

Energy Smart Technology Expo

Showcasing new products & services

Thursday July 22, 2004
(Sydney venue to be confirmed)

Exhibitor Proposal

Introduction to Energy Smart Allies

Energy Smart Allies is a free directory of over 400 organisations who can provide energy efficient products and services that reduce emissions of greenhouse gases.

The directory brings energy efficiency know how and available technologies to customers in a simple and easy to use reference guide and covers a broad range of suppliers from air conditioning and lighting specialists to engineering consultants and architects. Further information is available at www.energysmartallies.com

The service is run by the Sustainable Energy Development Authority (SEDA), a New South Wales Government agency, established in 1996 to reduce the level of greenhouse gas emissions in New South Wales by investing in the commercialisation and use of sustainable energy technologies.

Expo Aims

1. To raise awareness of the existence of energy efficient products and services.
2. To assist Energy Smart Allies showcase their latest energy efficient products and services
3. To offer our target audience a convenient “one-stop-shop” to be updated on the latest technologies.
4. To facilitate encourage industry networking

Target Audience

- Local Government Planning Manager, Engineers,
- State Government Energy Managers
- SEDA Energy Smart Business Partners
- Consulting Engineering Firms
- Media
- Architects / Building Designers
- Education Sector
- Property Managers

Expo Format

- Venue confirmation will depend on Allies response and number of exhibitors. Likely to be either Central Station or Lower North Shore location (accessible by train)
- Free registration either at the door or pre –registration via the Allies website www.energysmartallies.com
- Up to 30 participating exhibitors
- Morning tea, lunch & afternoon tea served in the exhibition area
- Full day expo. Adjoining stage and chairs for a series of presentations during the day (program to be developed)
- Networking drinks served from 5-6pm

Key technology areas

We would anticipate interest in the key areas of:

Lighting, HVAC, Control Systems, Meters, Monitors, Motor Drives, Energy Efficient Appliances, Hot Water Systems, Energy Consultants, Cogeneration, Clean Fuels

Trade Exhibition Cost: \$275 including GST

Trade Exhibitors will receive the following:

- Display table & cloth
- Registration for 2 representatives at the Trade Show, Lunch and Presentation

Expo Promotion

- SEDA Communication channels – Energy Smart Business, State and Local Government Partners, Australian Building Greenhouse Ratings Commercial Property distribution list,
- Trade Magazine editorial & advertising
- Industry Association partnership – Chartered Institute of Building Services Engineers, Institute of Engineers, Air Conditioning and Mechanical Contractors' Association, Australian Institute of Refrigeration Air Conditioning and Heating, Royal Australian Institute of Architects

Exhibitor conditions:

- Participation is limited to registered SEDA ALLIES only. For further information on becoming a SEDA Ally visit the website www.energysmartallies.com
- The program for the conference is subject to change at short notice.
- SEDA reserves the right to decline this sponsorship opportunity to any company for any reason.

Contact

For further information
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allies@seda.nsw.gov.au

SEDA Energy Smart Technology Expo
Showcasing new products
Thursday July 22 2004,



TRADE EXHIBIT REGISTER OF INTEREST FORM

**RETURN THIS SIGNED FORM BACK TO ALBERTA O'KEEFFE, SEDA ALLIES
FAX : 02 9290 3483**

Company Name:
Address :
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Contact Position:.....
Telephone : Fax :
Email :

I have read the exhibitor proposal and accept SEDA's conditions

SIGNED : DATE

Details of display materials

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In addition to exhibiting I would like to make a presentation

Summary of Presentation outline:
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Please call Alberta O'Keeffe at SEDA on 02 9249 6126 for further information.