

# Offer: Participation in the Baden-Württemberg joint stand

THE LÄND at hy-fcell 2025



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**e-mobil** <sup>BW</sup>

State Agency for New Mobility Solutions  
and Automotive Baden-Württemberg



## I. Trade Fair Profile, Concept & Objectives

The hy-fcell – International Expo and Conference creates an annual meeting place in Stuttgart for the national and international hydrogen community. The trade fair is accompanied by an English-language conference that highlights various key aspects of the hydrogen economy. The hy-fcell Award and the Technical Tours honor innovations and technological highlights from Baden-Württemberg and offer the opportunity to experience them live on-site.

### **Joint Booth by THE LÄND**

The **Joint Booth by THE LÄND** is an opportunity for Baden-Württemberg companies, research institutions, start-ups, clusters and networks, regions and municipalities, as well as other interested parties to participate in hy-fcell 2025 in Stuttgart. Participation in the trade fair is organized and managed by the State Agency for New Mobility Solutions and Automotive Baden-Württemberg, e-mobil BW, and the H2BW platform coordinated by it.

### **Objective**

- Presentation of products and services from Baden-Württemberg companies and research institutions in the field of hydrogen and fuel cell technology
- Presentation of company locations by regions and municipalities
- Presentation of partnerships and international activities by regions and networks from abroad
- Location marketing for Baden-Württemberg as a business and technology location



## II. Service Package for Co-Exhibitors

As a co-exhibitor at the Baden-Württemberg joint booth, you enjoy the following benefits:

- You exhibit under your own name and enjoy all the rights of an official exhibitor at the trade fair
- You benefit from increased attention due to the stand size
- You can concentrate on your product and service presentation and your customers
- We reduce your organizational effort to a minimum

### Specific services per co-exhibitor:

- Rental of stand space from the organizer, including marketing and AUMA fees
- Development and printing of a graphic display with your company logo
- Complete stand construction, including assembly and dismantling
- Stand space including high table, bar stools, and screen
- Infrastructure
- Meeting tables for shared use for customer meetings
- Electrical connection
- Basic food and beverages
- Catering service
- Stand cleaning
- 2 exhibitor badges
- Unlimited free day passes

### Advertising and public relations

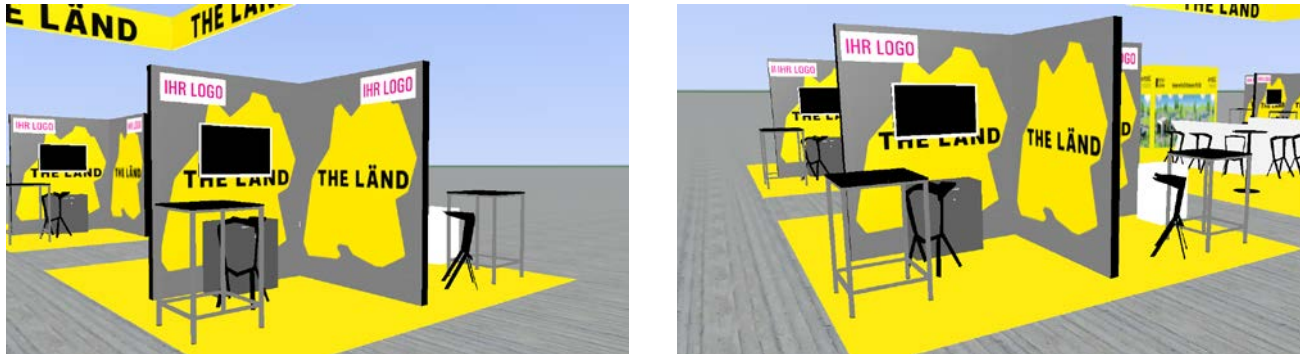
- Invitations to the booth for associations, foreign delegations, state politicians, and press representatives
- Social media coverage of the trade fair presence, as well as pre- and post-event reporting



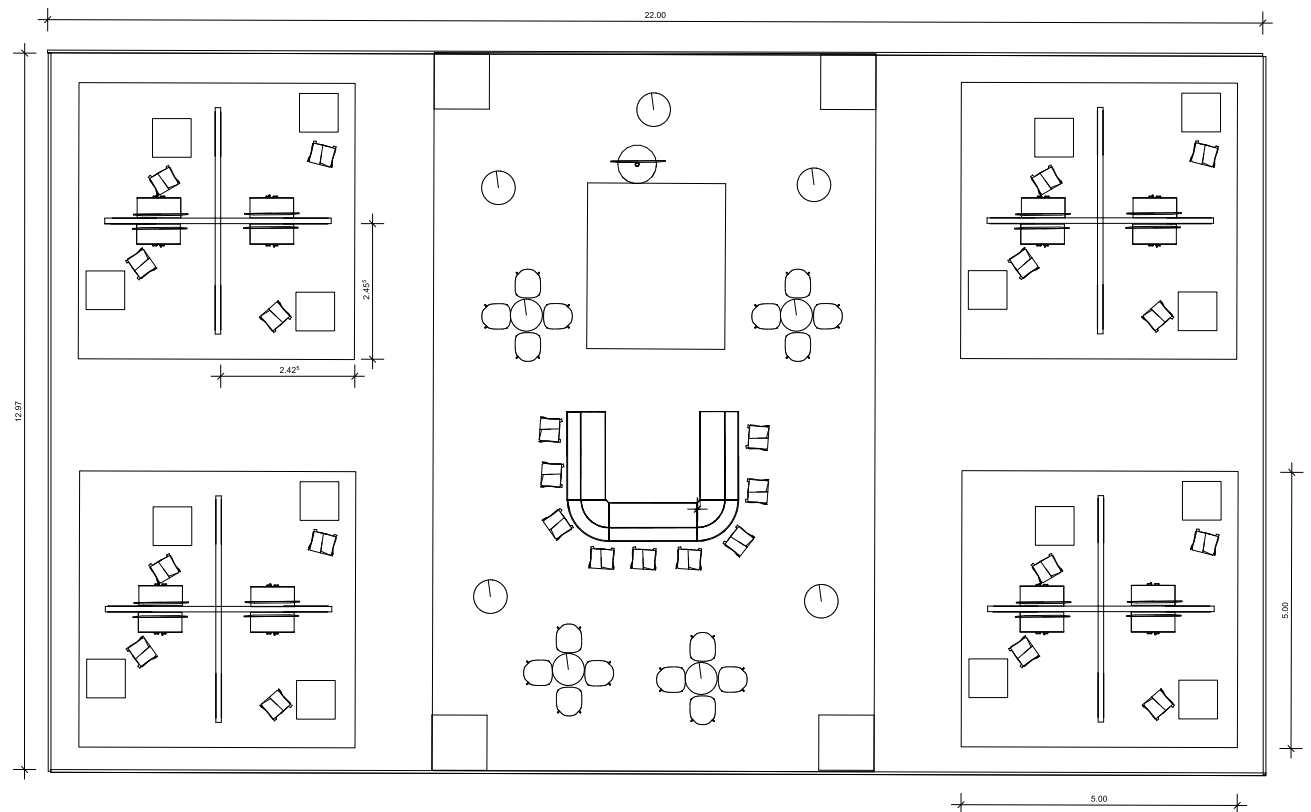
## Preliminary stand design

The stand design has good visibility for the Baden-Württemberg location thanks to the well-known THE LÄND branding. We reserve the right to customise the layout according to requirements and make any necessary adjustments to the design.

THE LÄND joint stand:



Floor plan:



## Joint stand with max. 16 co-exhibitors

Each co-exhibitor on the joint stand will be allocated one stand space, which includes the following:

- Stand space of 6 m<sup>2</sup>
- 1 graphic display board for logo illustration
- 1 x high table, 1 x bar stool with lockable cabinet
- 43' screen

### III. Costs and registration

Your investment in a successful trade fair appearance at the Baden-Württemberg joint booth is:  
**€1,950 (net plus VAT) for the service package described above.**

The e-mobil BW team looks forward to your registration as a co-exhibitor at hy-fcell 2025. Registration is only possible via email, directly to our responsible event agency.

#### Contact for Registration

Alexander Rube  
mmi-productions  
Agentur für Markeninszenierung  
E-Mail: [ar@mmi-productions.com](mailto:ar@mmi-productions.com)

#### Limited spaces:

All registrations will be considered in the order they are received.

**Registration  
deadline:  
23 June 2025**

### IV. Data Protection

Your data will be processed and stored electronically in compliance with statutory data protection regulations until you revoke your consent. It will be used for the preparation, organization, and implementation of the above-mentioned event and passed on to third parties responsible for parts of the organization, such as the main organizer of the trade fair, the implementation company, graphic agencies, etc. Information on data processing by e-mobil BW GmbH can be found in our [privacy policy](#).

### V. Contact

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President: Franz Loogen

Chairman of the Supervisory Board: Winfried Hermann MdL, Ministry of Transport Baden-Württemberg

Registration Court: Stuttgart Commercial Register, registration number HRB 732997

Information duty in acc. with Art. 13 and 14 GDPR

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