

## WHY SHOULD YOU EXHIBIT IN YET ANOTHER ENERGY SHOW?

Actually, that's an easy one. If you research the alternative energy trade show landscape you will find many similarities between the Shows out there.

Traditionally these events have been run by an association that represents a membership of companies that have a very specific technology as their focus. That is great if you happen to offer a product or service from that specific vertical market, or if you want to exhibit alongside companies that manufacture products or equipment for the companies within that industry.

That archaic trade show format doesn't make sense anymore since the alternative energy industry has grown and moved more into the mainstream. More importantly it has been widely accepted by the building community.

Now, builders, architects, facilities directors, energy directors, and more are all seeking the information they need to move away from oil and coal energy sources. They want to meet the many different companies from the many different areas and technologies. More importantly, they know they need to build more energy efficiently and are now willing to incorporate at least some alternative energy source into their buildings.

There no longer is just one solution for solving the energy needs of the world. Because of that, attendees want to visit a Show that offers them multiple solutions and education from the leading companies and researchers.

So the question remains, why are these attendees forced to attend so many events a year, most of which they visit simply because they did the year before? Why are all these companies forced to exhibit at so many events just in order to be able to meet with a wide and varied attendee group?

While some of the biggest, old events that are out there pride themselves because they sell million dollar sponsorships to big oil companies, or have politicians come to open a show about a technology most of them voted against for years, we don't do that. They brag about having an attendance filled with international energy ministers and then they fill the exhibition floor with a large number of non-commercial participants.

**Alternative Energy & Building Efficiency** is unique. We do not cater to any one specific technology. We're not bringing in the energy ministers from Belgium, China, and Uganda, or wherever. We are not loading the exhibition floor and conference sessions with politicians.

Instead, **Alternative Energy & Building Efficiency** has one simple focus, to be an event for companies that want to sell their products and services. It's an event that has all the technologies under one roof, at one time. While we are not specifically an alternative energy show or a builder's show, we are both. We are bringing together the many companies that sell alternative energy or energy efficient building products, or provide a service related to alternative energy or energy efficient building.