



APPrO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

April 12, 2004

2004 Canadian Power Conference and Trade Show Exhibitor Information

Exhibit booths are now available for the **2004 Canadian Power Trade Show**. This is one of the leading events in the Canadian Power business and an excellent opportunity to review or cement your business relationships with key players in the sector. We recommend that you reserve your booth early as space is limited and sales are moving more quickly than in previous years.

All booths are available on a first-come, first-serve basis and full payment is necessary in order to confirm your location. Invoices will be sent by fax once you have reserved your booth using our Exhibitor Registration form (attached). When your reservation payment is received the exhibitor kit will be sent to you and your name will be passed on to our exposition services company, GES Canada, who will be able to provide you with furniture, equipment and other services you may need. We have included a floor plan showing the available locations for your convenience. Please indicate your first, second and third choices on the registration form so that we will be able to place you immediately should your first choice already be taken.

As you may already be aware we have changed our name from IPPSO (Independent Power Producers' Society of Ontario) to **APPrO (Association of Power Producers of Ontario)** as of the beginning of this year, to better reflect our representation of over 95% of Ontario generators. Our new name and look are profiled on our website www.newenergy.org. Click on "Conferences" to find our 2004 floor plan as well as exhibitor information and registration forms or access the page directly through www.newenergy.org/conference.html.

The cost of each booth is **\$1,300** (plus 7% GST) if **paid before October 1, 2004**. After October 1, the cost is \$1,500 (plus 7% GST). Please note that for non-Canadians, the GST is refundable. There is a cancellation fee of \$150 before October 1. Cancellations after October 1 will not be refunded. If you would like information on materials we can provide to help promote your display to your customers, please let us know. Please see the attached for further technical information regarding your exhibit.

Sponsored coffee breaks, luncheons and reception will take place regularly in the Trade Show attracting a good deal of traffic – virtually all Conference delegates in fact. A wide range of sponsorship opportunities are available. Please feel free to call us at the number listed below and we will be happy to discuss the options for sponsorship with you.

All of the terms outlined herein are subject to change without notice. In order to keep abreast, please feel free to inquire about current information.

Thank you for your interest in The 16th Annual Canadian Power Trade Show. Please don't hesitate to call me at 416-322-6549 ext. 26 or e-mail carolek@appro.org if you have any questions.

This is an exciting time for us and we hope you will join us at this year's show under the **APPRO** banner!

Yours truly,

A handwritten signature in cursive script that reads "Carole Kielly".

Carole Kielly,
Conference Manager

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APPRO 2004 Canadian Power Trade Show - Technical Information for Exhibitors

Cost: \$1300 (if paid before October 1, 2003), otherwise \$1500 plus 7% GST
(GST is refundable for non-Canadians)

Size: 10' wide x 10' deep, all available on a first-come, first-serve basis. Double and Triple size booths available.

Additional benefits:

- One Complimentary Conference registration per single booth
- Two staff passes per single booth

Exhibit Set-up

Tuesday November 23, 2004 - 10:00 am to 10:00 pm

Day One

Opening: Wednesday, November 24, 2004 - 9:00 am
Reception: Wednesday, November 24, 2004 - 5:00 pm to 6:00 pm

Day Two

Opening: Thursday, November 25, 2004- 9:00 am
Closing: Thursday, November 25, 2004 - 2:00 pm (following the Lunch break)
Tear-Down: Thursday, November 25, 2004 - 2:00 pm to 11:30 pm

*Please note: Neither APPRO nor the Metro Toronto Convention Centre take responsibility for any exhibit materials not removed by **11:30 pm on Thursday, November 25, 2004.** The MTCC warns that its practice is to dispose of any exhibit materials that remain after that time unless alternative arrangements have been made in advance.*

Dedicated Exhibit Times:

Day One from 9:45 am to 10:30 am
Day Two from 10 am to 10:45 am

Lunch breaks are one and a half hours on both days