

## Full Service for Hydrogen and Fuel Cells Exhibitors at the Hannover Fair 2006

Exhibiting—for any company it's an enormous expense that always means stress. Not so at the Group Exhibit Hydrogen + Fuel Cells at Hannover Fair 2006, April 24-28: here Arno A. Evers and his team are fully attentive to the welfare of over 100 exhibitors from 25 countries. Only the best service is good enough: with the Full Service Package the Arno A. Evers Team makes exhibiting as pleasant as possible, allowing exhibitors to concentrate on their presentation and on their contacts with commercial visitors and experts within their particular field.

Again in 2006 the Group Exhibit will bring together more than 100 companies and research institutions from around the world. The high-level exhibiting representatives, such as founders, CEO's, research and development leaders, value the 12 years of experience in exhibitors' service provided by Arno A. Evers and his team year after year.

At the middle point of this service stands Arno A. Evers himself. Over the years he has succeeded in building an international community of researchers, developers and companies in the hydrogen and fuel cells industry. His event at Hannover Fair is worldwide the largest and most international exhibition related to hydrogen and fuel cells.

Of particular notice at the Group Exhibit is the forum—a public discussion platform where each exhibitor presents itself and the highlights of its products. These interviews, moderated by professionals from Canada, the USA, the Netherlands, Germany and the UK, last approximately 20 minutes each. The extensive program with over 100 interviews can be found at [www.fair-pr.com](http://www.fair-pr.com).

On this website extensive documentation—texts, photos, even panoramas and short films—describe all activities of the Hannover Fair. In addition to the Hannover Fair, 100+ international events, where Arno A. Evers FAIR-PR either attended and/or exhibited, are documented on this website...making it a reliable source for anyone interested in hydrogen and fuel cells.

Arno A. Evers FAIR-PR takes on the task of press contact as well: press tours, statements and conferences are just as much a part of their service as are the daily VIP-tours with recognized guests in the fields of politics, research and economy.

It goes without saying that such a comprehensive service includes complete booth building for the exhibitors. During the event the Starberger PR firm provides exhibitors with access to fully equipped offices and conference rooms with video projectors and laptops. For the down-time there is also lounge where exhibitors can take a relaxing break. Storage space is likewise at their disposal and the FAIR-PR Team attends to the daily cleaning of the stands and exhibition area.

Naturally Arno A. Evers FAIR-PR cares for the everyday needs of the exhibitors: 25 hostesses prepare three fresh meals daily for the exhibitors and their guests and even serve beverages to the individual stands throughout the day. Each evening 400 to 500 representatives of these international companies and institutions enjoy dinner together in a casual setting: the central area of the Group Exhibit is transformed into a beer garden with a warm buffet and live music. In the comfortable atmosphere of these Networking Evenings, new ideas are envisioned and new international contacts are made.

To create a pleasant environment that eases the work of the exhibitors as much as possible is the primary objective of the Arno A. Evers FAIR-PR Team. Their success over the past 12 years is demonstrated in the positive feedback on the part of the international exhibitors and trade show visitors. A worldwide unique service!

For further information, contact Tobias Renz, Project Leader.

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