



ENERGY SMART Pulse

First Edition | July 26, 2016

Target Environmentally Conscious Consumers at **The Energy Smart Show** Friday, November 4 and Saturday, November 5 at The International Centre

Put yourself in front of more than 15,000 environmentally-conscious and economically-driven potential customers at the inaugural **Energy Smart Show**, taking place Friday, November 4 and Saturday, November 5, 2016 at The International Centre in Mississauga. This energy efficiency and educational consumer event will feature exhibits by leading industry product and service providers, topical workshops and keynote speakers, industry experts, thought leaders and government incentive program representatives.

Endorsed by the **Canadian Energy Efficiency Alliance**, the Energy Smart Show is a one-stop event that will offer consumers a chance to learn how to reduce their energy usage and save money – at home, in the car, at the office, at the cottage and in their small businesses.

Ever increasing hydro and energy bills have forced governments, utilities, energy operators and regulators to act. The need for consumer awareness, education and action regarding energy efficiency has never been greater.

"We saw a need for a show that focused purely on energy efficiency for consumers," states David Dunlop, President and Show Manager, Energy Smart Show. "There are excellent shows for green living, healthy lifestyles, renovations and cottages but nothing that zeroes in on the consumer interest in being able to do more with less (energy). The Energy Smart Show will bring show exhibitors and consumers together so they can discover how to become more energy efficient."

New federal and provincial energy proposals have affirmed and boosted the general public's interest in clean energy and energy efficiency. The Energy Smart Show will be Canada's one-stop energy efficiency event that will provide an influential platform for energy efficiency product developers, researchers, educators, manufacturers, government programs and services and more.

ENERGY SMART SHOW FEATURES



The Energy Smart Show's **Energy Smart to Net Zero Home** features the rooms and areas of a house where energy efficient and clean energy components are located, to showcase how to make your home more energy efficient. It is an educational hub where energy efficient products and services including insulation, windows, doors, appliances and more will be housed and experts will be on site to explain how they can be integrated into your home. Consumers will learn how to work with building codes and city requirements when installing solar panels to decrease their use of traditional energy sources.

The **Let's Talk Energy** interactive display will help families understand and appreciate the value that energy brings to their lives. Check out the show's Kid's Zone where you will see the Canada Science and Technology Museum's interactive power bike, and thermal camera.



THINK | ACT | LIVE *energy* SMART

Energy Smart Show HOURS

Friday, November 4 9:00 am – 6:00 pm

Saturday, November 5 9:00 am – 5:00 pm

Energy Smart Show VENUE and LOCATION

HALL 1, International Centre

6900 Airport Road, Mississauga, ON

The International Centre offers **FREE** parking, easy highway access and the Go Station.

#energysmartshow

AS AN ENERGY SMART SHOW EXHIBITOR, PUT YOUR ENERGY EFFICIENT SOLUTIONS IN FRONT OF YOUR TARGET MARKET—RECEPTIVE AND MOTIVATED CONSUMERS.

- Exhibit to thousands of potential customers who are interested in energy conservation
- Generate new business, gather leads and take orders on the spot
- Increase awareness through prominent visibility on the Energy Smart Show website, consumer advertising, public relations, onsite signage and social media.
- Network with other energy efficient brands
 - Position yourself alongside leading energy efficiency players
 - Showcase both affordable and aspirational energy efficient products and solutions
 - Spotlight breaking energy efficiency research, technology innovations and new developments.

EXHIBITOR CATEGORIES

- Appliances
- Assessments (Home Energy)
- Big Box Retail
- Building Materials
- Education/Training
- Electronics
- Energy Providers (Utilities)
- Financial Institutions
- Government (Municipal, Provincial, Federal)
- Home Automation
- HVAC
- Landscaping
- Lighting
- Maintenance
- Renewable Energy (solar, wind, geothermal)
- Vehicles/Transportation
- Windows and Doors

INCREASE YOUR SALES

The Energy Smart Show is a great opportunity to position your energy efficient solutions directly to a targetted audience of energy efficiency seeking consumers

- Car enthusiasts
- Condo owners
- Cottage owners
- Custom built homeowners
- DIY'ers
- Existing homeowners
- Gadget and Technology lovers
- Renters
- Small Businesses

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