

APPrO 2008

20th Annual Canadian Power
Conference and Networking Centre

Metro Toronto Convention Centre, South Building
November 18 - 19, 2008, Toronto, Ontario

Join us in celebrating our Platinum Anniversary!

We are Power.

Exhibitor Prospectus
& Registration Form



APPrO
ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

APPrO 2008

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APPrO 2008

Dear APPrO 2008 Exhibitor:

APPrO is now accepting exhibit reservations for the **Power Networking Centre in conjunction with APPrO 2008, the 20th Annual Canadian Power Conference.**

Celebrating our 20th year as the leading annual event in the Canadian power generation industry, APPrO 2008 is your best opportunity to gather valuable contacts, nurture existing relationships and build new ones. The APPrO 2008 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.

The Power Networking Centre has all the benefits of leading-edge exhibits and great contact-building, but also includes much more:

- More than 50 exhibitors displaying the latest in technology and services for the power industry
- Cyber Cafés
- Live presentations in the Power Networking Centre Presentation Theatre
- Networking 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.

The Presentation Theatre, 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.

Participate in the Sponsored Giveaways, 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 – and space is limited - so reserve your spot now to avoid disappointment! Each booth is in an ideal location with lots of space on either side, with excellent 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 lounges 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 2008 website
- URL link to your Web site home page on the APPrO 2008 website
- Unlimited guest and staff passes for the Power Networking Centre

On behalf of our members, the APPrO 2008 Conference Committee, APPrO staff and all the people who help us make this event one of the best in the industry, we invite you to join us in celebrating 20 years of success at APPrO 2008 this November 18 & 19.

I look forward to meeting you there!

Carole Kielly

Marketing Manager, APPrO 2008

APPrO 2008

Exhibitor Registration & Order Form

**APPrO 2008, 20th Annual Canadian Power Conference & Power Networking Centre,
November 18 - 19, 2008 Metro Toronto Convention Centre, South Building, Toronto, Canada**

Please note: all orders for APPrO 2008 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 2008 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/>).

Contact _____

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

Exhibitor Registration information continued on next page

APPrO 2008

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. 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

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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).

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

"EXHIBITOR POWER PACK" - SPECIAL VALUE for Exhibitors

only \$500 (valued at over \$1,000)

- Enhanced Power Networking Guide listing in APPrO 2008 Power Networking Guide
- ¼ page b & w advertisement in APPrO 2008 Power Networking Guide (colour upgrades available)
- Onsite APPrO 2008 Delegate bag insert - Web banner with link on APPrO 2008 website
- 5 MB of promo space on the APPrO 2008 Conference Proceedings (upgrades available)

[Click here for standards and specifications](#) or go to Exhibitor's page at <http://conference.appro.org/>.

\$ _____

| | Description | Price | |
|---|---|----------------------|----------|
| Banquet | | | |
| - 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 | \$ _____ |

Contact for marketing arrangements

Telephone _____

E-mail _____

Sub Total \$ _____

5% 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.

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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 6, 2008), 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 27, 2008. 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 6, 2008. 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

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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 2008 information, please check the APPrO 2008 website at <http://conference.appro.org> or call our Sales and Marketing Department at (416) 322-6549 ext. 222 for personal assistance.

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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 2008 a success. A list of APPrO 2008 official suppliers is included below and on our website. 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 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
Danny Mekhuri, Event Co-ordinator
Bus: 416 863-9339 ext. 106
Toll: 1-800-665-4628
Cell: 416 418-4311
Email: dmekhuri@livingstonintl.com
Website: <http://www.mend.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_order/exhibitor_form.cfm
Website: <http://www.avtelav.com>
(download order form here)

Electrical/mechanical, production, staging

SHOWTECH, POWER & 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

InterContinental Toronto Centre
225 Front Street West, Toronto, ON, M5V 2X3
Hotel Reservations: 1-416-5971400
Toll Free Reservations: 1-800-422-7969
[Click here for Online reservations](#)
(Please quote the reservation code "APV" for the special APPrO delegate rate.)

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 6, 2008. A cancellation fee of 50% of the total price of your order may apply. Cancellations received after Monday, October 6, 2008 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 2008 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 F, South Building, Metro Toronto Convention Centre on Monday, November 17, 2008 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 19, 2008. APPrO and the MTCC are not responsible for exhibit materials not removed by 7:00 pm, Wednesday, November 19, 2008. 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 2008 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 2008

Key Exhibitor Dates & Times

July 31, 2008

- Early bird Exhibitor registration closes – save \$200

September 1, 2008

- Early bird Delegate registration closes – save \$200

September 20, 2008

- Exhibitor listing information deadline for the APPrO 2008 Power Networking Guide

September 24, 2008 – **NEW: revised deadline!**

- Advertising reservation deadline for the APPrO 2008 Power Networking Guide

October 1, 2008 – **NEW: revised deadline!**

- Advertising copy deadline for the APPrO 2008 Power Networking Guide

October 6, 2008

- Exhibitor cancellation deadline

October 13, 2008

- Exhibitor pass substitutions/changes deadline

October 20, 2008

- Delegate cancellation deadline

October 10, 2008

- Power Networking Guide published (subject to change)

November 3, 2008

- Delegate substitution/changes deadline

Monday, November 17, 2008

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

Tuesday, November 18, 2008

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

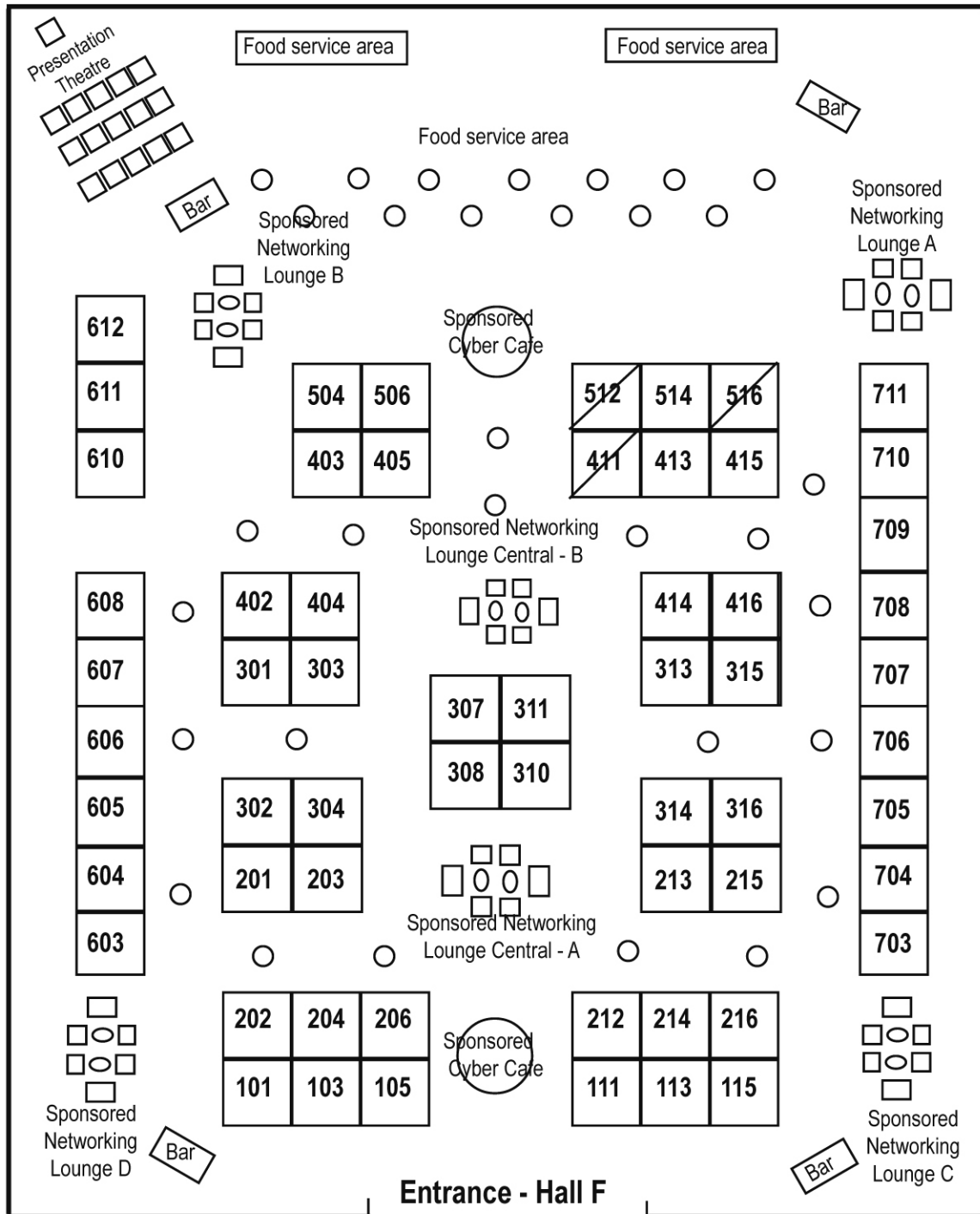
Wednesday, November 19, 2008 – **NEW: updated exhibit closing time!**

- 9:00 a.m. - Power Networking Centre opening
- 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](#) 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 F

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



"1988 – 2008 – the Canadian Power Conference celebrates its Platinum Anniversary"