

[EXHIBITOR PROGRAM]

2012

CROSSOVER TO THE FUTURE

SCAN IN PROGRESS
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MAR | 26-28 | 2012

Fairmont Royal York Hotel, Toronto, Ontario

www.enercom.to

Presented By



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[ENERCOM 2012]

Key Reasons To Choose ENERCOM 2012 For Your Exhibitor Dollar:

1. Access to key decisions makers in the LDC industry
2. Exclusive event with high profile attendees & speakers
3. Strong 13 year track record
4. Opportunity to showcase your business to a niche market
5. Access to attendees of the Electricity Distributors Association's Annual AGM
6. Opportunity to continue relationship building with existing clients
7. Opportunity to stay abreast of developments in the LDC industry
8. Full exhibitor package, including access to meals, sessions & networking opportunities

ENERCOM brings together senior executives from Canada's energy industry including generation, transmission, distribution, buyers, sellers and regulators to discuss and share their visions on strategic issues.

ENERCOM 2012 will be held March 26-28, 2012 at the Fairmont Royal York Hotel in Toronto. The theme is "Crossover to the Future". This conference immediately follows the Electricity Distributors Association Annual General Meeting and their celebration in 2012 of the last 100 years in the electricity sector. ENERCOM will explore the **next 100 years** by bringing together researchers, visionaries, practitioners, technology experts and thought leaders to explore the future of innovation, business, personal lifestyle, communication, education, health care and, of course, energy.

The ENERCOM conference is a key opportunity to network with leading decision makers in the energy industry. ENERCOM provides you the chance to be face-to-face with a very exclusive audience of senior energy industry executives and representatives.

ENERCOM 2012 is a must attend event if your business interests are focused on the LDC industry in Ontario. Now in its 13th year, ENERCOM is your best opportunity to gather valuable contacts, nurture existing relationships and build new ones.

Making Connections:

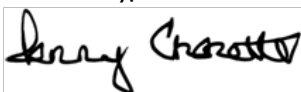
Enercom's exhibit hall has been enhanced with the addition of a networking lounge for conference delegates and provides for additional exposure for all exhibitors to meet potential business contacts and prospects. Connect with key decision makers:

- During the black-tie industry gala dinner reception
- During meals – breakfast, lunch, dinner and coffee breaks
- Pre and post Conference sessions

Space is limited at this exclusive event so reserve your spot early to make sure you are able to take full advantage of this unique opportunity.

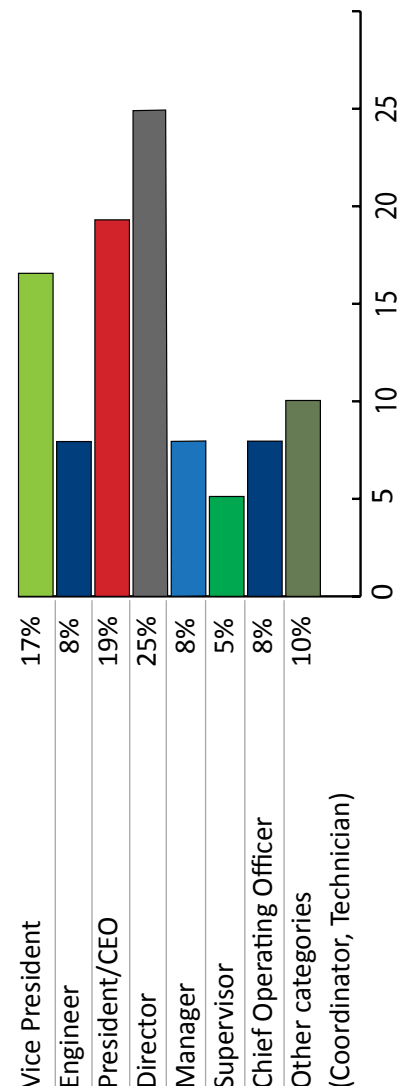
I hope to see you at ENERCOM 2012! For additional information visit www.enercom.to or call Jennifer Forde at (905) 265-5332 or via email at jforde@mearie.ca.

Sincerely,



Penny Charette

Who Attended ENERCOM 2011



[WELCOME EXHIBITORS]

Exhibiting at the **2012 ENERCOM** conference is a unique and exciting opportunity to reach potential customers such as Canada's senior executives in the energy industry as well as bringing your company to the forefront of the Ontario electricity sector.

Some of the benefits of becoming an exhibitor are:

- **Introducing** your company's products/services to prospective new customers
- **Reinforcing** your image with key decision makers
- **Reaching** new contacts outside your normal business circles
- **Recognizing** your company as a leader and supporter of the Ontario energy industry
- **Raising** your profile at this prestigious annual energy event

Exhibitor Registration Fee:

Each 10' x 8' Booth rental – EDA Member.....	\$ 2,172.00
Each 10' x 8' Booth rental – non-EDA Member	\$ 2,534.00
Exhibitor's day pass	\$ 220.00

Exhibit Registration includes:

- Two (2) exhibitor passes
- Meals as outlined in the program for the two exhibitors [Excluding Gala Dinner]
- Draped booth with 8 ft. high back wall and 3 ft. high side walls
- One 6 ft. table, two standard chairs
- One 750 watt, 120 volt service per booth

Show Hours:

Set-up Time	Monday, March 26, 2012	12:00 pm – 3:30 pm
Exhibition Hours.....	Monday, March 26, 2012	4:30 pm – 6:00 pm
	Tuesday, March 27, 2012	7:30 am – 6:00 pm
	(Closing reception starts at 5:00 pm)	
Exhibit Teardown.....	Tuesday, March 27, 2012	6:30 pm – 9:00 pm

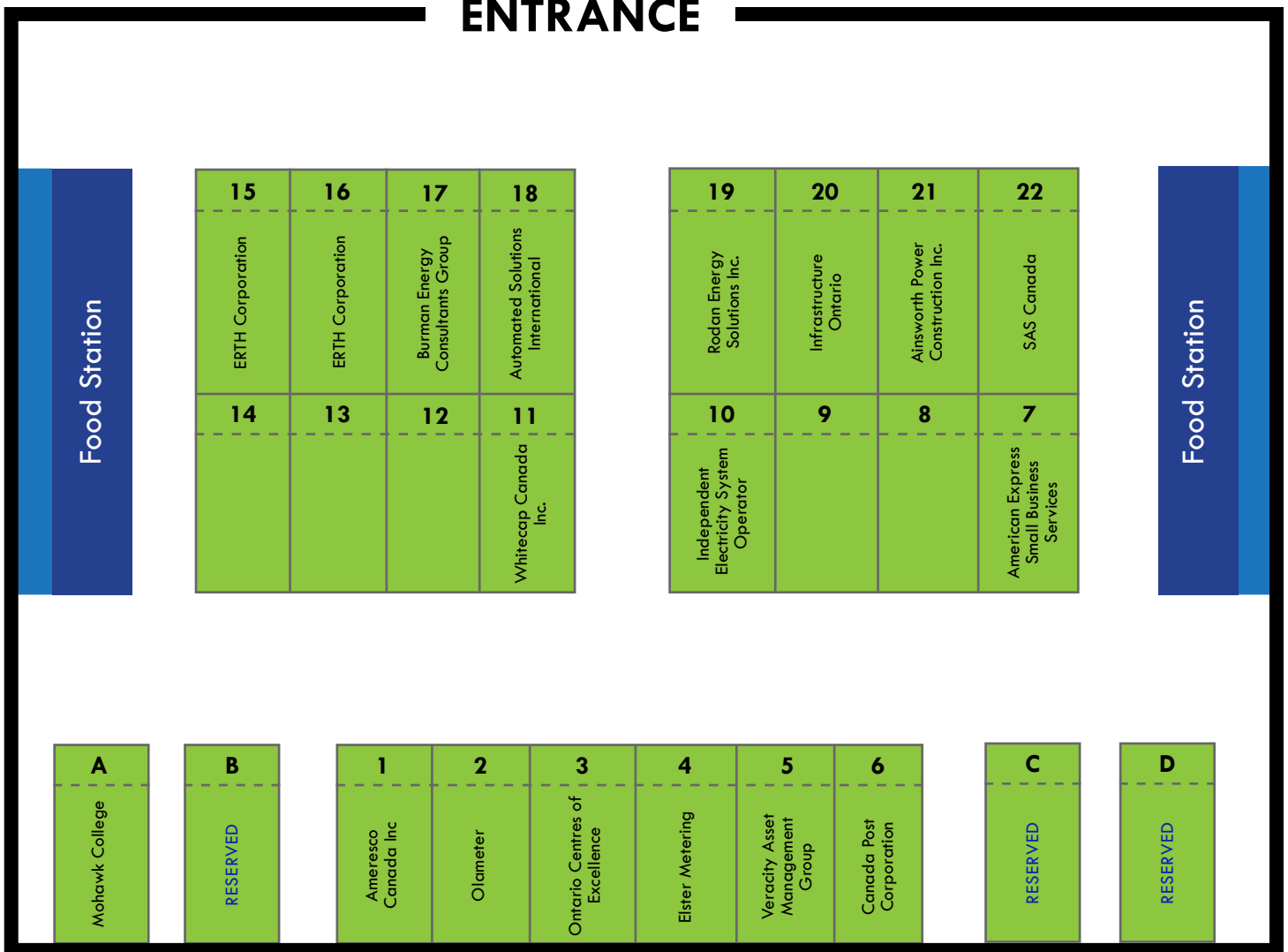
Ensure the space you want by booking early!

[ENERCOM 2012 FLOOR PLAN]

Fairmont Royal York Hotel Ballroom
 Toronto, Ontario
 March 26 – 28, 2012

8'X10'

ENTRANCE



[EXHIBITOR REGULATIONS]

Eligibility of Exhibitors

An exhibitor can be a company, institution, government, or individual whose products or services are directly related to the conference theme.

Exhibit Space Regulations

Exhibit space will be assigned by The MEARIE Group according to the date by which the application is received. The MEARIE Group reserves the right to alter or change the space assigned to the Exhibitor.

Payment for Booth Space

The total cost of the booth space must be paid in full, when reserving the desired space.

Rights

The MEARIE Group reserves the right, at its sole discretion, to change the date or dates upon which the Conference is to be held and shall not be liable in damages otherwise by reason of any such change. In addition, The MEARIE Group shall not be liable in damage or otherwise for failure to carry out the terms of this Agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of The MEARIE Group whether similar to or dissimilar from the cases enumerated herein. In the event that the exhibit space to be used by the exhibitor should in any way be rendered unusable, the exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of The MEARIE Group.

Subletting of Space

Space contracted by the exhibitor may not be sublet without the prior written permission of The MEARIE Group.

Insurance

The exhibitor is responsible for the placement and the cost of insurance related to their participation in the show. Neither The MEARIE Group nor the Fairmont Royal York Hotel will accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations, by fire, accident, theft, or any other causes while in the building.

Exhibitors, or their agents, must provide adequate insurance for their own personnel, exhibits and materials against all such hazards with a minimum limit of \$2,000,000.00. Appropriate forms will be included.

Electrical

All operating electrical equipment used in the exhibit must have CSA or equivalent provincial power authority approval.

Badges

Badges will only be available for those names submitted on the Exhibitor Registration Form. Substitutions may be made on site. However, notice of substitution would be appreciated prior to March 12, 2012.

Cleaning and Maintenance

Booth cleaning is the responsibility of the Exhibitor.

Installation and Dismantling of Exhibits

The Exhibitor shall not remove any part of the display or product until the show is officially closed. The Exhibitor also agrees to remove the exhibit and equipment from the hotel building by the final move-out time limit, or in the event of failure to do so, the Exhibitor shall be responsible for any additional costs incurred.

Exhibitor Set-Up	Monday, March 26, 2012 12:00 pm – 3:30 pm
Exhibition Hours	Monday, March 26, 2012 Opening Reception: 4:30 pm – 6:00 pm Tuesday, March 27, 2012 7:30 am – 6:00 pm Closing Reception: 5:00 pm
Exhibit Tear-Down	Tuesday, March 27, 2012 Tear Down time: 6:30 pm – 9:30 pm

General Rules

The exhibitor agrees to abide by all regulations and rules adopted by The MEARIE Group in the best interests of the Conference, and agrees that The MEARIE Group shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show. The MEARIE Group reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, products, signs, lights, or sound, and to expel Exhibitors or their personnel if, in The MEARIE Group's opinion, their conduct or presentation is objectionable to other show participants.

Exhibitors agree to confine their presentation within the contracted space only, and within the maximum height set by the conference regulations and to maintain a staff member in their booth space during the conference hours.

Floor Plan

Ballroom, Fairmont Royal York Hotel, see page 5.

[EXHIBITOR REGULATIONS]

Hospitality Suites

Exhibitors are requested to refrain from hosting hospitality suites during the hours of the Conference.

Booth Design

Show Management will provide pipe and drape back and sidewalls for all exhibitors. The hall is fully carpeted. Exhibitors are fully responsible for the remainder of their booth exhibitory. A full range of hard wall units and exhibit accessories are available from the official show decorator, Stronco Show Services.

Exhibits must not unduly obstruct visibility of adjacent booths, e.g. 50% visibility allowance for booths on either side (in-line booths). Racks and display shelves must not unduly obstruct visibility of adjacent exhibits.

Competitions & Drawings

The MEARIE Group encourages sales promotions and competitions conducted by exhibitors in conjunction with their display; however, they must be free of any obligation on the part of the winner. Prize winners must not be required to place an order before collecting the prize offered. All such competitions must comply with all existing government regulations.

Ontario Health and Safety Acknowledgements

The Ontario Ministry of Labour has declared that as of April 2000, all show sites are deemed to be construction sites. Consequently, the provisions of the Occupational Health and Safety Act and its Regulations (especially the Regulations dealing with Construction Projects) are applicable to the Show. The Occupational Health and Safety Act is aimed at protecting and improving workplace health and safety conditions in Ontario.

The MEARIE Group subscribes to the view that workplace safety is a primary concern in the staging of an event. Accordingly, The MEARIE Group requires that all Exhibitors and Suppliers adhere to the highest standards of safety when setting up and tearing down exhibits and take every reasonable precaution to protect the health and safety of workers. In addition, The MEARIE Group requires all Exhibitors and Suppliers of ENERCOM to respect

and comply with the Occupational Health and Safety Act and Regulations. Appropriate forms will be included in the exhibitor manual.

Sound Levels

Any attention arousing devices, such as noisemakers, flashing lights, movies, music, broadcasting, television, drawings, etc. are subject to The MEARIE Group approval, by March 5, 2012. No approval will be given to devices that are obviously distracting. Sideshow tactics are inappropriate and are forbidden. Electrical and other mechanical apparatus must be muffled so that noise does not disturb other exhibitors.

Mechanical & Other Conveyances

Mechanical conveyances such as electric carts, scooters or bicycles are not allowed in the aisles during Show hours, unless previously approved by The MEARIE Group. The only exception to this rule will be in the case of handicapped persons, or in the case of authorized show duty personnel. In addition, no other form of manual or "push" carts or dollies will be permitted on the Show Floor. Stocking of booth materials, which require such conveyances, must be done outside of show hours.

Soliciting, Samples and Souvenirs

Distribution of samples, souvenirs and promotional material and soliciting of business must be confined to the exhibitor's contracted space. Such activities are not permitted in the aisles, restaurants, registration areas, hallways or other exhibits. Exhibitors wishing to enter another exhibitor's area may do so if invited.

Only participating exhibitors have the exclusive right to promote or sell goods or services in this Show. All other parties who attempt to make any solicitations without the expressed written permission of Show Management will be permanently removed from the Show area. Exhibitors are asked to report any infractions to the Show Office so that immediate remedial action can be taken.

Samples of food and beverage items are permitted but are subject to prior approval by The MEARIE Group and the Fairmont Royal York Hotel.