



Educate

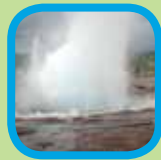


Communicate



Share

Exhibitor Prospectus




2nd ANNUAL NYS Energy and the Environment SHOWCASE

Date: May 10, 2011

Time: 5:30 PM to 7:30 PM

Location: Hilton Garden Inn, Troy, NY

Hosted by Independent Power Producers of New York, Inc.
Visit us at www.ippny.org



ou are invited to participate in the **2nd Annual NYS Energy and the Environment Showcase** hosted by the Independent Power Producers of New York (IPPNY), which will be held at the Hilton Garden Inn Troy & the Rensselaer Banquet & Conference Facility on Tuesday, May 10, 2011.



The Showcase will be open to attendance by a multitude of **business, government, and organization** leaders. Announcements will be sent to a wide variety of individuals and groups, including representatives of businesses, organizations, **public officials** and members and future members of the **Independent Power Producers of New York, Inc.** This exciting event will provide an opportunity for attendees to understand the viewpoints of various groups and to **engage in a discussion** on those issues. ***Of course, we need your support.***

WHY YOU SHOULD EXHIBIT - Your organization is a welcome participant in this two hour event and will be afforded the **opportunity to feature your educational materials.** As an exhibitor, you will be able to provide participants with the opportunity to learn about your organization's role in the energy industry. In addition, your exhibit will **increase a more general awareness** regarding energy and environmental policies, legislative and regulatory priorities, and your organization's overall goals related to the energy sector in NYS. The exhibits will be **interactive**, allowing you to be available to answer questions that public officials, policy makers, and private stakeholders in the energy and environmental fields may have. The resulting marketing opportunities will be plentiful, as you interact with other organizations and consultants. The showcase will provide a unique experience for exhibitors and attendees alike as they exchange, in a social setting, information and ideas that carry **the potential to mold the landscape of New York State's energy supply.**

EXHIBITOR BENEFITS ALSO WILL INCLUDE:

- Recognition in signage, plasma screen displays, and on our website (www.ippny.org), as well in the printed materials distributed at the Showcase
- A sign with your company's name and logo displayed at your sponsored event/booth
- The opportunity to distribute your promotional materials to the Showcase's attendees - a multitude of business, government, and organization leaders

Sponsorships and vendor booth space are limited. Due to the space restrictions at the Troy Hilton Garden Inn, your spot is not guaranteed in the **Energy and the Environment Showcase**, ***until the attached form is completed and returned along with payment.*** So, act now!

Please contact **Vanessa LaClair, CMP** at 518-436-3749 or email vanessa@ippny.org.
Thank you for your interest and participation.

Benefits

BENEFITS OF EXHIBITING

- Increase general awareness of energy industry and its relationship with the environment
- Marketing opportunities
- Educate state and local government
- Opportunity to discuss the issues that affect both the energy and environment sectors
- Encourage a competitive marketplace

WHO WILL ATTEND

- Business executives
- Government leaders & policy makers
- Developers and operators of electric generation projects
- Power marketers
- Government affairs specialists
- Members of the financial, fuel, insurance, equipment, consulting, environmental and legal communities

SHOWCASE OBJECTIVES

- **EDUCATE** business and organization leaders as well as state and local government on the energy industry and its relationship with the environment
- **COMMUNICATE** with your counterparts across the state and build a strong connection for regional and statewide support
- **SHARE** your concerns face-to-face with private and public sector representatives and open a productive dialogue for public/private sector partnerships that can help you and your company



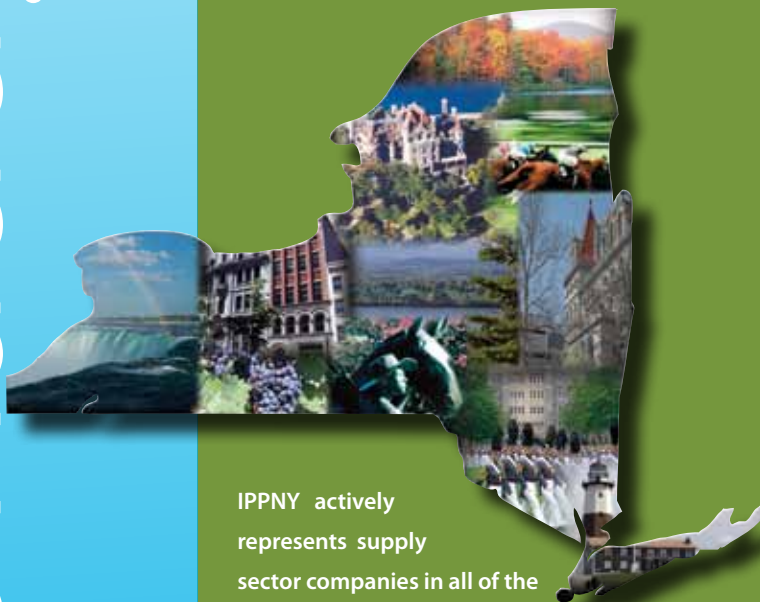


ABOUT US



IPPNY, incorporated in 1985, is a New York State trade association representing companies involved in the development of generation, marketing and sale of electric power and natural gas. IPPNY's objective is to advance the interests of its members; competitive generators, power marketers and other suppliers in the energy industry. IPPNY advocates state and federal policies that will result in a fully competitive electric power supply marketplace.

IPPNY Members generate 75 percent of New York State's electricity needs. From Montauk Point to Niagara Falls, seven-out-of-ten New York State residents are getting their electricity from an IPPNY member.



IPPNY actively represents supply sector companies in all of the following areas:

- New York State Office of the Governor
- New York State Senate and Assembly
- New York Independent System Operator
- New York State Department of Environmental Conservation
- New York State Public Service Commission
- State Authorities and Agencies: NYPA, NYSERDA, Tax and Finance, LIPA

GENERATING... CONSENSUS

IPPNY is governed by a 21-member Board of Directors with re-election every two years. The Board's policies are executed by the Association's President and CEO. All IPPNY Board meetings are open to IPPNY Members.

GENERATING... EXCHANGE

Top industry speakers, education and outstanding networking opportunities keep industry leaders coming back year after year for IPPNY's annual spring and fall conferences. Spring conferences focus on legislative issues, and fall conferences highlight market and regulatory issues. These educational policy forums attract government and industry leaders to discuss and debate the hot issues of the day.

GENERATING... REACH

IPPNY has been a board member and regional chair with the Electric Power Supply Association (EPSA) since its inception. IPPNY and EPSA Members and staff work closely on federal issues and general policy advocacy.

THE HEART OF WHAT WE DO

Any great business is driven by its people. IPPNY is no exception. IPPNY Members have a proud tradition of vision and leadership in shaping New York's electric power industry over the past two decades. Name any major energy issue in recent memory, and it's most likely you'll find a committed group of IPPNY Members and staff right there in the middle of the debate. And chances are good they came out doing much better than anyone expected. IPPNY Members are active, involved players in New York and throughout the energy industry.

Terms & Conditions

Exhibitor Information

Exhibitors will be provided an 8' x 10' booth area with one 6' draped table, a 7" x 40" exhibitor sign, 2 chairs, a wastebasket, and electricity (if requested). Access to an electrical outlet must be requested. You will be responsible for your own display and the ordering and cost of any additional items such as audio/visual equipment, telephones, and Internet access. Please indicate on the enclosed Exhibit Request Form the size and type of display you would like to exhibit. Upon receiving the form, a Show Coordinator will contact you to discuss your plans.

Electrical

Electrical distribution will be ordered and paid for by the Exhibitors using the order form in the decorator package. Distribution of electrical power will be done by Total Events, LLC. **Exhibitors not ordering electrical services when required will not have access to electrical outlets.**

Insurance and Liability

The exhibitors assume full responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to the Exhibitor's displays, equipment, or property brought upon the premises of the Hotel. Exhibitors further agree to indemnify, defend and hold harmless the Independent Power Producers of New York, Inc. (IPPNY) and the Hilton Garden Inn Troy (Hotel) and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees arising out of the use of the Hotel premises excluding any liability caused by the negligence of IPPNY, the Hotel or its owners, servants, agents, and employees. Exhibitors also understand that neither IPPNY nor the Hotel maintains insurance covering the Exhibitor's property or lost revenue. It is the sole responsibility of the Exhibitor to obtain insurance. Security is not provided within the Ferris Ballroom. Exhibitors must arrange for the safety of their own equipment and should not leave items of value unattended in the ballroom.

Showcase Booth Fee(s)

IPPNY Members: \$750
Non-Members/Corporations: \$850
Non-Profits: \$500
NYS Government: Fee Waived

Scheduled Showcase Hall Events

Tuesday, May 10, 2011

Set Up: 2:00 PM to 5:00 PM

Showcase: 5:30 PM to 7:30 PM

Tear Down: 8:00 PM to 11:00 PM

Decorator of Showcase

The official decorator and rental company for the Energy and the Environment Showcase is Total Events, LLC. Request forms for showcase space decorating will be sent to exhibitors upon receipt of registration. Requests for information concerning special equipment, electricity, labor and drayage should be directed to Melissa Carrier, Show Coordinator, Total Events, LLC at 518.383.8602

Registration Deadline

Space is limited. Please complete and submit your Showcase Registration Form no later than April 25, 2011. **Registration for the showcase is on first-come first-served basis.** For assistance with your exhibit, please contact Vanessa LaClair, CMP at (518) 436-3749 or vanessa@ippny.org.

Cancellation Policy

All cancellations and/or requests must be made in writing to Independent Power Producers. No telephone cancellations will be accepted. No refunds will be made after April 25, 2011. **Note: Attendance at the spring conference on Wednesday, May 11 is a separate registration and additional charge.** A conference registration form is available online at www.ippny.org.

Showcase Shipments & Labor

All exhibitors are responsible for the shipment of their showcase materials to and from the conference hotel. Exhibitors are responsible for the set-up, tear-down, staffing their exhibit, drayage, packing and return shipping costs and removal of exhibit materials from the Hotel. Upon receipt of your registration, detailed shipping information and exhibitor instruction forms will be provided to you by the Show Coordinator and the exhibits company, Total Events, LLC. Please note: The Troy Hilton Garden Inn cannot receive exhibit shipments. Please call Vanessa LaClair, CMP at 518-436-3749 if you have any questions or concerns.

Location

Hilton Garden Inn Troy & the Rensselaer Banquet & Conference Facility
235 Hoosick Street / Troy, New York

Hotel and Travel Reservations

All exhibitors will be responsible for making their own hotel and travel reservations. To make hotel reservations, contact the Hilton Garden Inn at 877-STAY HGI and request a room from the Independent Power Producers of New York room block. Guest rooms are available for \$139 per night until the reservations deadline date of April 25, 2011 or until rooms are sold out.

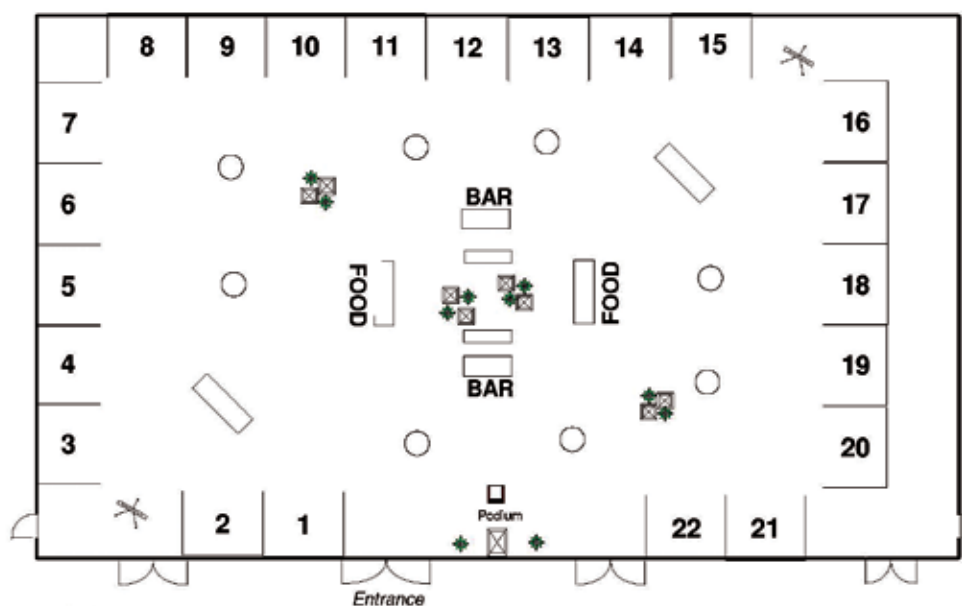
Directions to Hotel

FROM THE NORTH: Take the Adirondack Northway/NY Route 87, South, to exit 7/Route 7, east towards Troy/Cohoes. Follow Route 7 over route 787, about 5 miles. At the bottom of the bridge, go straight through the light and proceed up the hill on Hoosick Street. The Hilton Garden Inn Troy will be three quarters of a mile up the hill on the left hand side.

FROM THE SOUTH: Take the New York State Thruway/ I-87 North towards Albany. Merge onto I-787 North, via Exit 23 towards Downtown Albany/Rensselaer/Troy, for about 9 miles. Merge onto NY 7 via Exit 9E towards Troy/Bennington. Go East, up the hill, on Hoosick Street, at the light at the bottom of the bridge. The Hilton Garden Inn Troy will be three quarters of a mile up the hill, on the left hand side.

Contact Information

Vanessa LaClair, CMP
Membership Services & Events Coordinator
Independent Power Producers of New York, Inc.
19 Dove Street, Suite 302
Albany, NY 12210
Tel: (518) 436-3749
Fax: (518) 436-0369
vanessa@ippny.org



Showcase Registration Form

____/____/____, my organization will exhibit at IPPNY's 2nd Annual **NYS Energy and the Environment Showcase**, to be held at the Hilton Garden Inn Troy & the Rensselaer Banquet & Conference Facility on Tuesday, May 10, 2011.

Authorized Representative (please print):

Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

*Signature: _____ Date: _____

*By signing this registration form, the undersigned agrees to observe all the terms and conditions set forth in the **Energy and the Environment Showcase** exhibitor prospectus.

Check your organization type:

____ IPPNY Member: \$750 ____ Non-Member/Corporation: \$850

____ Non-Profit: \$500 ____ NYS Government: Fee Waived

Amount enclosed: \$ _____

Specify booth preference: 1. _____ 2. _____ 3. _____ 4. _____

Type or print carefully the company name you wish to appear on your booth sign:

Space Assignment will be made in order of receipt of a properly signed contract and full booth payment. However, IPPNY reserves the right to make or change booth assignments at its discretion.

Please indicate the exhibit type you will be bringing (8'x10' booth area provided; IPPNY does not supply displays):

☐ Pop-Up Display (portable display booth). NO Table Needed.
Size of Display: _____

☐ Pop-Up Display (portable display booth). Please provide a table for me. Size of Display: _____

☐ Table Top Display Only - Size of Display: _____

Will you require an electrical outlet? ____ Yes ____ No

Optional Items: If your exhibit requires additional items such as audio/visual equipment, telephones, or Internet access, please contact Melissa Carrier, Show Coordinator, Total Events, LLC at 518.383.8602 to discuss your needs. Total Events, LLC will provide you with ordering and pricing information.

Description: Please provide a written description of your exhibit and services in 100 words or less.

NAME(S) OF SHOWCASE BOOTH PERSONNEL (List Primary Contact First):

Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

NAME(S) OF ADDITIONAL SHOWCASE BOOTH PERSONNEL:

Name: _____ Title: _____

Name: _____ Title: _____

Enclose your showcase fee payment: Showcase fees are due upon registering your exhibit. Please make check payable to: Independent Power Producers of New York, Inc. Mail check to: c/o Vanessa LaClair, CMP - 19 Dove Street, Suite 302, Albany, NY 12210. The Tax Identification Number is 22-2730643.