



POWER-GEN[®]
EUROPE

**RENEWABLE
ENERGY
WORLD**
CONFERENCE & EXPO
EUROPE

INTEGRATING THE **POWER SECTOR**

Conference & Exhibition
12 – 14 June 2012
KoelnMesse, Cologne, Germany

EXHIBITOR PROSPECTUS

www.powergeneurope.com

www.renewableenergyworld-europe.com

Owned and Produced by:



Presented by:



Supported by:



Co-located with:



POWER-GEN EUROPE AND RENEWABLE ENERGY WORLD EUROPE

Integrating The Power Sector

Now in its 20th year, POWER-GEN Europe, co-located with Renewable Energy World Europe, offers the largest and most comprehensive conference and exhibition for the European electricity and power technology sector. The combination of conferences and exhibitions across the entire spectrum of power generation is unique and is serving the vital move towards integrating the increasingly efficient fossil fuel and fast-growing renewable generation sectors.

Information exchange

POWER-GEN Europe and Renewable Energy World Europe is a place for the cross-pollination of ideas and best practice among the world's leading power industry professionals across the whole of the power generation spectrum.

Flexible solutions

Technology development is being geared toward providing flexible solutions that enable integration of variable renewables and conventional power and these solutions are now being brought to market.

Technologies addressing the challenge of integration include:

- Flexible gas turbines
- Fast-ramping gas and diesel engines
- Hybrid power plant designs
- Energy storage
- Smart grid technology

Seeing the big picture

POWER-GEN Europe and Renewable Energy World Europe are events where power industry professionals can appreciate the big picture and truly engage with the direction that the industry is heading.

No other conference and exhibition brings together these now essential partners in the harmonization of Europe's energy future.



Why Exhibit?

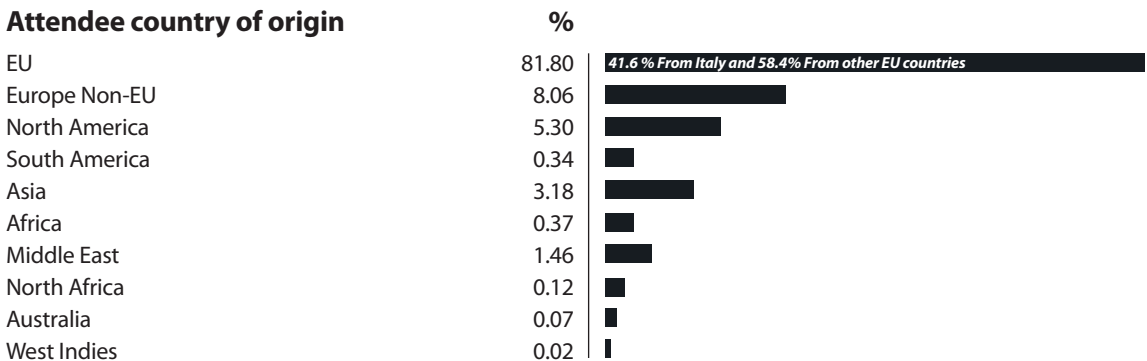
- Raise your company's profile and awareness
- Showcase your products and technologies and develop new customer bases
- Unique access to the international power generation and renewable energy industries
- Explore business opportunities and meet new partners in dynamic surroundings
- Promote new products and services to the industry's leading press
- Unrivalled platform to create sales leads and make lasting relationships with clients
- Access to the industry's most influential decision makers over 3 days
- Stay ahead of your competition
- Meet your customers face to face

2011 Statistics at a glance

- 14,917 Attendees
- 156 Press
- 89 Countries represented
- 602 Exhibitors
- 1,410 Delegates
- 10 Conference tracks
- 70 Conference sessions
- 250 Speakers
- 600 Keynote attendees
- 400 Plenary attendees

+ 700 plus online attendees to plenary webcast

Attendee country of origin





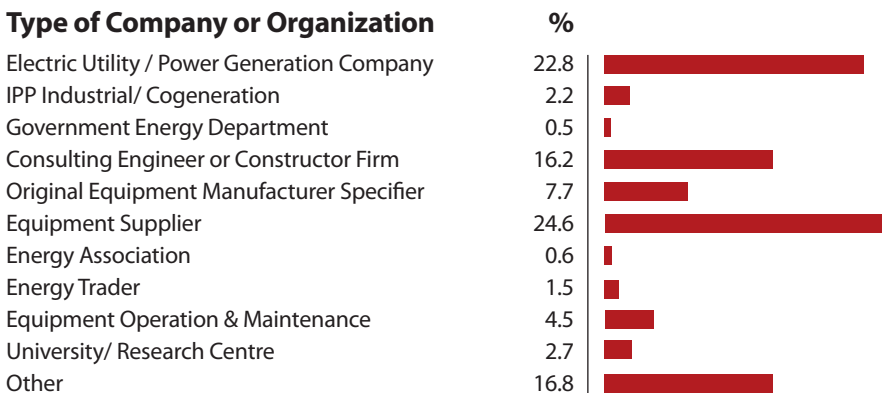
88.6% of exhibitors polled, considered the event successful or very successful in fulfilling their expectations

STATISTICS

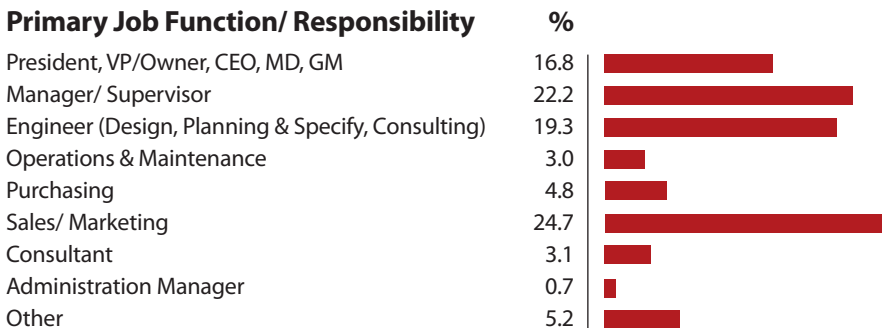
POWER-GEN Europe Attendees

Percentages quoted are samples of those attendees polled

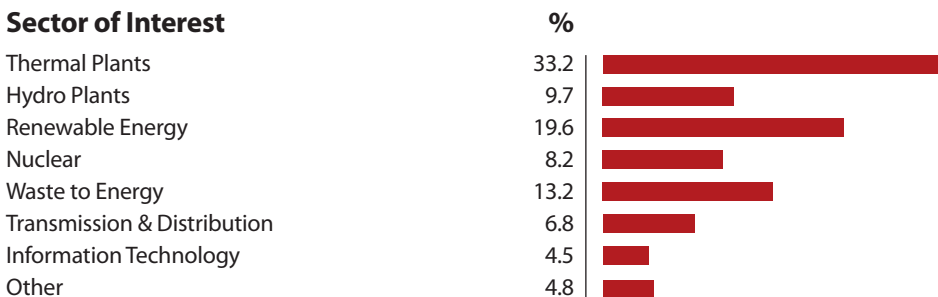
Type of Company or Organization



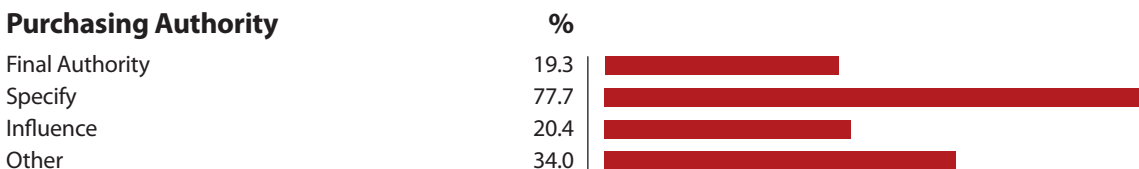
Primary Job Function/ Responsibility

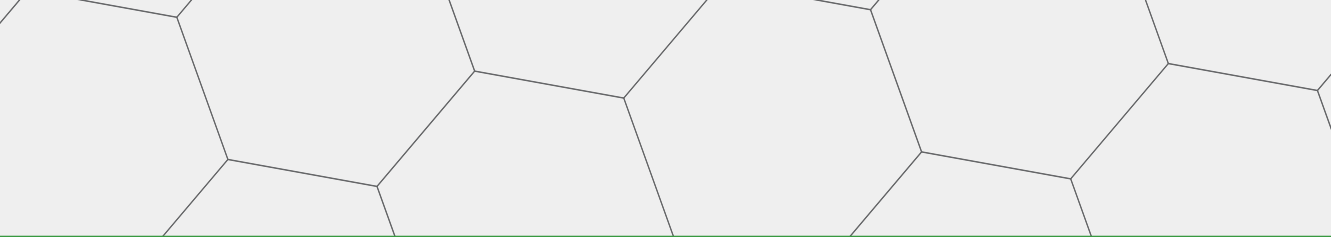


Sector of Interest



Purchasing Authority





63% of exhibitors polled, indicated establishing new business sales contacts as their primary reason for exhibiting

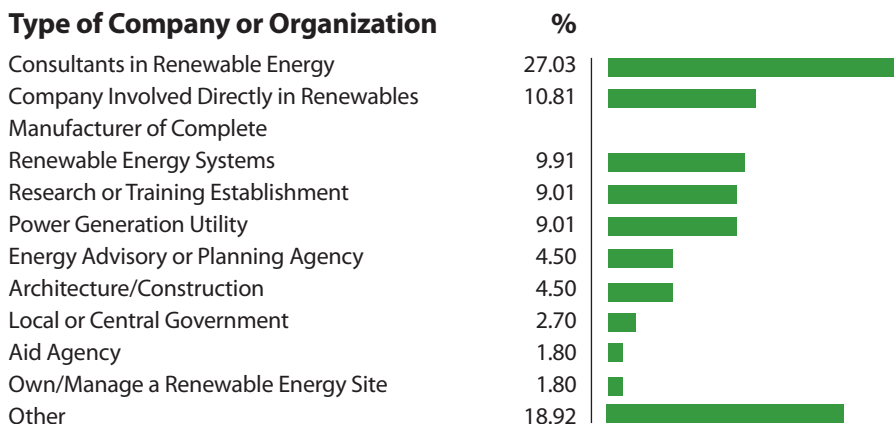


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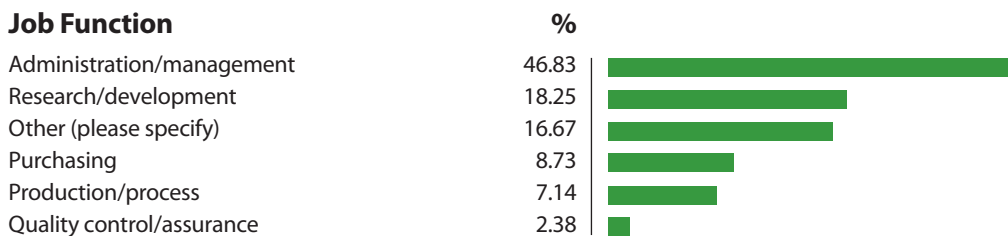
Renewable Energy World Europe Attendees

Percentages quoted are samples of those attendees polled

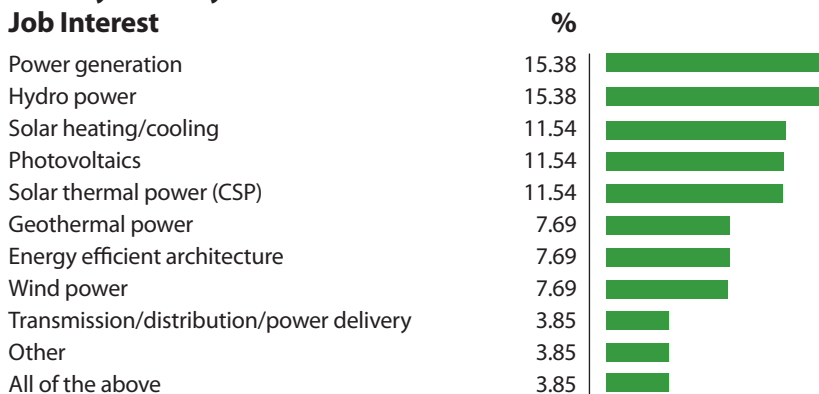
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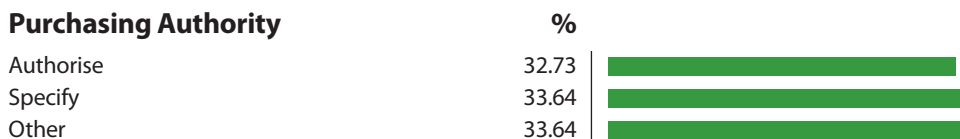
Job Function

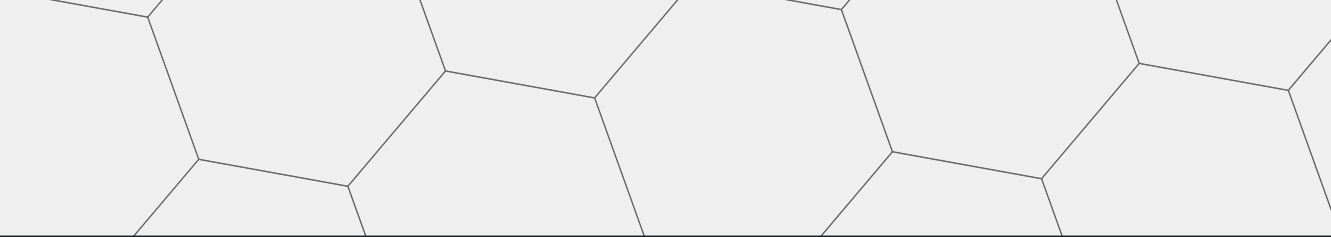


Primary Industry Involvement/ Job Interest



Purchasing Authority





// 77.7 % of attendees polled were purchasing specifiers



AUDIENCE PROFILE

Qualified senior management/executive decision makers who have the authority to purchase, or influence the purchase of world-class products and services including:

- Public and municipal utility owners & managers
- Government and regulatory executives
- Independent power producers
- Renewable energy system producers
- Original equipment manufacturers
- Power / heat plant owners & operators
- Plant service sector
- Project developers & managers
- Fuel suppliers
- Design/structural/construction engineers
- Consultants in renewable energy
- Industrial facilities personnel
- Mechanical/electrical/plant engineers
- Strategic and portfolio investors
- Industry consultants and advisers
- Energy traders
- Trade press

ABOUT THE GERMAN POWER SECTOR

- With 82.1 million inhabitants at the end of 2010, Germany is Europe's most industrialized and populous country,
- Total electricity production in Germany in 2009 was 593 TWh, while total consumption stood at 510 TWh.
- The German electricity market has four major companies, RWE, E.ON, Vattenfall Europe and Energie Baden Wurttemberg (EnBW), as well as 60 regional and around 800 local or municipal providers.
- Germany plans to close its hard coal mines by 2018 to support its goal of reducing use of the fuel for electricity generation.
- The country has 276 million barrels of proven crude oil reserves from which it produces 156 800 barrels per day (bpd).
- Germany has 15.29 billion m³ of natural gas and has reserves of 175.6 billion m³.
- Germany's nuclear power plants, which supply 23% of the country's electricity, will all be closed by 2022.
- Germany has 17 nuclear power plants with a combined capacity of 20,339 MW. At present 8 of these are not in operation and under the current policy, are unlikely to be brought back into service.
- Electricity generated from wind, biomass, hydropower, solar and geothermal energy provided 16.3 per cent of German consumption in 2009.
- 21,607 wind turbines with a total capacity of 27,215MW were installed in Germany by the end of 2010.
- Germany's decision to close down its nuclear capacity by 2022 leaves an energy gap which will, according to most observers, be met by a combination of renewable and increasingly efficient fossil fired generation.

Both sectors meet at POWER-GEN Europe and Renewable Energy World Europe - This is unique

EXHIBITOR PACKAGE

Exhibiting:

Minimum 3m x 3m of exhibit space.

The space rate - €425 per m2.

Shell scheme construction - €130 per m2.

(N.B. Shell scheme does not include electricity connection and consumption)

Enhanced Exhibitor Listing:

www.globalpowergen-community.com

In addition to the exhibit space above, a compulsory basic enhanced listing on the Exhibition website's interactive online community - Global POWER-GEN DirectEventConnect - will be charged at a flat rate of **€395.00** The online listing includes descriptions and photos of up to 5 product listings and categories, a 35-word company description, 25 keywords, and full contact details; as well as a 35-word standard listing in the official print show guide. This fully searchable community will give your buyers access to your information and provide an opportunity for you to communicate with potential customers before the Exhibition.

Increase your visibility by upgrading your listing to Gold (€550) or Platinum (€675) and receive these additional features:

- 1 Include your full colour logo in the printed Show Guide
- 2 Increase your company description in the printed Show Guide from 35 to 75 words (Gold) or 150 words (Platinum)
- 3 Increase your company description online from 35 to 75 (Gold) or 500 words (Platinum)
- 4 Increase your product listings from 5 to 7 (Gold) or 10 listings (Platinum)
- 5 Feature your products (up to 2) in the New Product Promotion section
- 6 Add 10 uploads and links (video, audio, white paper, etc.) to your company profile (Platinum only)



CONTACTS

For further information on exhibiting and sponsorship opportunities at **POWER-GEN Europe and Renewable Energy World Europe 2012 in Cologne** please visit www.powergeneurope.com or www.renewableenergyworld-europe.com or contact:

POWER-GEN Europe

Sponsorship & Sales

UK, Italy, France, Greece, Turkey & Benelux:

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E: exhibitpge@pennwell.com

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Natalia Gaisenok

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E: nataliag@pennwell.com

North America:

Bridgett Morgan

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Northern Germany, Scandinavia & Eastern Europe:

Leon Stone

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E: exhibitpge@pennwell.com

Asia, Middle East, Southern Germany, Austria & Switzerland:

Kelvin Marlow

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Latin America, Spain & Portugal:

Juan Gimenez

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E: exhibitpge@pennwell.com

Advertising Sales

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Exhibit Services

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Renewable Energy World Europe

Sponsorship & Sales

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Virginia Willis

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E: exhibitree@pennwell.com

Latin America, Spain and Portugal:

Juan Gimenez

T: +54 11 4787 3817

E: exhibitree@pennwell.com

Marketing

Helen Lomas

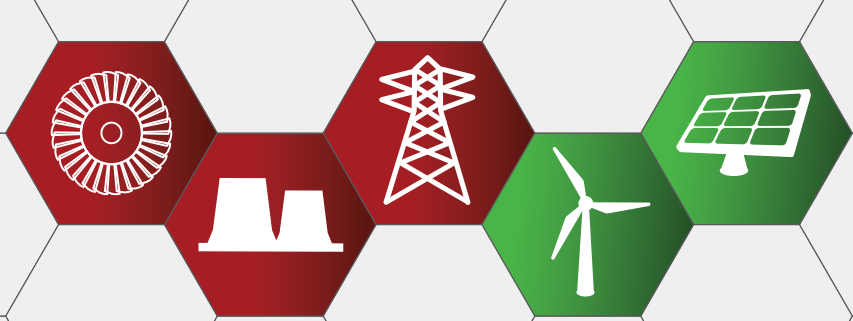
T: +44 (0) 1992 656 654

E: helenl@pennwell.com

Exhibit Services

pgeexhibitservices@pennwell.com





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For further information about **POWER-GEN Europe** or **Renewable Energy World Europe 2012** please visit: www.powergeneurope.com or www.renewableenergyworld-europe.com

Or complete the form below and fax back to: +44 (0)1992 656 700

PLEASE PRINT CLEARLY

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

Post Code: _____

Country: _____

Tel: _____

Fax: _____

Email: _____

PLEASE INDICATE

I would like more information about:

- Exhibiting at POWER-GEN Europe/Renewable Energy World Europe 2012
- Attending POWER-GEN Europe/Renewable Energy World Europe 2012 conference
- Visiting the POWER-GEN Europe/Renewable Energy World Europe 2012 exhibition
- Sponsorship opportunities at POWER-GEN Europe/Renewable Energy World Europe 2012
- Submitting an abstract for the POWER-GEN Europe/Renewable Energy World Europe 2012 conference
- Advertising in POWER-GEN Europe's official magazine Power Engineering International (PEI) and other official publications linked with the event

Please tick if you do not wish to be contacted by:

- Email
- Fax
- Phone
- Post

POWER-GEN Europe and Renewable Energy World Europe are PennWell Corporation events, please tick the relevant boxes below if you do not wish to receive information about:

- Future POWER-GEN Events
- Future Renewable Energy World Events
- Other PennWell Corporation events
- Carefully selected third parties