



Independent Power Producers of New York, Inc.
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Albany, NY 12210

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Exhibitor Prospectus



New venue • New extended exhibitor hours • Same great conference

**IPPNY's Annual NYS Energy and
the Environment Showcase
& Spring Conference**

Now featuring extended exhibitor time!

Tuesday, May 8, 2012: 5:30 PM to 7:30 PM (Reception)

Wednesday, May 9, 2012: 7:00 AM to 3:00 PM (Conference)

Location: **Hotel Albany** (formerly Crowne Plaza) – Albany, NY

Hosted by the Independent Power Producers of New York, Inc.

Visit us online at www.ippny.org



You are invited to participate in the 3rd Annual NYS Energy and the Environment Showcase hosted by the Independent Power Producers of New York (IPPNY), which will be held at the Hotel Albany, Albany, NY on Tuesday & Wednesday, May 8 & 9, 2012.

The Annual Showcase & Spring Conference are open to attendance by a wide variety of individuals, with announcements sent to representatives of **businesses, organizations, public officials**, members and future members of the Independent Power Producers of New York, Inc.

New this year: Additional showcase time has been built into the conference schedule, providing exhibitors a **unique opportunity to market their products and services** and **maximize their exposure** to attendees.

A reception the evening of **Tuesday, May 8**, followed by breakfast, lunch and a coffee break on **Wednesday, May 9** will all be held in the Showcase ballrooms and feature various energy industry and technology company exhibits. 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. This year's conference on Wednesday, May 9 will feature legislative policy updates from committee leaders, an energy expert panel discussion, and updates from legal and financial professionals.

WHY YOU SHOULD EXHIBIT - Your organization is a welcome participant in this two-day 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.ippony.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, which include a multitude of business, government, and organization leaders

Booth space is limited. Due to the space restrictions at Hotel Albany, your space 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@ippony.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

WHO WILL ATTEND

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

SHOWCASE OBJECTIVES

- **EDUCATE** state and local government as well as business and organization leaders 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 opening a productive dialogue for public/private sector partnerships that can help you and your company

Who We Are

IPPNY, incorporated in 1986, 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 over 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 chances are a committed group of IPPNY Members, and staff, were 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 8' 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 Showcase Coordinator will contact you to discuss your plans.

Electrical

Electrical distribution will be ordered by 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 Hotel Albany (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 and it is the sole responsibility of the Exhibitor to obtain such 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:\$100

Scheduled Showcase Hall Events

Tuesday, May 8, 2012

Set Up:.....2:00 PM to 5:00 PM
Showcase:.....5:30 PM to 7:30 PM

Wednesday, May 9, 2012

Showcase:.....7:00 AM to 3:00 PM
Tear Down:.....3:30 PM to 6:00 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 **Monday, April 9, 2012**. 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 9, 2012.**

Spring Conference Attendance

Exhibit booth personnel (limit 2) may participate in the spring conference sessions as well as all meal breaks.

Any additional attendees from exhibiting companies who wish to attend the conference can do so by completing a conference registration form and will be offered the IPPNY member rate to attend. 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 Showcase Coordinator and the exhibits company, Total Events, LLC. Please call **Vanessa LaClair, CMP** at 518-436-3749 if you have any questions or concerns.

Location

Hotel Albany
89 State Street (Corner of State & Lodge)
Albany, NY 12207

Hotel and Travel Reservations

All exhibitors and attendees will be responsible for making their own hotel and travel reservations. To make hotel reservations, contact Hotel Albany at 518-462-6611 or visit www.cpalbany.com and use the **Group Code ECR**. Guest rooms are available for \$119 per night until the **reservations deadline date of April 20, 2012** or until rooms are sold out.

Directions to Hotel

From the South:

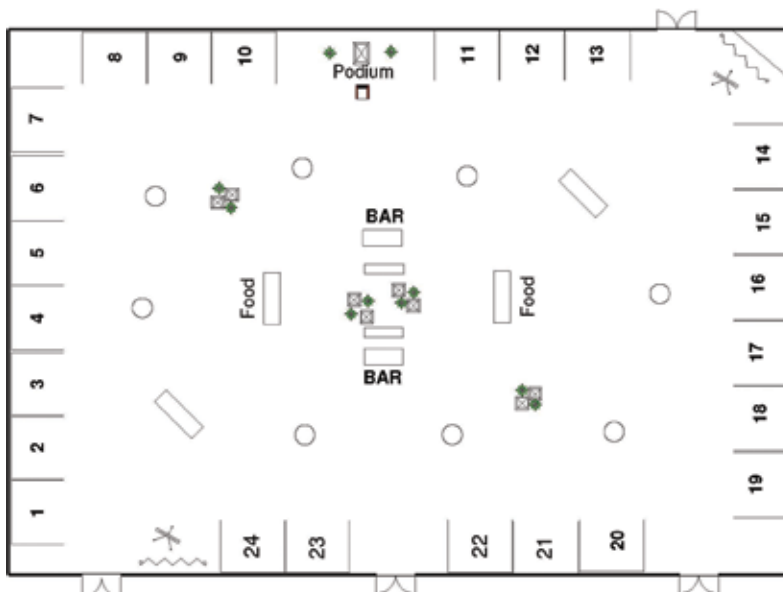
Take the NYS Thruway (I-87) North to Exit 23. After the toll, follow to I-787 North. Take Exit 4 and follow the signs to Broadway by turning left at the 1st traffic light. Continue on Broadway and turn left on State Street. Continue up State Street to the 2nd traffic light and turn right on Lodge Street. The Hotel Albany is on the corner of 40 Lodge Street.

From the North:

Take the 'Northway' (I-87) South to I-90 East. Follow I-90 East to I-787 South. Use Exit 4B (Clinton Avenue). At the light, turn left onto Broadway. At the 4th traffic light, turn right on State Street. Continue up State Street to the 2nd traffic light and turn right on Lodge Street. The Hotel Albany is on the corner of 40 Lodge Street.

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

___ **Yes**, my organization will exhibit at IPPNY's Annual NYS Energy and the Environment Showcase, to be held at Hotel Albany on Tuesday, May 8 and Wednesday, May 9, 2012.

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. All communications will be directed to the person and address indicated above, unless otherwise specified.*

Check your organization type:

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

___ Non-Profit: \$500 ___ NYS Government: \$100

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 Total Events to discuss your needs. Total Events 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 (Limit 2):

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

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.