



Intersolar 2010

Join Team Australia at the world's largest solar technology trade fair

About this event

Join Team Australia to present a strong image of Australian capabilities at Intersolar 2010 in Munich, Germany. As an international platform for solar technology, the show reflects the dynamic development along the entire value added chain in the areas of photovoltaics and solar thermal technology.

Intersolar brings people and markets together under the guiding principle, "Connecting Solar Business". Trade visitors from over 145 countries have acknowledged that no other event brings together so many decision makers from the industry, trade and commerce with solar industry manufacturers, suppliers, institutes and associations. This year, the show is expected to draw 1,500 exhibitors and 60,000 trade visitors.

Why should you participate?

- Take advantage of the unified "Team Australia" approach to present a strong image of Australian capabilities at the world's most important solar technology trade fair.
- Promote and showcase your company's products and services.
- Network with international buyers and key stakeholders.
- Gain insights into emerging trends and information on the newest research and developments in technology.
- Hear from the industry experts in research and development, politics and the financial sector.
- Have the opportunity to be part of the networking events at the Intersolar conference which runs from 7-11 June 2010.

Important information

- Trade show:** 9-11 June 2010
Conference: 7-11 June 2010
Location: Munich, Germany
Application Deadline: 10 March 2010

Who should attend?

- Australian businesses or organisations active in:
 - photovoltaics
 - solar thermal
 - concentrated solar power
 - concentrated PV
 - research and development
- Clean tech stakeholders





Cost of participation

| Total cost | Direct costs | Austrade service fee |
|---|---|---|
| Exhibitor package A\$1,700 | Direct costs of A\$1,320 include: <ul style="list-style-type: none"> • 16sqm base booth (including booth rental, construction and fit-out) which will be shared amongst all participants. • Space for one pull-up banner or one poster at side/back wall. • Access to one shared meeting table, brochure stand and storage facility. • Marketing of the Australian presence at Intersolar prior to the fair. • Listing in the Intersolar exhibitor directory (print and online). • Two exhibitor passes per participating organisation. | Austrade service fee A\$380 (2 hours at A\$ 190 per hour) includes: <ul style="list-style-type: none"> • Project management of Australian presence at Intersolar including logistics and liaison with show organiser. • Coordination of extensive marketing and promotion of Australian stand participants through Austrade's international network and external channels (media releases, online ads) before and during the show. • Coordination of seminar/networking events and promotion to key contacts in Europe and beyond. |
| <ul style="list-style-type: none"> • The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other. • Flights, accommodation, conference participation and meals are not included in the above package and are at the expense of the participant. • You may also be eligible to claim some of your marketing and promotion costs associated with this tradeshow through the Export Market Development Grant Scheme. For more information, visit www.austrade.gov.au or call 13 28 78. • If you are considering this event or mission, Austrade recommends that you consult 'Smarrtraveller', the Australian Government's travel advisory service, which is available at www.smarttraveller.gov.au. Travel advice is updated regularly on this site. | | |

Additional services – available upon request

- **Customised Austrade services:** Austrade can help you maximise your visit with organising customised meeting programs and assistance. Austrade service fee of A\$190 per hour will apply. Discuss your options further with an Austrade representative. These services can be purchased in addition to your exhibitor package or by itself for those Australian companies wishing to attend and not participate as an exhibitor in Intersolar 2010.
- **Accommodation assistance:** Please advise Austrade on your accommodation requirements. Depending on the level of interest Austrade may organise a group booking. Individual arrangements can be booked via the online portal www.hrs.de. Please note that this cost is not included in the above package and is at the participant's expense.
- **Participation in Intersolar Conference:** Please advise Austrade if you'd like to attend Intersolar Conference (7-11 June 2010). For program updates and participation fees (at this stage, both have not yet been determined by the organisers) please check the Intersolar website (www.intersolar.de).



Apply before 10 March 2010

Apply online at www.austrade.gov.au/intersolar2010 to have our industry specialists assess whether this mission offers opportunities that are well-matched to your business.

In order to provide the highest level of service to delegates, places are strictly limited. If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare for the mission.

For more information on Intersolar 2010 visit www.intersolar.de

Key contacts

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