

Invitation to Exhibit

Melbourne Convention
& Exhibition Centre
21 - 22 August 2012

Enquiries to:

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or online at www.eastsolarexpo.com | www.aupvsee.com | www.auses.org.au



EAST SOLAR **EXPO** & CONFERENCE

Invitation to Exhibitors

The East Solar Expo & Conference will showcase several hundred products and components, suppliers, distributors, advisory groups, agencies and non-government organisations in addition to Fortune 500 companies involved in solar and renewable energy, energy efficiency and other sustainable technologies and related aspects.

The East Solar Expo & Conference will provide a unique platform to forge new opportunities, build relationships, and establish new partnerships in research, development, manufacturing and distribution across the Asia-Pacific region.

It combines a stimulating conference program with presentations by regional experts in their fields with a two-day trade expo featuring the latest innovation and products.

More reasons to exhibit

- **Position your company as an investor in sustainable energy solutions**

- Take advantage of our value stand packages, tailored to your needs and budget

- **Gain access to global leaders, policy and decision makers**

- Join our online community websites to extend business, networking and learning opportunities beyond the event floor

- **Exclusive sponsorship opportunities to widen your market exposure, reach over 3,000 visitors attending East Solar 2012**

- Profile your technologies and projects and meet global partners

- **Align your brand to a high profile regional event marketing campaign**

- Benefits from global media coverage



Melbourne Convention & Exhibition Centre



EAST SOLAR EXPO & CONFERENCE

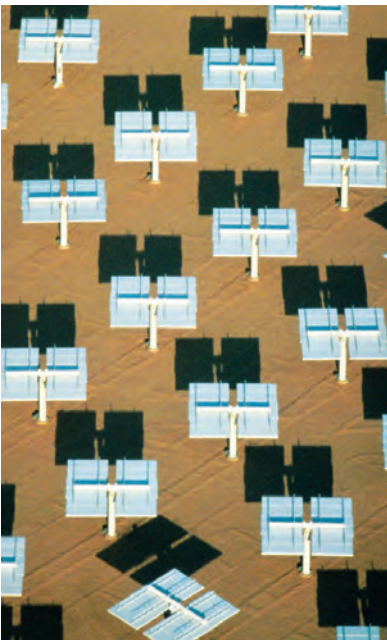
Australian Solar Energy Society

*In conjunction with the **East Solar Expo**, the **Australian Solar Energy Society**, (**AuSES**) is organising an accompanying conference, to be held concurrently and free to attend.*

***AuSES** is now the leading solar advocacy organisation leveraging relationships with Government, Industry and Consumers to build and position the sector as a vital energy solution for the next decade and beyond.*

***AuSES** will be providing a presentation stream on each of the two days. Each day is expected to lead off with several keynote speakers, followed by 5-6 focused presentations on specific aspects related to the AuSES vision: **'Solar for a Sustainable Future'**.*

This offers a great opportunity for those in governments, lobby groups, businesses, consumers and the media to leverage AuSES as the place to seek unbiased and objective comment about our solar and clean energy future.



2012 Presentation Themes

The East Solar Conference focused presentations will reflect the diverse interests of the industries and activities involved. They will be drawn from many fields, including:

- **Solar PhotoVoltaics (PV)** - for direct electricity generation via roof panels

 - **Solar Thermal** - usually for Solar Water Heating (SWH), but its use can be extended into producing low grade process heat for industry

 - **Built Environment** - commercial and residential buildings - and extending into urban design, landscapes, transport infrastructure etc
- **Energy Efficiency** - electricity and fuel, heat/cooling, lighting, water, transport

 - **Solar system design** - installation and integration

 - **Sustainable design** and sustainability implementation

 - **Grid integration** and remote power systems

 - **Other renewables** - including wind, biomass, geothermal, wave/tidal and waste methane recovery

 - **Public policy** - economics, education & environment



Solar 2011

Shown here are some of the many events that made last year's Conference - *Solar 2011*, so successful.



Speakers



Clover Moore MP, Lord Mayor of Sydney

The East Solar Conference 2012 will feature a line-up of expert solar speakers who will chart the rise of solar and its market prospects out to 2020. Best of all it will be a free event, to educate people on the significant contribution solar is already making.

Some of the highlight plenary speakers from **Solar 2011** included:

Clover Moore MP, Lord Mayor of Sydney, and **Allan Jones MBE** delivered opening keynote presentations on the City of Sydney's 2030 Sustainable Vision and Allan's success achieving energy savings in the City of London, and other UK centres.

Jeff Lyng, President of the American Solar Energy Society, spoke of the successful implementation of the Colorado Renewable Energy Portfolio Standards which yielded 30% savings.



Wu Dacheng, Secretary-General, CRES

Mal Thorp represented the **Department of Climate Change and Energy Efficiency** to provide an update on the highly successful Solar Cities Programme.

Wu Dacheng, Secretary-General, Solar PV Committee of China Renewable Energy Society (CRES), spoke of current developments in solar research and implementation in China

Professor Martin Green, University of NSW delivered *Photovoltaics: Recent Developments and Australia's Role as Asia/Pacific Technology and Training Hub*. Prof Green received an AuSES Award recognising his lifelong contribution to PV research.

The Chief Climate Commissioner, Professor Tim Flannery was represented by **Gerry Hueston**, who outlined the initiatives in place to enable Australia to achieve its climate change agenda.



Mark Twidell, ASI

Dr Christian Holter and **Dr Milou Beerepoort of the International Energy Agency Solar Heating and Cooling Group**, spoke about the Agency's views on solar energy, and ran an internationally focused workshop on the SHC 'Roadmap'.

Mark Twidell gave an update on the **Australian Solar Institute**, of which he is Executive Director.

Dr Dave Renne, President, International Solar Energy Society, provided significant insights into solar radiation monitoring and reporting carried out by the US National Renewable Energy Laboratory.

Ned Harvey delivered a video presentation on the work of **Amory Lovins' Rocky Mountain Institute**, a leading energy efficiency and renewables adoption advocacy organisation. Ned focussed on the lessons apparent in the RMI's recently published, research report 'Reinventing Fire'.

The Bloomberg New Energy Finance view of emerging renewables finance potential was presented by its **Australian Director, Kobad Bhavnagri**.



ISES President, Dr David Renne

Presentations were also delivered in person or on video, by key members of the three major Federal political parties; **The Hon Greg Combet MP, Minister for Climate Change and Energy Efficiency, Senator Christine Milne and the Hon Greg Hunt MP**.

Secure your Exhibition space today!

Option A: Raw Space only

All construction, decoration and furniture hire is to be paid for by the Exhibitor.

The hire cost of forklift services for the move in and move out is to be booked with **Agility** and this contract is to be paid directly to that company.



STAND FLOORING

As per the MCEC Exhibition Stand Guidelines:

A stand may have up to a 32mm high lip without bevelling

Between 32mm and 115mm, bevelling of the edge must occur.

This bevelling must not exceed an angle of 30 degrees or a grading of 1:1.4.

Bevelling is also to be incorporated within the stand space and must not encroach out into the aisle way.

All flooring that is over 115mm is classed as a step and if the public requires access, a wheelchair ramp needs to be installed, with a 1 metre high hand rail.

Carpet tiles can be hired through **Exponet**. Email diane@exponet.com.au



STAND VISABILITY

MCEC requires that stands are open for visual inspection at all times.

No stands are to be enclosed by any fabric or material at any time.

LIGHTING

All lighting must be 2.2 meters above floor level. Any variation must be approved.

High-powered lights such as floods or spots must not be placed within 500mm of flammable material.

All portable light fittings must have a Certificate of Suitability or a Certificate of Approval from Australian or New Zealand Electrical Safety Regulators.

Prices quoted do not include GST

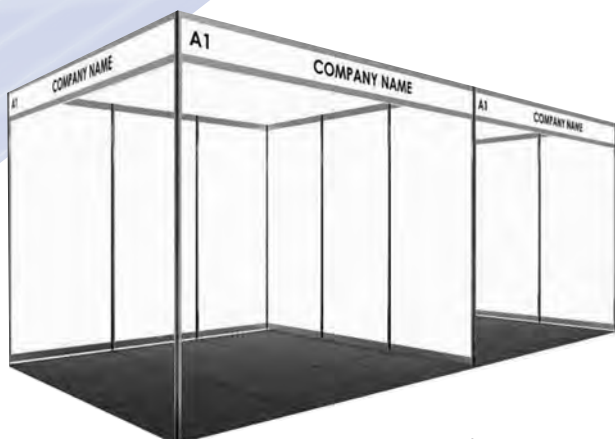


For more information contact

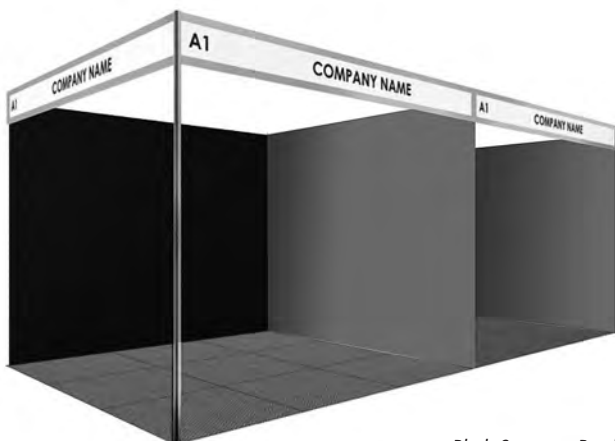
Margaret Reid | Margaret Reid Pty Ltd | 2/303 Penshurst Street, Willoughby NSW 2068 Australia

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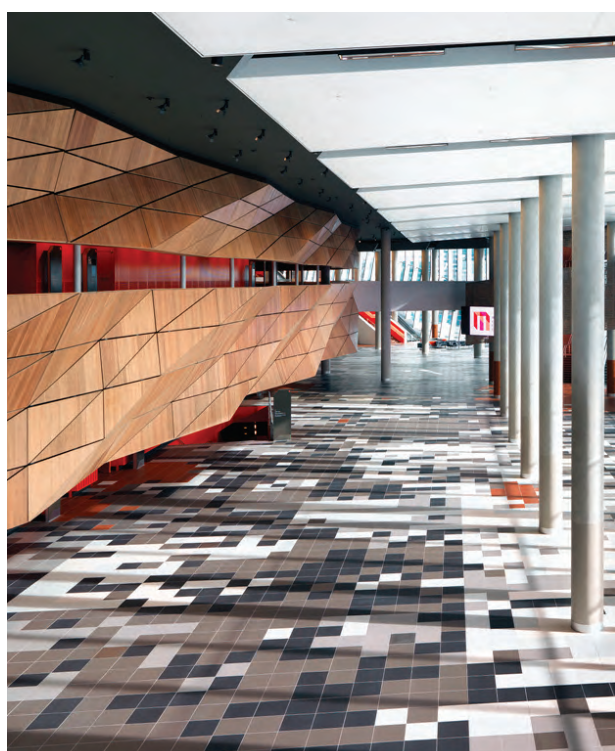
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White Octanorm Booth



Black Octanorm Booth



Main Foyer, Ground Floor | Melbourne Convention & Exhibition Centre

Option B: Shell Scheme Stands

Stand Specification

WALLS

2.5m high white melamine walls in an Aluminium Octanorm frame.

Items which can be used on walls

When attaching anything to walls, exhibitors are asked to use Velcro, bluetac, double-sided adhesive tape or wall-mounted shelving and hooks, all are available from **ExpoNet** if required.

Items which cannot be used on walls

Pins, staples, screws, nails, bolts, glue and paint will permanently damage the panels, and exhibitors are requested not to use them.

Repairs addressing any damage to panels or other supplied components may be recharged back to Exhibitors.

FASCIA

Aluminium frame with standard green fascia board, limited to 30 characters

LIGHTING

2 x 120 watt track mounted spotlights will be supplied per 9 sqm, and mounted inside the fascia frame.

POWER

1 x 4 amp power point will be supplied per stand regardless of size and located in a rear corner of the stand.

If you choose to have your fascia removed, the standard track spot light allocation will be replaced with 1 x 300 watt on-arm light which clamps to the booth wall.

FLOORING

Flooring will be made up of 1m x 1m carpet tiles in charcoal grey.

Prices quoted do not include GST

General Terms and Conditions



The Organisers of this Event are AUPVSEE and AuSES, together represented by the Organisers' Agent, Margaret Reid Pty Ltd. The Event is the East Solar Expo and Conference.

Any supplier is eligible to apply for participation. Exhibitors are expected to offer attractive Exhibits and to share in the promotion of the Event to ensure the best attendance, and to reflect positive outcomes on the Organisers, all Exhibitors and all attendees.

Any supplier is eligible to apply for participation. Exhibitors are expected to offer attractive Exhibits and to share in promotion of the Event to ensure the best attendance. Applications are accepted and booths assigned according to the date the application form is received.

EXHIBIT FEES

The Exhibitor will pay the Organisers the total amount in the manner set out overleaf.

EXHIBITORS' LIABILITIES

Every Exhibitor must comply with all applicable laws and agree to indemnify and hold blameless the Organisers in respect of any claim for any loss or damage of any kind arising out breach of such laws during of or in conjunction with the Event.

The Organisers will not be liable for the negligence of any Exhibitors prior, during or following the Event and each Exhibitor agrees to indemnify and hold blameless the Organisers in respect of any claim for loss or damage of any kind arising out of or in conjunction with the Event.

Exhibitors agree to indemnify the Organisers against all liability in respect any action taken against the Organisers in respect of Exhibitor samples of any kind whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Organisers on the advice of Counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.

Where there is more than one Exhibitor occupying space their liability will be joint and several.

INSURANCE / SECURITY

Neither the Organisers nor the exhibition venue will be responsible for the safety of any Exhibitor or property of any Exhibitor or any other person, for the loss or damage of, or destruction to same, by theft or fire or any other cause, or for any loss or damage sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event the opening of the Event is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Event. The Exhibitor agrees and undertakes to ensure in their full replacement value the contents of their stand and all associated equipment and materials.

The Organisers may, in the event of any unforeseen circumstances which render it necessary, mend or alter the location of the stand allocated to the Exhibitor and the Exhibitor undertakes to agree to any alteration to the site or the space reallocation by the Organisers. Exhibitors are responsible for the safety of his products, display and stand. During move-out period, material should not be left unattended at any time.



Melbourne Convention & Exhibition Centre



General Terms and Conditions *continued*



Melbourne's Southbank Promenade



Melbourne Convention & Exhibition Centre



Yarra River, Melbourne City Centre

Whilst every care will be taken no responsibility will be accepted. All Exhibitors are to insure against public liability, theft and other damages. The Organisers will not be held responsible for any loss or damage to any product exhibited.

The Exhibitor will be responsible for any damage to the walls or the floor of the venue.

CANCELLATIONS

The Organisers are not liable in any respect to any Exhibitor in any respect should the Event be cancelled, rescheduled or relocated for any reason. The Organisers or presenters may postpone or amend the time for the holding of the Exhibition and will not be liable for any loss occasioned thereby provided that this right will be exercised only where circumstances arise to make it necessary.

SERVICES, SET-UP & DISMANTLING

Exhibits must be set up according to the times stated by the Organisers' schedule. Exhibitors agree to keep their booths open during published hours and are not to dismantle booths until after closing time and according to the Organisers' move-in/move-out schedule.

Exhibitors are cautioned to assure the safety of small valuable items when not in attendance at their Exhibit booths as may be occupied by the Exhibitor.

STORAGE / CLEANING

No storage space is provided, all cartons and boxes are to be removed after set-up. Exhibitors must keep booths tidy at all times and must not spread displays out to aisles and non-designated areas.

PRIVACY

In registering for this Event relevant details will be incorporated into an Exhibitor list and made available to parties directly related to the Exhibition. This information may also be added to a database for future Exhibitions.

Please contact the Organisers if you do not want your details to be added to this database.

GENERAL

All Exhibitors or their representative, employee, contractor, subcontractor or guest attending the Exhibition will comply with these Conditions, and the rules and regulations stipulated by the Organisers and/or the venue, and all applicable laws. The Organisers reserve the right to prohibit or reject any Exhibitor or their representative, employee, contractor, subcontractor or guest in the case of failure to comply with this provision.

In the event of non-payment of any fees due pursuant to the attached schedule or in the event of breach of any Condition on the part of any Exhibitor, all fees paid hereunder will be absolutely forfeited at the Organisers' discretion and the Exhibitor will have no right to occupy any space allocated and will have no claim against the Organisers. In the event of forfeiture for any reason the Exhibitor will not be released from any liability pursuant to these Conditions.

I hereby agree with the above conditions:

NAME (Block Letters):

DATE: / /

SIGNATURE:

Exhibitor Application Form - Page 1

To book your booth please complete the form in block capitals and return by email to events@aupvsee.com

1. Exhibiting Company Information

A) Exhibitor

Company Name: _____

(For Australian Companies) ABN: _____

Address: _____

Suburb: _____

Post Code: _____

Country: _____

Company name to go on fascia board (for shell scheme booths only)

B) Contact

Exhibition Manager Name: _____

	<small>Title</small>	<small>First Name</small>	<small>Surname</small>
<input type="checkbox"/> Male <input type="checkbox"/> Female			
Email: _____			

CEO/MD Manager Name: _____

	<small>Title</small>	<small>First Name</small>	<small>Surname</small>
<input type="checkbox"/> Male <input type="checkbox"/> Female			
Email: _____			

Marketing Manager Name: _____

	<small>Title</small>	<small>First Name</small>	<small>Surname</small>
<input type="checkbox"/> Male <input type="checkbox"/> Female			
Email: _____			

C) Invoicing Address

Company Name: _____

Address: _____

Suburb: _____

Post Code: _____

Country: _____

Contact Name: _____

	<small>Title</small>	<small>First Name</small>	<small>Surname</small>
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Phone: _____

Fax: _____

Email: _____

Web: _____

Exhibitor Application Form - Page 2

To book your booth please complete the form in block capitals and return by email to events@aupvsee.com

2. Category of Exhibiting Products

A) What sort of organisation / business type is your company? (check more than one if necessary)

<input type="checkbox"/> Supplier	<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Designer	<input type="checkbox"/> Installer
<input type="checkbox"/> Integrator	<input type="checkbox"/> Government	<input type="checkbox"/> Academic	<input type="checkbox"/> NGO/association
<input type="checkbox"/> Rsearch	<input type="checkbox"/> Education/training	<input type="checkbox"/> Testing/certification	<input type="checkbox"/> Promotion/financial, economic
<input type="checkbox"/> Media	<input type="checkbox"/> Public policy	<input type="checkbox"/> Consulting/engineering	<input type="checkbox"/> Software/publishing
<input type="checkbox"/> other			

B) What sort of products and services will your company be exhibiting? (check more than one category if necessary)

<input type="checkbox"/> Solar photovoltaic	<input type="checkbox"/> Solar thermal	<input type="checkbox"/> Wind	<input type="checkbox"/> Smart grids
<input type="checkbox"/> Storage technologies	<input type="checkbox"/> Energy efficiency	<input type="checkbox"/> Developing countries	<input type="checkbox"/> Renewable energy education
<input type="checkbox"/> Policy issues	<input type="checkbox"/> Solar resource data	<input type="checkbox"/> Sustainable building design	<input type="checkbox"/> Renewable energy economics

3. Innovation and New Products

EAST SOLAR 2012 is dedicated to the promotion of solar and renewable energy and energy efficiency innovation. Please provide a brief written introduction to any new products, technologies or processes resulting from your independent research and development in these areas.

The organisers of this conference may be able to promote your innovation on our website/s and in our publications.

Please forward your description to events@aupvsee.com

4. Booth Size and Type

Description	Price/sq metre Excl. 10% GST	Minimum Size	Please book the following size for my company:
Raw Space	AUD\$500	18 sq metres	
Shell scheme	AUD\$583	9 sq metres	
Total Price		AUD\$	

- **Shell Scheme Booth:** minimum size 9 sq metres
- **Raw Space:** minimum size 18 sq metres
- **Shell Scheme Booth package:** 1 Fascia board (corner booth has 2 fascias) carpet tiles, 2 spotlights, 1x 5amp powerpoint
- **Raw Space:** has no furniture so all construction and decoration to be paid for by Exhibitor.

Please Note:

- The Move-in and Move-out timetable will be forwarded in the Exhibitors' Manual
- A 50% deposit is required with signed contract. Final payment is required by 30 April 2012.
- All cancellations must be made in writing and sent to events@aupvsee.com

Cancellation clause: A refund less 50% will be made if cancellation is received by 30 April 2012. No refunds will be made available after 1 May 2012

5. Signature

The applicant agrees to accept and observe the Event General Terms and Conditions. Only complete and properly signed forms can be processed.

Please send the form via email to

events@aupvsee.com

NAME (Block Letters): _____

DATE: / / _____

SIGNATURE: _____