

III. Company Participation at “Energia B2B - 2010”

“Energia B2B -2010” provides an excellent opportunity for companies working in the broad energy sector to present their services, products and systems to a wide ranging group of professionals largely consisting of practicing engineers, architects, planners, senior company executives and policy makers involved in energy projects in Greece and other countries in SE Europe. Furthermore, participating companies can take advantage of a well established event such as IENE’s Energy Week and the annual ‘Energy & Development’ conference for extensive networking and for increasing their exposure to an audience that matters.

The organiser’s goal is the maximum participation of companies and the presentation of new products, systems and projects in a series of workshops and seminars which will be organised as part of the ‘Energia B2B-2010’. These seminars will take place in the building where the event will take place, namely the Ethniki Asfalistiki conference centre, but also in the nearby Inercontinental Hotel which will be providing support services throughout the event. In addition to the workshops and seminars, the detailed programme of which will be announced by IENE at least three weeks before the event, participants will have the opportunity to participate in planned person to person meetings to be organised on the B2B model.

In addition to participants from energy oriented companies and organisations, a large number of visitors will come from the banking and financial sector with several investment funds having already expressed keen interest in participating and getting to know the local energy players. The organisers will spare no effort in order to facilitate meetings between participating companies and organisations and investment fund managers and bank representatives who will be visiting Athens especially to participate in “Energia B2B -2010”.

In order to facilitate company participation in this unique B2B event and in view of the currently restricted budgets of many companies, a number of economic packages have been worked out which provide maximum flexibility in terms of costs.

Therefore the cost per participating company varies from a minimum of 2,200 Euros for a simple no frills stand, up to 9,000 Euros for an executive exhibition booth. Companies may therefore participate in “Energia B2B-2010” by choosing one of five economic packages (options) as follows:

Option A

It includes the following benefits:

- A simple exhibition stand (see Sketch 1)
- One free registration for the “Energy & Development conference”
- 100 invitations per company to enable it to invite clients and associates
- Participation cost: 2,200 Euros +VAT

Sketch 1



The simple exhibition stand

Sketch 2



The standard type exhibition booth

Option B

Includes:

- A simple exhibition stand (see Sketch 1)
- One free registration for the 'Energy & Development' Conference
- 200 invitations for clients and associates
- A 10 minute presentation by an executive on company products, services and projects
- Participation cost: 3.000 Euros + VAT

Option C

Includes:

- A simple exhibition stand (see Sketch 1)
- Two free registrations for the "Energy & Development" Conference
- 300 invitations for clients and associates
- A 10-15 minute presentation by an executive on company products, services and projects
- Participation cost: 3.500 Euros + VAT

Option D

Includes:

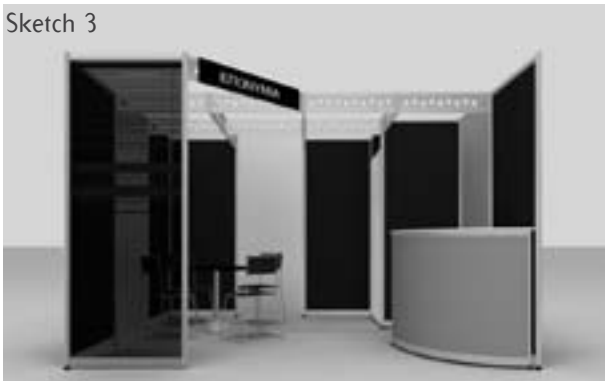
- A standard exhibition booth (see Sketch 2)
- Three free registrations for the 'Energy & Development' Conference
- 500 invitations for clients and associates
- Two 10-15 minute presentations by company executives on products and projects
- Participation cost: 7.000 Euros + VAT

Option E

Includes:

- An executive exhibition booth (see Sketches 3 and 4)
- Three free registrations per company for the 'Energy & Development' Conference
- 700 invitations per company for clients and associates
- Two 15-20 minute presentations per company
- Participation cost: 9.000 Euros + VAT

Sketch 3



Sketch 4



Two alternative designs are shown for the executive exhibition booth

Number of Participating Companies

The total number of participant companies and organisations in the 'Energia B2B -2010' event is expected to reach 100.

Company participation at the 'Energia B2B-2010' event

Interested companies should complete and sign the attached registration form. The form should be send via fax or e-mail to IENE's offices together with a 30% deposit. Detailed instructions are given on the registration form.

Notes concerning the exhibition infrastructure

*This is a simple stand (1.5x 2.0 m) which can accommodate one to two persons and offer storage and exhibition space for advertising material. (See sketch 1) ** This standard exhibition booth (2.0x 3.0 m) will be provided fully furnished by the organizer sand comprises a desk, storage cabinet and chairs. (see sketch 2) *** The executive exhibition booth (3.0 x 4.0 m) comes fully furnished and includes bar furnishing useful for offering drinks and snacks.

- All exhibition booths, in addition to the standard type furnishings which are provided by the organisers, come fully wired and include lighting and electrical sockets.

The exhibition plan



IV. Visitor participation at 'Energia B2B -2010'

Professionals and company executives will be able to visit "Energia B2B -2010" by presenting their invitation cards issued by each company and by the organisers. Professionals who do not have invitation cards will still be able to register at the entrance by paying an entrance fee. Once registered, participants will have the right to attend all functions to be organised as part of the 'Energia B2B -2010' event including the various seminars and workshops and company presentations.

The detailed programme of the various seminars and workshops that will make up 'Energia B2B -2010' will be announced in early November by IENE on its website. Detailed information will also be sent directly to each participating company. Presentations will take place in the Ethniki Asfalistiki Conference Centre and the nearby Athenaeum Intercontinental Hotel.

B2B Meetings

A special secretariat will be set up well in advance of the event which will coordinate the various B2B meetings between the participating companies and professional visitors, including bank and investment fund representatives. Companies will be informed of requests for meetings as soon as they come in. The meetings can take place in the exhibition booths or in a specially equipped rooms in the exhibition space for companies which have stands.

V. The Promotion of "Energia B2B -2010"

A comprehensive programme for the promotion of the event has been worked out which includes advertising, direct mail and personal contacts in small and large organisations. More specifically the event will be advertised through the following media:

- Newspapers
- Industry publications
- Specialised websites
- TV networks
- Press conference

A press conference will be organised by IENE before the end of October where, apart from the organisers, the heads of the various industry associations participating in the event will be present. The press conference is expected to raise considerably awareness of the event and help gather support from market players.

For further information please contact IENE at:

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VI. The Organization of “Energia B2B - 2010”

For the second year running, the Institute of Energy for South East Europe (IENE) is organising the “Energia B2B - 2010” event. IENE has a great deal of experience organising similar events as well as large professional meetings in the field of energy in Greece and other countries in the region (for presentations from the 3rd Energy Week and the 1st “Energia B2B - 2010” meeting, please visit: <http://www.iene.gr/energyweek09/>) .

“Energia B2B - 2010” consists of two parallel actions. Companies will participate through their own stands, but they will also present their activities through a programme of presentations in the well-equipped conference rooms of the “Ethniki Asfalistiki” Exhibition Centre and the nearby Athenaeum Intercontinental Hotel. The companies will be grouped in categories and the presentations will be made parallel to the exhibition of “Energia B2B - 2010” from 25-27 November 2010. Presentations will include both corporate and product/project oriented reviews.

Participating companies and organisations will also be able to take part in one-to-one meetings co-ordinated by IENE’s secretariat. The aim of these meetings will be the establishment of useful contacts and the discussion of co-operation on specific projects. After the end of the “Energia B2B - 2010” event, all presentations will be made available to all participant companies and registered visitors through a special micro site which will be set up by IENE.



Photographs from IENE’s Energy Technology Exhibitions held at the Eugenides Foundation (2008, 2009)