

APPrO 2007

19th Annual Canadian Power Conference

**Featuring the
Power Networking Centre**
(Previously known as the “APPrO Canadian Power Trade Show”)

**Metro Toronto Convention Centre, South Building
November 13 - 14, 2007, Toronto, Ontario**

Exhibitor Prospectus & Registration Form



APPrO
ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

APPrO 2007

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APPrO 2007

Dear APPrO 2007 Exhibitor:

APPrO is now accepting reservations for **APPrO 2007, the 19th Annual Canadian Power Conference featuring the APPrO Power Networking Centre** (Previously known as the "APPrO Canadian Power Trade Show"). As the leading annual event in the Canadian power generation industry, APPrO 2007 is your best opportunity to gather valuable contacts, nurture existing relationships and build new ones.

APPrO 2007 is presented in conjunction with the Green Power Conference, highlighting the most promising business opportunities for development of cleaner power technologies.

The APPrO 2007 Power Networking Centre will feature some of the latest entrants and most active players in the power generation business. Based on past experience, we anticipate over 800 delegates, and 60 exhibitors, along with significant media and public attention.

In our ongoing efforts to serve delegates and create advantageous opportunities for our exhibitors, we have kept our most popular features and added new highlights that we're confident will provide top notch networking opportunities for both our delegates and exhibitors. Our floor plan has been enhanced to provide a change of pace for delegates between conference sessions. We are planning a comfortable and attractive environment that will encourage the delegates to spend time in the exhibit hall thus delivering an audience more relaxed and open to engagement.

Our Bandshell Presentation area will provide a stage for demonstrations of the latest services and products available and developments in the power industry, from selected leading vendors. Sponsored Giveaways are planned to create interest, excitement and buzz – drawing the delegates at every break to relax and mingle with their colleagues and with the exhibitors in a friendly collegial atmosphere.

We expect to be sold out well before the reservation deadline – there are only 60 booths available this year - so reserve your spot as soon as possible! Each booth is in an ideal location with lots of space on either side, with excellent traffic flow in all directions. The new layout gives the sense of a friendly gathering, a meeting place where ideas and business are discussed – a break from the sessions. Six sponsored lounges located in diverse parts of the hall will provide ample space for networking and close contact with the exhibitors.

Your complete turnkey exhibitor package

Back again by popular demand. Each 10' x 10' booth 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 2007 website
- URL link to your Web site home page on the APPrO 2007 website
- Unlimited guest and staff passes for the Power Networking Centre

On behalf of the members, the APPrO 2007 Conference Committee, APPrO staff and all the people who help you make this event the top industry event in Canada, we look forward to seeing you at APPrO 2007.

Carole Kielly,

Marketing Manager, APPrO 2007

APPrO 2007

Exhibitor Registration & Order Form

**APPrO 2007, 19th Annual Canadian Power Conference & Power Networking Centre,
November 13-14, 2007, Metro Toronto Convention Centre, South Building, Toronto, Ontario**

Please note: all orders for APPrO 2007 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 2007 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 [click here](#) for graphic specification information.*

Contact _____

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

Exhibitor Registration information continued on next page

Complimentary Conference and Guest/Staff Pass Information & Registration

Full Conference Registration:

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

Power Networking Centre Booth Staff Passes:

Staff Pass 1:

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

Staff Pass 2:

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

Staff Pass 3:

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

** Staff passes entitle holders to unlimited Power Networking Centre entry and all food services on the Power Networking Centre floor. Banquet tickets are sold separately. See banquet ticket order form on website. See page 10 for more details on staff and guest passes*

Exhibitor Registration information continued on next page

APPrO 2007

All prices in Canadian Dollars

| Booth Reservation | Location Preference(s) | Price | Order |
|---------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|----------|
| _____ booth(s) (10'x10' per booth) | 1st choice: _____ 2nd choice: _____ Best available: _____ | to August 31 – \$1,795 per post August 31 – \$1,995 per | \$ _____ |

-SPECIAL VALUE - "Exhibitor Power Pack" - only \$500!

(valued at over \$1,000):

- Enhanced Power Networking Guide listing in APPrO 2007 Power Networking Guide
- ¼ page b & w advertisement in APPrO 2007 Power Networking Guide
- Onsite APPrO 2007 Delegate bag insert
- Web banner with link on APPrO 2007 website

\$ _____

Banquet

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

Power Networking Guide

Advertising

| | | | |
|-------------------------------------------|-----------------------------|---------|----------|
| - Enhanced Power Networking Guide listing | Logo, 75 wd Par. + contacts | \$250 | \$ _____ |
| - Power Networking Guide ad | ¼ page, 4C | \$638 | \$ _____ |
| - Power Networking Guide ad | ½ page, 4C | \$895 | \$ _____ |
| - Power Networking Guide ad | Full page, 4C | \$1,495 | \$ _____ |

**please enquire with Marketing Manager for b & w rates*

Multi-Media

| | | | |
|---------------------------------------------------------|---------------------------------------------|-------|----------|
| - Web site banner with link (right side) | Run Of Site through Dec. 31/07 | \$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 | \$ _____ |
|----------------------------------------------|-------------------------|-------|----------|

Conference bag insert

| | | |
|-------------------------------------------|----------------------|----------|
| one page (maximum 2 sides) print material | # _____ pgs. x \$150 | \$ _____ |
|-------------------------------------------|----------------------|----------|

Contact for marketing arrangements

Telephone

E-mail

Sub Total \$ _____

6% GST \$ _____

Total \$ _____

Please note: Telecommunications, parking passes, booth cleaning, extra power and lighting, AV, extra chairs, internet access, signage, sign hanging and mechanical are not included in exhibitor fees. A separate form must be completed. Please see our suppliers section at the back of the form for contact information to obtain these services. Payment details follow on next page.

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 5, 2007), 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. 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 12, 2007. 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. 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

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. For non-Canadian exhibitors, GST payments are refundable from Canada Customs and Revenue Agency. A rebate form is available for download from our Web site.

**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 PDF of the base Power Networking Centre floor plan is available for download from the conference Web site and should be used for reference only. For the latest floor plans and exhibitor lists, please check the APPrO conference Web site or call our Sales and Marketing Department at (416) 322-6549 ext. 222 to inquire about availability.

APPrO 2007

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 2007 a success. A list of APPrO 2007 official suppliers is included below and on our Web site. Please visit the MTCC Exhibitor Services web page for more information <http://www.mtccc.com/exhibitors/exhibitorservices.cfm>.

IMPORTANT - All exhibitors are required to complete and submit the Fire (p.12) forms 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

Visitor accommodations

Fairmont Royal York Hotel
100 Front St. W, Toronto, Ontario
Global Reservations: 1-800-441-1414
(Please make sure to quote the "APPrO Conference" to get the special \$179 rate)

Show decorator & general contracting

GES Canada
Company Info Tel: 905-283-0500
mtcc@gesexpo.com
MTCC Office Tel. 416-589-0911
coordination@mtccc.com

Customs brokerage and transportation

Mendelssohn Customs and Transportation Services,
Caitlin Aitchison, Event Co-ordinator
Bus: 416-585-8227 Toll: 800-665-4628
Fax: 416-585-8370 Cell: 416-271-2804
Email: caitchison@mend.com
Website: www.mend.com

Professional security service & surveillance

Target Investigation & Security
MTCC Office Tel. 416-585-8200
info@targetprotection.ca

Audio Visual Solutions

AVW - TELAV
info@avwtelav.com

Electrical/mechanical, production, staging

ShowTech Power & Lighting
Tel. Electrical/Mechanical: 416-585-8109
sales@showtech.ca

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Cancellation Policy

Cancellations must be received in writing on or before October 5, 2007. A cancellation fee of 50% of the total price of your order may apply. Cancellations received after Friday, October 5, 2007 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. Official show suppliers may have different cancellation policies than APPrO. Please consult with each supplier for terms and conditions.

Staff and Guest Passes

APPrO 2007 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 access a downloadable pdf file which you can complete and fax back to 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 Monday, November 12, 2007 at 10:00 am. There will be official supplier help desks located inside the Power Networking Centre hall to assist you with your requirements.

Tear down begins at 2:00 pm and ends at 7:00 pm on Wednesday, November 14, 2007. APPrO and the MTCC are not responsible for exhibit materials not removed by 7:00 pm, Wednesday, November 14, 2007. 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 2007 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 2007

Key Exhibitor Dates & Times

August 31, 2007

- Early bird Exhibitor registration closes – save \$200

September 28, 2007

- Advertising space and Exhibitor listing information deadline for APPrO 2007 Power Networking Guide

September 30, 2007

- Early bird Delegate registration closes – save \$200

October 5, 2007

- Exhibitor cancellation deadline. Outstanding invoices for exhibit booth space and marketing purchases are due.

October 12, 2007

- Exhibitor pass substitutions/changes deadline

October 19, 2007

- Delegate cancellation deadline

October 12, 2007

- Power Networking Guide published

November 2, 2007

- Delegate substitution/changes deadline

Monday, November 12, 2007

- 7:00 a.m. – 10:00 a.m. - Show move in
- 10:00 a.m. – 11:00 p.m. - Exhibitor set up

Tuesday, November 13 2007

- 9:00 a.m. - Power Networking Centre opening
- 6:00 p.m. – Power Networking Centre closes for the day

Wednesday, November 14, 2007

- 9:00 a.m. - Power Networking Centre opening
- 1:30 p.m. - Power Networking Centre closing
- 2:00 p.m. – 7:00 p.m. Exhibitor tear-down
- 4:00 p.m. – Conference close (please check final program for updated times)

Updated August 30, 2007