

14-16 FEBRUARY 2012, EXPO XXI, WARSAW POLAND

# COAL: HERE TO STAY

THE REALITY OF EUROPE'S ENERGY MIX

## EXHIBITOR PROSPECTUS

Owned &  
Produced by:

 PennWell

Flagship Media  
Sponsors:

 PEI

 COSPO

# COAL-GEN EUROPE - AN OVERVIEW

---

COAL-GEN Europe is the premier pan-European conference and exhibition dedicated to the resurging coal-based power generation industry and the revolutionary technology that will help Europe meet its environmental challenges.

On a global scale, coal is and will remain the basis for power generation. Europe is the world's third largest market for coal and remains a vital part of the solution to Europe's energy policy issues. Coal-fired power plant technology has substantial potential for development and will be very much needed in the decades to come since coal provides safe, reliable, affordable and sustainable energy.

With the current boom in demand for coal, great investment is being made in its production and the carbon dioxide management of the industry to provide Europe with reliable and affordable power.

Carbon capture and storage (CCS) is the critical enabling technology to help reduce CO2 emissions significantly while also allowing coal to meet the world's pressing energy needs. Other technologies including coal to liquid, gasification and oxygen separation all bring opportunities for enhancing the performance of coal plants in a carbon-constrained world, whilst aiming to improve generation efficiency.

The COAL-GEN Europe 2012 exhibition will showcase the latest product innovations and technologies targeting the coal-based power industry from leading international companies. The exhibition will also provide the perfect platform for companies to launch cutting-edge technologies and increase their market share of existing products and equipment.

The exhibition will run parallel to the conference which brings technologies and renowned international experts and professionals together to develop solutions to Europe's environmental challenges including the latest strategic and technological developments to meet the 20-20-20 target of lowering greenhouse gas emissions.

If your company supplies products or services to the coal power generation industry, then COAL-GEN Europe is essential to hear about exciting investment opportunities and reach key industry professionals and decision makers.

## WHY EXHIBIT?

---

COAL-GEN Europe is the premier pan-European conference and exhibition dedicated to the resurging coal-based power generation industry and the revolutionary technology that will help Europe meet its environmental challenges.

COAL-GEN Europe is renowned for being an exciting event that captures the imagination of the industry and demonstrate the very latest technology and development in the coal power generation industry.

**COAL-GEN Europe offers you direct contact with key decision makers in this important and resurging industry. Exhibiting at the event can help:**

- Raise your company profile
- Increase awareness of your products and services
- Have a platform to launch new products or services
- Use the arena to target an important market
- Stay ahead of your competition
- Meet your customers face-to-face

**The 3 main reasons given by companies exhibiting at COAL-GEN Europe are to:**

- Establish new business contacts
- Sell products and/or services in the long term
- Establish or maintain their market presence in the region

## WHY POLAND?

---

Poland has the largest hard coal reserves of any country in Europe. It is the world's eighth largest coal producer and exporter of coal and the second largest producer of hard coal in Europe. The discovery of Europe's largest brown coalfield has also got everyone looking to Poland.

Holding about 40 billion tons of untapped coal deposits, 15 billion tons of which are suitable for mining at a depth of 200m, Poland's new coal deposit could hold 8% of the world's resources.

In Poland, coal plays a dominant role in the energy mix, supplying 90 percent of the country's electricity. With such reliance on coal, the impact of carbon dioxide and global warming is more poignant than ever.

Liberalisation of the Polish electricity market is well underway and rehabilitation and replacement of aged coal fired power plants hold the key to Poland meeting emissions reduction and other environmental criteria, while satisfying growing domestic and foreign demand.

The Polish Government supports activities related to the diversification of energy sources as well as research of new methods to produce energy from the hard coal. The Polish Ministry of Economy has also indicated its approval for a long-term program that fosters scientific development and use of clean coal energy.

Ensure you capitalise on the exciting clean-coal technology opportunities in Europe's coal-based power generation industry with your attendance at COAL-GEN Europe 2012.

## THE VENUE

---

EXPO XXI Warsaw is one of the most prestigious and innovative multi-functional venues in Poland, suitable for exhibitions, conferences, seminars, fashion shows, meetings and banquets.

This premier conference and exhibition venue covers 13,500 sq/m of flexible exhibition space with minimum height and weight restrictions and flexibility to accommodate almost any type of space arrangement. The exhibition halls are fitted with underground channels for all water and electricity and equipped with the latest IT and communications technology.

EXPO XXI Warsaw is a member of UFI, ICCA, Polish Chamber of Exhibition Industry, Warsaw Trade Fairs Corporation, Conference and Congresses in Poland Association, British-Polish Chamber of Commerce.

Located 10 mins by car/taxi from the city centre and 25 mins from the International Airport Frederic Chopin. The venue is also well connected by public transport routes from the city centre and airport.

## WARSAW

---

Warsaw is Poland's capital city since the late 16th Century. It is by far the biggest and fastest developing Polish city with a population of 1.71 million.

The present character of the city is determined by three important factors: World War II, over 40 years of communist rule and the present years of transformation with its in-flow of foreign capital and investment.

As any other European capital, Warsaw is full of striking contrasts with historical monuments which were newly rebuilt after World War II, coexisting with modern offices buildings.

The city is a powerful economic and cultural centre and has an impressive array of theatres, galleries, museums and opera houses as well as many other tourist attractions.

Located in the center of the country, Warsaw combines the hustle and bustle of a lively city centre with the serenity of beautiful urban parks and tranquil views of the Vistula River.

# WHO ATTENDS COAL-GEN EUROPE

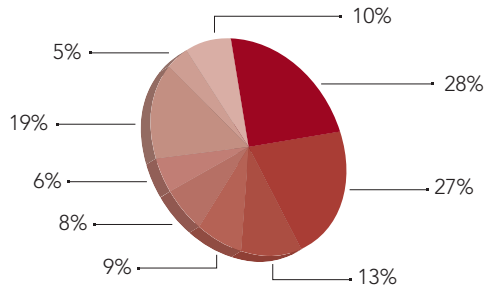
## INDUSTRY SECTOR

COAL-GEN Europe brings together leading industry professionals including managers, supervisors, senior executives, architects, engineers, consultants and operation and maintenance specialists from the following sectors:

- Coal technology companies
- Construction firms
- Cogenerating companies
- Emissions control system specialists
- Engineering firms
- Environmental agencies
- Fuel suppliers
- Government departments
- Independent power producers
- Original equipment manufacturers (OEMs)
- Equipment operation and maintenance providers
- Power plant and transmission developers
- University and research centres
- Utilities

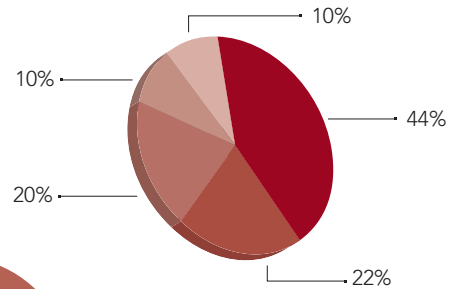
### Type of Organization

- Engineering firms
- OEMs
- Private and state owned electric utilities
- Power generation companies
- Construction firms
- IPP / Industrial / Cogenerating companies
- Equipment operation and maintenance
- Government departments
- Other



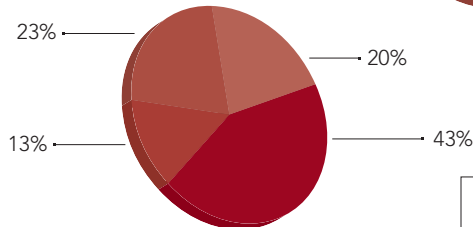
### Primary Job Function

- Engineering design systems & planning
- Executive management
- Engineering management
- Operations, including maintenance
- Employee



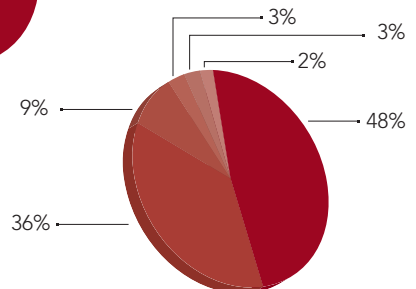
### Purchasing Authority

- Final authority
- Recommend
- Influence
- Other



### Geographical Representation

- Eastern Europe
- Western Europe
- Americas
- Asia
- Middle East
- Africa



# EXHIBITOR INVESTMENT

---

## EXHIBITION PACKAGE

Exhibit space starts at 9 square metres. The exhibitor package comprises the following:

- Exclusive discounted advertising opportunities in Power Engineering International and the official COAL-GEN Europe 2012 Show Guide.
- 250 official exhibition invitation tickets to send to your clients and potential clients
- Exhibitor listing on the COAL-GEN Europe 2012 website.
- Listing in the official COAL-GEN Europe 2012 Show Guide, including company contact information and a 35 word description of your company.
- Significantly discounted conference delegate registration for your stand personnel.

## EXHIBITION COSTS

Standard raw space is EURO 415 per sq. mtr.

For shell scheme construction add EURO 90 per sq. mtr.

Shell scheme package includes:

- Walls
- Company named fascia board
- Electricity socket
- Lighting
- Carpet
- Table and two chairs

## ONLINE SHOW CATALOGUE ENTRY

An exhibiting presence includes a compulsory basic entry in the enhanced COAL-GEN Europe 2012 online show catalogue: a powerful interactive and searchable online directory which will give buyers access to your information around the clock, 365 days a year.

## BASIC PACKAGE – EURO 395 (COMPULSORY)

- Full contact details
- 35 word company description
- 5 product descriptions and photos

## GOLD PACKAGE – EURO 550

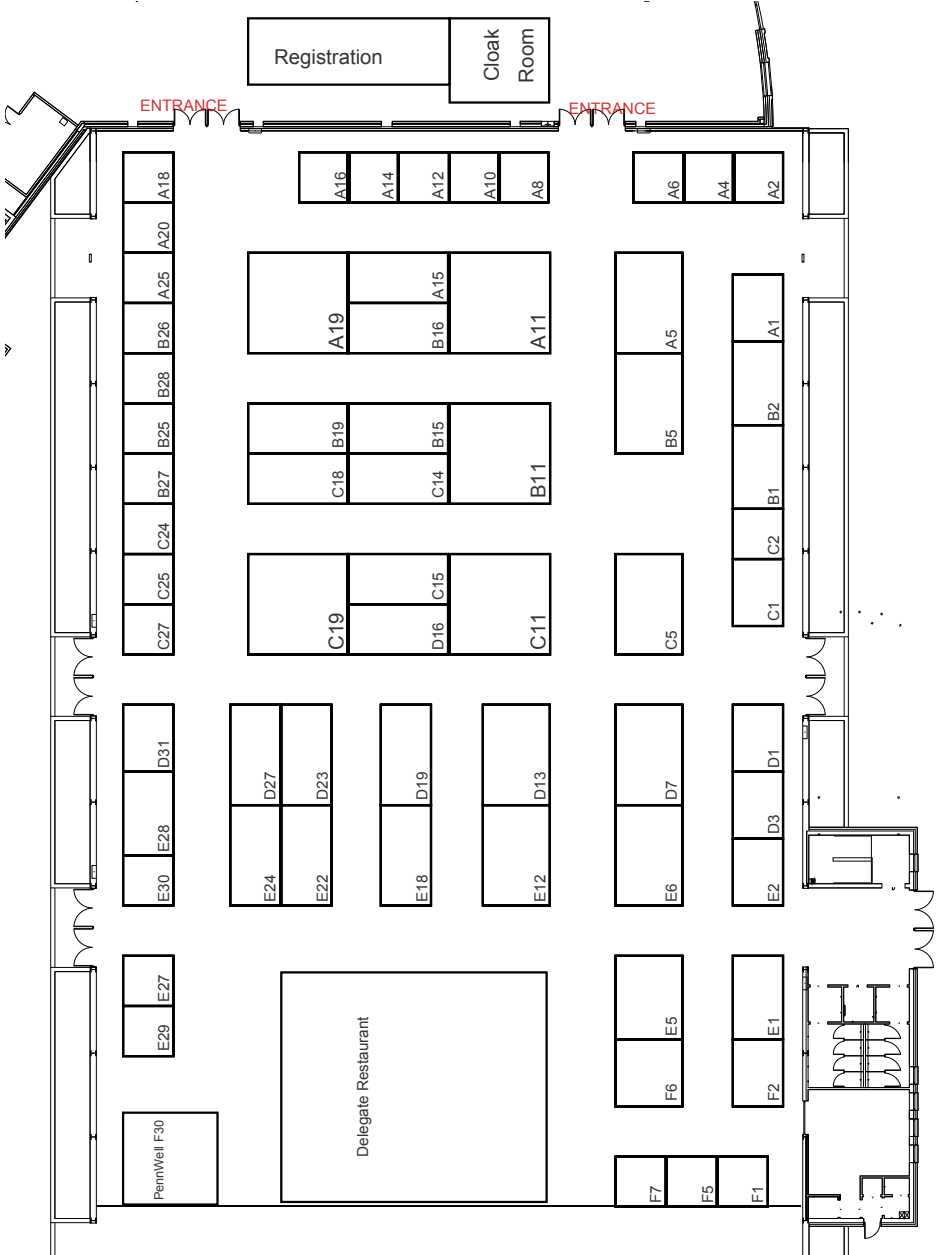
- Full contact details
- 75 word company description
- 7 product descriptions and photos
- Company logo in Show Guide

## PLATINUM PACKAGE – EURO 675

Upgrade your listing to the Platinum Package to enhance search engine hits to your entry, and better results for you:

- Full contact details
- 500 word company description
- 10 product descriptions and photos
- Company logo in Show Guide
- 10 pdf uploads and hyperlinks to your own web pages

# FLOORPLAN





## FURTHER INFORMATION

---

### For exhibition and sponsorship opportunities contact:

Leon Stone  
Exhibit Sales Manager  
International  
T: + 44 (0) 1992 656671  
F: + 44 (0)1992 656700  
E: leons@pennwell.com

Bridgett Morgan  
Exhibit Sales Manager  
North America  
T: + 918 831 9130  
F: + 918 831 9834  
E: bridgett@pennwell.com

### For conference enquiries contact:

Samantha Malcolm  
Conference Manager  
T: + 44 (0) 1992 656619  
F: + 44 (0)1992 656700  
E: paperscge@pennwell.com

On-line Application: Download details of COAL-GEN Europe 2012 at [www.coal-gen-europe.com](http://www.coal-gen-europe.com)

For further information, please complete in English and faxback to +44 (0)1992 656 700

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

Post Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

PLEASE INDICATE

#### I would like more information about:

- Exhibiting at COAL-GEN Europe 2012
- Attending COAL-GEN Europe 2012
- Marketing and sponsorship opportunities at COAL-GEN Europe 2012
- Advertising in the event flagship media publications and/ or the COAL-GEN Europe 2012 Show Guide

COAL-GEN Europe 2012 is a PennWell Corporation event, Please tick the relevant boxes below if you do not want to receive information about:

- COAL-GEN Europe 2012
- Future coal related events
- Other PennWell Corporation events
- Carefully selected third parties