

Gastech

Conference & Exhibition

UK | ExCeL London | 8-11 October 2012

26TH EDITION

Hosted by

BG GROUP



Power Generation at Gastech 2012

Gastech will take place at the ExCeL Centre, London, in October 2012. Our international audience identified power generation as a primary area of interest when planning to travel to the event. Over the course of 4 days Gastech will deliver the most influential buyers, specifiers and decision makers from the world's leading EPCs, energy companies, plant operators and distributors.

Recent developments have dictated that gas will play an increased role in power generation around the world - especially in Europe - in the coming decades.

"We need more gas. After Berlin's decision [to abolish Nuclear], gas will be a driver of growth..."

Günther Oettinger, EU Energy Commissioner, 30th May 2011.

With increasing commitment from the global community to reduce carbon emission and decarbonise its power generation and move to gas fired power generation, Gastech is now a global event at the forefront for key technology enablers to meet the buyers seeking to harness their products. With over 10,000 visitors attending the show, Gastech is the event to meet the buyers, engineers, specifiers and research & development departments who specify your solutions.

With support from industry associations and publications, as well as a Governing Body comprising of 30 leading gas industry professionals, Gastech is now firmly established as one of the key exhibitions within the Power Generation industry.

Already exhibiting at London 2012 are leading NOC's and IOC's as well as companies such as **Alstom, ABB, Siemens AG, GE Energy Services, Tractebel, Yokogawa Electric, Mitsubishi Heavy Industries, Honeywell, Foster Wheeler, E.ON, RWE, GDF SUEZ** and many more. **Make sure you are there with them...**

Who it serves

Gastech is the industry forum and meeting place for technical professionals within the European power generation and downstream sector. The event serves as a platform for technology providers to meet procurement teams, process engineers, rotation engineers and plant managers from:

- ▶ Producers
- ▶ Utility Companies
- ▶ EPCs
- ▶ Service Companies
- ▶ OEMS
- ▶ CCGT Manufacturers
- ▶ Engineers
- ▶ Contractors

Our high-level audience serves as the ideal environment for your company to forge new business opportunities and build stronger client relationships.

Who should exhibit and why?

If your organisation supplies into the Power Generation sector, manufactures products, you should be exhibiting at Gastech 2012.

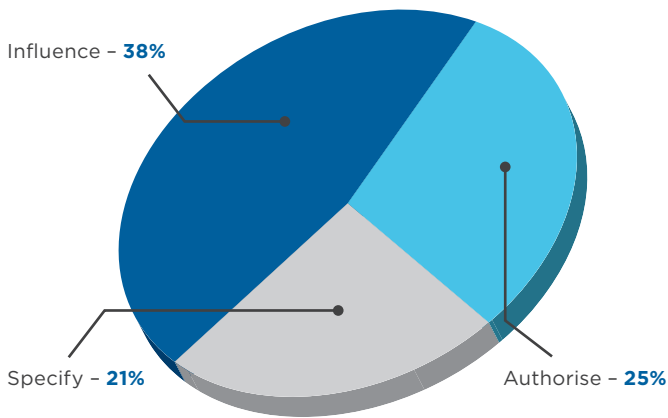
- ▶ Generate new business opportunities and build strategic partnerships
- ▶ Maintain and connect with your existing clients and partners
- ▶ Market and launch your new products to the correct purchasers and decision-makers
- ▶ Bring your brand to life in front of a global audience

Our audience

Our events are highly-regarded as global leaders in their given fields. Gastech has been established for nearly 40 years and the international reach and networking opportunities to meet with the right procurement teams are second to none. Gastech delivers the senior decision-makers that you need to meet to do business at a globally-renowned, market-leading industry event. Based on comprehensive independent research:

- ✓ Gastech conference delegates stated they expected to spend 20% of their annual purchasing budget with power generation equipment & manufacturing exhibitors
- ✓ Three-quarters of the Gastech exhibition visitors were likely to do business with contacts they met at the show, with an average spend of more than \$2,500,000
- ✓ 68% of Gastech's exhibition visitors did not attend any other gas event in the last 3 years

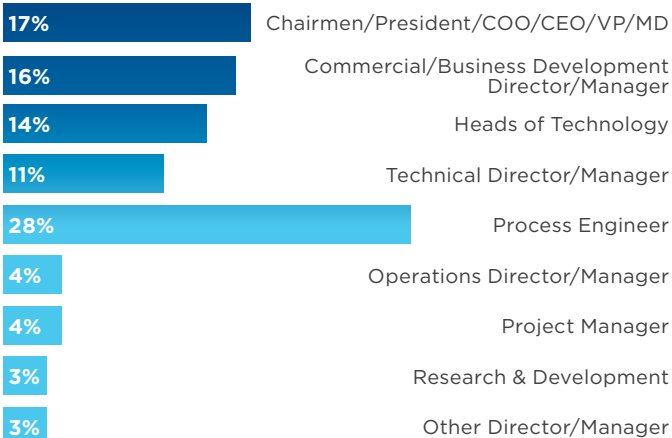
84% of conference delegates have purchasing influence



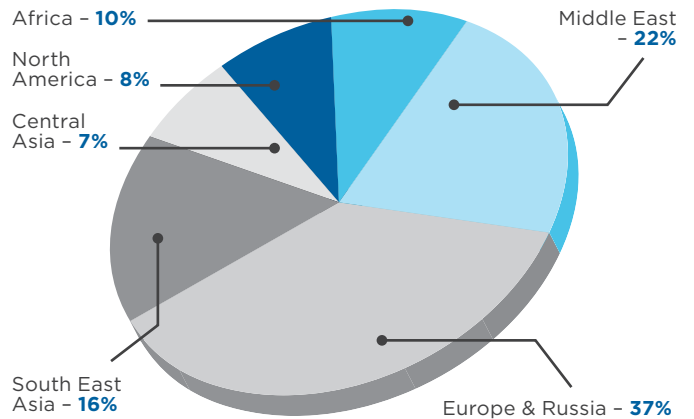
46% of attendees made a purchasing decision as a direct result of their visit

- Found a new supplier
Delegates 29% / Visitors 40%
- Considering purchasing/placing orders
Delegates 14% / Visitors 20%
- Purchased/specified
Delegates 3% / Visitors 5%
- Placed orders
Delegates 3% / Visitors 3%

50% of conference delegates are director level or above



Attendees visited from 75 countries



'Newness' and 'Networking' are key visitor motivators

- Keep up to date with new products/technology - **56%**
- Meet new business partners - **49%**
- Obtain information/literature - **45%**
- Meet existing business partners - **30%**
- Look for innovation - **29%**
- See a specific business supplier - **28%**
- Meet with industry colleagues - **26%**
- Find a specific product/service - **26%**
- Meetings with suppliers/clients/stakeholders - **24%**
- Requested to attend by company - **19%**
- Other - **2%**

Contact Us

Elly Shirkhan, Sales Manager
 Gastech; Power Generation Sector
 T: +44 (0) 203 180 6531
ellyshirkhan@dmgevents.com