

Deutsche Messe
Messegelände
30521 Hannover
Germany
Tel. +49 511 89-0
Fax +49 511 89-32626
hannovermesse@messe.de
www.hannovermesse.com

Contact details

Wolfgang Pech
Senior Vice President

Olaf Daebler
Director

Mark Decker
Project Manager
Tel. +49 511 89-31127
Fax +49 511 89-31323
mark.decker@messe.de

Kirsten Eichhorn
Project Assistant
Tel. +49 511 89-31649
Fax +49 511 89-31323
kirsten.eichhorn@messe.de

Martina Strauß
Project Assistant
Tel. +49 511 89-31128
Fax +49 511 89-31323
martina.strauss@messe.de

Deutsche Messe maintains an extensive network of local representatives.
The relevant addresses are listed under www.messe.de

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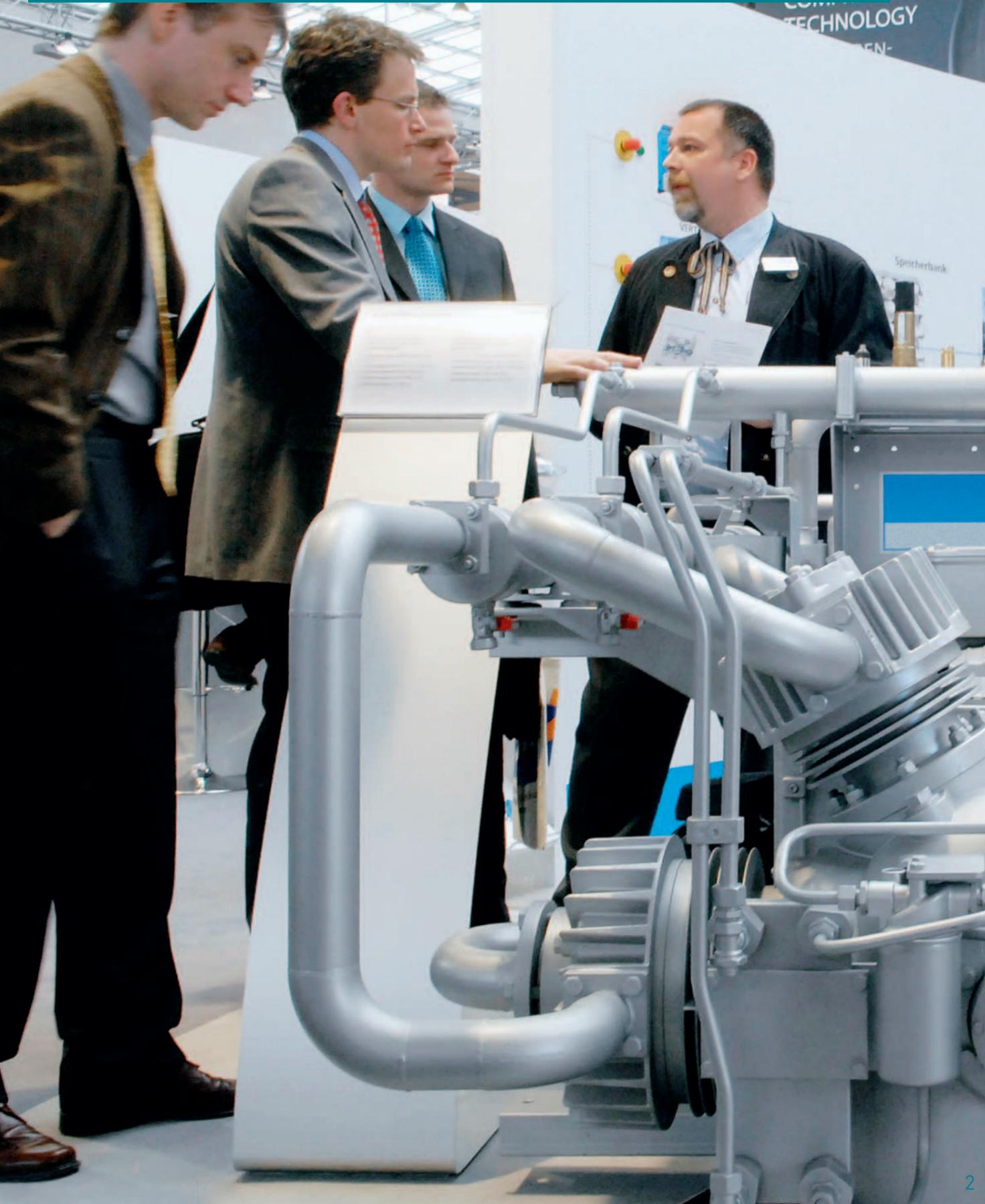
ComVac

NEW MARKETS
NEW CONTACTS
NEW CUSTOMERS
NEW NETWORKS

Leading Trade Fair
for Compressed Air and Vacuum Technology · **20–24 April 2009**



Inspiration for industrial production



Compressed air and vacuum – driving forces in virtually all industrial sectors

Without efficient compressed air and vacuum technology, modern industrial production would be impossible. Virtually all industrial processes depend on systems and services developed by the compressed air and vacuum sector. ComVac 2009 will present a complete array of state-of-the-art technology in these two areas.

No other trade show worldwide boasts such a focused line-up of products and know-how. All the leading market players will be present at ComVac. This will create the basis for a productive exchange of information between suppliers and users.

ComVac: the benefits in brief

→ New markets

The ComVac exhibitors will not only present state-of-the-art generation, treatment and distribution systems – they will also highlight the key future trends and give detailed insights into tomorrow's market developments.

→ New contacts

ComVac has carved out an enviable reputation as a high-profile communication platform. The exhibitors will be ideally placed to establish new contacts and enhance existing customer relationships. In addition, they can gather valuable ideas and inspiration for their future development strategies.

→ New customers

The other flagship shows taking place under the umbrella of HANNOVER MESSE generate additional synergy effects for exhibitors and visitors. This gives you added opportunities to extend your customer base.

→ NEW NETWORKS

Expand your networks and develop new contacts that extend far beyond your existing sales markets. Communicate directly with component suppliers, developers, producers and service providers. As from 2009, the new **HANNOVER MESSE web platform** will make it even easier to follow up new business contacts and leads.

Gearing up for international competition

ComVac – the international communication platform

The entire world of industry is at home in Hannover. Visitors from five continents travel to HANNOVER MESSE to tune into the latest trends. This paves the way for valuable new business contacts.

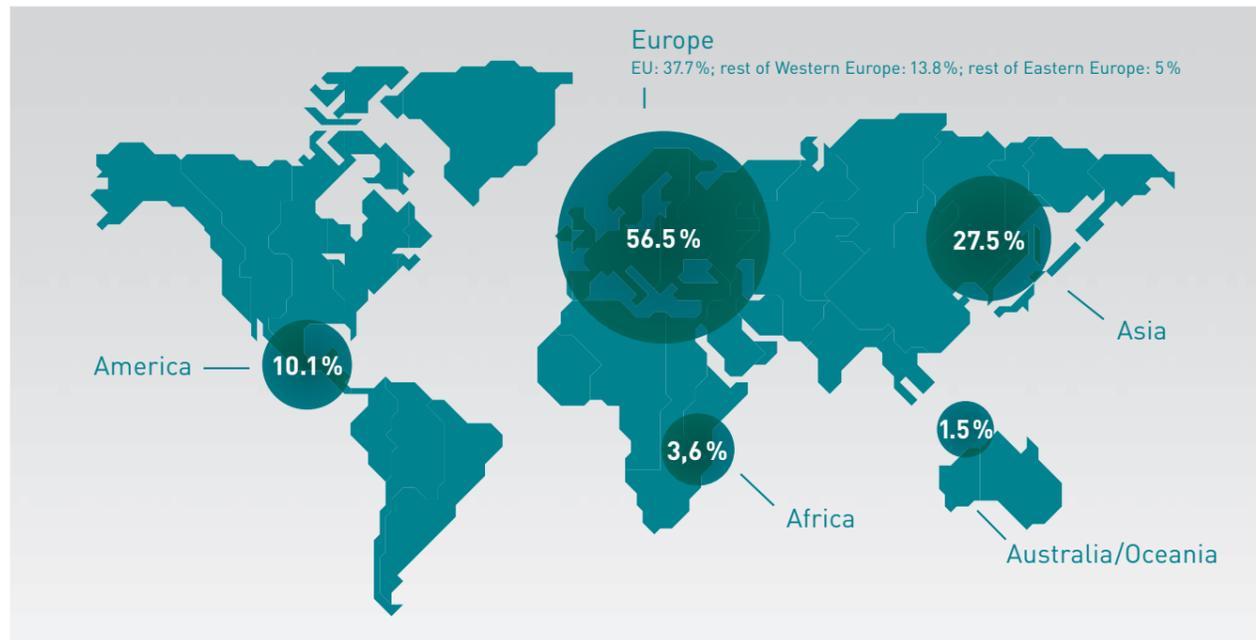


Chart → Origins of visitors

An indispensable production factor for virtually all industrial sectors

Decision-makers from key sectors of industry attend ComVac in order to acquire information, maintain existing contacts and develop new customer relationships.



Chart → Business sectors of visitors

A highly qualified audience with decision-making authority

Talks are good. Decisions are better. The vast majority of the ComVac visitors play a key role in their companies' investment decisions. ComVac sets the scene for qualified contacts and successful business deals.

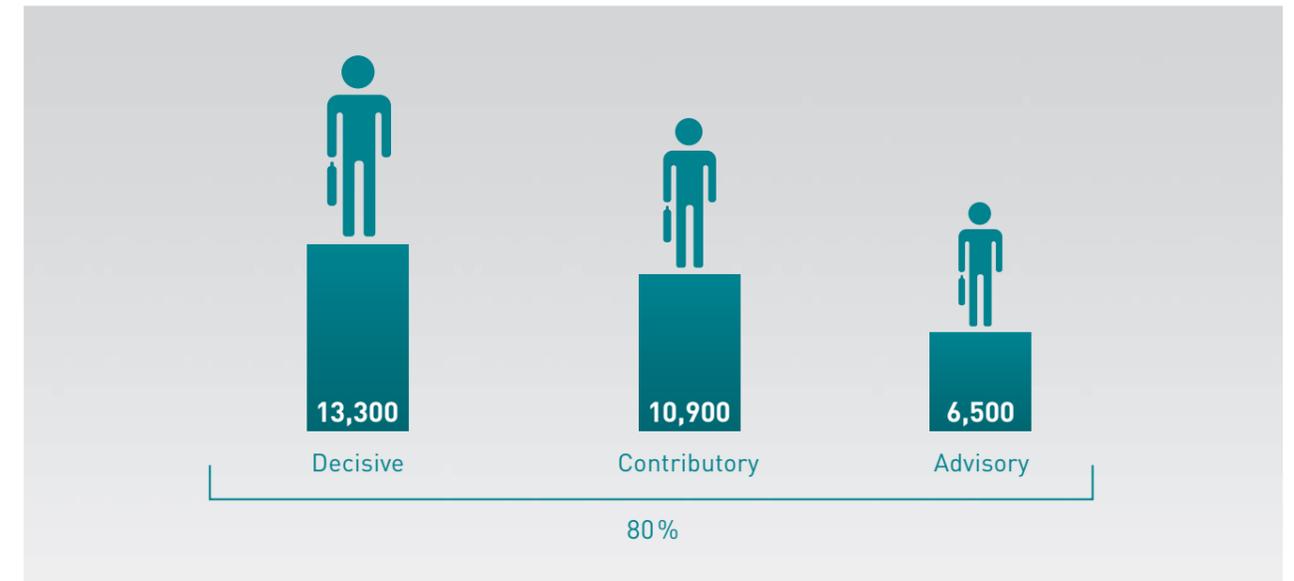


Chart → Role played by visitors in investment decisions

Visitors from all relevant corporate divisions

Decision-makers from all the relevant corporate divisions come to ComVac to gather in-depth information and to prepare the ground for new projects.



Chart → Responsibilities of visitors (more than one reply possible)

No question is left unanswered

ComVac gets to grips with all the key issues

ComVac 2009 will show what the compressed air and vacuum technology industry has to offer: compressed air/vacuum generation systems, air treatment systems, distribution networks, as well as practical applications in industrial plant and machinery. The line-up will also include the latest control devices, plus a complete portfolio of services (e.g. on-site consulting and compressed air contracting).

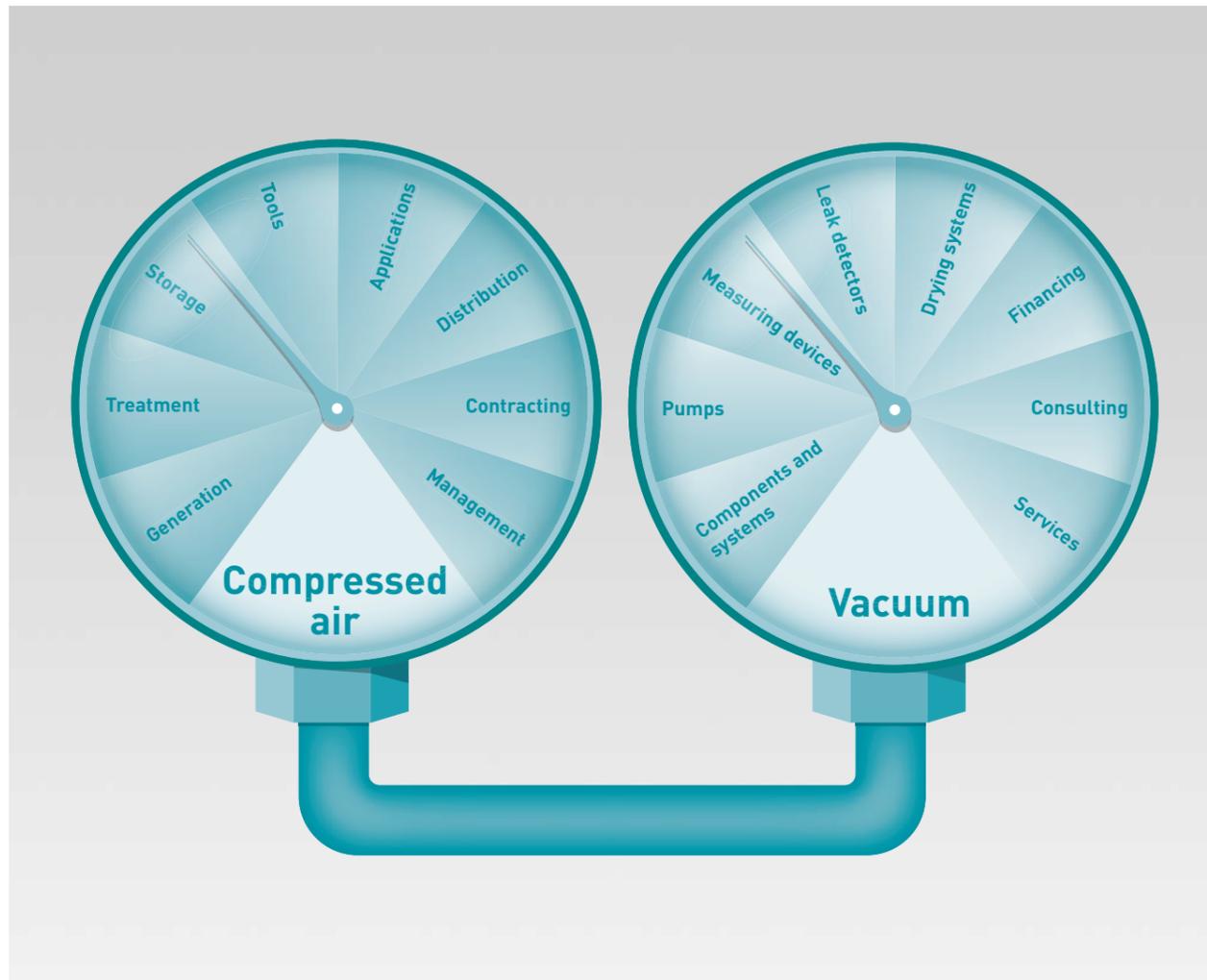


Chart → The ComVac display categories



→ A view over the fence

The other flagship shows taking place alongside ComVac – e.g. Energy and Pipeline Technology – will give a detailed insight into what’s happening “over the fence” in other industrial sectors. Exhibitors and visitors will benefit from the resulting synergy effects.

→ Efficient use of energy

Together with electric power, compressed air and negative pressure are two of the most important energy media for industrial production. Spiralling energy costs and growing environmental concerns have compelled companies to adopt new approaches. These will be on show at ComVac.

→ Reliability

Many companies depend on the 24/7 availability of compressed air and negative pressure. This has increased the demand for high-reliability products and systems, as well as for appropriate maintenance and servicing. Here as well ComVac has all the right answers.

→ Systematic analysis

Compressed air and vacuum systems are highly complex. To arrive at cost-effective and sustainable solutions it is essential to carry out a systematic analysis of demand, quality and availability. As you’d expect, ComVac pays close attention to these issues.

Geared to your success: Our services for exhibitors



The key services at a glance

→ Complimentary admission tickets

A personal invitation accompanied by a free admission ticket is one of the best ways to advertise your presence at HANNOVER MESSE. For more than two thirds of the visitors this is a key incentive to attend the show. Complimentary admission tickets are also available in a digital form ("e-ticket"). For your very special guests you can choose the "Premium Pass", which entitles the holder to special privileges such as use of the Premium Lounge and the shuttle service at the Exhibition Grounds.

→ Deutsche Messe mailing service

This service allows you to access the extensive HANNOVER MESSE address database and generate new business contacts. We can also supply ready-drafted text blocks to help you create persuasive invitations.

→ LeadSuccess

LeadSuccess is the ideal basis for successful follow-up business. This digital system allows you to record important visitor data directly at your exhibition stand so that it is ready for future reference.

So that you feel well looked after

HANNOVER MESSE has assembled an extensive package of services and marketing tools to ensure that your presentation is a complete success. Use these services and tools to maximize visitor attendance at your stand:

- Complimentary admission tickets (printed and electronic)
- "Premium Pass" for VIPs
- Listing in the HANNOVER MESSE information media
- LeadSuccess
- Mailing service
- Promotional materials
- HANNOVER MESSE-specific advertising options: outdoor advertising, online advertising, advertising in "Messezeitung"
- Press services
- Travel2Fairs and Selected Hotels
- Access to visitor registration data
- HANNOVER MESSE e-Book – all our services at a single glance



Prices, terms, conditions

Processing fee

Each main exhibitor will be required to pay a processing fee of € 300 at the time of registration.

Stand rental charges

→ **Reduced rental charges**
(for bookings made by 15. 9. 2008)
Early bookings pay dividends!
€ 178/m² in the halls
€ 68/m² on the open-air site

→ **Standard rental charges**
(for bookings made by 31. 1. 2009)
€ 184/m² in the halls
€ 71/m² on the open-air site

An additional charge of 5% (on top of the standard rental charge) is made for bookings as from 1. 2. 2009.

→ **Stands with two or more open sides**
Stands with two or more open sides are subject to a surcharge.
For stands of up to 120 m²:
• 25% of the basic charge for stands open on 2 sides (corner stand)
• 40% of the basic charge for stands open on 3 sides (end stand)
• 60% of the basic charge for stands open on 4 sides (island stand)

No surcharge is payable for the area in excess of 120 m².

→ **Two-storey stands**
€ 75/m² (applicable to the space on the upper floor of two-storey stands)

→ **Co-exhibitor charge**
€ 750 per co-exhibitor of an industrial company.

Marketing fee

The marketing fee covers the following array of value-added services:

- All-year-round availability of your company profile and product information on the Internet (enables you to access additional target groups)
- Customer recruitment and retention by means of complimentary admission tickets (printed and electronic)
- Updating of your customer database to include the registration data of your visitors
- Professional multi-channel advertising campaign targeted at visitors all over the world
- Market research data relating to your visitors

→ **The benefits**
Complimentary admission tickets (printed and electronic):
Extended Internet presence:
• Company profile
• 20 product group listings
• 5 product descriptions (created free of charge by our editorial team)
• Unlimited number of additional product descriptions (you are responsible for creating and updating the content online)

→ **Marketing fee for exhibitors**
€ 29/m² of rented space

Marketing fee for co-exhibitors: € 300 (flat rate).

→ **Value Added Tax**
All prices are subject to VAT at the current rate, where applicable.

→ **Information for foreign exhibitors**
Provided that the relevant legal conditions are met, foreign exhibitors can apply to the Federal Tax Office ("Bundeszentralamt für Steuern") in Schwedt for a refund of Value Added Tax. Applications for refunds must be submitted no later than six months after the end of the calendar year in which the fair took place.

fair-package: the easy way to exhibit

Alternatively, you have the option of booking one of our full-service packages. These comprise stand space, stand assembly, plus additional marketing services (e.g. complimentary admission tickets and an all-year-round presence on the Internet). Three attractive packages will be available for HANNOVER MESSE 2009: "Classic", "Comfort" and "Premium".

These three packages include all the essential services you need to make your presentation a resounding success. The benefits include extensive press and media entries, stand cleaning, as well as insurance cover for your stand plus fittings and furnishings. Additional services can be ordered as well, thus enabling you to tailor your presentation to your individual requirements.

→ Classic

Price example: 15 m² row stand (Type A)
with numerous services included, starting from € 4,952*

→ Comfort

Price example: 20 m² corner stand (Type B)
with numerous services included, starting from € 7,692*

→ Premium

Price example: 25 m² corner stand (Type D)
with numerous services included, starting from € 10,122*

More information about all three packages and a handy price calculator can be found at www.messe.de/fairpackage

*Prices for one-year rental agreements

