

EL & TEKNIK 2012

8 - 10 MAY 2012

ODENSE CONGRESS CENTER



www.elogteknik2012.dk

THE FAIR COMPRISES:

- ALARM, SECURITY, AND SURVEILLANCE
- AUTOMATION
- POWER INSTALLATIONS
- POWER DISTRIBUTION
- POWER TECHNOLOGY
- POWER AND ENVIRONMENT
- ENERGY CONSULTANCY
- WINDMILLS FOR HOMES
- INTELLIGENT INSTALLATIONS
- METERS
- PROFESSIONAL LIGHTING
- SAFETY EQUIPMENT
- SMART GRID
- PHOTOVOLTAIC CELLS
- ELECTRONIC CONTROL EQUIPMENT
- TELE, DATA, BROADBAND AND FIBRE NETWORK

VISITORS AT THE FAIR:

- ELECTRICIANS
- ELECTRICAL CONTRACTORS
- PURCHASING OFFICERS
- ENGINEERS
- CABLE AND LINE ENGINEERS
- MANAGERS AND DECISION MAKERS
- SERVICE ENGINEERS FOR INSTANCE IN ELECTRICITY SUPPLY, ELECTRICITY INSTALLATION, AND CONSULTANCY

WELCOME TO EL & TEKNIK 2012

DENMARK'S LARGEST ELECTRICITY TRADE FAIR

DEAR EXHIBITOR

VELTEK and the Danish Energy Association welcome you and your company to the EL&TEKNIK 2012 fair – Denmark's largest electricity trade fair – taking place at Odense Congress Center from 8 to 10 May 2012.

The EL&TEKNIK 2010 had 152 exhibitors and every square metre was filled up with impressive and creative stands. 9,000 visitors attended the fair. In 2012 we are aiming even higher!

We are pleased to welcome you as an exhibitor at the 2012 fair.

Yours sincerely



Willy Goldby
CEO
VELTEK



Lars Aagaard, CEO
Danish Energy
Association

EXHIBITORS ARE THE CENTRAL FIGURES OF THE FAIR

We look forward to seeing you (again) at the fair in 2012. Our team from VELTEK and Danish Energy Association will be ready to assist you and your company before, during and after the fair.

Good communication is essential:

- All exhibitors will currently receive newsletters with information about the fair
- As an exhibitor your company will receive a folder containing all practical information about the fair.
- Prior to the fair we will arrange briefings with you and your colleagues.
- During the fair a daily newsletter will keep you posted on activities, attendance figures, etc.

FOKUS ON VISITORS

We will do our utmost to ensure that the visitors will have a rewarding and successful visit to the fair.

We will provide for fast and easy entrance to the fair and clear signposts. Each visitor should feel welcome. It is our goal to provide the setting for a good and professional dialog between you and the visitors.

At Energiens Torv ("the Energy Square") both visitors and exhibitors can learn about new products and concepts for consultancy.

BROAD MARKETING, CONFERENCES, AND SEMINARS WILL ATTRACT MANY VISITORS TO EL & TEKNIK 2012

ODENSE CONGRESS CENTER IS CENTRALLY LOCATED

Odense is situated in the middle of Denmark which makes it easy to reach the fair no matter from which side of the country you may arrive.

Odense Congress Center is known for its excellent facilities. Moreover, the center has more than 100 rooms at its disposal at the four-star hotel.

In other words, your company may definitely invite key customers to EL & TEKNIK 2012 in Odense in May 2012!

BROAD MARKETING

We will attract attention to the fair and your stand through a wide range of initiatives.

ADVERTISING IN TRADE JOURNALS

The fair will be advertised in a large number of trade journals.

THE FAIR WEBSITE

The fair is marketed through its own website:
www.elogteknik2012.dk.

At the website companies may order a stand and the visitors can print an admission card in advance to get direct access to the fair.

FAIR CATALOGUE

At the website your company will have free access to an electronic version of the fair catalogue in which you can provide information about stand number, name of company, address, logo, company profile, products, staff, etc. in order to give the visitors an opportunity to plan their visit in advance.

A luxury version of the fair catalogue will be printed as well. The catalogue contains information about the fair, exhibitor list, and programme of the various activities. Before the fair the catalogue will be sent to prospective visitors, and it will be handed out at the entrance.

For a fee, your company can get a very favourable position with logo and a profile text in the catalogue. Register for both the electronic and printed fair catalogue at www.elogteknik.2012.dk.

THE EXHIBITOR'S OWN WEBSITES

Already now you can help by spreading the good news about EL & TEKNIK 2012 and by promoting the fair at your

own website. Fair logo and banners can be downloaded at www.elogteknik2012.dk.

INVITATIONS TO PRVIOUS VISITORS

We will send a personal invitation to the 9,000 visitors who participated in EL & TEKNIK 2012 to give them a chance to register in advance and get fast and easy access to the fair.

FREE INVITATIONS

All exhibitors can order 500 invitations for free, with their own company name and logo and stand number etc., to hand out to existing and prospective customers. Previous years' experience shows that this is a very effective way to attract the right visitors to the fair. For a fee, you may order more visitors' cards.

EXHIBITOR'S BINDER

Around three months prior to the fair all exhibitors will receive a well set-out folder with all practical information and order forms included.

BOOKING AND PRICES

We recommend early booking of a stand by returning the application attached to us as we have already received a lot of advance bookings from 2010 exhibitors.

Booking before 20 April 2011 will save you 10% of the stand rent.

Registration fee	DKK 4,950.00
Stand rent: built-up stand, inside trade fair – inclusive wall to neighbouring stand, sign mouldings, and carpet (minimum 9 m ²) per m ²	DKK 1,340.00
Stand rent: floor space only, inside trade fair (minimum 18 m ² – island stand minimum 60 m ²) per m ²	DKK 999.00
Additional charge for built-up of a second floor	DKK 350.00
Stand rent: floor space only, outside trade fair (minimum 50 m ²)	DKK 290.00

Terms of payment:

30% on 1 October 2011 and 70% on 18 December 2011.

Members of Danish Energy Association and VELTEK are allowed a discount of 15% on stand rent.

You may fill in the application attached or contact the trade assistant Louise Gustavsen, Danish Energy Association at phone +45 35 30 09 15 or by email lgu@danskenergi.dk. You may also register at the website www.elogteknik2012.dk.

ORDERING OF STAND

AT EL & TEKNIK 2012

8.-10. MAJ 2012

UNDERSIGNED ORDER HEREWITH STAND AT EL & TEKNIK 2012 TO FOLLOWING PRICES:

Registration fee	DKK 4,950.00 excl. VAT
Stand rent: built-up stand, inside trade fair – inclusive wall to neighbouring stand, sign mouldings, and carpet (minimum 9 m ²) per m ² :	DKK 1,340.00 excl. VAT
Stand rent: floor space only, inside trade fair (minimum 18 m ² – island stand minimum 60 m ²) per m ² :	DKK 999,00 excl. VAT
Additional charge for built-up of a second floor:	DKK 350,00 excl. VAT
Stand rent: floor space only, outside trade fair (minimum 50m ²):	DKK 290,00 excl. VAT

Booking before 20 April 2011 will save you 10% of the stand rent.

Members of Danish Energy Association and VELTEK are allowed a discount of 15% on stand rent.

We wants: Same stand size Another size: _____ m²
 Same place Another place: _____

We want to register for the following categories:

- | | |
|--|--|
| <input type="checkbox"/> Alarm, security, and surveillance | <input type="checkbox"/> Intelligent installations |
| <input type="checkbox"/> Automation | <input type="checkbox"/> Meters |
| <input type="checkbox"/> Power distribution | <input type="checkbox"/> Professional lighting |
| <input type="checkbox"/> Power technology | <input type="checkbox"/> Safety equipment |
| <input type="checkbox"/> Power installations | <input type="checkbox"/> Electronic control equipment |
| <input type="checkbox"/> Energy consultancy | <input type="checkbox"/> Tele, data, broadband and fibre network |
| <input type="checkbox"/> Power and environment | <input type="checkbox"/> Trade journals and others |

COMPANY: _____

CONTACT PERSON: _____

TELEPHONE: _____ TELEFAX: _____

E-MAIL: _____ STAND NUMBER IN 2010: _____

DATE: _____ SIGNATURE: _____

PLEASE SEND THE APPLICATION FORM TO:

Danish Energy Association . Attn: Louise Gustavsen . Rosenørns Allé 9 . 1970 Frederiksberg C –or fax to +45 35 300 401



www.elogteknik2012.dk

BOOKING STAND AT EL&TEKNIK 2012

AT LATEST 20 APRIL 2011

AND SAVE 10% OF THE STAND RENT

THE ORGANIZATION BEHIND EL & TEKNIK 2012

Steering Committee:

Willy Goldby, VELTEK

Lars Aagaard, Danish Energy Association

Peter Hem, nkt cables a/s

Jørgen S. Christensen, Danish Energy Association

Trade Fair Committee:

Henrik Wilhøft, Eaton Electric ApS

Jørgen Stenberg, Hans Følsgaard A/S

Karsten Ilsøe, Tyco Electronics Denmark A/S

Kim Øxenholt, Lemvigh-Müller A/S

Krista Kristensen, Odense Congress Center

Michael Madsen, nkt cables a/s

Lars M. Poulsen, ABB A/S

Louise Gustavsen, Danish Energy Association

Philip Knudsen, Schneider Electric

Poul Erik Verner, Solar A/S

Troels Werner Christensen, Danish Energy Association

Willy Goldby, VELTEK



Secretariat:

The Danish Energy Association is responsible for the Fair Secretariat.

If you have any questions, please contact the Fair Assistant Louise Gustavsen at phone number +45 25 29 19 15 or e-mail lgu@danskenergi.dk.

Dansk Energi . Rosenørns Allé 9 . 1970 Frederiksberg C

ORGANIZERS:

VELTEK

VVS OG EL-TEKNISKE LEVERANDØRERS BRANCHEFORENING



ERHVERVS- OG INTERESSEORGANISATION
FOR ENERGISELSKABER I DANMARK