

U.S. Pavilion

At POWER-GEN Europe 2014

June 2-5 in Cologne, Germany



Frequently Asked Questions

When and where will the U.S. Pavilion exhibit take place?.....	2
What is the advantage of exhibiting at the U.S. Pavilion?.....	2
What is included in the U.S. Pavilion?	2
How do I know if my company is eligible to participate?	2
How does the registration process work?	2
How much will it cost and how do I pay?	3
How many company representatives are included?	3
What is the difference between “open” and “premium” space?.....	3
How does this price compare to the cost of renting my own space at PGE?	3
What is the deadline for pre-registration?	3
How do I incorporate my company’s materials into the exhibit?	3
What sort of on-site assistance can I expect?.....	3
Will I get help with travel and lodging?	3
How can I reach the organizers of this event?.....	3

When and where will the U.S. Pavilion exhibit take place?

The U.S. Pavilion exhibit will take place at POWER-GEN Europe 2014, **June 3-5, 2014**, in Cologne, Germany. Our program begins with a pre-show ice-breaker on June 2nd. For more information on the show, as well as a closer look at the conference venues, please visit: <http://www.powergeneurope.com/index.html>

What is the advantage of exhibiting at the U.S. Pavilion?

For a very modest price, you get the service and exposure otherwise reserved for the big guys: a beautifully realized and fully catered exhibit space with receptions and events in a prominent location, language assistance, and an on-site team to support you with every aspect of the process, from pre-show promotion to hotel reservations.

What is included in the U.S. Pavilion?

Exhibitors at the U.S. Pavilion will be provided with the following:

- Individual furnished booth space at the fully staffed and catered U.S. Technology Pavilion
- Open and premium both space is available
- Premium space includes a 3x3m booth with graphics, a literature display, and table/chairs along the outer perimeter of the pavilion
- Open space includes a dedicated area, graphics, a literature display, and a table/chair around the outer perimeter of the pavilion
- Daily receptions and events at the pavilion to which you can invite your contacts
- Translation/interpretation service at the pavilion
- Pre-arranged meetings with trade specialists on staff in your top target markets
- Access to individual meeting rooms
- Pre-show promotional outreach in your top target markets
- Pre-show briefing in Vienna
- Know before you go webinar several days before the event
- On-site program coordinators
- Assistance exploiting available federal, state and regional export promotion grants to help finance your participation
- Hotel rooms blocked at special rate

How do I know if my company is eligible to participate?

In order to participate in the Power Executive Program, your company must be registered for business in the United States or, if registered elsewhere, be owned at least 95% by a U.S. entity. In addition, the goods, technology and/or services offered for export must be produced in the United States or have a minimum of 51% U.S. content.

How does the registration process work?

Registration takes place in two steps. First, we ask that you pre-register online no later than February 14, 2014. Once your eligibility has been confirmed, we will contact you for further information about your objectives and top target markets. Your registration becomes valid after full payment of the participation fee. Click [here](#) to pre-register now.

How much will it cost and how do I pay?

The program fee is \$7,200 for standard space and \$9,800 for premium space. We prefer to take payment using a major credit card; however, we can also accept payment by check. You will receive a participation agreement via e-mail, which you will be asked to verify and return. Upon processing of your payment in full, you will be sent an electronic receipt.

How many company representatives are included?

Each participating company is permitted one representative within the program fee. Additional representatives can be registered for an additional fee of \$500 each.

What is the difference between “open” and “premium” space?

Both open and premium space include dedicated space along the outer perimeter of the pavilion and full access to all the advantages thereof, including integrated graphics, seating, invitations to all pavilion events and receptions, catering, language assistance, etc. While open space participants will share a larger, open space, premium participants each have a 3x3m² booth for their exclusive use.

How does this price compare to the cost of renting my own space at PGE?

The price compares favorably. The least expensive option for an independent 3x3m² booth with a basic shell-scheme direct from the show organizer is approximately \$8,600. If you would like to pursue this option, please visit the [PGE website](#).

What is the deadline for pre-registration?

The deadline for pre-registration is February 14, 2014.

How do I incorporate my company’s materials into the exhibit?

After registration is complete, we will send detailed instructions to participating firms regarding the submission of literature and materials. You will have some flexibility in the furnishing and set-up of your part of the pavilion, and additions are available at cost.

What sort of on-site assistance can I expect?

This event will be fully supported by the U.S. Department of Commerce. Our staff will be at the conference venue to staff the exhibit, make sure all program elements run smoothly, facilitate meetings, and help participants with any questions.

Will I get help with travel and lodging?

We have blocked hotel rooms at a special rate for your convenience, and we can help you with any questions that may arise concerning your travel.

How can I reach the organizers of this event?

Inquiries can be addressed to Bettina Capurro in Munich, Germany (Bettina.capurro@trade.gov), or Jason Sproule in Irvine, California (jason.sproule@trade.gov).