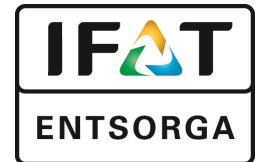




To the Sales Responsible for Germany and Central Europe



## Danish pavilion at IFAT Entsorga exhibition in Munich, 7<sup>th</sup> –11<sup>th</sup> May 2012

Date: 26/08/2011

Building on the successful Danish pavilions at IFAT Entsorga 2010, we take great pleasure in inviting your company to take part in the Danish Pavilions at IFAT Entsorga 2012, supported by the Danish Trade Council.

The IFAT exhibition is one of the largest environmental exhibitions in the world, focusing on water, wastewater, waste and recycling. It addresses primarily purchasers, R&D engineers, technicians/designers and managers within the industry. For more information, please refer to [www.ifat.de](http://www.ifat.de).

In 2010, the Entsorga Waste-exhibition was integrated into the IFAT. This strengthened the waste-side, and was a successful step. In 2012, the waste-to-energy sector is expected to grow even more, and take up a complete hall. In total, the exhibition had 110,000 visitors from 186 countries, and the Danish pavilion-members were very satisfied with both quantity and quality of the visitors.

### EXHIBITORS IN 2010

International:	1,014
Germany:	1,716
Total:	2,730

### VISITORS IN 2010

International:	45,172
Germany:	64,417
Total:	109,589

### The Danish pavilion

In addition to the fact that the costs for participating are lower, when joining a pavilion than when going individually, the participation in the Danish pavilion presents a number of other advantages:

- We take care of all practical issues conc. stand construction etc.
- An **individual** stand area with carpet, furniture, lighting, your company name, as well as a mutual area with depot, tea-kitchen etc. will be ready at your arrival. 220V power, cleaning, garbage, AUMA-fee etc. is part of the offer. Additional furniture/AV etc. can be arranged as desired (own costs).
- Participation at a large stand, which attracts more attention.
- We shall be arranging common transport of goods, and acquiring offers for printing for decoration at stand etc., as well as assist with working out all practical details.
- Our stand personnel will be present during the full event, ready to receive clients and assist you, when you are occupied, assist with verbal translation etc.
- Your company will be presented in the exhibition catalogue, and if needed, we will support you with the registration.

**NB:**  
There will be one pavilion in the "Waste halls", one in the "Water/Sewerage halls", and one in the "waste-to-energy halls"





- Your company will be presented in the German/English Danish Pavilion flyer, presenting your companies and product range.
- We will work on further marketing of your companies in the trade press, sending out press releases, and having a press box.
- You will receive guest tickets to send out to your clients/potential clients.
- An information meeting will be held, where we will a.o. present stand layout and discuss individual requests.
- An official networking dinner will be arranged. You are welcome to invite potential clients (limited number).

We have reserved stand-areas in hall A3 (water), B3 (waste) and in the biogas hall. We will be in close dialogue with the IFAT exhibition management on securing the optimum stand positioning for the best possible exposure. Our area will be distributed on a first-come-first-served basis.

### Hotel booking

We are working on getting rooms in the price range 150-200 EUR. The rooms can be pre-booked by filling out the enclosed booking form, and has to be pre-paid, as there is great demand, and the hotels consequently have tightened their conditions.

### Price and registration

The participation fee is 33.500 DKK ex VAT (based on 8 sqm/company incl. access to joint area at the pavilion). Extra sqm can be ordered at DKK 2000/sqm, or in case of 20 sqm or more at the price of 1600 DKK/sqm. The price is subject to 13 companies participating/stand and 50% support from the Trade Council of Denmark. Costs re. insurance, travel, board and lodging as well as transportation of own equipment to/from the exhibition are not included.

You register by sending the completed and signed registration form to WTC, [iks@wtc.dk](mailto:iks@wtc.dk), fax +45 8762 0400.

As the exhibition area is in great demand, we have to make final commitment very early, and need to receive your registration on Monday **20<sup>th</sup> Sep. 2011 at the latest.**

We are at your service for additional information, and look forward to hearing from you.

Best regards

Ilse Korsvang  
Partner  
WTC ApS

Torvegade 4,  
DK- 8450 Hammel  
Tel: +45 87620400  
Fax: +45 87620404  
[iks@wtc.dk](mailto:iks@wtc.dk)  
[www.wtc.dk](http://www.wtc.dk)



*Re. Danish pavilion in Dubai...  
.. "WTC has made an extraordinary great effort with a much higher service level than I am used to from other joint pavilions at different places around the world".....*



## Preliminary programme



04.05.12 + 06.05.12	WTC starts to build up exhibition stand
06.05.12	Companies arrive at 14.00 p.m and arrange their own equipment
07.05.12	Exhibition and conference/workshops Exhibition opening hours 9:00 a.m – 18:00 p.m
08.05.12	Exhibition and conference/workshop Exhibition opening hours 9:00 a.m – 18:00 p.m  At 20:00 p.m Official dinner for the Danish companies and their guests.
09.05.12	Exhibition and conference/workshop Exhibition opening hours 9:00 a.m – 18:00 p.m
10.05.12	Exhibition and conference/workshop Exhibition opening hours 9:00 a.m – 18:00 p.m
11.05.12	Exhibition and conference/workshop Exhibition opening hours 9:00 a.m – 16:00 p.m
12.05.12	WTC takes care of the dismantling of the stand

The full programme from IFAT organisers is not available yet, - more information on possible extra arrangements will follow.



**IFAT Entsorga 2012, Munich 7<sup>th</sup> – 11<sup>th</sup> May 2012**  
**Binding registration form**



We would like to take part in the Danish pavilion (8 sqm) 33.500,00 DKK

We need extra sqm 2000 DKK \* \_\_\_\_\_ sqm \_\_\_\_\_ DKK

We need extra sqm  
 (from 20 sqm or more) 1600 DKK \* \_\_\_\_\_ sqm \_\_\_\_\_ DKK

Total price \_\_\_\_\_ DKK

We want to be in:  
 "Water/Sewerage hall" \_\_\_\_\_ "Waste hall" \_\_\_\_\_ "Biogashal" \_\_\_\_\_

Contact person: \_\_\_\_\_

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

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

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name and e-mail for participating colleagues:

\_\_\_\_\_

\_\_\_\_\_

Date and signature: \_\_\_\_\_

Name and title \_\_\_\_\_

**Participation fee**

The participation fee is DKK 33.500 ex VAT per company. The price of additional sqm is DKK 2000/sqm ex VAT, in case of 20 sqm or more 1600 DKK/sqm.

This is subject to 13 participants and 50% support from the Trade Council of Denmark. Participation fee is exclusive of insurance, individual travel costs (travel, hotel, food) and transportation of own equipment to/from the exhibition.

Please send your completed, signed registration per e-mail or fax to:  
[iks@wtc.dk](mailto:iks@wtc.dk) / fax: +45 8762 0404.

**Deadline for registration 20<sup>th</sup> September 2011.**

**General terms:**

The Organizers' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond our control. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under the obligation to pay their share of costs already defrayed during preparation, and not covered by co-financing via export promotion funds.

By returning this binding registration form, the company commits itself to paying the cost indicated for participating in the event. Thus the Organizers have a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. All calculations are based on a minimum number of participants. Should this minimum number of participants not register, the Organizers reserve the right to cancel the event. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

Unless otherwise agreed, invoices will be issued as follows: 1) 100% after binding registration, 2) any extra services agreed upon are invoiced after termination of the event. If the invoice for participation is not paid in due course, the Organizers reserves the right to consider the agreement cancelled.

In the event that the representation material sent out by the Organizers indicates that co-financing will be applied for, participating companies are obligated to provide the necessary documentation and other information relevant to co-financing. The participating companies have the responsibility to draw up insurance for their own employees and goods, exhibition and information materials, covering damage incurred in transit or during the event.



# IFAT Entsorga 2012, München 7<sup>th</sup> –11<sup>th</sup> May 2012

## Binding hotel booking

Yes, we would like to book: \_\_\_\_\_ single rooms

At the hotel:

**xxx**

The price is: **xx EUR/night incl. breakfast for single rooms**

The rooms are to be booked for:

Name	06.05.12	07.05.12	08.05.12	09.05.12	10.05.12	11.05.12	Mark here if double

Contact person: \_\_\_\_\_

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

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

\_\_\_\_\_

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name and title

Signature: \_\_\_\_\_

Please return to [iks@wtc.dk](mailto:iks@wtc.dk) fax +45 87 62 04 04 **on 20.Sep. at the latest**

The booking form will be sent to the hotel, who will make the reservation and contact you directly conc. credit card details for confirming the reservation. Thus, each company is responsible themselves for payment towards the hotel.

