fittings/furnishings which involve an extra charge.



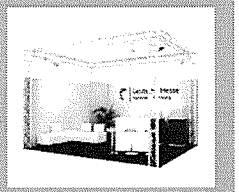
Basic
as from € 3,671[1]
Upgrade price Basic+ as from € 4,929[1]
Price for additional fittings as shown above € 569.50[1]



Comfort
as from € 5,082[1]
Upgrade price Comfort+ as from € 8,032[1]
Price for additional fittings as shown above € 1,589.08[1]



Premium Style
as from € 9,376[2]
Price for additional fittings as shown above € 1,618.75[2]



Premium Trend
as from € 9,376[2]
Price for additional fittings as shown above € 1,759.30[2]

Early booking price for basic 9 m row stand
Early booking price for basic 12 m row stand
Additional cost for digital prints

All prices are subject to VAT.



New business contacts all year round with Match & Meet

Our professional matchmaking services facilitate world-wide business leads.
All Match & Meet services are available in modules which can be ordered separately to meet your individual needs. The spectrum ranges from online contact services to the efficient planning of appointments through to the organization of personal meetings at the trade fair. Find out more at www.hannovermesse.de/en/match-and-meet.

Get new customers with Deutsche Messe Interactive

Enjoy exclusive access to B2B decision-makers with responsibility for company budgets, many of whom come to Hannover with concrete investments in mind. Deutsche Messe Interactive will also target potential business partners all year round with personalized e-mail campaigns and intelligent online tools on the relevant sites – all geared to new business for you. More information at www.messe-interactive.de/en.

Professional event and visitor management with event it

Benefit from our web-based software for efficient visitor management! We offer flexible solutions for your exhibitor and visitor ticket management, individual online registration and modern lead tracking/management. event it, an experienced partner, will make a significant contribution to the success of your trade fair presentation and your events, including provision of personnel. Find out more at www.eventit.ag.



The convenient option: Online registration via OBS.
You can start planning for HANNOVER MESSE 2014 immediately – via our Online Business Service (OBS) at www.obs.messe.de.

The HANNOVER MESSE Team will be pleased to advise you on all questions you have about your trade fair participation.
Your contact for initial enquiries:
Emanuel Marra
+49 511 89-31146
hannovermesse@messe.de

Everything you need to know:
All details of prices and services can be found in our price list.
All conditions of participation can be accessed online at www.hannovermesse.de/en/participation.



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