



Canada's First Annual

GREEN POWER TRADE SHOW

With the Electricity Market set to open to competition in 2001, now is the time to lay the foundation for vibrant Green Power markets in Ontario. The electricity market is already moving in this direction, for example, the City of Toronto is committed to securing 25 percent of its electricity requirements from Green Power. Consumers will soon have the opportunity and information necessary to make environmentally friendly power purchases. Many environmental groups are working to encourage Green Power purchasing and development in the new open market. To this end, The Sierra Club of Canada and the Toronto Environmental Alliance plan to introduce Green Power options to key community leaders at a **Green Power Trade Show!**

NOVEMBER 27th, 28th - MARK YOUR CALENDARS!!

Dates: Monday November 27th and 28th, 2000, 9:00 am to 7:00 pm

Place: Sheraton Centre Hotel, Toronto (across from City Hall, Bay and Queen St. W.)

Organizers: Sierra Club of Canada, Toronto Environmental Alliance and Independent Power Producers Society of Ontario (IPPSO).

PRESS CONFERENCE: 10:00 am, Nov.27th

The **Green Power Trade Show** is being held in conjunction with IPPSO's annual conference. The purpose of this event is to put Green Power producers, retail marketers, suppliers of equipment and other services, together with potential Green Power consumers, communities and co-operatives from across the province. Examples of current initiatives such as TREC, the Toronto Renewable Energy Co-op, will be featured.

Objectives

- **Stimulate** the development of Green Power markets in Ontario.
- **Provide** a forum for Green Power producers, retailers, associations and agencies to display their offerings, services and information at a booth in the Trade Show.
- **Facilitate** a "How to Buy, Develop and Sell Green Power" Workshop and a Panel Discussion about Perspectives on Green Power Market Opportunities.
- **Inform** consumers of Green Power about the market rules and requirements of the system eg. certification, retailing codes of conduct, and environmental disclosure.
- **Launch** a Green Power Information Exchange Network and web page for on-going information and expertise on local bulk purchasing/development opportunities.
- **Provide** a forum for Green Power purchase announcements.
- **Help** to grow markets for **new** green energy in Ontario, displace conventional electricity generation, reduce directly greenhouse gases and smog emissions.

Exhibitors

Exhibitors – at a participation rate of \$1500 (includes 8 x 10 booth plus electrical wiring) – are licensed Green Power retailers, project developers, and services, including agencies promoting consumer and environmental disclosure, and not for profit organizations:

Canadian Wind Energy Association*
Phantom Electron Corporation
Green Communities Association*
Kortright Centre for Conservation
Toronto Hydro Green Energy Services*
Ontario Power Generation Inc. – Green Power Program
Ontario Ministry of Energy, Science and Technology
Ontario Ministry of Environment
Vestas American Wind Technology Inc. Canada
NEG Micon*
Toronto Environmental Alliance
Toronto Renewable Energy Co-operative (TREC)
Consulate General of the Netherlands/Lagerweij Wind Turbines B.V.
Veridian*
* To be confirmed

We've invited private sector and civil society leaders

Private Sector

Du Pont Canada Inc.
Husky Plastic Injection Molding
Suncor
Toyota Canada
Interface Flooring and Carpet
Toronto Dominion Bank/Canada Trust
Toronto Star
Ontario Chamber of Commerce

Civil Society and Municipal, University, Schools and Hospitals (MUSH) Sector

AutoShare
Co-op Housing Federation of Toronto
Greenpeace Canada
Mountain Equipment Co-op
Ontario Sustainable Energy Association
Sierra Club Eastern Chapter
Southern Ontario Clean Air Network Initiative
Toronto Conference of the United Church
Toronto General Hospital
And many more...

Program

<i>Time</i>	<i>Monday Nov 27th 2000</i>	<i>Tuesday Nov 28th 2000</i>
9:00 am	Trade Show Open to Public	Trade Show Open to Public
10:00-10:45	Media Events	Panel Discussion: Green Power Labelling
10:45-12:15	“How to Buy, Develop and Sell Green Power” Workshop	Panel Discussion: Perspectives on Green Power Markets
12:15-1:00 pm	Lunch Break	Lunch Break
1:00-3:00	Ralph Torrie “Power Shift: Cool Solutions to Global Warming”	“How to Buy, Develop and Sell Green Power” Workshop
3:00-5:00	Exhibitors Presentations	Exhibitors Presentations
5:00-7:00	Cash Bar	Cash Bar
7:00	Trade Show Closes	Trade Show Closes
7:00-9:30	OISE Auditorium, 252 Bloor St., Ralph Torrie “Power Shift” presentation	

Program subject to change; please provide your own lunch.

It's easy to
register for the

Green Power Trade Show!

**THIS EVENT IS FREE TO
THE GENERAL PUBLIC**

Just Fax back or email the following information:

Organization: _____

Name: _____

Address: _____

City: _____ Province: _____

Postal Code: _____ Tel. _____

Email: _____ Fax: _____

For further information, including details for exhibitors, contact:

Christine Elwell, Senior Policy Analyst, Sierra Club of Canada
Tel. 416-533-5177, Fax 416-960-9202, scenergy@web.net

Keith Stewart, Smog & Climate Change Coordinator, Toronto Environmental Alliance
Tel. 416-596-0660, Fax 416-596-0345, kstewart@web.ca

Local Contact: Name _____

Tel. _____

For updated information, visit

www.sierraclub.ca/national/greenpower/tradeshow

For interactive communications and bulletin board, subscribe to

www.greenpowertradeshow-subscribe@egroups.com