

18th World Hydrogen Energy Conference (18 WHEC 2010)

May 16 - 21, 2010

Essen, Germany



Scope & Conference Programme



- Promotion of hydrogen as a sustainable and environmentally friendly energy
 - Presentation of cutting edge hydrogen & fuel cell science and technology
 - Outreach to the public and private sector, politicians
 - Students' Day as a training and information event
- International Partnership for Hydrogen Economy (IPHE):
Global Competition for students aged between 15 and 17



Complementary Programme



- Parallel IPHE, PATH and IEA Exco sessions
- International Exhibition of advanced H2 & FC technology,
- Drive & Ride Events
- Technical tours
- Accompanying programme
 - Cultural events will be offered by the European Capital of Culture 2010 (Essen)



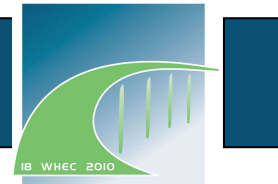
Conference Topics



- Policy Perspectives
- Initiatives and Cooperations
- Hydrogen Production Technologies
- Fuel Infrastructures
- Storages
- Fuel Cell Basics
- Stationary Applications
- Transportation Applications
- Existing and Emerging Markets
- Strategic and Socio-Economic Analyses
- Safety Issues



Conference site

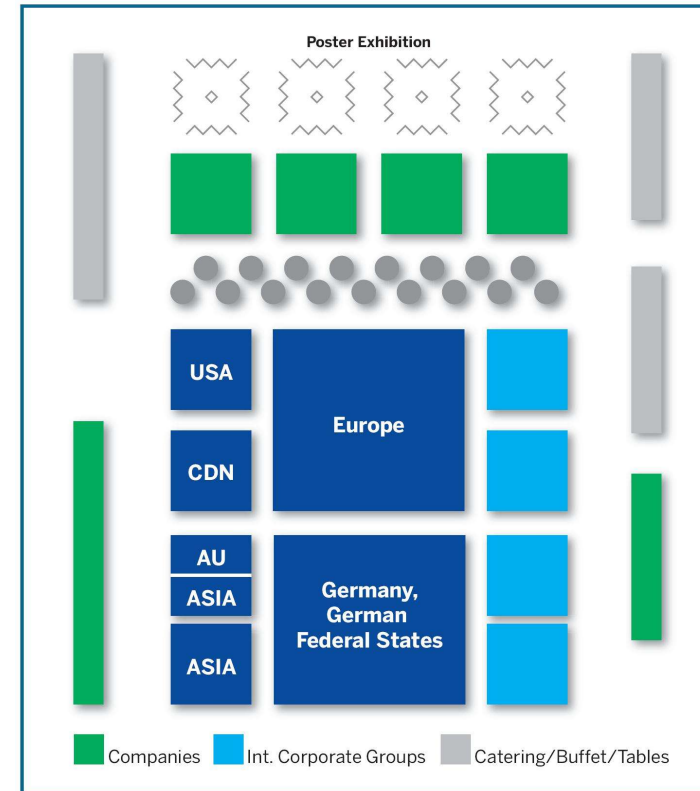


WHEC 2010: Trade Fair (May 17–19, 2010)

Hydrogen Energy

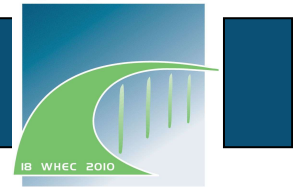


- Participate as an exhibitor:
 - Establish new business relations, cultivate networks, obtain first-hand, up-to-date market information
 - Anticipated 1,500 visitors
 - Joint stands of the major national and international organizations
 - Poster exhibition
 - Catering zones as a central contact point for exhibitors, conference visitors, speakers

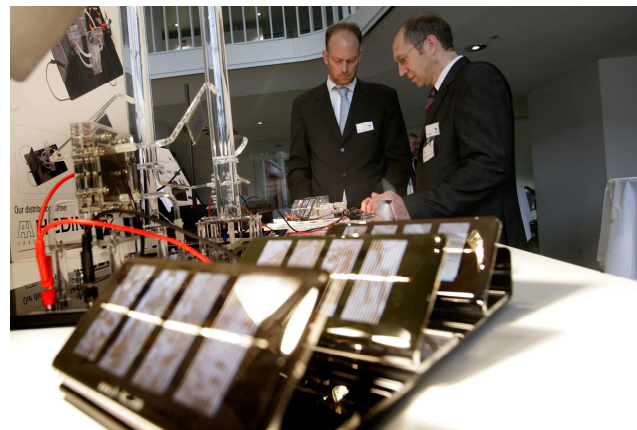


WHEC 2010: Trade Fair (May 17–19, 2010)

Hydrogen Energy



- As an exhibitor, you can profit from:
 - Competent comprehensive support before and during the fair
 - Publicity and advertisements in international media, internet presentation and targeted mailings
 - Side events with high publicity impact



WHEC 2010: Sponsorship Opportunities

Hydrogen Energy



- Become a sponsor and draw maximum attention to your company:
 - Reach more than 1,500 international participants from industry, politics and science on spot
 - Profit from a professional marketing approach, comprehensive press relations and a wide range of side events with high publicity impact
 - Socialize with leading industry and technology representatives and key decision makers from politics



Contribute to a successful WHEC 2010

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- Promote the Conference
 - Place a Link to www.whec2010.com on your website
 - Point out the conference to potential participants
 - Distribute press information among your press contacts
 - Forward press contacts to WHEC organisation
- Promote the trade fair
 - Distribute the leaflet „Trade fair“



Regional Break-down



- The 18th WHEC is an international event
- Strong German contribution is essential
- Germany has an extraordinary strong programme on Hydrogen and Fuel Cells
- Germany has strong regional networks
- Target for attendees:
 - 1500 in total
 - 500 Germany
 - 500 EU ex Germany
 - 500 worldwide



Contact and Information

Hydrogen Energy



WHEC 2010 office

c/o EnergieAgentur.NRW

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contact@whec2010.com

Phone: +49 209 167-2814

Conduct of the trade fair

WHEC 2010 trade fair office

c/o Peter Sauber Agentur

Messen und Kongresse GmbH

Contact: Lena Jauernig

Phone/Fax: +49 711 656960-56/-99

tradefair@whec2010.com

Side events, registration, marketing

WHEC 2010 registration office

c/o punktgenau GmbH

Veranstaltungsmanagement

Contact: Nicole Heinrichs

Phone/Fax: +49 221 - 579 208-12/-21

registration@whec2010.com



18th World Hydrogen Energy Conference 2010

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Please mark your calendar.....

Host and organizer

EnergieAgentur.NRW

Under the auspices of
International Association for
Hydrogen Energy (IAHE)



In cooperation with



First major sponsor

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Supported by



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International Partnership
for the Hydrogen Economy



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Nationale Organisation Wasserstoff-
und Brennstoffzellentechnologie



Brennstoffzellen-Allianz
Baden-Württemberg



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HYDROGEN IMPLEMENTING AGREEMENT

..... Thank you!

