

The 5th Annual Conference on Clean Energy: Financing and Partnering for Emerging Businesses

November 12-13, 2009
Hynes Convention Center

Exhibitor Guidelines

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Welcome!

The Massachusetts Technology Transfer Center and the Massachusetts Hydrogen Coalition are providing an opportunity for companies, institutions, and organizations to participate in an exhibition that will bring this group together in one room to facilitate networking within the Clean Energy Cluster.

Bring your products and technologies to the exhibit floor where there will be plenty of opportunities for in-depth, one-on-one discussions with attendees.

Eligibility Criteria

Companies, research institutions and non-profit organizations providing clean energy products, technology or services are eligible to apply to exhibit at the Conference.

Service providers will be allocated space ONLY if they sponsor the conference. If you are interested in sponsoring the conference please check the Sponsorship pages on our website or contact Abigail Barrow at abarrow@umassp.edu

Important Dates

We encourage you to apply early.

*Early Decision Deadline: **October 12, 2009***

*Final Submission Deadline: **October 26, 2009***

Cancellation of exhibit space must be received by jgoldberg@umassp.edu, in writing, no later than **November 2, 2009**. Exhibitor fees cannot be refunded after **November 2, 2009**.

Application Requirements & Information

In order to exhibit, you must complete the Application Form. To facilitate the application process and control access to your application, the review process is managed via YouNoodle (<http://www.YouNoodle.com>, a clearinghouse for startup companies). Only Conference administrators and reviewers will have access to your application.

Step by step instructions for making this submission are given below.

If you are selected to exhibit, your **Company Profile and logo** will be published in the Conference Notebook, which will be distributed to all attendees. In 2008, more than 600 attended the Conference, including investors and other industry leaders, so the Profile is a valuable marketing tool. Please see the [Conference website](#) to view past conferences' Notebooks. **Do not provide confidential information** in the Application Form.

Once your application has been accepted, please register for the Conference as an Exhibitor (Registration link on the [Conference website](#)).

Step-by-Step Instructions

- 1) Review these Application Guidelines.
- 2) Download and complete the [Application Form](#) according to instructions.
- 3) Rename the completed Form so that it reflects your company or institution in the following format: CompanyName_CCE09 ExhibitorAppl_TodaysDate, e.g., SylviasSolarCells_CCE09 PitchAppl_20090731.
- 4) Go to our Conference Group at YouNoodle:
 - a) http://younoodle.com/groups/cce09_exhibitors
- 5) Click on 'Submit an Entry' (green box located at top right or lower left of screen depending on browser).
- 6) In the dialog box that opens:
 - a) Enter your name or login if you already hold an account at YouNoodle.
 - b) Select the Type that most closely represents your current role
 - c) Click 'Submit'
- 7) In the dialog box that opens:
 - a) You may fill in the profile information so that other visitors to YouNoodle will learn more about your company or
 - b) Skip this step.
- 8) In the dialog box that opens:
 - a) You may fill in the information to find possible contacts or
 - b) Skip this step
- 9) In the dialog box that opens:
 - a) Enter the name of your startup or research institution
 - b) Select "Competition Entry" for Type.
 - c) Provide a one-line description of your company (a 'tag line')
 - d) Provide your company's status (select 'Stealth' if you do not want visitors other than the reviewers to view your company).
 - e) Download and review the Conference Terms & Conditions and Application Guidelines, then check the appropriate boxes.
 - f) Click 'Next'

- 10) In the dialog box that opens:
 - a) Upload your completed, renamed Application Form (see steps 2 & 3)
 - b) Upload your company or institution logo (must be in .jpg, .png or .gif format and at print resolution of ≥ 200 dpi)
- 11) Note: on subsequent visits, you can edit your entry by clicking on 'Manage My Entry.'
- 12) You will receive an email indicating that your application has been received. Please retain this email for your records.
- 13) If your application is accepted, please register for the Conference as an Exhibitor. (Registration link on the [Conference website](#))

The Exhibit Hall will be kept open throughout the Conference, so you may wish to register a second member of your company (**via separately registration at the conference on-line registration**).

No exhibitor will be permitted to exhibit unless their account is paid in full.

If you have problems with any part of this application or the YouNoodle website, please contact Julia Goldberg at jgoldberg@umassp.edu.