

Trade Show Prospectus

PHEV09 – Plug-In Hybrid and Electric Vehicles

About the Conference

PHEV '09 - Plug-In Hybrid and Electric Vehicles Conference and Trade Show is designed to address the unique challenges and opportunities and to identify solutions appropriate to Canadian needs and industrial capabilities.

The Conference Program will draw participants from various fields, but will be of particular value to those operating or planning to operate Plug-In Hybrid Vehicles and Electric Vehicles in extreme conditions such as found in Canada climate extremes, the military, remote communities and even in possible lunar rover applications.

The Conference Organization Committee expects between 350 and 450 delegates representing governments, vehicle manufacturers, suppliers of components, parts and professional services to the electric vehicle industry, provincial and local utilities, fleet managers and other end users as well as research organizations and academic institutions. Given the particular program focus on cold climate conditions, participants are expected from Canada, northern United States, and other countries with cold weather conditions.

The themes of the Conference Sessions

- Opportunities and actions flowing from the Technology Road Map for Electric Vehicles in Canada
- The impact of electric vehicles on the grid highlighting the unique opportunities and challenges in Canada
- Renewable Energy Options
- Energy Storage technologies and the related Canadian initiatives
- The electric vehicles and marketing opportunities appropriate to Canadian needs
- Regulations and policies (including standards)
- Commercialization opportunities unique to Canada including export opportunities
- Specific challenges of the Canadian climate
- The link between surface transportation and space R & D.
- The electric vehicle opportunities in National Defense
- The electric vehicle opportunities and challenges in remote northern communities
- The impacts of EV's on the workforce and the definition of transition strategies
- Government procurement actions needed – how internal procurement policies can create an industry.
- Lessons learned from the global Electric Vehicle Symposium held in Norway – May 2009.



About the Exhibit

Electric Mobility Canada invites industry partners to participate at the ***PHEV '09 - Plug-In Hybrid and Electric Vehicles Trade Show*** taking place at Complexe Desjardins, September 29 - 30, 2009.

Parallel to the Conference, this Trade Show will exhibit various types of electric drive vehicles, the components used therein as well as systems and software programs that support these vehicles. Conference delegates and the general public will gain a unique opportunity to see products first hand and to talk to suppliers at the show.



Showcasing your company at the ***PHEV '09 - Plug-In Hybrid and Electric Vehicles Trade Show*** will provide you with a unique opportunity to engage key actors in the industry, including governments, vehicle manufacturers, suppliers of components, parts and professional services to the electric vehicle industry, provincial and local utilities, fleet managers and other end users as well as research organizations and academic institutions.

The ***PHEV '09 - Plug-In Hybrid and Electric Vehicles Trade Show*** will be an informative event designed to highlight innovations and know-how in the field of electric drive vehicles. Its purpose will be to encourage interchange among the industry stakeholders by creating a crossroad conducive to interactions among participants and will allow the industry to demonstrate their latest efforts.

The trade show will offer an ideal platform for exhibitors to highlight the commitment of their company, organization or institution to address the unique challenges and opportunities and to identify solutions appropriate to Canadian needs and industrial capabilities. It will be a prime opportunity for them to present their programs, products and services, make contact with new users or prospective clients, and forge new partnerships or business relations, all with an excellent quality/price ratio.

In order to encourage interaction between participants and exhibitors, breakfast, lunch and networking breaks will be held in the Trade Show.

About Complexe Desjardins

Complexe Desjardins, which is adjacent to the Hyatt Regency, is a 4 million ft² real estate development and one of Montréal's major focal points. Each day, at least 30,000 people frequent the complex, be it to work, shop, dine out or participate in the many activities held at the Grande-Place.

The Grande-Place, located at the heart of the Complex, is a spectacular, eye-catching venue. With a total area of 15,000 ft² (1,160 m²), it is surrounded by a shopping mall that contains some 100 boutiques and restaurants, and features – in its very centre – a splendid fountain with jets spraying as high as the 80 ft.-ceiling. The Grande-Place's unique architecture and magnificent lighting create a warm atmosphere, ensuring that the **PHEV09 Plug-In Hybrid and Electric Vehicles Trade Show** will attract everyone's attention!

Every year, Complexe Desjardins hosts over 200 corporate, cultural or business events. Over time, the Grande-Place has become one of the most sought-after venues for product or campaign launches, exhibits and trade shows.



Traffic statistics:

- Each week, between 230,000 and 250,000 people visit Complexe Desjardins.
- The average traffic for the entire cultural district (Place des Arts – Palais des Congrès – Théâtre du Nouveau Monde – etc.) is approximately 82,537 persons per week.
- The average traffic using the two metro stations linked to Complexe Desjardins is 872,000 persons per month

Origin of visitors:

- 10,000 workers (aged 25 – 44) in the 3 office towers
50 – 55%*
- Residents (aged 15 – 44)
25 – 27%*
- Tourists, convention delegates (aged 25 – 54)
20 – 40%*
- Persons riding the Place-des-Arts and Place-d'Armes metros

* Percentages may vary depending upon the time of year

VISIBILITY

Trade Show schedule*

Monday September 28, 2009	
23 :00	Move In & Set-up Exhibit Management and Show Decorator
Tuesday September 29 2009	
7 :00	Move In & Set-up Exhibitors
10:00 – 10:30	Opening of Trade Show with Networking Break for conference delegates
12:00 - 13:30	Buffet Luncheon in Trade Show
15:00 - 15:30	Networking Break – in Trade Show
18:00	Trade Show closes
Wednesday September 30, 2009	
7 :00	Trade Show opens – Conference delegates only
07:30 – 09:00	Continental Breakfast in Trade Show – Conference delegates only
10:30 – 11:00	Networking Break in Trade Show - Conference delegates only.
12:00	Trade show open to the public
18:00	Trade Show Closes
18 :00	Move out and dismantling

* Subject to changes

The Tuesday buffet luncheon, Wednesday breakfast as well as network breaks will be held in the Exhibition hall in a friendly atmosphere of networking and information sharing.

Exhibitors interested in increasing their exposure beyond what is included with an exhibition space are invited to consult the sponsorship opportunities on our website at www.emc-mec.ca/phev/en/sponsorships.html

EXHIBIT FACT SHEET

Exhibit Cost

	MEMBERS	NON MEMBERS
Standard Booth space	1750 \$CA	2250 \$CA**
Standard Vehicle space *	2000 \$CA	2500 \$CA**

*These rates apply to a space for vehicles the size of a standard car.

** Plus applicable taxes

NOTES

- The rental of 4 or more spaces are entitled to a 15% rebate on the total price
- It is possible to combine multiple spaces into a block at a premium rate of 15%
- If you are planning to display a vehicle, you will be asked to list the type(s) of vehicle(s) and their dimensions and specify whether each vehicle is a plug in, other hybrid electric or pure electric. All vehicle displays must be pre approved by show management.

Included in Exhibit Space Cost

- Booth space of 3m x 3m (10ft x10ft), 9 square meters (100 feet meters)
- 2 trade show passes
- 2 tickets for Reception on September 29th
- 1 full Conference registration
- 3 side pipe and drape
- Booth carpet
- 1 tabletop skirted with 2 chairs
- Booth identification sign
- 1 electrical outlet
- 1 Garbage bin
- 1 Recycle basket
- Aisle cleaning following move-in time
- General security in the Trade Show
- Listing and description of your organization in the Final Program
- Listing of your organization on the Conference Web site

Included in Vehicle Space Cost

- One vehicle space of 4.5m x 2.4m (15ftx8ft)
- 2 trade show passes
- 2 tickets for Reception on September 29th
- 1 full Conference registration
- 1 tabletop skirted with 2 chairs
- Identification sign
- 1 electrical outlet
- 1 Garbage bin
- 1 Recycle basket
- Aisle cleaning following move-in time
- General security in the Trade Show
- Listing and description of your organization in the Final Program
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Not Included in Space Cost

- Rental of rigid booth structure or any additional furniture
- Phone, modem line, Internet access
- Material handling and transportation of your Exhibit material
- Booth cleaning
- Individual Booth Security
- Any other Exhibit services

Note: Any additional equipment and services must be ordered through the official Exhibit suppliers. A list of official Exhibit suppliers and contacts will be available in the Exhibitors manual along with all other necessary forms.

GENERAL INFORMATION

Exhibitors' Manual

An Exhibitors' Manual which contains all exhibition-related details, will be sent to registered exhibitors upon receipt of payment at least six weeks prior to the event.

Hotel Accommodation

We have negotiated very special accommodation rates at the Hyatt Regency Montreal, host of the **PHEV09 Plug-In Hybrid and Electric Vehicles Conference**.

Guest Rooms	\$199.00*
Regency Club	\$269.00*

**Conference Organizing Committee has reserved a block of room for the Conference participants and Exhibitors. Rooms will be allocated on a first come first served basis and are subject to hotel availability. All rates are quoted exclusive of applicable taxes or applicable service, or hotel specific fees in effect at the Hotel at the time of your stay.*

For hotel reservation, please visit the HOTEL section on the Conference Web site at www.emc-mec.ca

CONTACT INFORMATION

To contact us about an Exhibit space:

PHEV09 - Conference Secretariat –
 JPdL - Montréal
PHEV09@jpd.com
 +1 514 287-9898 #337

Exhibit location:

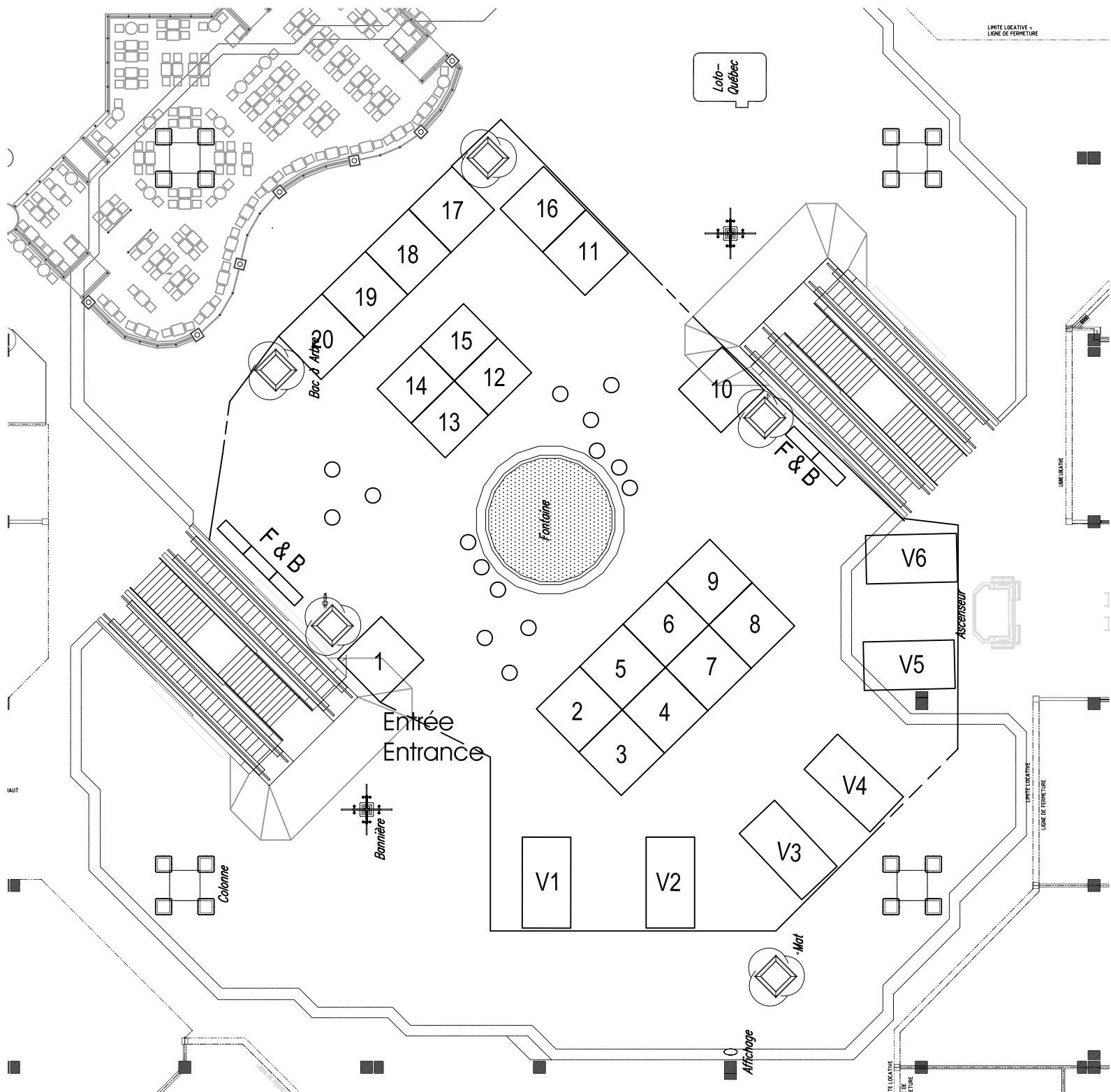
Grande Place / Complexe Desjardins
 150 Ste. Catherine St. West
 175 René-Lévesque Blvd. West
 1251 Jeanne-Mance St. (deliveries)
 *These addresses are not postal addresses.



PHEV'09

September 28 - 30, 2009

Complexe Desjardins



Plan sous toute réserve

APPLICATION FOR EXHIBIT SPACE

We hereby apply for exhibit space in the **PHEV09 Plug-In Hybrid and Electric Vehicles Trade Show** to be held in Montreal, September 29 - 30, 2009. We (the exhibitor) hereby agree to abide the exhibit Basic Terms and Conditions (here enclosed), as well as rules and regulations, as detailed in the Exhibitor Services Manual issued in advance of PHEV 2009.

EXHIBITOR CONTACT INFORMATION

Organism Name: _____ Contact Person: _____
 Address: (please do not use P.O.Box) _____
 City: _____ State | Province: _____ Postal Code | Zip: _____ Country: _____
 Phone: _____ Fax: _____ Email: _____
 URL Web Site: _____
(Important Exhibitor Updates sent via email)

EXHIBIT SPACE COST (taxes are applicable)

	<i>Member</i>	<i>Non member</i>
Standard Booth space	<input type="checkbox"/> 1750 \$CA	<input type="checkbox"/> 2250 \$CA
Standard Vehicle space	<input type="checkbox"/> 2000 \$CA	<input type="checkbox"/> 2500 \$CA

SPACE LOCATION PREFERENCE

When applying, please indicate your preferred choices of space numbers as indicated on official PHEV 2009 Exhibition floor plan. However, assignment of space is based on a first come, first serve basis.

Choice 1: _____ Choice 2: _____ Choice 3 : _____

DESCRIPTION

Please provide us with a brief description of your company as well as a statement of how the proposed Exhibit relates to the Conference. If you are displaying a vehicle, list the type of vehicle, dimensions and specify whether the vehicle is a plug in, other hybrid electric or pure electric

METHOD OF PAYMENT (In Canadian funds only. Pro-Forma invoice available upon request.)

Upon reception of your application we will process your request and issue an invoice, 50% deposit will be required to confirm your exhibit space. Balance will be due July 31st, 2009.

CREDIT CARD :

Amex Visa MasterCard **Please note your credit card statement will show a purchase at: "JPdL"*

Credit Card Number _____ / _____ / _____ / _____ Expiry Date: _____ / _____

Name: _____ Signature: _____

CHEQUE :

Cheque must be drawn from a Canadian bank and made payable to: *Electric Mobility Canada*

AUTORIZATION

I am authorized by my organism to contract for exhibit space at the PHEV 2009 as indicated above. I have carefully read and accept the information and conditions contained herein.

Name: _____ Signature: _____

Title: _____ Date: _____

Please complete and return this form (2 pages signed) by email or fax to:

PHEV 2009 Conference Secretariat – JPdL

1555 Peel, Suite 500
 Montréal QC H3A 3L8 Canada

Fax: + 1 514 287-1248

Email : PHEV09@jpdL.com

EXHIBIT SPACE TERMS AND CONDITIONS

- 1. Contract:** This application, properly executed by Applicant (Exhibitor) shall, upon written acceptance and notification of booths assigned by PHEV09 Conference secretariat, constitute a valid and binding contract.
- 2. Assignment of Space:** Assignment of space to Exhibitors is based on a first come, first serve basis. PHEV 2009 will continue to receive applications and assign Exhibit space, as it remains available, until shortly before the show opening date. In all cases, total booth payments must be received prior to Exhibition opening. PHEV 2009's assignment of booths is final and shall constitute an acceptance of the Exhibitor's offer to occupy space. After assignment, space location may not be changed, transferred or cancelled by the Exhibitor except upon written request and with the subsequent written approval of PHEV09 Conference secretariat. PHEV09 Conference secretariat reserves the right to reassign Exhibitor space or to modify floor plan for the overall benefit of the show.
- 3. Subletting Space:** No Exhibitor will assign, sublet, or apportion the whole or any part of the space allotted to him, nor Exhibit therein, nor permit any other person or party to Exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the Exhibitor in the regular course of his business except upon prior written consent of PHEV09 Conference secretariat.
- 4. Payment Requirements and Cancellation Charges:** All payments must be made in Canadian Funds. Applications require a 50% deposit before final booth assignment is confirmed in writing. Remainder of 50% no later than July 31st, 2009. **All cancellations must be made in writing and will be based on the following schedule of refunds:** Space reductions are considered cancellations and are subject to cancellation fees. Before July 31st, 2009 - 50% of total booth cost will be refunded. After July 31st, 2009 - No refunds. "No-show" Exhibitors will receive no refund. It is understood that PHEV 2009 reserves the right, at its option, to reassign a cancelled booth regardless of the cancellation rate assessed. In the event that the premise in which the PHEV 2009 Exhibition is conducted shall become, in the sole discretion of PHEV 2009, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of PHEV 2009, this agreement may be terminated by PHEV 2009. For this purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil defence, or military authorities, act of public, enemy riot or civil disturbance, strike, lockout, boycott or other labour disturbance, inability to secure sufficient labour, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, provincial or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, or judicial, and whether constitutional, or act of God. Should PHEV 2009 terminate this agreement pursuant to the provision of this paragraph the Exhibitor waives any and all claims for damages and agrees that PHEV 2009 may, after computing the total amount of PHEV 2009 cost and expenses in connection with its preparation for and conducting of the PHEV 2009 Exhibition, (including a reasonable reserve for claims and other contingencies).
- 5. Exhibit Booth Manning and Dismantling Schedule:** A representative must man Exhibit space during all times when Exhibition is officially open. Exhibitors shall reflect their company's highest standard of professionalism during the Exhibition hours. Exhibit space must be maintained in a neat and orderly manner throughout the Exhibition. Move-in and dismantling times will be specified in the Exhibitor's service manual. Exhibitors are responsible for removal of all materials used in their display. Failure to observe this rule, including early dismantling, will result in a \$850 penalty.
- 6. Loss or Damage:** Exhibitor agrees with PHEV 2009 that PHEV 2009 shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of Exhibit space by Exhibitor or any person thereon with the consent of Exhibitor, and that Exhibitor will defend, indemnify and save harmless PHEV 2009 from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence or breach of an obligation by Exhibitor or its employees or representatives. Exhibitor will be liable for all damages or liability of any kind for any loss, damage or injury to persons or any property during the Exhibition from any cause whatsoever by reason of use, occupation and enjoyment of Exhibit space.
- 7. Demonstrations:** No demonstrations or solicitations shall be permitted outside of the Exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside Exhibit spaces.
- 8. Compliance:** The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the Exhibition is held.
- 9. Unions:** It is further agreed that the Exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the PHEV 2009 Exhibition Facility or with authorized contractors employed by PHEV 2009.
- 10. Management:** The Exhibitor further agrees that the conditions, rules and regulations of the PHEV09 Conference secretariat are made a part of this contract and that said Exhibitor agrees to be bound by each and all of these rules and regulations, and that the management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the Exhibition.

Signature: _____