

# SERVING THE NUCLEAR SECTOR

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

# EXHIBITOR PROSPECTUS

[www.nuclearpower-europe.com](http://www.nuclearpower-europe.com)

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**RENEWABLE  
ENERGY  
WORLD**  
CONFERENCE & EXPO  
EUROPE

# NUCLEAR POWER EUROPE

## Serving the Nuclear Sector

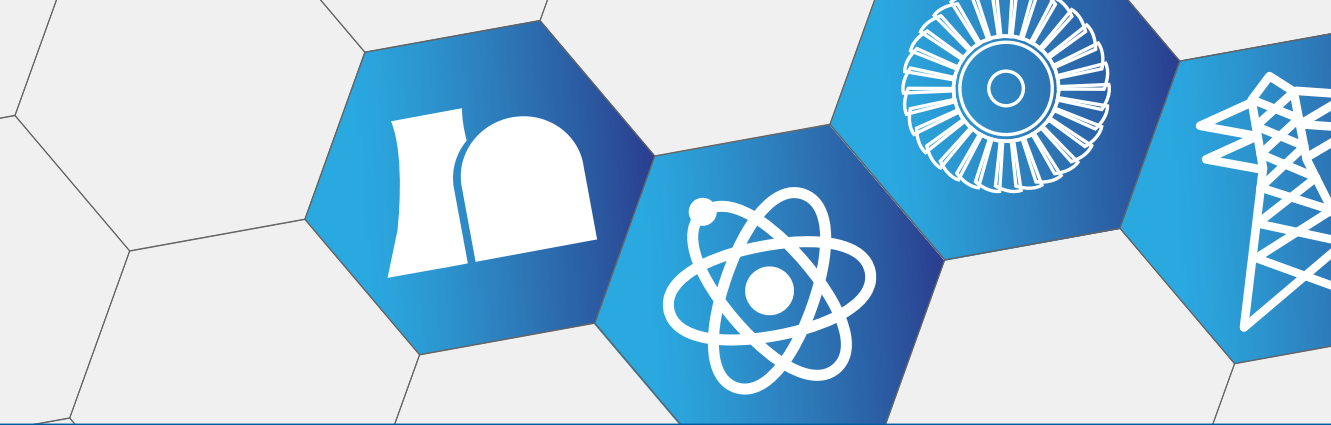
Now in its third year, Nuclear Power Europe offers a comprehensive conference and exhibition for the European nuclear power industry.

Over three days, Nuclear Power Europe will include an insightful and thought provoking conference covering strategic and technical topics chosen and presented by industry practitioners themselves. The conference will look at the benefits of nuclear power within a balanced energy mix.

A key element of Nuclear Power Europe will be to bridge the gap between the past, present and future of nuclear energy in Europe. With focus on the effects of Fukushima on the nuclear power market and the lessons that can be learned, nuclear power plant safety and emergency planning will be high on the agenda. The existing fleet of nuclear power stations will also be at the forefront of proceedings: maintenance, upgrading and life extension opportunities across Europe, as well as decommissioning, waste and other legacy issues will be discussed in detail.

Co-located with POWER-GEN Europe, the continent's largest event for the electricity and power technology sector, and Renewable Energy World Europe, Nuclear Power Europe offers a dedicated trade show floor, with numerous exhibiting companies displaying state-of-the-art technology, services, software and hardware.

The 2011 event in Milan attracted nearly 15,000 visitors from 89 countries. This provides the perfect opportunity to network with fellow industry professionals - strengthen existing business partnerships and create profitable new leads.



## Why Exhibit at Nuclear Power Europe?

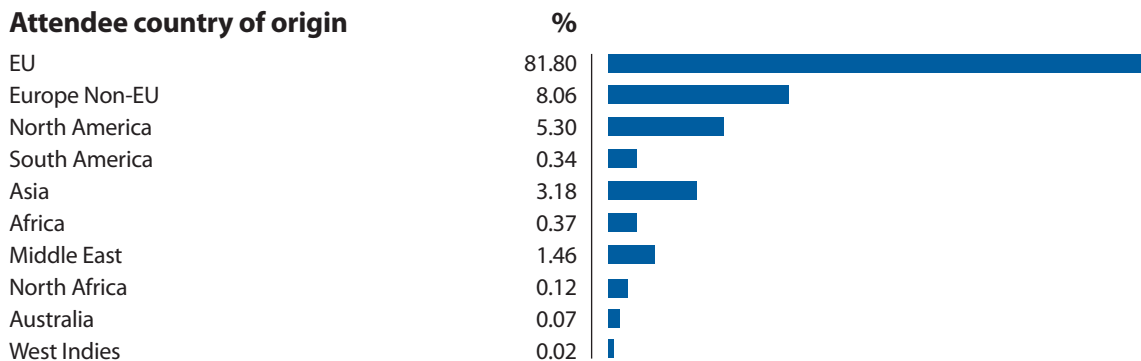
- Raise your company profile and awareness
- Showcase your products and technologies and develop new customer bases
- Unique access to the international power generation industries
- Explore business opportunities and meet new partners in dynamic surroundings
- Promote new products and services to the 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

## Nuclear Power Europe 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



\* Statistics taken from Nuclear Power Europe/POWER-GEN Europe/Renewable Energy World Europe 2011.

# STATISTICS



**// 96% of Nuclear Power Europe exhibitors polled, considered the event successful or very successful in fulfilling their expectations**

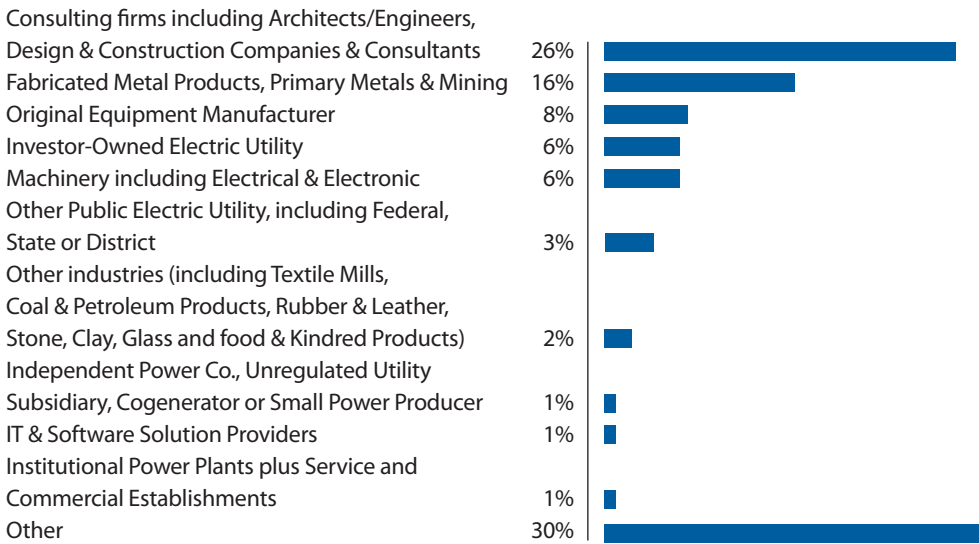


**// 43% of Nuclear Europe exhibitors polled, indicated establishing new business sales contacts as their primary reason for exhibiting**

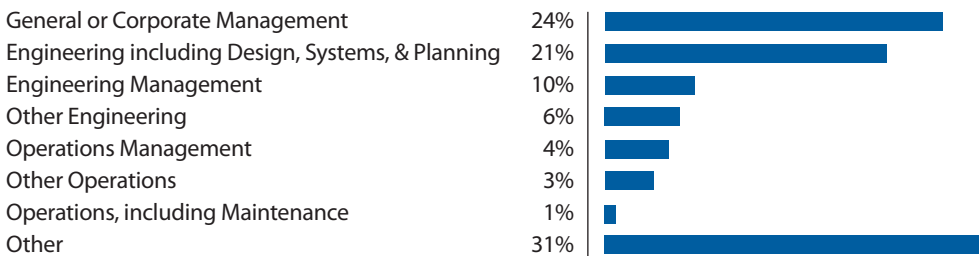
# Nuclear Power Europe Attendees

Percentages quoted are samples of those attendees polled

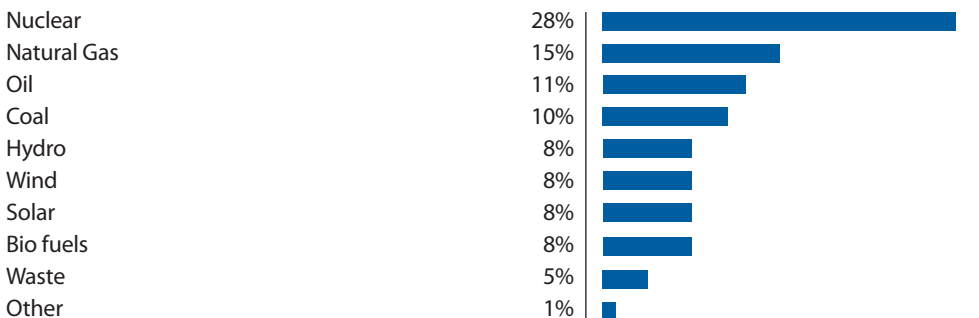
## Type of Company or Organization



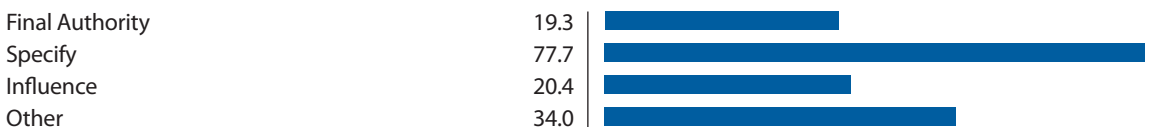
## Job Function



## Forms of Energy



## Purchasing Authority



# 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:**

- Consulting firms including architects & engineers
- Public and federal utility owners & managers
- Government and regulatory executives
- Independent power producers
- Original equipment manufacturers
- Power / heat plant owners & operators
- Plant service sector
- Project developers & managers
- Fuel suppliers
- Design/structural/construction engineers
- 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 Württemberg (EnBW), as well as 60 regional and around 800 local or municipal ones.
- 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 m<sup>3</sup> of natural gas and has reserves of 175.6 billion m<sup>3</sup>.
- 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.
- The German government's new energy plan, puts renewable energy at the centre of the country's future energy mix, raising the share of renewable energy sources in power generation to 80 per cent by 2050.

# 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](http://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 Nuclear Power Europe 2012 in Cologne please visit [www.nuclearpower-europe.com](http://www.nuclearpower-europe.com) or contact:

## Sponsorship & Sales

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

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E: [exhibitnpe@pennwell.com](mailto:exhibitnpe@pennwell.com)

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### Asia, Middle East, Southern Germany,

### Austria & Switzerland:

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## Exhibit Services

[pgexhibitservices@pennwell.com](mailto:pgexhibitservices@pennwell.com)

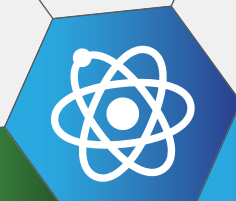
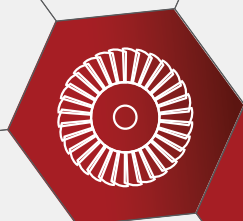


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# INTEGRATING THE POWER SECTOR



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