

**VDE**  
KONGRESS  
**2012**  
STUTT GART

# Smart Grid



Intelligent Energy Supply of the Future

**Call for Exhibition**  
**(Technology exhibition**  
**and Career fair) |**  
**Sponsorship**

- November 5<sup>th</sup> – 6<sup>th</sup> 2012
- International Congress Center Stuttgart (ICS)
- [www.vde.com/kongress2012](http://www.vde.com/kongress2012)  
[www.vde.com/smartgrid](http://www.vde.com/smartgrid)

**VDE**

# VDE-Kongress Smart Grid

## Intelligent Energy Supply of the Future



Dr. Rainer Fechner  
Alcatel-Lucent Deutschland AG  
Chairman

One of the most important markets for the future of the IT, electrical and energy industry, i.e. future energy supply, is the focus of the VDE-Kongress 2012 **“Smart Grid – Intelligent Energy Supply of the Future”** from 5<sup>th</sup> to 6<sup>th</sup> November 2012. More than 130 top speakers, over 100 poster presentations, an accompanying technology exhibition and a career fair will be expected by 2000 attendees from Germany and abroad. This congress is the most important German event in the field of smart grids in 2012. The VDE-Kongress 2012 is an excellent information, communication and presentation platform for decision makers and experts from industry, science and politics.

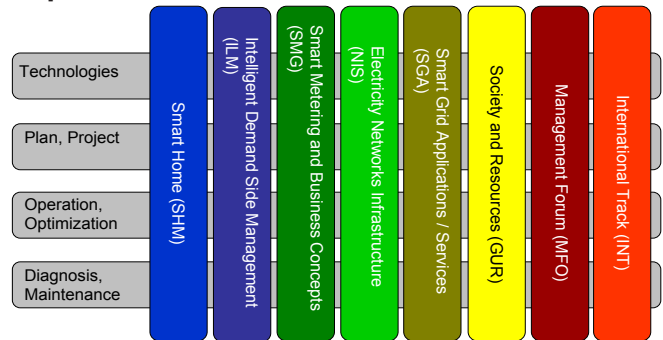
The overall topic of the VDE-Kongress 2012 is “Smart Grid – Intelligent Energy Supply of the Future”. Intelligent electricity supply systems make a major contribution to reaching the EU emission targets and are a prerequisite for further integration of renewable energies. Intelligent power supply improves the distribution of energy and optimizes power generation. Four out of ten companies consulted in the VDE trend report 2011 expect positive cost and price effects. In order for an ideal process building of energy supply and distribution to be established intensive interdisciplinary collaboration of engineers with different subject areas and branches are needed, but often there are only few interfaces. A big challenge is the need of a nationwide working infrastructure which leads to new business models and processes.

In eight parallel sessions and a separate poster session all aspects of smart grids will be presented and discussed.

The following main topics will be covered: Smart Home, Intelligent Demand Side Management, Smart Metering and Business Concepts, Electricity Networks Infrastructure, Smart Grid Applications/Services, Society and Resources. 44 sessions include general presentations and technical lectures on important branches of smart grids. An intensive knowledge transfer is guaranteed. The program includes an international track and a management forum.

We are looking forward to seeing you in Stuttgart

## Topics



The conference language is German; English papers are allowed. One international track will take place (language: English).

### 1. Smart Home (SHM)

Intelligent assistance systems, Ambient Assisted Living (AAL), security technology, building automation, prosumers, electrical load management, standards and safety specifications

### 2. Intelligent Demand Side Management (ILM)

Building facility management, trade and commerce, buildings, e.g. hospitals, industry, standards and safety specifications, data safety and information security

### 3. Smart Metering and Business Concepts (SMG)

Smart meters (multiple metering), meter data management, billing in smart grids, market models & more, standards and safety specifications, data safety and information security

### 4. Electricity Networks Infrastructure (NIS)

Integration of decentralized power supply, quality and reliability of supply, energy storage, storage technology, new technologies in electrical transmission networks, e.g. overlay networks, energy information networks and systems incl. control, optimizing net technology/power supply, different life cycles, standards and safety specifications

### 5. Smart Grid Applications/Services (SGA)

Energy information networks and systems, standards and safety specifications, different life cycles, industrial automation, electromobility, data safety and information security, model regions, model and showcase projects (national, European, international), services

### 6. Society and Resources (GUR)

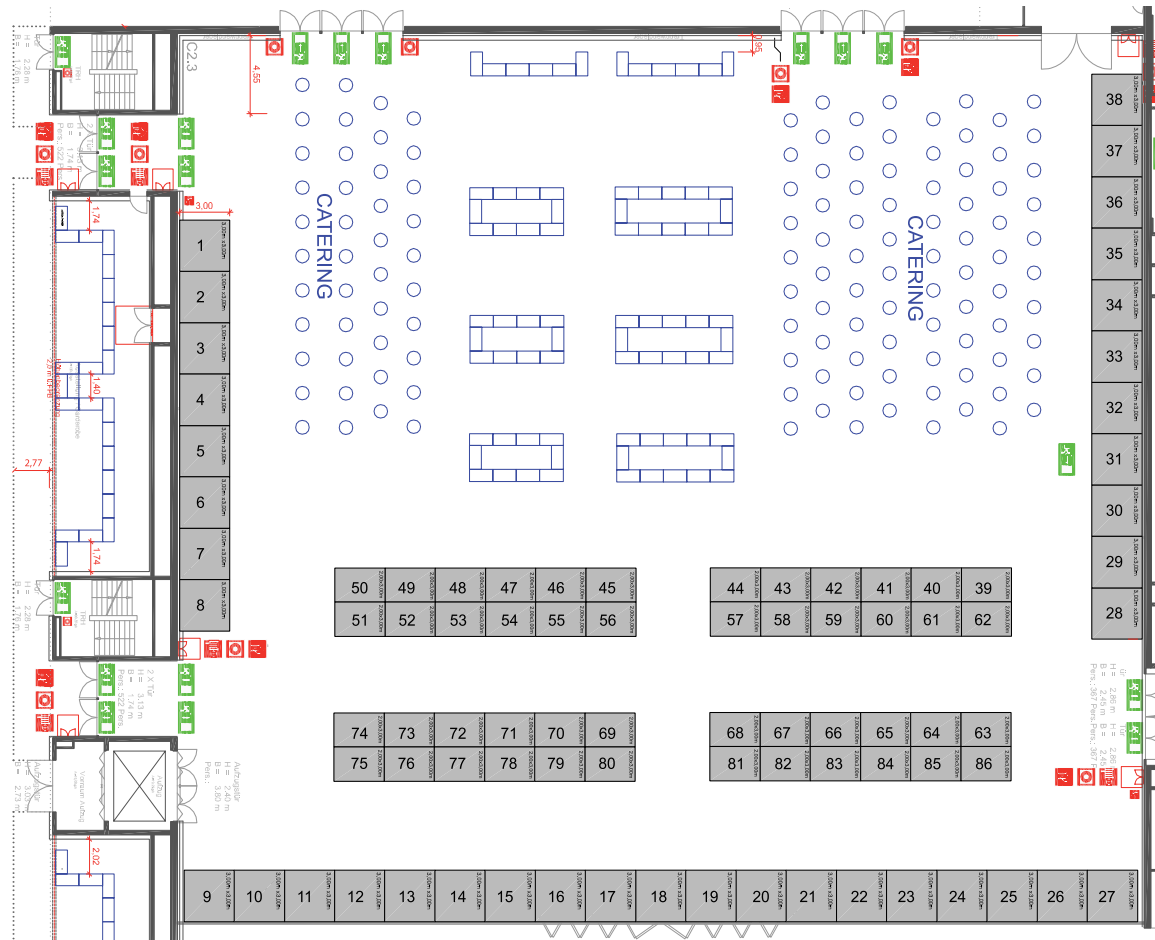
Challenges of the 21st century, solutions for developing and threshold countries, new technologies and materials, regulatory environment

### 7. International Track (INT)

Standardisation mandates on the European level, regulatory and legal environment (Europe), look at US, Asia, Israel

### 8. Management Forum (MFO)

## Layout of the exhibition area at the ground floor of the ICS



**Booth 1-38:**  
The dimension of the exhibition space is 3m x 3m (min. rentable area 9sqm)

**Booth 39-86:**  
The dimension of the exhibition space is 2m x 3m (min. rentable area 6sqm)

The exhibition spaces 75 to 86 are reserved for the Career fair.

## Exhibition

### Technology Exhibition, 5<sup>th</sup> and 6<sup>th</sup> November 2012

With your participation in the technology exhibition from 5<sup>th</sup> to 6<sup>th</sup> November 2012 you will present your developments and services to a broad specialized public. Start ups and scientific institutions as well as established technology companies will meet interested visitors. Don't miss the chance and use this efficient and specialized forum for new contacts.

### Career Fair at the e-studentday, 5<sup>th</sup> November 2012

The know-how of electrical engineers is an important drive for technical development and innovation. At the e-studentday of the VDE-Kongress approximately 600 students and young professionals will attend and discuss technical trends and job-related perspectives. The Career Fair is a platform for companies, potential junior staff members and networking. Use this possibility to present your company at the career fair and get in contact with students and alumnis of technical universities.

## Exhibition area and fees

At the VDE-Kongress 630 sqm netto are available in the congress and exhibition hall C2 closely located to the plenary room. A catering area and a lounge are integrated.

Exhibition spaces are offered as shown below:

*Career Fair (5<sup>th</sup> November 2012 – price is available if booked for 5<sup>th</sup> November only)*

~ 6sqm (2 x 3m) € 154/sqm

*Technology exhibition and Career Fair (5<sup>th</sup> and 6<sup>th</sup> November 2012)*

~6sqm (2 x 3m) € 220/sqm

~9sqm (3 x 3m) € 220/sqm

Prices exclude 19% VAT.

The price includes 2 congress admissions (including congress programme, get together, coffee breaks and lunch breaks). Further personnel can be registered for an extra fee.

For the construction of basic booths we can arrange a contact to an exhibition stand constructor. Additional equipment such as energy supply and furniture can be ordered and will be invoiced separately.

## Cancellation

The following cancellation conditions apply:

- until 24<sup>th</sup> August 2012 refund of total fee minus € 100,- processing costs
- until 28<sup>th</sup> September 2012 50% refund of total fee
- after 28<sup>th</sup> September 2012 no refund

If no notice of cancellation is received, no refund can be made. The Association for Electrical, Electronic & Information Technologies (VDE) reserves the right to cancel any event. In this case, the full fee will be refunded.

## Exhibition Space Allocation

Exhibition space will be allocated on first-come-first-served basis. Only exhibitors sending the signed space booking form will be allocated. The VDE reserves the right to relocate booths if necessary.

## Opening hours

So, 4<sup>th</sup> November 2012: 8 am – 10 pm assembly  
Mo, 5<sup>th</sup> November 2012: 10 am – 10 pm exhibition  
Tue, 6<sup>th</sup> November 2012: 8:30 am – 4 pm exhibition  
Tue, 6<sup>th</sup> November 2012: 4 pm – 7 pm dismantling

## Exhibitor Manual

In order to provide facile orientation for participants an exhibitor manual will be handed to all registrants. Registered exhibitors are asked to send a short text (max. 50 words) about their company and its products as well as their company logo (jpg, tif or eps) until 21<sup>st</sup> September 2012 to [vde-conferences@vde.com](mailto:vde-conferences@vde.com).

## Contact

Please use the attached form for your exhibition space booking and send it to:

### VDE Conference Services

Stresemannallee 15  
60596 Frankfurt am Main  
Telefon: +49 (0) 69 / 6308-275 Ms. Neumann  
Telefax: +49 (0) 69 / 9631-5213  
E-mail: [vde-conferences@vde.com](mailto:vde-conferences@vde.com)  
Internet: [www.vde.com/kongress2012](http://www.vde.com/kongress2012)

## Sponsorship

We encourage all industry and organisation participants of the VDE-Kongress 2012 to be a sponsor. Sponsorship will provide your company with greater visibility to the congress delegates and highlight your standing in the Smart Grid community.

If you are interested in a sponsorship of the VDE-Kongress 2012, of the e-studentday or

the Career Fair please don't hesitate to get in contact with us. We are always happy to discuss your sponsorship requirements and tailor packs to suit your needs.

Contact: Dr. Christian Gross, phone: ++49 69 6308-381 Email: [Christian.gross@vde.com](mailto:Christian.gross@vde.com)

<http://www.vde.com/kongress2012> > Sponsoring

## Organiser

### VDE e.V.

VDE, the Association for Electrical, Electronic & Information Technologies, is one of the largest technical and scientific associations in Europe with more than 34,000 members. VDE members include not only engineers but also scientists, students, technicians, all important businesses in the electrical, electronic and information technology industry, the electrical utilities, federal authorities and institutions. The VDE is represented throughout Germany on a regional basis by 29 regional societies, and is headquartered in Frankfurt am Main.

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Electronic & Information Technologies e.V.  
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<http://www.vde.com>  
Email: [vde-conferences@vde.com](mailto:vde-conferences@vde.com)



# Booking form - Exhibition

## VDE-Kongress 2012

### 5th-6th November 2012, ICS Stuttgart

Please complete and return this form until 22nd August 2012 to:

VDE Conference Services, Stresemannallee 15, 60596 Frankfurt/Main / Germany  
Fax: +49-(0)69 96 31 52 13 vde-conferences@vde.com

Company	Department
Street	
Postcode	City
Phone	Fax
Contact person	
E-mail	

Billing address (if different from address above)

Company

Department/Contact person

Street

Postcode

City

#### ***Exhibition space for Career Fair (5th November only or 5th and 6th November 2012)***

5.11.12 (6m<sup>2</sup>)   
€ 154/m<sup>2</sup> (one day booking only)

5. + 6.11.12 (6m<sup>2</sup>)   
€ 220/m<sup>2</sup>

Preferred space number : \_\_\_\_\_ Alternative space number : \_\_\_\_\_  
(First come-first served!)

#### ***Exhibition space for Technology Exhibition (5th and 6th November 2012)***

6m<sup>2</sup>   
€ 220/m<sup>2</sup>

9m<sup>2</sup>   
€ 220/m<sup>2</sup>

Preferred space number: \_\_\_\_\_ Alternative space number : \_\_\_\_\_  
(First come-first served!)

Prices exclude 19% VAT.

The price includes 2 congress admissions (including congress programme, get together, coffee-breaks and lunch breaks). Further personnel can be registered for an extra fee.

For the construction of basic booths we can arrange a contact to an exhibition stand constructor. Additional equipment such as energy supply and furniture can be ordered and will be invoiced separately.

We point out that the house rules of the ICS Stuttgart are a binding part of this contract during the event.

Signature	City/Date	Company Stamp
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