

Invitation to Exhibit



NEXTgrid

2013

*Citiclub Hotel, Melbourne
August 19-20, 2013
Exhibiter Prospectus*

Produced by

ExpoCoevents

www.expoco.com.au

www.nextgrid.com.au

INTRODUCTION

NextGRID 2013 Exposition is a new form of business event - an integrated Conference and tailored Exhibition custom designed to facilitate the best possible ROI, Networking and Professional Contact outcomes.

EXPOSITION FORMAT

Exhibit stands are minimal and people focused, and are set up within the main conference room. The emphasis is primarily on business development, networking and knowledge exchange.

Delegates will hear from decision makers and thought leaders the status, issues and challenges presented by the Smart Grid rollout, and will have the opportunity to immediately learn from solution providers the technologies, strategies and opportunities available to address these needs.

Four 1 hour Exhibitor sessions are included in the speaking program, during which time each Exhibitor will have the opportunity to directly address the audience with structured learning presentations, or network informally if preferred

The Exhibition will continue to run informally throughout the 2 days in conjunction with the Conference to allow maximal interaction between delegates and exhibitors.

EXHIBITION STANDS

FEATURES:

- o Generic in size and layout

- o Customisable graphics enable promotion of brand message and corporate identity
- o Product demonstration enabled via optional pc or television in stand
- o Include 1 x covered table, 1 x straight sign holder, electricity and internet connectivity.

BENEFITS:

- o Greatly reduced cost: Often the cost of booth customization, competition and differentiation can inflate the price of exhibiting at meaningful trade shows into tens of thousands of dollars, requiring significant business development to ensure return on investment.
- o Networking: The focus here moves away from product display to interaction and networking between exhibitor and delegate.
- o Registration price includes attendance for 2 team members, who are given full access to the Speaking Program and networking cocktails at the end of each day.



WHO WILL ATTEND?

This national energy industry event will be attended by executive management and senior industry staff, as well as a cross section of decision-makers and analysts from the public sector, from the professional services and academia. Broad interest and involvement is expected from technology providers and energy solutions providers.

EXHIBITORS PACKAGE

Pre-event marketing and design

- o Engagement within the refinement and validation stage of the knowledge program.
- o Logo and a brief company bio included on all telephone, mail, email and web advertising.
- o We will include your logo and partner status as part of our media strategy, including any advertising within the business press.

On-the-day exposure and participation

- o An exhibition stand and full day event passes for up to 2 staff
- o Logo inclusion on all event signage
- o Logo inclusion and a full page advertising insert within the Conference notes
- o Full inclusion in the educational and social program – invitation to attend, learn and network with fellow exhibitors and delegates through all speaking sessions, daily refreshments, and networking cocktails.

Post-event feedback and consolidation

- o Event debrief and final exchange of knowledge and contacts.

AGENDA DAY 1

9:00-9:10

- o Opening Remarks from the Chair

FORWARD OUTLOOK – POLICY & REGULATION

9:10-9:45

- o Interpreting the Lessons from the Smart Grid/Smart City Demonstration Project to Demonstrate a Business Case for the continued National Deployment of Smart Grids

9:45-10:20

- o Ministerial Keynote Address

Break: 10:20 – 10:40

INTERNATIONAL DEVELOPMENTS

10:40-11:15

- o International Guest Speaker: Update USA

11:15-11:50

- o Singapore's Intelligent Energy System

11:50-12:50

o Special Knowledge Presentations by Exhibition Vendors - Session 1

- *Formal concurrent 20 minute vendor presentations, along with informal audience networking and inspection of exhibits*

Lunch: 12:50 – 1:50

1:50-2:25

- o Developing a Strategic Roadmap to Optimise Business System Investment

GRID SECURITY & TECHNOLOGY

2:25-3:00

- o Assessing and overcoming the negative perceptions and misconceptions customers may hold regarding Smart Grids and strategies for effectively communicating the benefits possible through modernised networked Electricity Grids

Break: 3:00 – 3:20

3:20-3:55

- o Helping Customers Realise Smart Value Through Effective Education Creating Behavioural Change

3:55-4:05

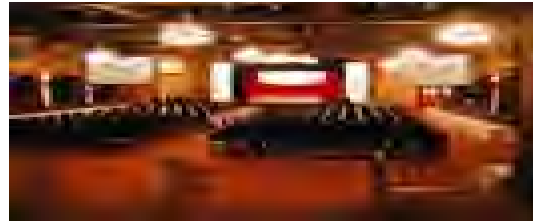
- o Session Close

Closing remarks from the Chair and introduction to final Vendor Presentation session

4:05-5:05

o Special Knowledge Presentations by Exhibition Vendors - Session 2

5:05 pm End of Session Networking Cocktails



AGENDA DAY 2

9:00-9:10

- o Opening Remarks from the Chair

TECHNOLOGY AND STANDARDS

9:10-9:45

- o Exploring Synergies between the National Broadband Network and a National Smart Grid Deployment

9:45-10:20

- o Emerging functionality for HANs, In-Home Displays, and Connected Devices

Break: 10:20 – 10:40

10:40-11:15

- o The Role of Open Standards in Facilitating the

National Smart Grid Deployment by Helping to Address Issues of Interoperability, Security and Installation Complexity

NETWORK MANAGEMENT

11:15-11:50

- o Lessons for Industry from Australia's first Commercial Smart Grid Rollout in building a Truly end to end Intelligent Network

11:50-12:50

o Special Knowledge Presentations by Exhibition Vendors - Session 3

Lunch: 12:50 – 1:50

1:50-2:25

- o Reviewing the technology frontier

INTEGRATING GREEN ENERGY & ELECTRIC VEHICLES

2:25-3:00

- o Challenges and Opportunities for Integrating Renewables into Smart Grid Infrastructure

Break: 3:00 – 3:20

3:20-3:55

- o Understanding Management Requirements in the Integration of Electric Vehicles on the Grid and the Control of Energy flow Between the Vehicle and the Grid

3:55-4:05

- o Session Close

Closing remarks from the Chair and introduction to final Vendor Presentation session

4:05-5:05

o Special Knowledge Presentations by Exhibition Vendors - Session 4

5:05 pm Close of Conference Networking Cocktails

MARKETING PROGRAM

A large scale and inclusive marketing campaign will be run as a core feature of the Exposition, guaranteeing exhibitors the largest possible audience:

- o Telephone, mail, fax and email campaign to all businesses defined as part of the Electricity, Gas, Water and Telecommunications industries
- o Trade advertising campaign, including advertisements in major electricity industry trade publications
- o Sponsor marketing inclusions
- o Exhibition partner marketing inclusions
- o Telephone campaign to the top 1000 companies nationally
- o Pricing structure – starting at \$900 per delegate to ensure a large, relevant attendance

VENDOR ENGAGEMENT PROGRAM

A range of measures including room design, optional presentations, a Vendor passport and many others are included in a comprehensive strategy to ensure optimal interaction between Exhibitors and Delegates.

Exhibitors are entitled to 1 x 20 minute dedicated Knowledge Presentation or product demonstration session during the official Vendor Presentation segments. Timings will be allocated in order of receipt of registrations.

We will discuss with you a range of options and opportunities to design and scale the level of engagement that best showcases your capability, expertise, products and services.

SPONSORSHIP

A range of sponsorship opportunities are available to businesses seeking to optimise market exposure, brand development and positioning via an industry wide coordinated marketing campaign of this scope, and via close alignment with this event.

Please contact us directly to discuss whether your business can benefit from a customised sponsorship package.

Telephone: 03 9016 9326

Email: events@expoco.com.au

BOOK NOW

Exhibition dates

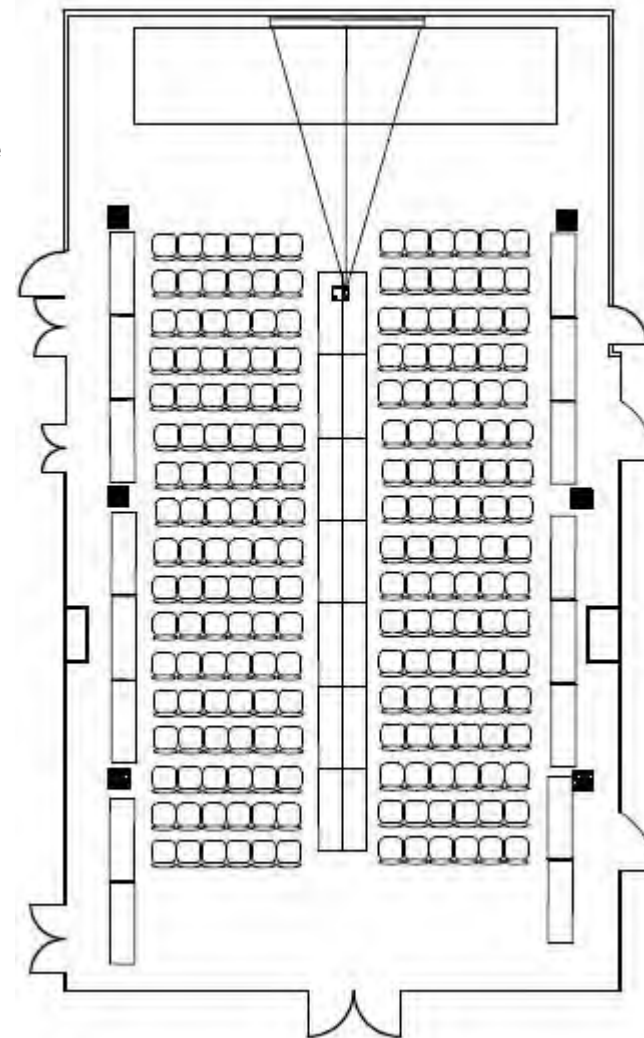
Monday 19th - Tuesday 20th August, 2013

- o 20 Exhibitors maximum. Stands, and speaking positions, will be allocated in order of receipt of confirmed registrations.

Deposit /payment cycle

- o Early Bird: \$2500 + gst: Registrations with deposit by May 25th.
- o Standard Registration: \$3500 + gst: Registrations after May 25th, or deposits not paid by May 25th.
- o Deposit of \$500 required to guarantee booking
- o Balance due July 29th, or \$500 late payment surcharge added.

FLOOR PLAN



Citiclub Hotel Ballroom.

Note: Floor Plan is representative only of final room layout, which will be determined by final event numbers.

REGISTRATION AND CONTRACT SPECIFICATIONS

NextGRID 2013 National Exposition

19-20 August
Citiclub Hotel, Melbourne

Please complete and return this form with deposit payment to secure your choice of stand. A detailed exhibitor manual will be issued upon acceptance of registration. 20 Exhibitors maximum. Stands, and speaking positions, will be allocated in order of receipt of confirmed registrations.

Registrant Details

Name:

Organisation:

Address:

.....

Postcode:

City:

State:

Country:

Tel:

Fax:

Email:

www.nextgrid.com.au

Payment Schedule

Early Bird: \$2500 + gst = **\$2750:** Registrations with deposit by May 25th.

Standard Registration: \$3500 + gst = **\$3850:** Registrations after May 25th, or deposits not paid by May 25th.

Deposit: \$500 + gst = **\$550** deposit required to guarantee booking (fully refundable if event does not proceed for any reason.).

Balance due July 29th, or \$500 + gst = **\$550** late payment surcharge added.

Payment Type:

Deposit \$.....

or

Payment Balance \$.....

Total: \$.....

Payment Method:

Crossed cheque made payable to 'Expoco Events'

Visa Bankcard MasterCard Amex

Card holders name:

Amount: \$

Card no.:

Signature:

CVN/Amex 4 Digit Code: Expiry date:..... /

Host: ExpoCo Events **ABN:** 95 996 408 317

How to register

Tel: 03 8679 6450 **Fax:** 03 8678 3878

Email: events@nextgrid.com.au

Website: www.nextgrid.com.au

Mail to: ExpoCo Events, PO Box 12506

A'Beckett St, Melbourne VIC 8006

Terms and Conditions

The undersigned (hereinafter called the exhibitor) hereby applies for display space at NextGRID 2013 to be held at the Citiclub Hotel, Melbourne on the dates of the 19th August to the 20th August 2013. The allocation of display space will be at the discretion of the organisers (ExpoCo Events). A non-refundable payment of \$500 + gst is required to confirm your booking. In the event that the application is accepted, the balance of monies must be paid in accordance with the payment schedule outlined. Failure to pay these amounts by the due date will constitute a cancellation and any monies held by ExpoCo Events (hereinafter called the organisers) will defray exhibition/promotion expenses and will not be refunded.

Venue: Citiclub Hotel, 113 Queen Street Melbourne

Host: ExpoCo Events, ABN: 95 996 408 317

Cancellation: Cancellations (received in writing) will be accepted up to 3 months prior to the start of the event and will incur a penalty equal to the deposit amount. From 3 months to 1 month prior to the event 50% of the total balance will be charged. Cancellations received after this will be billed for the full amount.

In the event the organiser should cancel, a full refund of all monies paid will be issued.

If an exhibitor fails to pay, when due, any sum under the terms of this application, or if any exhibitor fails to comply with any other item or condition of this application, the organisers reserve the right to refuse to process this application any further. Any money therefore paid by the exhibitor to the organisers may be refunded at the organiser's discretion. The organisers shall have the right to make such rules and regulations in connection with the exhibition as it may deem fit and may amend them at any time, and the organisers shall have the full power in the matter of interpretation and the enforcement thereof. The exhibitor agrees to abide by the said rules and regulations in the event this application is accepted and a contract is entered into.

Name:

Company:

Signature:

Date: