

Your invitation to participate in...

THE 2005 EVENT

23rd WEST COAST
EMC ENERGY
MANAGEMENT
CONGRESS

JUNE 28-29, 2005
SAN DIEGO, CA
SAN DIEGO
CONVENTION
CENTER



Presented by:



ASSOCIATION OF
ENERGY ENGINEERS

Gold Sponsor:



Silver Sponsor:



EXPOSITION D CONFERENCE D CUSTOMER DEVELOPMENT

23rd WEST COAST EMC ENERGY MANAGEMENT CONGRESS

JUNE 28-29, 2005 D SAN DIEGO, CA
SAN DIEGO CONVENTION CENTER

WELCOME TO SAN DIEGO...



Dick Murphy, Mayor

Natural beauty, exciting attractions, and surprises await you in the nation's seventh-largest city and California's second-largest metropolis. Once you've experienced what millions of visitors love about our city, you'll know why San Diego is second to none when it comes to hospitality.

While San Diego is best known for its near-perfect climate, miles of sandy beaches, and fun-filled waterfront activities, you'll also discover a city with a character and ambiance rich in arts and culture and sporting an exciting new downtown. We have nationally recognized theater, the largest concentration of museums west of the Mississippi, award-winning restaurants, dynamic nightlife, and popular neighborhoods to enjoy.

Although San Diego is renowned for attractions like the San Diego Zoo and the Zoo's Wild Animal Park, LEGOLAND California, SeaWorld San Diego, and Balboa Park, we are also recognized globally as the home of several first-class academic and research institutions like the University of California San Diego, Salk Institute, Scripps Institute of Oceanography, and Scripps Clinic. And, as the nation's fastest growing mecca for the biomedical, high-tech, and telecommunications industries, San Diego continues to be on the cutting edge of science and technology.

We have something for everyone to discover and enjoy—both young and old alike. Whether you are interested in San Diego's art and cultural offerings, beautiful historic sights, the lure of our incomparable sand, surf, and sun, or the sights and sounds of nearby Mexico, your San Diego experience will be exciting, enchanting, and truly unforgettable.

NEW FOR WEST COAST EMC 2005

EXHIBIT HALL WORKSHOP PRESENTATIONS

A limited number of companies exhibiting at the West Coast EMC 2005 will be given the opportunity to make presentations about technical applications and success stories in a special designated area of the exhibit hall. Both conference and "exhibits only" attendees will be invited to attend these special workshop presentations free of charge. For more information, contact the exhibit manager at (770) 279-4392.

FRONT COVER PHOTO CREDITS
Convention Center exterior with sculpture, courtesy of Timothy Hursley
Convention Center interior walkway, courtesy of Donna Hartings

Simply put, the West Coast EMC was "another successful event—we'll definitely be back in 2005!"

West Coast EMC 2005 is your best opportunity to showcase your products, discuss your solutions, generate sales leads for your company...all by exhibiting in this premier annual industry event.

The Association of Energy Engineers (AEE) is pleased to team up with a powerhouse lineup of sponsors to promote and present the **23rd West Coast Energy Management Congress** on June 28-29, 2005, at the San Diego Convention Center in beautiful San Diego, California.

We invite you to participate in the expo to meet customers face-to-face to develop sales leads, discuss equipment upgrade needs, discover industry trends, and, most importantly, showcase your products and services.

Energy efficiency, distributed generation, proactive facilities management strategies, and equipment upgrades are being actively implemented by commercial, industrial, institutional, and governmental end users as a positive strategy for increasing system reliability, reducing energy costs, improving the environment, and enhancing the overall economic picture through productivity gains.

This exposition offers one of your best opportunities to participate in a 2-day, buyer/seller marketplace where you can promote your products, services, and expertise to an influential group of decision-makers.

FOR QUESTIONS ABOUT EXHIBITING:

Call Ashley Clark at (770) 279-4392

ABOUT THE SHOW HOTELS

A block of rooms has been reserved at two prime hotel locations. Be sure to mention you are with the AEE show to receive VIP convention rates.

San Diego Marriott Gaslamp Quarter

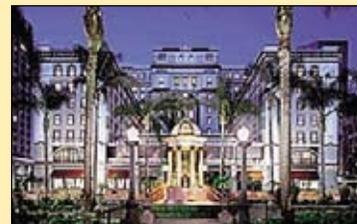
660 K Street, San Diego, CA 92101

To register: 619.696.0234

U.S. Grant Hotel

326 Broadway, San Diego, CA 92101

To register: 619.232.3121 or 800.237.5029



SHOW FACTS AT A GLANCE...

SHOW DATES & LOCATION:

June 28-29, 2005

San Diego Convention Center, Hall A
111 W. Harbor Dr., San Diego, CA 92101

SHOW HOURS:

Tuesday, June 28, 10:00 am-4:00 pm

Wednesday, June 29, 10:00 am-2:00 pm

BOOTH COSTS:

\$2300 per 10' x 10' space, includes one complimentary conference registration per 10' x 10' unit reserved.

EQUIPMENT PROVIDED:

8' curtained backdrop, 3' curtained side railings, standard booth sign. (Booth carpeting not provided.)

UNLIMITED FREE VIP EXPO TICKETS:

Valued at \$40 each are available for your organization's use and distribution to target your own leads by extending a special invitation to them to visit your booth at the show. Tickets are custom-printed with your company name.

FOR ADDITIONAL INFORMATION:

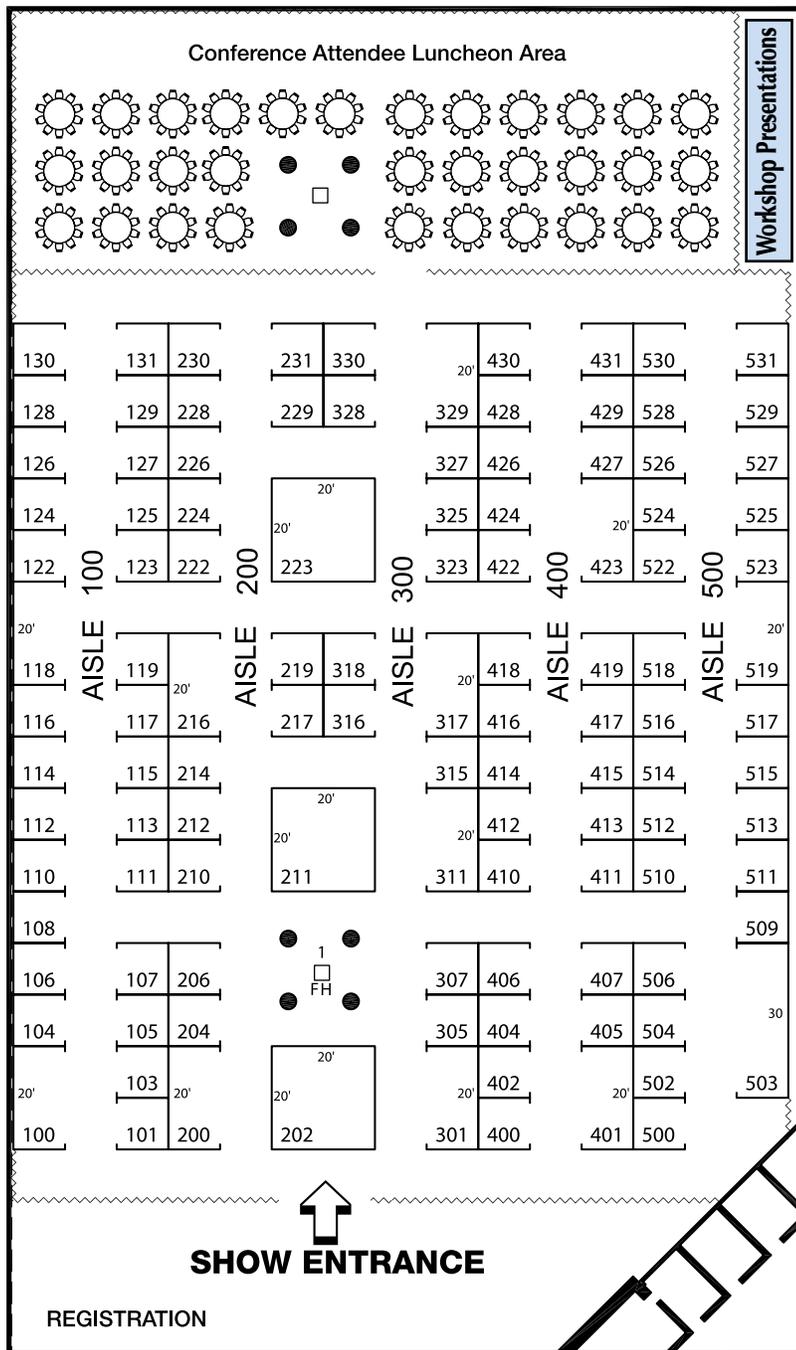
Call the West Coast EMC Exhibit Manager, Ashley Clark, at 770.279.4392 or fax her at 770.381-9865, or email her at ashley@aeecenter.org, or visit:

www.aeecenter.org/emc

23RD WEST COAST ENERGY MANAGEMENT CONGRESS
JUNE 28-29, 2005 • HALL A, SAN DIEGO CONVENTION CENTER
111 WEST HARBOR DRIVE, SAN DIEGO, CA 92101



Aerial view of the Convention Center, courtesy of Kathleen Norri Cook



Floorplan subject to change without notice.

Decision-makers will be visiting the West Coast EMC show looking to you for viable solutions...

The program attracts a top-level, cross-section of decision-makers responsible for implementing their firms' energy efficiency, facility management, energy upgrade, and operational efficiency game plans. The following professional titles are a representative sampling of past show attendees:

- Energy Managers
- Facility Managers
- Managers of Industrial Plants
- Directors of Facilities
- Directors of Energy Planning
- Project Managers
- Managers of Energy Services
- Energy Engineers
- Building Administrators
- Energy Coordinators
- Directors of Finance
- Managers of Electric Utilities
- President and Vice Presidents
- Mechanical Engineers
- Directors of Corporate Accounting
- Directors of Property Management
- Energy Consultants for Commercial, Institutional, Industrial Customers
- Managers of Proposals
- Directors of Engineering
- Directors of Operations
- Certified Energy Managers
- Plant Engineers & Managers
- Physical Plant Administrators
- Building Owners
- Property Managers
- Government Facility Managers
- Industrial Vice Presidents of Operations
- Electrical Engineers
- Process Engineers
- Consultants, HVAC Contractors, & Energy Service Professionals
- Industrial & Commercial End Users
- Institutional Facility Managers
- Healthcare Facilities Administrators

RAVE REVIEWS FOR THIS SHOW...

Make plans now to exhibit at West Coast EMC 2005 to develop sales leads, implement projects, and network with customers as well as prospective clients. Here's what past exhibitors said about the show:



EMC is an excellent venue for our services. We met qualified attendees and came away from the show with solid, firm leads. This was a great show. Well done!

—PAMELA PRESTON, Tiger Natural Gas Company

Great show!

—JOHN SZYMANSKI, Trane

I was impressed with the organization of the show and the quality of the participants.

—LARRY HOLMQUIST, ACI Power Systems, Inc.

Excellent!

—JAMES VALGEAN, Advanced Motor Power Systems

The best part of AEE shows is that attendees that come through the door are top-level decision-makers who know their product needs and are looking for real-world solutions.

—BRIAN ROUGHAN, Controlotron

The show produced quality contacts that made our time and effort worthwhile.

—PAUL VALENTA, Calmac

We continue to support AEE and are always pleased with the quality of attendees. We've never been disappointed in the past 10 years.

—BEVERLY PLATNER, Sensor Switch

Amazing, just amazing!

—RANDALL HIGA, Southern California Gas Co.

Attendees were right on target with our market. Great opportunity to meet customers to exchange information.

—KATE BRASS, GE Distributed Power

Management of the show was excellent.

—WILLIAM THOMAS, Cummins Cal Pacific

Good work!

—JOE HOOSE, Flow Control Industries Inc.



Take Advantage of These Additional Sales and Marketing Opportunities

FREE! DESCRIPTIVE PRODUCT LISTING

Reserve your space by January 15, 2005, and you can have your product description included in the West Coast EMC show newspaper, which is distributed to thousands of prospective show attendees.

PRODUCT LISTING LOGO ENHANCEMENT—WEB

We invite you to enhance your complimentary product/company listing on the show's official website by adding your logo or product photo and URL link back to your website for just \$125. Additional details: (770) 279-4388.

FREE! CUSTOMER MAILING OPPORTUNITY

As an exhibitor, we invite you to provide us a list of up to 100 names of key customers and products before the expo. We will mail a dynamic show attendance package to these special VIPs on your behalf; the package includes a registration discount and program details. Your customers and prospects will value your efforts to keep them informed of a changing industry by facilitating their attendance at this important trade show.

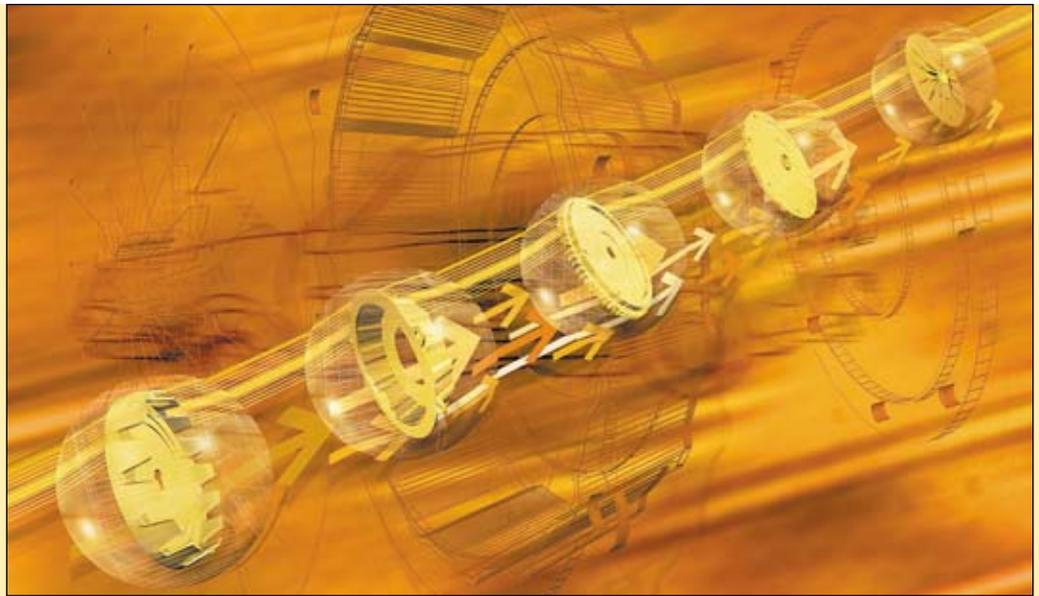
FREE! EXHIBITOR GOLD FAX OR EMAIL PROGRAM

Exhibitors may provide a list of up to 500 customers or key prospects to which we will mass fax or email a free expo pass on your behalf to encourage more visitors to your booth.

SPONSORSHIP OPTIONS:

Gold, Silver, Bronze, Event Sponsorships Are Available Now!

We offer various levels of sponsorships, including Gold, Silver, and Bronze show packages. Each sponsorship includes not only your booth presence, but also expanded pre-show and on-site visibility to influential decision-makers. Exhibitors may also benefit by sponsoring an attendee function or give-aways such as the Opening Session coffee, the Opening Night Reception, an Exhibit Hall luncheon, badge holder neck cords, or attendee bags. *For costs and options, please contact Ruth Whitlock at (770) 447-5083, Ext. 216 or email whit@aeeecenter.org.*



Exhibitors will find buyers in search of a cross section of products and services...

Based on the results of past expositions, attendees at AEE trade shows are looking for an integrated approach to solving their energy management, energy purchasing, facility outsourcing, system reliability, and plant engineering challenges. If you market any of products or services listed below, you should make your plans now to participate in one of the industry's deal-making events.

ENERGY MANAGEMENT

Energy Management Systems
Building Automation Systems
Buildings Cooling, Heating, and Power (BCHP)
Industrial Process Controls
Steam Traps
Combustion Controls
Consulting and Contracting Services
Performance Contracting
Power Quality Systems
Window Films

CHP/ON-SITE GENERATION

Turbines and Microturbines
Boilers and Combustion Systems
Fuel Cell Technologies
Cogeneration Systems
Combined Cooling, Heating, and Power (CHP)
Photovoltaic and Wind-Powered Technologies
Standby and Backup Power Systems
Reciprocating Engines
Engine Generator Sets
Engine Components
Instrumentation and Controls
Generator Sets
Industrial Switchgear
T&D Protection Equipment

DISTRIBUTED GENERATION

Microturbines
Distributed Generation Systems
Combined Cooling, Heating, and Power Packages
Fuel Cell Power Plants

ENERGY STORAGE

Flywheel Energy Storage

Thermal Energy Storage Systems

INTERNET ENERGY MANAGEMENT

Multi-Site Controls
Energy Exchanges
Procurement
Equipment Alarms and Notification
Monitoring and Metering
Industry News
Internet Facility Management

LIGHTING

Lamps and Fixtures
Ballasts and Reflectors
Controls and Motion Detectors
Lamp and Ballast Disposal
Lighting Maintenance
Lighting Use Software

HVAC

Commercial, Institutional, and Industrial-Grade HVAC Systems
Motors and Drives
Thermal Storage Systems
Gas Heating and Cooling
Chillers and Air Curtains
Water Treatment
Cooling Towers
Boilers and Burners
Indoor Air Quality Systems
Humidity Controls
Heat Pumps
CFC Alternatives
Temperature Controls
Metering Devices

ENERGY SERVICES

Energy Service Companies
Electric and Gas Marketers
Performance Contractors

Financing Companies
Information Systems
Metering and Billing
Independent Power Producers
Energy Buyers' Agents
Facility Management
Outsourcing Firms
Utility Affiliates and Utility Companies

PLANT ENGINEERING AND FACILITIES MANAGEMENT

Power Quality
Maintenance and Repair Equipment
Roofing Systems
Exit Signs
Corrosion Protection and Protective Coatings
Testing and Inspection Devices
Facility Management and Predictive Maintenance Software
Security Systems

ENVIRONMENT

Photovoltaic and Solar Systems
Renewable Energy Products
Water Quality Systems
IAQ Monitoring and Filtration Systems
Waste Management
Environmental Consulting and Compliance Services
Air Pollution Control Technologies

SOFTWARE

Energy Usage and Billing Analysis
Facility Management
Environmental Auditing
Maintenance Scheduling
Project Management

The 2005 EXPO is the ideal place to conduct business!

Check this sample lineup of outstanding past exhibitors. To exhibit, call (770) 279-4392.

| | | |
|--|------------------------------------|---|
| 3rd Rock Systems & Technologies | Energypromotion.net | PDS Engineering |
| A.E.R.C. Recycling Solutions | Engineered Systems | PFG Energy Capital Group |
| ACI Power Systems, Inc. | E-on-Light USA | Phillips Lighting |
| ACT/Metlund Systems | FAFCO Inc. | Pollution Equipment News |
| Action Electric Corporation | Fairbanks Morse | Power Efficiency Corporation |
| Advanced AMR Technologies LLC | Feit Electric Company | Power Vision |
| Advanced Automated Systems, Inc. | FHP Manufacturing | Powergy |
| Advanced Motor Power Systems, Inc. | Filtronica, Inc. | Powerit Solutions |
| Association of Energy Engineers | Flexim Instruments/SIKA | Powerlight Corporation |
| AllDura | Flir Systems | Quantum Energy Services & Technology Inc. |
| Alliance to Save Energy | Flow Control Industries, Inc. | R.F. MacDonald |
| Alturdyne | Fore Energy | Raytek |
| American Gas Management, Inc. | Freus, Inc. | RealEnergy, Inc. |
| APOC Roofing Systems | Fuel Tech, Inc. | RefTec International Inc. |
| APS Energy Services | Gas Technology Institute (GTI) | RWE Schott Solar |
| Arges Technologies | Gasmaster Industries | SAFE-BIDCO |
| Ari-Thane Foam Products | GE Distributed Power | San Diego Gas & Electric |
| Automated Controls Services, Inc. | GE Energy, Rental Operations | San Diego Regional Energy Office |
| Axis Technology, Inc. | GE Panametries | Schoolfacilities.com |
| Badger Meter Company | General Consulting, Inc. | Sensor Switch, Inc. |
| Baltimore Aircoil Company | GenSelf Corporation | Shell Trading |
| Bayview Technology Group | Green Power | Sierra Instruments |
| Best Roofing & Waterproofing | Green@Work | Smart Concepts, Inc. |
| BluePoint Energy, Inc. | GreenTech Energy | SMS Corporation |
| Brighter Concepts, Inc. | Guth Lighting | SoCal Solar Energy |
| California Manufacturing Technology | H.E. Williams Lighting, Inc. | Solahart Ind. |
| California Maritime | Harmony Lighting, Inc. | Solar Integrated Technologies |
| California Power Partners, Inc. | Hawthorne Power Systems | Solar Turbines Incorporated |
| Calmae Manufacturing | Houston Wire and Cable Company | So-Luminaire |
| Capstone Turbine Company | Howard Industries, Inc. | Southern California Edison |
| Chemworks Filtration | HVACR News | Southern California Gas Company |
| Clarus Energy | Hyspan Precision Products, Inc. | Spot Coolers |
| Clean Power Systems | IEPC Corporation | Square D Company |
| Competitive Energy Insight, Inc. | Ila @ Zammit Engineering Group | Stanley Louis Company |
| Continental Controls Corporation | Indoor Environment Communications | Stewart & Stevenson |
| Controlotron | Innovative Energy Ideas | Strategic Energy |
| Copper Development Association | Jaguar Media Inc. | Summit Technology, Inc. |
| Coral Energy | Johnson Controls, Inc. | Sun Power & Geothermal Energy |
| CPFilms, Inc. | KMC Controls | Sunpark Electronics Corp. |
| Cristopia Thermal Energy Systems, Inc. | Kohler Power Systems | Support Products Engineering |
| Cryogel | Lamar Lighting Co., Inc. | Syska & Hennessy |
| Cummins Cal Pacific, LLC | LifeSource Water Systems, Inc. | Takagi Industrial Company |
| Delaney Industries | Lighting Technology Services | Tecogen, Inc. |
| DENT Instruments, Inc. | Logic Beach Inc. | Thermo-Shield |
| Deutz Corporation | Lopez Engineering, Inc. | Tiger Natural Gas, Inc. |
| Digital Energy | Los Angeles Dept. of Water & Power | Trane Company |
| Distributed Energy | Madico Window Films | Tremco Inc. |
| DTE Energy Technologies | MAXLITE | Tridium, Inc. |
| Earth Protection Services Inc. | McKenzie Bay International Ltd. | U.S. DOE FEMP |
| Ecology Roof Systems | Mediterranean Solar | U.S. DOE Rebuild America |
| Electric Light & Power | Metering International | U.S. EPA ENERGY STAR Program |
| Electrical News | MohrPower Solar | U.S. Green Building Council |
| Electro-Test | Moxa Technologies | U.S. Small Business Administration |
| Elong International | Next>Edge | Uni-Solar |
| EMC Engineers, Inc. | Noren Products Inc. | United Coatings |
| E-Mon, a Hunt Power Product | Northern Power Systems | Universal Lighting Technologies, Inc. |
| Energy Markets | Onicon | USA Technologies |
| Energy Technologies, Inc. | Onity/Senercomm | UTC Power |
| Energy User News | Pacific Gas and Electric Co. | Venture Lighting Int'l. Inc. |
| | | Verdiem Corporation |
| | | Wartsila N.A., Inc. |
| | | WaterFurnace International |
| | | Waukesha Engine Division |
| | | Way2glo, Inc. |
| | | Westinghouse Lighting |
| | | Windpower Monthly |
| | | Winefield & Associates, Inc. |



Face-to-face meetings continue to be an effective marketing tool for show exhibitors...

Those findings were revealed in a recently released study by the Center for Exhibition Industry Research (CEIR) entitled "The Role and Value of Face-To-Face Interaction."

• **81% of attendees** rate face-to-face interaction with potential vendors and suppliers very or extremely important to performing their jobs.

• **88% of exhibitors** rate face-to-face interaction in marketing their company's products or services to prospects very or extremely important to performing their jobs.

• **91% of attendees** have the ability to recommend or purchase products for their companies.

SOURCE: CEIR 2004

EXPO SHOW FACT

DID YOU KNOW...
THE WEST COAST EMC EXPO IS PROMOTED WITH OVER 500,000 SPECIAL CLIENT INVITATIONS IN DIVERSE WAYS...

| | |
|----------|--|
| •20,000 | Announce-the-Show Postcards |
| •40,000 | Exhibitor Prospectus Mailings |
| •50,000 | Pre-show Conference Brochures |
| •100,000 | Final Conference Show Newspapers |
| •30,000 | AEE Journal Advertisements |
| •200,000 | Subscribers to Trade Publications |
| •50,000 | Combined Emails |
| •70,000 | Expo Passes |
| •5,000 | Energy User News Preshow Program Inserts |
| •1,000 | Speaker Promotions |
| •5,000 | Mass Fax Passes |
| •6,000 | Banner Ad Impressions |
| | Press Releases via Newswire |

Exhibitors also promote the event and their exhibits via their websites, customer representatives, direct mail, and company newsletters.

ISSUES THAT WEST COAST EMC ATTENDEES SAY THEY WOULD LIKE TO SEE COVERED AT OUR FUTURE CONFERENCES...

| | |
|---------------------------|--|
| ▣ Cost of electricity | ▣ Distributed generation |
| ▣ Demand response | ▣ Energy management tracking |
| ▣ Indoor air quality | ▣ Green buildings & sustainable energy |
| ▣ Renewable technologies | ▣ Changing electrical costs |
| ▣ Facility cost reduction | ▣ Energy reduction |
| ▣ Integration of systems | ▣ Financing & resales available |

USA Technologies
UTC Power
Venture Lighting Int'l. Inc.
Verdiem Corporation
Wartsila N.A., Inc.
WaterFurnace International
Waukesha Engine Division
Way2glo, Inc.
Westinghouse Lighting
Windpower Monthly
Winefield & Associates, Inc.
List subject to change without notice.

23rd WEST COAST
EMC ENERGY MANAGEMENT CONGRESS

Secure Your Prime Booth Location Today!



Make your stay a "BIZCation:"
the art of combining successful
business meetings while being able
to enjoy all the attractions and
activities the host city has to offer.

Sun logo courtesy of the San Diego Convention & Visitors Bureau
Sunset photo courtesy of James Blank

MAXIMIZE YOUR EXPO EXPERIENCE!

JUST LOOK AROUND...

With San Diego International Airport only three miles northwest of downtown San Diego and the electric Gaslamp Quarter, you can move from jet-lagged to jet-setting in the space of one quick taxi trip. Featuring suave steakhouses, eclectic ethnic fare, dinner clubs, and sultry jazz bars, there are over 100 restaurants within blocks of each other. The best part: all this is within walking distance of the San Diego Convention Center and area hotels.

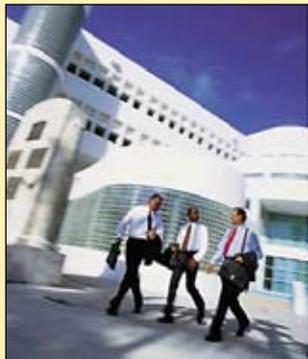


Gaslamp Quarter is Southern California's premier dining, shopping, and entertainment district, where you'll find a truly eclectic blend of food, fun, and culture—all within one of San Diego's most historic areas.



DID YOU KNOW?

San Diego is California's second-largest city. Where blue skies keep watch on 70 miles of beaches and a gentle Mediterranean climate begs for a day of everything and nothing. Bordered by Mexico, the Pacific Ocean, the Anza-Borrego Desert, and the Laguna Mountains, San Diego County's 4,200 square miles offer immense options for business and pleasure. And with the Mexican city of Tijuana just minutes from downtown, San Diego is an international experience with all the comforts of a city leading the nation in biomedical, high-tech, and telecommunications industries.



REFRESH MIND, BODY, AND SOUL...

Polish the clubs and prepare to test your handicap on one of 92 golf courses, many of which boast spectacular views and greens so pristine your swing may gather some welcomed inspiration. Relaxing in a region seemingly founded upon the principles of harmony and well being is par for the course. But this inherent spirit of balance born on San Diego's 70 miles of beaches has been carried over in practice to the handful of world-class spas. As an attendee, consider staying and design your own post-conference resort rejuvenation package with activities such as fishing, sailing, golf, hiking, and tennis. Or simply relax by the pool or area beach and let your inner battery recharge for the next adventure.

For a host of "What to Do" ideas while in San Diego, visit:

www.sandiego.org



AEE's strong reputation helps build interest among attendees.

AEE is dedicated to remaining in the forefront of an ever-changing, interrelated network of industries. With a full array of information outreach programs from technical seminars, conferences, books and journals, to critical buyer/seller networking trade shows, the Association has built a quality database of prime prospects for exhibiting firms. As a growing membership organization, the overall strength of AEE is highlighted by:

- ▷ **STRONG MEMBERSHIP BASE** of over 10,000 professionals in 71 countries.
- ▷ **NETWORK** of 67 local and regional chapters, featuring a high percentage of end users.
- ▷ **RECOGNIZED CERTIFICATION PROGRAMS**, including Certified Energy Managers, Energy Procurement Professionals, Power Quality Managers, Lighting Professionals, and Distributed Generation Professionals.



Powerful sponsors unite to help promote this exciting exposition to customers...

A cross-section of industry sponsors help to create the West Coast EMC's dynamic program. In addition, many help to promote the event to key commercial, industrial, institutional, and governmental customers. If you would like to get your organization involved, please contact Brian Douglas at (770) 279-4386 or email brian@aeecenter.org.

SDGE
A Sempra Energy utility™

FEMP

CALIFORNIA TECHNOLOGY, TRADE & COMMERCE AGENCY

San Diego REGIONAL ENERGY OFFICE

ENERGY STAR
CHANGE FOR THE BETTER WITH ENERGY STAR

ESC
Energy Solutions Center

ES
Engineered Systems

ALLIANCE TO SAVE ENERGY
United Friends of Leadership

GEOEXCHANGE™

ENERGY USER NEWS
ENERGY MANAGEMENT FOR THE COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL MARKETS

List represents typical sponsors who help to promote the event and is subject to change. Please refer to website www.energyevent.com as the program is regularly updated and new sponsors added.

23RD WEST COAST EMC EXPO HOURS
TUESDAY, JUNE 28, 2005 • 10:00 am – 4:00 pm
WEDNESDAY, JUNE 29, 2005 • 10:00 am – 2:00 pm

23rd WEST COAST EMC EXHIBIT SPACE RESERVATION FORM

YES, please reserve exhibit space for our use at the 23rd WEST COAST EMC, June 28-29, 2005, to be held at the San Diego Convention Center in San Diego, CA. We understand booth space is available in multiples of 10' x 10' at a cost of \$2300 per unit.

Number of 10' x 10' spaces desired: _____ @ \$2300 each = amt. due \$ _____

YES, please reserve our:

List Link & Logo on the AEE Website _____ @ \$125 = amt. due \$ _____

Website address: www._____

Note: Logo must be in Adobe Illustrator 6.0.eps, Adobe Photoshop 4.0.eps or .tif, plain jpg files, or send us a clean black & white copy that we can scan.

Total Amount Due: \$ _____

Booth space(s) preferred:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

We will display these products or services: _____

Indicate up to 3 competitors whose booths you prefer not to be adjacent to your exhibit.*

1. _____ 2. _____ 3. _____

*WE WILL TRY BUT CANNOT GUARANTEE TO MEET YOUR REQUEST

Name _____

Title _____

Organization _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

We have read, understand, and agree to the contract terms and conditions.

Authorized Signature of Applicant (required) _____ Date _____

Full payment enclosed: \$ _____

50% payment enclosed: \$ _____

Make check payable in U.S. funds to AEE EXHIBITS.

PAYMENT: Check enclosed Bill company (P.O. must be attached)

Bill credit card in the amount of \$ _____

VISA MasterCard American Express Discover

Credit card number _____

Authorized Signature of Cardholder (required) _____ Expiration Date _____

Credit Card Billing Address (where credit card bill is sent) _____

Name on Card (print) _____

Street Address _____

City/State/Zip _____

**RETURN TO: 23rd West Coast EMC, P.O. Box 1026, Lilburn, GA 30048
Call (770) 279-4392 or Fax (770) 381-9865**

23rd WEST COAST EMC CONTRACT TERMS

As an Exhibitor in the show, we hereby agree to conduct business in a professional manner, to observe the regular hours of the exposition, and to the following terms and conditions:

- Exhibitors will indemnify, defend, and hold the Association of Energy Engineers (AEE), Show Management and its contractors, show hosts, sponsors, and cosponsors, and the San Diego Convention Center harmless from any claims, losses, expenses, (including attorneys' fees) and liability arising in connection with the "Association's" meeting being held at the San Diego Convention Center, San Diego, CA, June 27-29, 2005. Exhibitor agrees to make no claims whatsoever for loss, theft, damage, destruction of goods; nor for any injury to himself or employees while in the exposition quarters; nor for any damage of any nature, including damage to his business, nor for any loss resulting from labor disputes, acts of God or nature, or any action of any nature of AEE and Show Management. Force Majeure: In the event the Exhibit Hall or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event as a result of wind, fire, flood, tempest, earthquake, act of God or nature, or any other such cause or as a result of governmental intervention, malicious damage, acts of war, acts of terrorism, strike, lockout, labor dispute, riot or any other cause or action over which Show Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or re-site this show, AEE, Show Management, and Sponsors shall not be liable to indemnify or reimburse the Exhibitor in any respect of any damage or loss, direct or indirect, arising as a result thereof.
- Upon submitting booth contract we understand booth space is non-cancelable and we agree to adhere to the cancellation policy terms (No. 8). If we cancel, we will be charged at a minimum 50% of the published booth fee for the number of spaces we have contracted.
- Exhibitors are advised to carry floater insurance to cover their exhibit material against damage and loss and public liability insurance to cover against injury to the Exhibitor, its staff, and to injury to others. All property of Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area and Exhibitor shall maintain insurance covering Exhibitor's property. Exhibitor shall also carry comprehensive general liability and property damage liability and statutory Workmen's Compensation with employers' liability. Appropriate Certificates of Insurance shall be furnished by Exhibitor upon request by Show Management or its contractors. Obtaining insurance and amount of insurance remains solely the responsibility of the Exhibitor.
- In island spaces with aisles on all four sides, overhead panels or "bridge type" construction may be permitted. No exhibit shall be permitted to interfere with a neighboring exhibit. Island exhibits must not include a back wall that blocks visibility of neighboring booths. In-line booth side-dividers of a height in excess of 36" must not extend further than three (3) feet out from the back wall. Booth walls or equipment displayed must not exceed eight (8) feet in height. Any exceptions must first be approved by Exhibition Management. Exposed/unsightly portions of booth may be ordered "masked" by Show Management - the expense for which is the sole responsibility of the Exhibitor. Carpeting of exhibit space is required. AEE retains the right to change the expo floorplan and Exhibitor's booth location without prior notice.
- Internet advertising is available to current Exhibitors who have submitted at least a 50% booth deposit. Special exhibit/package rate reflects a significant discount off of regular Internet advertising rates and may not be combined with any other offers. Not valid for prior Virtual Show Exhibitor sales. AEE reserves the right to reject advertising for any reason whatsoever.
- All exhibits must be set up by 5:00 pm the evening prior to the opening of the show. Booth space not set up and claimed by the evening prior to the show opening will be forfeited and may be reassigned by Show Management at its discretion.
- Regulations and Compliance: No explosives, fuel, combustibles, or hazardous materials, decorative materials not fireproof nor flameproof, or any materials or substances deemed hazardous under applicable fire regulations may be brought into the Exhibit Hall. Exhibitor must observe all union regulations in force in the Exhibit Hall and use qualified personnel for services. All Exhibitor's electrical, pneumatic, and hydraulic equipment must meet requirements of all applicable electrical and safety codes.
- Cancellation, change of space, change of Exhibitor information, and refund policy:
 - Exhibitor agrees to notify Show Management in writing if it needs to change its booth size, change its company listing and/or contact information, as well as if it needs to cancel out of the show.
 - Written cancellation received by Exhibit Manager more than 120 days prior to the opening date of the show, cancellation fee of 50% of total booth cost (including Internet ad if applicable) will be assessed.
 - Written cancellation received within 60 to 120 days prior to the opening date of the show, cancellation/penalty fee of full amount of booth cost (including Internet ad if applicable) will be assessed regardless of cancellation notification, and no refund will be made.
 - Written cancellation received less than 60 days prior to the opening date of the show, total payment for the booth space (including Internet ad if applicable) is due regardless of cancellation notification, and no refunds will be made.
 - If an Exhibitor decreases its booth size from the original contract, it will be deemed a cancellation for the booths decreased, and the show's cancellation schedule will apply. Exhibitor agrees to immediately notify AEE Show Management in writing prior to the show of any changes in company profile. Upon submitting the reservation/contract form, exhibiting company is liable for payment for applicable booth space fee. No refunds or transfers of Exhibitor funds are permitted. In case of a dispute, the governing laws of Georgia will apply.

**23rd WEST COAST EMC
JUNE 28-29, 2005**

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