

**HANNOVER MESSE 2012**

April 23 – 27, Hall 27, B 66

**H2FC-FAIR**  
com

**Tobias Renz FAIR**

**GROUPEXHIBIT**

**HYDROGEN**

**FUEL CELLS**

**Exhibition Title**

18th Group Exhibit Hydrogen + Fuel Cells  
at HANNOVER MESSE 2012

**Venue**

Hanover Exhibition Grounds, Hall 27  
Booth B 66 (Info-Counter)  
30521 Hannover Laatzen,  
Germany

**Dates**

April 23-27, 2012

**Hours of Exhibition**

Monday-Friday, 9am to 6pm

**Language**

English

**Program**

Exhibition: 150 exhibitors from 25 countries  
Ride & Drive outdoor area  
Public Forum: 100 interviews  
Technical Forum: 50 presentations  
VIP Tours: daily visits from politicians/delegations  
Networking Evenings: Monday-Thursday at 6pm, for exhibitors only

**Networking Opportunities**

Breakfast, lunch and afternoon coffee in the lounge  
4 Networking Evenings for exhibitors starting at 6pm:  
    Monday-Wednesday at the Public Forum  
    Thursday in the Beer Hall (located next to the Hall 3 in the North-Eastern part of the exhibition grounds)  
2 exhibitor lounges open all day long, free beverages served  
Individualized company receptions available upon request  
Meeting rooms

**Visitors Tickets – Invite Your Guests!**

Our exhibitors receive unlimited complimentary electronic visitor tickets and 100 paper tickets for their guests. There is no charge to the exhibitor for these tickets. Without a complimentary visitor ticket, trade fair visitors pay 25 Euro (32 Euro if you pay at the entrance) for 1-day entry to the exhibition grounds.

### Shipping Address

HANNOVER MESSE 2012

Messegeelaende

Halle 27 / Your Company Name / Your Booth Number (for the booth No. please check the exhibitor list at [www.h2fc-fair.com](http://www.h2fc-fair.com))

Attn: Tobias Renz (+49 177 521 8535)

30521 Hannover, Germany

**Shipping before the trade fair:** Shipments should arrive to Hanover latest by Friday, April 20, 2012. Tobias Renz and his team will be on-site in Hanover to receive any packages/deliveries that arrive before the start of the fair (April 23). Please note that Tobias Renz FAIR and Deutsche Messe AG are not responsible for any lost or stolen items.

**Posters and brochures:** Smaller packages can be sent using any logistics company. Use the shipping address above and make sure that all information (including your company name and Tobias Renz' name and telephone number) is clearly marked on the package. We will store these packages for you until your arrival.

**Crates and larger objects:** To ship larger objects, you are free to use any logistics company, however we recommend to use Schenker: Schenker provides the storage service if the packages arrive too early (before you are there) and then delivers them on request to your booth. This guarantees that the packages will not be lost or stolen. Alternatively you could ship your packages via other company of your choice, and if the packages arrive to Hanover too early, use Schenker's services to store them. The third option is not to store the packages with Schenker: in this case the logistics company of your choice will simply deliver the packages to the Hall 27.

Contact details of Schenker for national and international shipping can be found in the end of this packet.

**Shipping after the trade fair:** Please confirm with your logistics company that they pick up the packages from your booth on Friday, April 27 between 8pm and 10pm. If the packages are picked up later, they could be misplaced, making it difficult for your logistics company to find them.

**Storage of the empty crates:** The smaller crates can be stored on-site at the Group Exhibit H2+FC (in one of our storage areas). This space is intended for small boxes of brochures, poster cases, etc. This service is provided by us free of charge. Larger boxes must be stored through a logistics company (this service is paid extra). If you have booked through Schenker, they will remove your empty crate from the booth on Saturday, April 21 or Sunday, April 22.

**Return of the empty crates:** On Friday, April 27 after 7pm, after the fair, the logistics companies will deliver the crates to your booth. We kindly ask for your understanding that we cannot guarantee the delivery time. The crates are usually delivered in the time period between 7pm and 10pm.

### **Co-exhibitor Registration**

Companies which are not registered as exhibitors and wish to set up displays, exhibit logos or brochures at your booth, etc. must be registered as a co-exhibitor for an additional fee of 1.540 Euro + VAT.

### **Access to the Exhibition grounds during the fair**

The exhibition halls are open for public Monday-Friday, 9am to 6pm. Exhibitors may enter the hall at 7am each morning.

### **Booth Construction**

Booth construction for Basic Service exhibitors opens on Monday, April 16 (please contact us for more details). Booth set-up for Full Service exhibitors takes place all day Saturday, April 21 and Sunday, April 22. No entry ticket for the halls is necessary on Saturday or Sunday. Throughout the weekend our team will be there to assist you with the set-up of your booth (attaching posters, arranging furniture, etc.).

### **Booth Dismantling**

Booth dismantling may not begin before Friday, April 27 at 6pm. For violation of this regulation, Deutsche Messe AG reserves the right to charge a penalty. For further details please see the 2012 registration form.

### **Vehicle Admission**

Exhibitors should use the WEST 1 / WEST 2 entrance, located near the crossing of Kronsberg Strasse and Karlsruhe Strasse, 30521 Hannover. Information about "Vehicle Admission during Booth Construction and Dismantling" will be available on our homepage in February 2012.

### **Hydrogen Usage & Technical Regulations**

Linde Gas Division will be supplying hydrogen at the Group Exhibit H2+FC. Please send your request including all specifications to Nadja Snegireva, so that Linde can provide you with an estimate. On our website under "For Exhibitors" on the top of the page you can find regulations for hydrogen usage as well as general technical regulations.

### **WiFi / WLAN at your booth**

Our media team will be there to help you set up your free WLAN account and provide assistance with any questions or technical problems you have. Note: Due to the many overlapping channels in Hall 27, we cannot guarantee 100% continual Internet connection. If you need a constant Internet connection, please let us know so that we can help you order a landline cable (cost appr. 1000 Euro) for your booth.

### **Computer/Media Rentals**

Laptops, flat screen televisions and other media appliances can be rented through our booth building company. These objects will be invoiced separately by our booth building company. Please send Nadja Snegireva your request.

### **Exhibitor Tickets & Parking Passes**

Every exhibitor and co-exhibitor will automatically receive exhibitor tickets – according to the booth size (up to 8m<sup>2</sup> = 2 tickets, 8-20m<sup>2</sup> = 4 tickets, 21-50m<sup>2</sup> = 8 tickets, over 51m<sup>2</sup> = 15 tickets) – from the Deutsche Messe AG by mail. If you need additional exhibitor tickets, please contact us. No ticket is needed to enter the exhibition grounds on April 21 or 22.

Parking passes are included in your service package; the amount depends on the booth size. Please let us know how many you will need and whether you are bringing a larger transport vehicle.

### **Daily Visitor Tickets**

Together with this information package we are sending you 100 paper visitors tickets issued under your company name. Please feel free to use them to invite your guests. There is no charge for you for these tickets.

In the middle of February you will receive the password for the electronic order system, the OBS+. Here you can order an unlimited number of the electronic visitors tickets – free of charge. For any help with OBS+ please just contact us.

### **Cleaning**

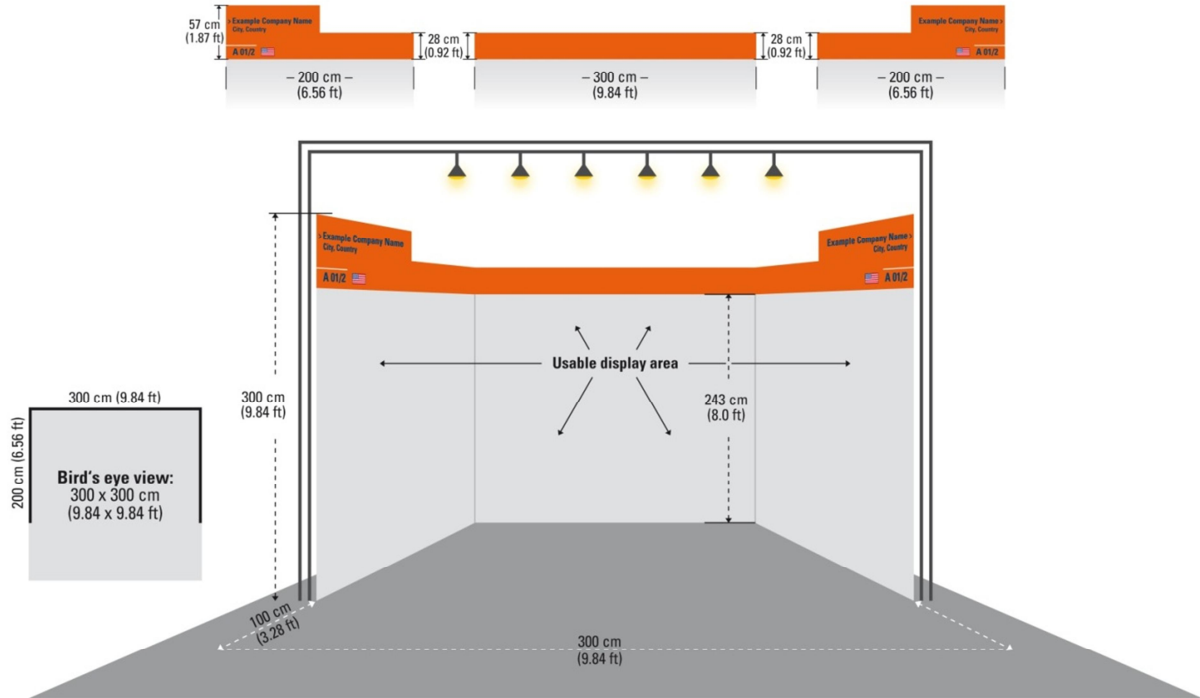
Daily cleaning of your booth is included in both the Full and Basic Service Packages.

### **General Security Service**

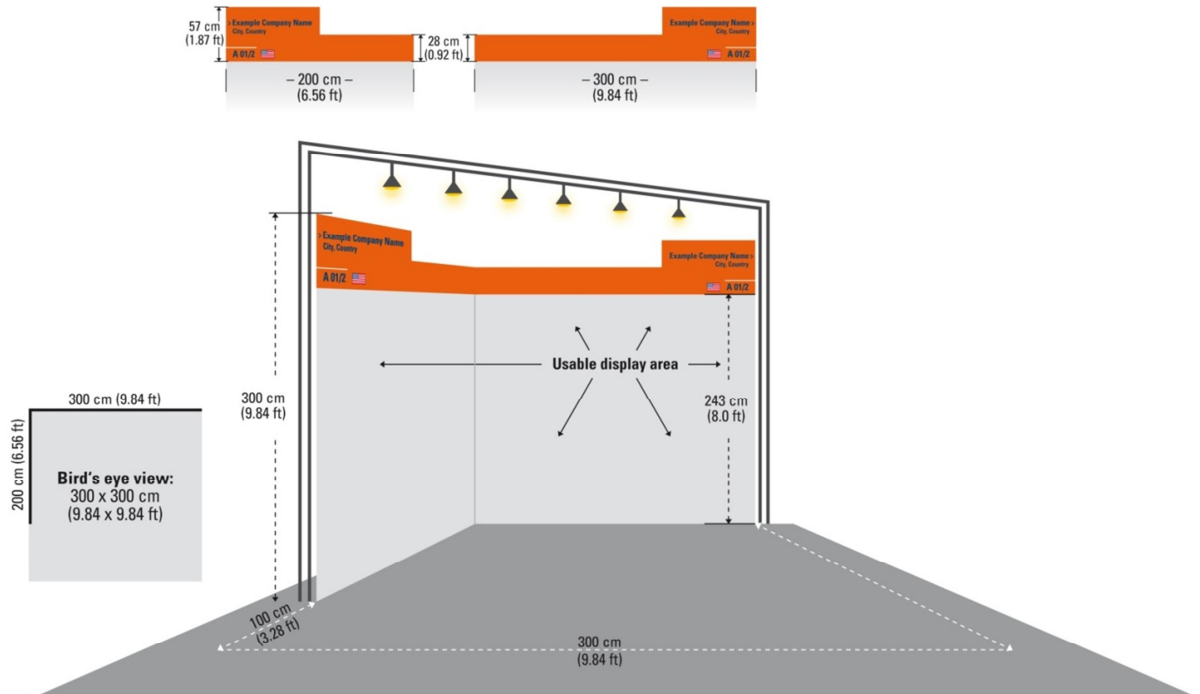
We will offer security for the Group Exhibit every evening, starting on Friday, April 20 at 7pm and ending on Saturday, April 28 at 8am. Note: Tobias Renz FAIR and Deutsche Messe AG are not responsible for any lost or stolen articles.

# Full Service Package Booth Example (9m<sup>2</sup> / 96ft<sup>2</sup>)

## Row booth with one open side



## Corner booth with two open sides



**IMPORTANT:** This is only a booth example! Please refer to the latest **Technical Plan** on our website [www.h2fc-fair.com](http://www.h2fc-fair.com) under "For Exhibitors"

### General Services:

- Floor space for the 5-day exhibition: Monday-Friday, 9am-6pm daily
- 4 networking evenings with 400+ business professionals
- One 20-minute Forum slot (Public Interview or Technical Presentation)
- Online promotion at [www.h2fc-fair.com](http://www.h2fc-fair.com) with your logo, link and general information about your company and products, as well as promotion at [www.hannovermesse.de](http://www.hannovermesse.de)
- Photo-documentation of your booth, products and team
- Meeting rooms, lounges and Internet café
- Media and VIP services as well as general info counter
- WiFi at your booth
- Breakfast, lunch and dinner for all your representatives daily
- Beverages (coffee and soft drinks) served to your booth daily
- Daily cleaning of your booth
- General security services at the Group Exhibit at night
- Unlimited visitor tickets (paper and electronic)
- Exhibitor tickets and parking passes
- General storage area for your brochures, poster cases, etc.
- Our personal assistance in all stages of planning and coordinating your participation

### Booth Building Services:

- Walls: The walls are wooden and painted grey. You can easily attach posters using double-sided tape. The usable height of the walls is 2.43m or 8ft. The separation walls between exhibitors are normally one meter shorter to allow better visibility.
- Carpet: Within the booth areas, the carpet will be light grey. The public walkways will have orange carpet to indicate the Hydrogen + Fuel Cells area.
- Exhibitor signage: The name on your booth sign will be listed exactly as it is released on our website. If you have changes to this name, please contact us.
- Furnishings: Using our online form (starting from February under the menu tab "For Exhibitors" at [www.h2fc-fair.com](http://www.h2fc-fair.com)), you will be able to order your standard furniture for your booth. Special furniture such as leather chairs, showcases or flat screens can be ordered through our booth building company. Special furniture orders will be invoiced separately.
- Electrical supply (230V / 50, 60Hz) and consumption costs
- Lighting
- Support in the set-up of your displays and attaching the posters

### Extra Services (invoiced separately):

- Media supplies: flat screens, laptops, DVD players, etc.
- Special furniture: showcases, leather chairs, etc.
- Fuel order: methanol, hydrogen, etc.
- Poster/graphics: email your data to us and we will print and attach the posters for you

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- Photo-documentation of your booth, products and team
- Meeting rooms, lounges and Internet café
- Media and VIP services as well as general info counter
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- Beverages (coffee and soft drinks) served to your booth daily
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- General security services at the Group Exhibit at night
- Unlimited visitor tickets (paper and electronic)
- Exhibitor tickets and parking passes
- General storage area for your brochures, poster cases, etc.
- Our personal assistance in all stages of planning and coordinating your participation

### Booth Building Services:

- Electrical supply (230V / 50, 60Hz) and consumption costs – please let us know how many KW you will need
- Support in the set-up of your displays and attaching the posters

### Extra Services (invoiced separately):

- Media supplies: flat screens, laptops, DVD players, etc.
- Fuel order: methanol, hydrogen, etc.

**When will we receive the INVOICE?**

You will receive your invoice approximately two weeks after receipt of the booth confirmation. Estimated time of arrival of the invoices is middle or end of February. Please note: The price of your booth will be invoiced in two parts: one invoice for 310 Euro (plus VAT) for the processing fee and one invoice for the remaining amount (plus VAT). The 310 Euro is not an additional fee but is included in the price originally stated to you by Tobias Renz FAIR.

**Where can I find the TECHNICAL PLAN?**

Located under "For Exhibitors" at [www.h2fc-fair.com](http://www.h2fc-fair.com) given in both meters and feet.

**Where can I find my BOOTH NUMBER?**

Located under "Exhibitor List" at [www.h2fc-fair.com](http://www.h2fc-fair.com) next to your company / institution name.

**Where do I get a PARKING PASS?**

Parking passes are included in your service package. Please do **not** order these through OBS+. Contact us for the passes and we will send them to you by mail.

**What's the difference between an EXHIBITOR TICKET and a NAME TAG?**

An exhibitor ticket gives you access to the exhibition grounds. The ticket will be scanned at the door each morning. Exhibitor tickets are also valid for public transportation in the Hanover area.

Your orange name tag is issued specially for the Group Exhibit H2+FC. This name tag gives you access to our many services, meeting rooms, lounge areas, as well as to the Networking Evenings every night. The name tags for your company can be picked up at the Info Counter, B 66.

**What is the PUBLIC FORUM?**

Daily interviews with exhibitors that take place on the stage from 10am until 5pm each day. The complete schedule can be found on our website. The Networking Evenings also take place here, starting at 6pm each night. This casual interview offers an innovative way to connect with a wider audience. A live video-streaming of all presentations is planned this year.

**What is the TECHNICAL FORUM?**

Invite guests, customers and potential partners to a presentation on the topic of your choice. Present detailed information about your products / services to your invited audience.

**What is OBS+?**

OBS+ is a service for all exhibitors of the HANNOVER MESSE 2012. Our exhibitors do not need to order any booth-related services through OBS+, because everything is available through Tobias Renz FAIR. You can however order some free marketing services if you are interested: electronic visitor tickets, invitation cards for visitors, updating your profile on the HANNOVER MESSE 2012 website, etc. Please note: if you order any paid service via OBS+, you will be invoiced extra! **Please call us before ordering any paid services!**

**How can we order MEETING ROOMS?**

Meeting rooms will be available for all our exhibitors. Reservations for the meeting rooms can be made through Tobias Renz FAIR. Lounge areas at the Group Exhibit H2+FC are also available for meetings with customers. No reservation is necessary here – beverages are provided.

**What PROMOTION OPPORTUNITIES are included?**

All exhibitors have an individual webpage on our website, [www.h2fc-fair.com](http://www.h2fc-fair.com). All exhibitors also have an individual profile on the HANNOVER MESSE 2012 website, [www.hannovermesse.de](http://www.hannovermesse.de). Furthermore we promote our exhibitors through press releases, our media partners, through Twitter, Facebook, YouTube and LinkedIn as well as through printed material distributed at conferences we attend. We are also planning to organize and extensively promote the live video-streaming of the presentations in the Public Forum.

As soon as possible

### Accommodation

We are happy to assist you with finding a hotel or a private apartment in Hannover. Submit the online form and you will receive an offer shortly from one of our agencies.

### Press Information

Send us new releases, information and pictures of your products that you plan to present at HM 2012 so that we can use this material for our press texts and the Highlights page.

February

**Electricity Order** (For Basic Service exhibitors only).

**Furniture Order** (For Full Service exhibitors only).

### Exhibitor Profile

Visitors want to know what you will be showing at HM 2012. Attract more visitors by promoting your products in advance! If your profile is the same as in 2011, please let us know.

### Forum Topic

Both Public and Technical Forum topics will be released online and in our visitor brochure. Let us know which Forum you prefer (Technical or Public) as well as the topic of your presentation.

### Name Tags

Your name tag gives you access to the lounges and Networking Evenings. Please provide us with the names and positions of your company's representatives who will be at the booth.

### Electronic Visitors Tickets

You will get access to electronic visitors tickets that you can forward to the unlimited number of your guests.

### Invoice

You will receive the invoice from Deutsche Messe AG.

### Poster Design

If you want us to print the posters for you, please send us the design. This service will be invoiced extra.

March

### Meeting room

Contact us to reserve a time slot in one of our meeting rooms.

### Shipment

Find a logistics company and arrange the delivery of your products to the exhibition grounds. Please note that all your products should arrive to the Hall 27 by April 20th.

Use our convenient online forms to take care of the above items.

All forms can be found under the menu tab "For Exhibitors" at [www.h2fc-fair.com](http://www.h2fc-fair.com)

The Group Exhibit Hydrogen + Fuel Cells is located in Hall 27, B 66 at the Hanover Exhibition Grounds in Hanover Laatzen, Germany.

The closest entrance to the Group Exhibit H2+FC is WEST 2; the second closest is WEST 1.

### By Plane

#### 1. Arriving at Hanover Airport

##### Taxi

The price is usually around 20 Euro into the city of Hanover and around 30-40 Euro to the exhibition grounds.

##### Train

Suburban Railway S8 is a direct train between the Hanover Airport and exhibition grounds (departure point between terminals B and C). The S8 train only operates during the week of the fair, April 23-27. Exhibitors arriving before April 23 should use public transportation from Hannover Hauptbahnhof (main train station) to reach the station "Hannover Messe/Laatzten."

#### 2. Arriving at Other Airports

From all other airports you can take public transportation to the city of Hanover. Exhibitors arriving before April 23 should use

public transportation from Hannover Hauptbahnhof (main train station) to reach the station "Hannover Messe/Laatzten."

During the week of the fair, April 23-27, the trains will also stop at "Hannover Messe/Laatzten." Exit here and the skywalk will bring you the WEST entrance – Hall 27 is to your left. Travel times by train to the Hanover exhibition grounds are estimated at:

Amsterdam: 4.5 hours

Berlin: 2.5 hours

Düsseldorf: 3.5 hours

Frankfurt: 3 hours

Hamburg: 2 hours

Munich: 5.5 hours



### By Train

During the week of the fair, April 23-27, the trains will stop directly at "Hannover Messe/Laatzten." The skywalk brings you the WEST entrance – Hall 27 is to your left. Exhibitors arriving before April 23 should use public transportation from Hannover Hauptbahnhof (main train station) to reach the station "Hannover Messe/Laatzten."

Deutsche Bahn/German Railways: [www.bahn.de](http://www.bahn.de) (available in multiple languages)

GVH – Public transportation for the Hanover region: [www.gvh.de](http://www.gvh.de)

### By Car

The closest street to Hall 27 is **Karlsruher Strasse**, 30521 Hanover Laatzen, Germany. The closest entrance and parking for Hall 27 is WEST 2.