

APPrO 2009

The 2009 Power Networking Centre presented by APPrO and OSEA

10 Great reasons to exhibit at the APPrO 2009 Power Networking Centre

1. Capitalize on access to largest concentration of generators in Canada
2. Meet new prospects in a networking positive atmosphere
3. Build relationships with existing customers
4. Showcase your products and services
5. Check out the competition
6. Discover new market niches to target
7. Save time and money – network at two events at one place and time
8. Boost your profile with a highly specialized market
9. Explore a myriad of potential partnerships from a complete spectrum of prospects
10. Enjoy a full turnkey package – show up and set up – it's all included!

We Are Power!

Exhibitor Prospectus & Registration Information



Metro Toronto Convention Centre,
South Building

November 16 - 18, 2009, Toronto,
Ontario

APPrO 2009

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APPRO 2009

Dear APPRO 2009 Exhibitor:

The 2009 Power Networking Centre (part of APPRO 2009, the 21st Annual Canadian Power Conference, November 17 & 18) is presented by APPRO in co-operation with the Ontario Sustainable Energy Association ([OSEA](#)), and co-located with the 1st Annual OSEA Community Power Conference (November 15 & 16). The 2009 Power Networking Centre will be a meeting ground, serving both conferences.

Between the two conferences and the trade show, visitors will experience and exhibitors will be exposed to the full gamut of buyers and prospects from all power technologies in Ontario's electricity market. In total, four days of exceptional networking and information sharing opportunities are available, with several package offerings and a-la-carte options to help you to get the most out of this one-of-a-kind event.

Now in our 21st year as the leading annual event in the Canadian power generation industry, APPRO 2009 together with OSEA, an organization representing a substantial segment of community-oriented renewable energy project developers, present you with the best opportunity to gather valuable contacts, nurture existing relationships, and build new ones in this highly specialized and growing market.

The APPRO 2009 Power Networking Centre will feature some of the latest entrants and most active players in the power generation business. Breaking all current records last year, we anticipate attendance of over 1,000 delegates, and more than 70 exhibitors, along with significant media and public attention. This year's show has all the benefits of leading-edge exhibits and great contact-building, but also includes much more:

- More than 70 exhibitors displaying the latest in technology and services for the power industry
- Cyber Cafés to help you stay connected
- Live presentations in the Sponsored Presentation Café

- Networking lounge areas – hubs of activity for anyone developing business in the field
- An audience that includes the most informed and engaged participants in the Ontario power business
- Renewable power developers focused on the new FIT opportunities

The Sponsored Presentation Cafe, located inside the Power Networking Centre, is especially designed to bring energy professionals up to date with cutting edge technical developments and highlight the most promising upcoming business prospects. It's an opportunity you will find nowhere else - to learn what's coming next in the energy sector, develop business contacts and meet key players to move your plans forward.

We expect to be sold out well before the reservation deadline – and space is limited - so reserve your spot now to avoid disappointment! Each booth is in an ideal location, with excellent sight lines and traffic flow in all directions. The layout evokes the sense of a friendly gathering, a meeting place where ideas and business are discussed – a relaxing break from the sessions. Six sponsored Networking Lounges and two Cyber Cafes located in diverse parts of the hall will provide ample space for networking and close contact with the exhibitors. Your complete turnkey booth package includes:

- Pipe & drape frame with 8' rear & 3' side rails where indicated (installed)
- One (1) six foot white draped table, two (2) side chairs & waste basket
- Electrical power (800 Watt, 120 volt duplex outlet, approx. 6 amps)
- One (1) all-access conference session pass, including one (1) conference banquet ticket
- Company listing in the Power Networking Guide and the APPRO 2009 website

- URL link to your Web site home page on the APPRO 2009 website
- Unlimited passes for your guests and staff in the Power Networking Centre
- Unlimited access to Presentation Café sessions and presentations
- Six Networking coffee breaks, two lunches & reception in the Power Networking Centre
- Six sponsored Networking Lounge areas, two sponsored Cyber Café kiosks

On behalf of our members, the APPRO 2009 Conference Committee, APPRO and OSEA staff, and all the people who help us make this event one of the finest in the industry, we invite you to join us at the Metro Toronto Convention Centre this November 16 - 18.

See you at APPRO 2009!

Carole Kielly

Marketing Manager
carole.kielly@appro.org

updated September 15, 2009

APPrO 2009

Exhibitor Registration & Order Form

**APPrO 2009, 21st Annual Canadian Power Conference & Networking Centre,
November 16 - 18, 2009 Metro Toronto Convention Centre, South Building, Toronto, Canada**

Please note: all orders for APPrO 2009 must be pre-paid. Non-payment prior to start of conference may result in cancellation of registration and/or a higher Exhibitor registration fees. Please ensure that all information is complete before submitting this form.

Exhibiting company full name: _____

Sharing a booth with another company? No __ Yes __ . **Sharing Company name:** _____

Exhibitor physical address: (City: Prov./State/Country/Postal or Zip)

Mailing address (if different from above):

Tel: _____ Fax: _____ e-mail: _____

Contact for exhibit arrangements: _____

Title: _____

Tel: _____ fax: _____ e-mail _____

(NOTE: Above person will receive all correspondence regarding APPrO 2009 Power Networking Centre)

Signer's full name (please print): _____

Title: _____

Signature: _____ Date: _____

Power Networking Guide - Company Listing Information

(Please submit only the name of the sales contact you would like to have listed in our Power Networking Guide – this person will not be billed)

Company Name _____

Address _____

City/Prov/St/PC/Zip _____

Line of Business _____

****Important Note for Power Pack subscribers: Please attach an extra page for the additional text in your enhanced listing and forward your logo in the appropriate format to carole.kielly@appro.org. Please see our website for graphic specification information (<http://conference.appro.org/>). Materials deadline – September 23.**

Contact _____

Phone _____ e-mail _____ Web site address (url): _____

Exhibitor Registration information continued on next page

APPrO 2009

Complimentary Conference and Guest/Staff Pass Registration Form

Please complete this form fully. Incomplete forms will not be returned for processing and may cause needless delays in processing your registration.

Full Complimentary Conference Registration (one per booth):

Name: _____
Title: _____
Company: _____
Address: _____
Phone: _____ Fax: _____
e-mail: _____ URL: _____

Power Networking Centre Booth Staff Passes (unlimited):

Staff/Gues Pass 1:

Name: _____
Title: _____
Company: _____
Address: _____
Phone: _____ Fax: _____
e-mail: _____ URL: _____

Staff/Guest Pass 2:

Name: _____
Title: _____
Company: _____
Address: _____
Phone: _____ Fax: _____
e-mail: _____ URL: _____

Staff/Guest Pass 3:

Name: _____
Title: _____
Company: _____
Address: _____
Phone: _____ Fax: _____
e-mail: _____ URL: _____

** Staff passes entitle holders to unlimited Power Networking Centre entry and all food services on the Power Networking Centre floor. See page 10 for more details on staff and guest passes. Banquet tickets are sold separately – please [click here](#) to download the ticket order form from our website.*

Exhibitor Registration information continued on next page

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All prices are in Canadian Dollars. (See Page 12 for a copy of the generic floor plan - please make sure to check [online](#) to view the up to date floor plan and ensure availability of your preferred locations).

“EXHIBITOR POWER PACK” - SPECIAL VALUE for Exhibitors
only \$500 (valued at over \$1,500) – materials deadline September 23

- Enhanced company listing with logo in APPrO 2009 Power Networking Guide
- ¼ page **b & w advertisement** in APPrO 2009 Power Networking Guide (*upgrades available*)
 - Web banner with link on APPrO 2009 website
 - Delegate bag insert*
- 10 MB of promo space on the APPrO 2009 Conference Proceedings (*upgrades available*)

**Click here for standards and specifications or go to Exhibitor’s page at <http://conference.appro.org/conference2009>.*

Booth Reservation	Location Preference(s)	Price	Order
_____ booth(s) (10'x10' per booth)	1 st choice: _____ 2 nd choice: _____ Best available: _____	to Aug 31 – \$2,595 per post Aug 31 - \$2,795 per	\$ _____

Banquet	Description	Price	
- Banquet ticket	One (1) ticket	# _____ @ \$295	\$ _____
- Banquet table sponsorship	Ten (10) seats + recognition	\$3,495	\$ _____

Networking Guide Advertising			
- Enhanced Guide listing	Logo, 75 wd Par. + contacts	\$250	\$ _____
- Networking Guide ad	¼ page, 4C	\$638	\$ _____
- Networking Guide ad	½ page, 4C	\$895	\$ _____
- Networking Guide ad	Full page, 4C	\$1,495	\$ _____
	<i>*please enquire with Marketing Manager for b & w rates</i>		

Multi-Media			
- Web banner with link	Run Of Site July thru Dec. 31	\$540	\$ _____
- Promotional Material on Conference Proceedings CD-ROM	10MB (content subject to APPrO approval)	\$199	\$ _____

Corporate Identity			
- Co-branded delegate gift (one per company)*	inserted into conf. bag	\$500 + cost of gift	\$ _____

Conference bag insert*	one page (maximum 2 sides) print material	# _____ pgs. X \$150	\$ _____
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**call for details on bag inserts*

Contact for marketing arrangements	Sub Total \$ _____
_____ Telephone	5% GST \$ _____
_____ E-mail	Total \$ _____

Payment details follow on next page.

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Payment Details

Method of payment: (please circle one)	Visa	MasterCard	AMEX	Invoice	Cheque Enclosed
Card # _____	Security Code # _____				
Name on Card _____					
Exp. Date _____			Signature _____		

By signing and submitting this form, Exhibitor agrees that this payment is non-refundable except as described in Section 1 (below). If payment does not accompany this form, Exhibitor agrees to pay within thirty (30) days of submission of this form. Exhibitor's signature above signifies that Exhibitor has read, understands, and agrees to be bound by all the terms and conditions on this form.

For use by Show Management only:

Date received: _____ Amount received: \$ _____ Amount due: \$ _____

Customer #: _____ Booth assigned: _____

Approved by: _____, APPrO

Terms & Conditions

1. Cancellations & Refunds. In the event that Exhibitor wishes to cancel their registration, Exhibitor may make a written request and Conference Management may grant a cancellation, provided; (i) Conference Management is not required to refund any portion of moneys previously paid. (ii) if Exhibitor's cancellation request is received before the final cancellation date (October 2, 2009), Exhibitor agrees to pay a cancellation fee of 50% of total order before such cancellation will become effective. (iii) if Exhibitor's cancellation request is received after the final cancellation date, Exhibitor agrees to pay the total order fee based on the original registration application (above). (iv) Table Sponsorship cancellation fee is 50% of total price through October 26, 2009. No cancellations will be accepted after this date and after this date the sponsor is liable for full amount of table sponsorship.

2. Transfer or Change of Registration. If Exhibitor requests a transfer or change of their registration, Conference Management will use its reasonable best efforts to accommodate the Exhibitor. All transfers and changes must be requested in writing and addressed to APPrO at the address below. All transfers and/or changes must be received before October 2, 2009. No transfers or changes to Exhibitor registration will be accepted after that date.

3. Liability. Neither Conference Management nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Exhibitor or Exhibitor's property, from any cause whatsoever. The rights of Conference Management shall not be deemed waived at any time.

4. Recording and Soliciting. Exhibitor is prohibited from recording proceedings or taking photographs of exhibits (except Exhibitor's own booth) or other aspects of the Conference, without Conference Management's prior written approval. Exhibitor is prohibited from distributing literature, souvenirs, or other items outside their assigned booth area unless Exhibitor has obtained Conference Management's prior written approval.

5. Use of Data. APPrO routinely publishes lists of exhibitors and conference attendees showing the name and affiliation but not contact information. APPrO will occasionally use the contact information supplied by registrants to keep them informed of related events and opportunities. APPrO does not remarket contact information supplied by attendees. All data is treated in accordance with APPrO's privacy policy which is available on request from APPrO.

6. Other Matters. All matters not expressly covered in the Agreement are subject to the reasonable decision of the Conference Management, whose decision shall be final.

End of exhibitor registration form – payment information on next page

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Payment Information

All orders, including advertising and marketing products/services must be paid in full within 30 days of your reservation.

If payment is not received within 30 days, your reservation may be cancelled and the location you selected may be offered for sale. To avoid disappointment and secure the location you desire, please ensure full payment is enclosed with your order. For your convenience APPrO accepts the following major credit cards:

- VISA
- MasterCard
- American Express

If you prefer we can take your credit card information over the phone and confirm your location almost immediately. For those who would like to be invoiced, please indicate this preference on the Exhibitor Registration form.

All prices are \$CDN. *Non-Canadian Exhibitors are asked to make payment by credit card or by forwarding a bank draft in Canadian Funds.* Please check our website for details regarding the new Foreign Convention and Tour Incentive program from Canada Customs and Revenue Agency, which replaces the previous GST/HST Visitors Rebate program.

Please send your completed registration form and payment to:

APPrO 2007
25 Adelaide St. E.
Suite 1602
Toronto, ON
M5C 3A1

Or register by any of these methods:

Phone: (416) 322-6549, ext. 222
Fax: (416) 481-5785

e-mail: carole.kielly@appro.org
Web site: <http://www.appro.org>

Booth Assignment and Confirmation

On the order form (above) there is space to select your preferred location. Please indicate your first, second or best available choice so that should your first or second choice be spoken for, we can place you in the best location available. Locations are assigned on a first-come, first-served basis. Once your payment is received, your booth will be officially recorded and confirmation will be sent to you via e-mail or fax.

A layout of the Power Networking Centre floor plan is available on page 12 of this document, or download the pdf from our website. These documents are for reference only – only the [online](#) floorplan has up to date information. For the latest APPrO 2009 information, please check the APPrO 2009 website at <http://conference.appro.org> or call our Sales and Marketing Department at (416) 322-6549 ext. 222 for personal assistance.

Official Suppliers

Once you are confirmed as an exhibitor, your name and contact information will be passed on to our Official Suppliers who will be able to provide you with furniture, equipment, internet and other services to make your time at APPrO 2009 a success. A list of APPrO 2009 official suppliers is included below and

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on our website. Please visit the MTCC Exhibitor Services web page for more information:
<http://www.mtccc.com/exhibitors/exhibitorservices.cfm>.

IMPORTANT NOTICE- Telecommunications (internet, telephone etc.), parking passes, booth cleaning (including garbage service), extra power and lighting, AV equipment and service, additional furniture, signage, sign hanging and mechanical and labour services are not included in the APPrO 2009 turnkey exhibit booth package. Separate forms must be completed for each of the services listed above. Please see our Official Suppliers section below or online at our Official Suppliers page for contact information to obtain these services. As well, all exhibitors are required to complete and submit the Fire Form in the Metro Toronto Convention Centre Show Exhibitor Package. You can download the complete package from the MTCC at <http://www.mtccc.com/exhibitors/forms.cfm>. This package also contains order forms for Internet, telecommunications, parking and additional food & beverage as well as information on fire regulations, building codes, vehicle marshalling and area maps.

Supplier Contact Information

Convention Site Host

MTCC – Metro Toronto Convention Centre
255 Front Street West, Toronto, M5V 2W6
info@mtccc.com
- Main Office Tel 416-585-8199
- Dock Office/
Vehicle Marshalling 416-585-8345
- Security Office 416-585-8160
- Main Office Fax 416-585-8224
- Exhibit Services Fax 416-585-8388
- Security Dept Fax: 416- 585-8199
Website: <http://www.mtccc.com>

Show decorator & general contracting

GES Canada *
Company Info Tel: 905-283-0500
mtcc@gesexpo.com
GES Representative Tel. 416-589-0911
coordination@mtccc.com
Website: http://www.gesexpo.ca/01_toronto/03/

Customs brokerage and transportation

Livingston Event Logistics *
Heather James, Event Coordinator
40 University Ave., Suite 400
Toronto, ON M5J 1T1 CANADA
Bus: 416-585-8227 Toll: 800-665-4628
Fax: 416-591-8589 Cell: 416-561-7779
hjames@livingstonintl.com
Website: <http://www.livingstonintl.com>

Professional security service & surveillance

Target Investigation & Security
MTCC Office Tel. 416-585-8200 or
416-498-6910
Website: <http://www.targetprotection.com>

Audio Visual Solutions

AVW - TelAV
info@avwtelav.com
Order online:
http://www.avwtelav.com/Web_CA/online_orders/exhibitor_form.cfm
Website: <http://www.avtelav.com>

Electrical/mechanical, production, staging

SHOWTECH Power and Lighting *
Mandy Hawerchuk, CSR
Office Tel. 905.283.0550
Direct Tel. 905-283-0565
Fax: 905.283.0551
e-mail: mhawerchuk@showtech.ca
Website: <http://www.showtech.ca>

Visitor accommodations

Fairmont Royal York Hotel, Toronto, ON
Special APPrO Delegate rate: \$ 189.00
Code: GAPP09
[Online Reservation Link](#)

***Check on the [Official Supplier Page](#) of our website for downloadable order forms and website links.**

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Cancellation Policy

Cancellations must be received in writing on or before **October 2, 2009**. A cancellation fee of 50% of the total price of your order may apply. Cancellations received after **October 2, 2009** will not be refunded and the exhibitor shall be responsible for full payment of all goods and services ordered whether or not the exhibitor uses these products and services. Please review full details on page 7 of the prospectus. Official show suppliers may have different cancellation policies than APPrO. Please consult with each supplier for terms and conditions.

Staff and Guest Passes for the Power Networking Centre

APPrO 2009 is offering its exhibitors unlimited Power Networking Centre passes for booth staff and invited guests. You can register a guest or staff person by clicking here to download the [Guest Registration form](#), which you can complete and fax back to us at 416-481-5785. Passes can only be produced upon submission of the registrant's name and contact information. Your Staff and Guest passes will be available at the registration desk upon arrival.

Set up and Tear Down

Exhibitors may begin moving in and setting up their displays in **Hall G, South Building**, Metro Toronto Convention Centre on **Sunday, November 15, 2009** at 10:00 am. There will be official supplier help desks located inside the Power Networking Centre to assist you with your requirements.

Tear down begins at 3:45 pm and ends at 7:00 pm on Wednesday, November 18, 2009. APPrO and the MTCC are not responsible for exhibit materials not removed by 6:00 pm, Wednesday, November 18, 2009. The MTCC advises its practice is to dispose of exhibit materials remaining after that time unless alternate arrangements have been made in advance.

APPrO Contact information

Below are the contact names and numbers for the **APPrO 2009 conference team**. Please contact directly the individual who can best address your needs.

APPrO Main Office Number - (416) 322-6549

Power Networking Centre and Sponsorship Sales & Marketing - Carole Kielly, ext. 222, carole.kielly@appro.org

Delegate Registration, Accounts Receivable - Soraya Rivera, ext. 223, soraya.rivera@appro.org

On-site Logistics, Presentation Management, Accounts Payable - Karla Martinez, ext. 228, karla.martinez@appro.org

Conference Programming & Speakers – Jake Brooks, ext. 229, jake.brooks@appro.org

APPrO 2009

Key Exhibitor Dates & Times

August 31, 2009 (extended!)

- Early bird Exhibitor registration closes – save \$200

September 1, 2009

- Early bird Delegate registration closes – save \$200

September 23, 2009

- Exhibitor listing information deadline for the APPrO 2009 Power Networking Guide

September 25, 2009

- Advertising reservation deadline for the APPrO 2009 Power Networking Guide

September 30, 2009

- Advertising copy deadline for the APPrO 2009 Power Networking Guide

October 2, 2009

- Exhibitor cancellation deadline

October 12, 2009

- Exhibitor pass substitutions/changes deadline

October 16, 2009

- Delegate cancellation deadline

October 9, 2009

- Power Networking Guide published (subject to change)

October 30, 2009

- Delegate substitution/changes deadline

Sunday, November 15, 2009

- 7:00 a.m. – 10:00 a.m. – Decorator move in
- 10:00 a.m. – 8:00 p.m. - Exhibitor set up

Monday, November 16, 2009

- 9:00 a.m. - Power Networking Centre opening

Tuesday, November 17, 2009

- 9:00 a.m. - Power Networking Centre opening
- 5:00 - 6:00 p.m. – Power Networking Centre Delegate Reception

Wednesday, November 18, 2009

- 9:00 a.m. - Power Networking Centre opens for the day
- 3:30 p.m. - Power Networking Centre closing
- 3:45 p.m. – 7:00 p.m. Exhibitor tear-down
- 4:00 p.m. – Conference close (please check final program for updated times)

These dates are current at publication – please check on our website at <http://conference.appro.org> or contact our offices for updated information (see page 10 for contact details).

Power Networking Centre - Floor Plan Metro Toronto Convention Centre, South Building, Hall G

*please note that this is a **generic floorplan only**. For updated availability, please click here for [our online floorplan](#)

