

PRESS RELEASE

Expotechnik Group convinced with five customers at Hannover Messe

Brand presentations on 5.400 square meters – with high recognition value

Taunusstein/Hanover, April 13, 2011. Expotechnik Group has realized high-quality brand and product environments for SEW-EURODRIVE, Phoenix Contact, Fraunhofer-Gesellschaft, Vensys and AEG Power Solutions at this year's Hannover Messe, the most important industry venue for groundbreaking technologies, materials and ideas. The international service provider for three-dimensional brand presentation has built 24 trade show booths at Hannover Messe, ranging from 18 to 1.551 square meters, which communicated the core values of the companies in a credible, emotional way with high recognition value.

A communication center for SEW-EURODRIVE

For its customer SEW-EURODRIVE, specialist in drive technologies, Expotechnik Group has once again realized an impressive trade show presentation at this year's Hannover Messe. The previous booth concept under the motto "Drive 360° – Seeing the Big Picture" is complemented with a so-called communication center with five scalable booth sizes ranging from 20 to 1.352 square meters. Up to now, the business areas of communication and product presentation had been presented by means of two architectural main bodies: cubes and clamps. Now with the new advanced concept, SEW-EURODRIVE goes one step further beyond the mere product presentation. The architecture of the new area clearly distinguishes it from the other experience rooms and presents the brand to the public by engaging all senses in a dynamic way.

The new core of the booth offers a platform for conveying the dimensions of contents, expertise and emotions under the banner of the brand, promoting the brand image, and for presenting them in a condensed way in a three-dimensional space. Meeting rooms, digital information points and large-size media presentations are brought together in the architecture to create a consistent brand appearance. The modular concept allows for different booth sizes. A consistent high-quality brand image is created.

Phoenix Contact: clear and functional architecture

Expotechnik Group has realized a total of nine trade show presentations for Phoenix Contact – market leader in electrical connection and industrial automation technology – on booth areas of 18 to 1.551 square meters. The exhibition concept at Hannover Messe represents the leading position of the company in a sustainable and impressive way. Based on the Expotechnik double-deck system, an elaborate temporary office on three levels is used taking into account different requirements

PRESS RELEASE

through its efficient use of space: the outside presentation is focused on the Phoenix Contact brand. The presentation inside the booth exhibits the core values and the latest product highlights of the company in a clear and structured way. The architecture is innovative, functional, solid and technically precise. In addition, a separate but integrated "International Lounge" offers various communication possibilities in a comfortable atmosphere. Clear sight lines and instantly distinguishable product areas for quick orientation give the overall presentation a clear and striking structure.

Mobile future worlds for Fraunhofer-Gesellschaft

Expotechnik has implemented the scalable booth concept for Fraunhofer-Gesellschaft for the first time completely at Hannover Messe, with eight booth sizes ranging from 16 to 240 square meters. The trade show presentation provides a fascinating insight into Fraunhofer's world of the future. A main booth turns the values and reputation of Europe's largest application-oriented research organization into a three-dimensional experience. Different Fraunhofer institutes, such as energy systems, service, production, safety and electro-mobility, are staged together here under one roof.

In addition, another seven shared booths are presented separately by use of different coloring. Every booth focuses on a specific subject: adaptronic systems, surfaces, energy, simulation, wind, robots and personnel. The individual booths are visually separated from one another giving Fraunhofer-Gesellschaft's trade show concept a clear structure. The different product areas are characterized by multimedia columns featuring different motifs and colors from Fraunhofer's corporate identity. Fraunhofer's innovative, open and service-oriented values are communicated by Expotechnik in an authentic way.

Besides SEW-EURODRIVE, Phoenix Contact and Fraunhofer-Gesellschaft, Expotechnik Group also realizes a trade show presentation at Hannover Messe for wind turbine manufacturer Vensys, covering an exhibition space of 225 square meters. For AEG Power Solutions, provider of world-class systems and solutions for industrial, IT, solar and high-tech power controller applications, Expotechnik realizes a 60 square meters trade show booth.

"This year's Hannover Messe is a very special project for us. We have created three-dimensional experience worlds for five of our customers at a time on a total exhibition space of 5.400 square meters. This is an exciting order volume. We were able to demonstrate our expertise by meeting even the highest requirements in terms of time and logistics", says Patrick O. Soschinski, Expotechnik Group President.

Hannover Messe is the largest industrial trade show in the world. It takes place every spring at the exhibition grounds in Hannover. From April 4 to 8, 2011, the latest

PRESS RELEASE

technical developments from international exhibitors are presented to the public again.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit www.expotechnik.com.

Press contact:

Kristin Kadler, Andrea Paechnatz
Tel.: +49. 6128. 269 152
E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)