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
• 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)

• 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

• 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

• Promote the Conference
  – Place a Link to www.whc2010.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

WHEC 2010 office
c/o EnergieAgentur.NRW
Contact: Anna Bremer
bremer@EnergieAgentur.NRW.de
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
Please mark your calendar

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### Host and organizer

**EnergieAgentur.NRW**

### Under the auspices of

**International Association for Hydrogen Energy (IAHE)**

### In cooperation with

- **JÜLICH**
- **DVV**
- **MESSE ESSEN**
- **Fuels Cell and Hydrogen Network NRW**

### First major sponsor

**VORWEG GEHEN**

### Supported by

[Logos of various organizations]

--------- Thank you!