

NEW ENERGY STATION

Cutting Edge Technologies
and the Future of Clean Energy

New Energy Station is an extraordinary and cost effective, five-day opportunity to showcase your innovations, technologies and applications related to clean and renewable energy.

Taking place in tandem with the Green Frontier Fest (on Sunday, August 24th) and continuing Monday, August 25th through Thursday, August 28th during the Democratic National Convention, the New Energy Station will showcase new energy innovations with a number of displays and applications that highlight cutting edge and practical technologies and practices.

Collocated in Sculpture Park with multiple other events, the New Energy Station will be open and free to the public, benefiting from the visitor traffic associated with the Green Frontier Fest as well as five full days of DNC events scheduled in the adjacent area of Sculpture Park, other facilities at the Denver Performing Arts Complex, and nearby locations.

Highlights of the New Energy Station include the Solar Decathlon House that demonstrates the latest in residential efficiency and solar technology, a 140-foot long wind turbine blade, a bike station that will be powered by a mobile solar unit, and the new Xcel Smart Grid application display - an innovation found in Boulder, CO - the first city in the U.S. to deploy this Smart Grid system.

Exhibitors participating in the Green Frontier Fest are eligible to have their booth fee applied towards the cost of remaining as part of the New Energy Station. Due to site plan changes after Sunday, exhibitors may be required to change booth locations.

**LIMITED SPONSORSHIP &
EXHIBITING OPPORTUNITIES AVAILABLE**

Contact us today at (303) 459-7885 or info@greenfrontierfest.com

**SUNDAY, AUG 24
THROUGH
THURSDAY, AUG 28
10 AM – 6 PM**

**SCULPTURE PARK,
DENVER PERFORMING
ARTS COMPLEX**

**RESERVE YOUR
BOOTH NOW!**

**WHY EXHIBIT AT THE
NEW ENERGY STATION?**

- Held in conjunction with the Democratic National Convention
- Collocated with the Green Frontier Fest on Sunday, and surrounded by other DNC events Monday through Thursday
- Interactive features and displays, including the Solar Decathlon House, a 140 foot long wind turbine blade, and other features of interest
- Highly cost effective opportunity to reach a local and national audience and generate interest for your organization

NEW ENERGY STATION

AUGUST 24TH - 28TH, 2008

Sculpture Park,
Denver Performing Arts Complex

APPLICATION & AGREEMENT

(Mail/Fax completed application - see contact info below)

Organization/Company Name: _____

Contact Name(s): _____

Billing Address: _____
Street City State Zip

Phone #: _____ Fax #: _____

Website: _____ Email: _____

10 word company description

To evaluate appropriateness, give a brief description of the type of products or services you wish to exhibit: (All applicants must be approved as appropriate to theme of event at sole discretion of ReDirect Guide, Inc.)

BOOTH SPACES (duration of 5 days)

_____ (#) Standard Placement booths x \$1,550: \$ _____

Booth Includes:

- 10 x 10 space
- See options for canopies, tables, chairs & electricity

AMENITIES

_____ (#) 10 x10 Canopy x \$250: \$ _____

_____ (#) 8' table + 2 chairs x \$150: \$ _____

Electrical Outlet Needed: * Y / N

*Electricity - Add'l charges may apply & request must accompany application. 1 outlet per booth at 110V / 200W Max.

Sub-Total: \$ _____

Please Note:

- Green Frontier Fest exhibitors may be required to change booth location on Sunday evening.
- Space is limited - applications will be reviewed on a first-come, first-served basis.
- No spaces will be reserved without payment in full & signed Terms & Conditions
- Not approved until payment is processed
- Booth placement is determined by the event coordinators and is partially based on the order in which the applications were received.
- Reservations are non-refundable.

DISCOUNTS & TOTAL

Green Frontier Fest Exhibitor Discount: \$(550.00)
(Deduct from your total if also exhibiting at Green Frontier Fest)

20% ReDirect Guide Member Discount: \$(_____)
(To learn more about this discount, call 303-459-7885 or email info@greenfrontierfest.com)

Grand Total: \$ _____

PAYMENT (circle one)

Check Visa MasterCard

Credit Card # _____

Exp Date ____ / ____ 3 Digit Code On Back _____

Name on Card: _____

Signature: _____

CC Billing Info*: _____

Street # Zip Code

* For payment processing - just street number and zip code are required.

PAYMENT TERMS

- Make checks payable to ReDirect Guide, Inc.
- Credit Card payments will be processed by ReDirect, Inc.

Exhibit A. Green Frontier Fest / New Energy Station: Exhibitor's License

I, being a duly authorized representative of _____ ("Exhibitor"), hereby agree to participate in the Green Frontier Fest and New Energy Station according to the terms and conditions established herein.

Payment: Receipt from Organization is hereby acknowledged of the sum of \$ _____ as full payment for the opportunity to exhibit a booth at the Green Frontier Fest and New Energy Station.

Size of booth: Exhibitor shall be allowed to erect an exhibit booth the in Sculpture Park/Galleria area of the Denver Center for Performing Arts no larger than _____.

Definitions: "Management" shall be understood in this agreement to mean ReDirect Guide, Inc., (herein "ReDirect") or its officers, committees, agents, or employees acting for them in the management of, or the licensure/permissions to conduct the show including, but not limited to ReDirect Guide, Inc., the City of Denver, and the Denver Performing Arts Center. "Show" refers to the Green Frontier Fest. "City" refers to the City and County of Denver.

Move-In; Occupancy; Move-Out: All exhibits, including supplies & materials, must be in place and debris removed from aisles / public areas no later than one hour prior to show opening. Move-in and setup will only be allowed on Saturday, August 23, 2008 between 3:00 PM and 7:00 PM, and Sunday, August 24, 2008, between 7:00 AM and 9:00 AM, and no Exhibits may be removed or dismantled before Sunday, August 24, 2008 at 6:00 PM, without prior written permission from Management; exhibits must be completely removed from the site by Thursday, August 28 at 11:00 PM. In the event that any exhibit or part thereof is not entirely removed by the above deadline, exhibitor agrees to immediate forfeiture of remaining property, and is responsible for any and all costs incurred by Management and the City to remove, dispose, transport, and/or manage that property.

Liability: Exhibitor assumes entire responsibility for, and agrees to indemnify and hold harmless Management and the City; their officers, agents and employees, against all claims, losses or damages to persons or property, government charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the Show premises or a part thereof, excluding any such liability caused by the gross negligence and willful misconduct of Management. Exhibitor liability includes personal injury caused by exhibitor's negligence such as display breakdowns.

Attendance; Care Of Space; Conduct: Exhibitors must have at least one person in attendance at their exhibit at all times during show hours, and must care for and keep in good order the space occupied by them, taking every precaution against possible injury to property, visitors, guests or and employees. Exhibitor is entirely responsible for their exhibit space and shall not injure, mar, deface, or otherwise decrease the appearance or value of the premises. The Exhibitor shall not drive, nor permit to be driven, any stakes, pins, nails, hooks, tacks, or screws in any part of the Show space. Furthermore, Exhibitor shall not affix, or cause to be affixed to any tree, structure, or other feature of the Show space any advertisements, signs, structures, or other exhibit materials. Exhibitor shall be responsible for any and all costs incurred by Management and the City to repair damage caused by exhibitor. Exhibitor's representatives shall wear proper Show identification at all times. Management and the City shall have the right to expel any booth personnel who are conducting themselves in a disrespectful or improper manner in the opinion of Management and the City, and/or to immediately remove any exhibit that is not staffed.

Exclusivity; Non-Transferability: Each exhibit space shall only be occupied by one company or organization. Exhibitor shall not assign or sublet said space, or any part thereof, without the written consent of ReDirect and the City.

Exhibit Rules: An Exhibitor Kit will be distributed to all exhibitors before the Show, containing information regarding delivery, services, logistics, and other terms, conditions, and rules that may supercede those listed in this contract. Exhibitors shall abide by the rules outlined in the Exhibitor Kit. Exhibitors must use the good neighbor policy and precautions to protect public safety when designing exhibit space. Side displays are not to exceed 3' in height, starting from the front of the booth space and continuing back 5'. Any display or part thereof exceeding 8' in height are strictly prohibited without written authorization from ReDirect and the City. Exceptions and/or variations to the display rules must be approved by ReDirect and the City no less than 15 days prior to the show. Management and the City shall have the authority to require changes in Exhibitor's booth design, at exhibitor's sole expense, at or before show time should the design or materials not comply with rules, safety concerns, or other Show interests as determined solely by Management and the City. **Tent or ground stakes of any length or material are strictly forbidden.** Anchoring of tents, displays, or otherwise must be achieved through the use of sandbags, water barrels, or other safe, non-intrusive method approved by Management and the City. All aisles and public space belongs to the show. Helium balloons are prohibited. Management and the City has sole authority to limit the distribution or use of any other materials, information or goods deemed not in the interest of the Show.

Solicitation; Food; Beverage; Animals: No canvassing, solicitation of business, or conference in the interest of businesses, except by exhibiting firms, is allowed. All such activities, as allowed, must be confined within the Exhibitor's space. No food or beverage may be sold, given as samples, or otherwise distributed in anyway without written approval from ReDirect and the City. No live animals are allowed in Show area without written approval, excepting only for properly trained and safely muzzled "seeing eye" dog accompanying blind individuals.

Disputes; Authority: The decision of ReDirect and the City must be accepted as final in any disagreement between exhibitors. It is mutually agreed and understood that Management and the City shall have jurisdiction over all matters and conduct of the Show, whether or not expressly stated in these terms and conditions. Management and the City reserves the right to stop or remove from Show any display, property or exhibitor's representative performing any act or practice which, in the opinion of Management and the City, is objectionable or not in the best interest of the Show. Failure by Management and the City at any time to require the performance by the Exhibitor of any of the provisions hereof shall in no way effect the rights of Management and the City hereunder to enforce the same, nor shall any waiver by Management and the City of any breach hereof be held to be a waiver of any succeeding or continuing breach or a waiver of this non-waiver clause.

Fire & Safety; Equipment; Sound Amplification: Exhibitor accepts responsibility for compliance with all applicable regulations governing the provision, maintenance and operation of safety devices and any equipment, and the protection of public safety. Any exhibit employing flammable or combustible liquid, gas, or explosive material is prohibited without written approval from ReDirect and the City. Any electrical wiring, equipment, or cords may be subject to inspection, must be UL approved, have adequate insulation and be properly grounded to prevent electrical shock. Sound amplification is not permitted, except by written permission from Management and the City.

Space Assignment; Relocation: Management and the City has sole discretion over site plan and booth assignment, and reserves the right to relocate exhibitors and/or change the site plan if deemed in the best interest of the show.

Automobiles: Any Exhibitor wishing to display an automobile must have written approval from ReDirect and the City prior to the event and agree to specific restrictions, terms and conditions given by Management and the City.

Security: Management and the City shall not be responsible or held liable for articles or goods damaged, lost, stolen or otherwise decreased in value as a result of exhibitor's presence at, or participation in Show. It is understood and agreed that any security provided by Management and the City during and outside of Show hours is solely intended to protect public safety.

Insurance: Exhibitor shall provide proof of general liability insurance in full force and effect during the entire Show, including public liability and property damage, covering premises, operations hereunder, and productions herein with limits of not less than \$1,000,000 for single bodily injury and \$10,000 for property damage naming "ReDirect Guide, Inc." and the "City and County of Denver" as additional insured, and will maintain automobile and Workers' Compensation insurance in accordance with State law. Exhibitors may have the option of purchasing low-cost, Show-specific insurance through the Tenant and User Liability Insurance Program of the City and County of Denver. Exhibitor shall be responsible for any loss from Exhibitor's booth of any Exhibitor's property or the property of any person located in Exhibitor's booth. Additional insurance may be required of any exhibitor at the sole discretion of Management and the City.

Licenses: Any and all City, County, State or Federal licenses, inspections or permits required by law of any Exhibitor in the installation or operation of any display shall be obtained by the Exhibitor at his own expense prior to the opening of the Show. Proof of such license shall be on hand and available to Management and the City at all times before and during Show hours, immediately upon request.

Media Licensing: The playing of protected music or media by an exhibitor or the performing of live music in a booth is prohibited without appropriate license. Exhibitor shall indemnify, hold harmless and defend Management and the City against any and all claims for infringement of licensing or property rights caused by Exhibitor or occurring within Exhibitor's space.

Implied Results; Attendance: Management and the City shall have exclusive control over all admission policies at all times and reserves the right to refuse admission to any individual. Management and the City cannot control and does not guarantee any attendance, sales performance, or other results for any exhibitor or for the Show.

Default: In the event the Exhibitor fails to comply in any respect with the terms of this agreement, all payments for this exhibit in the show shall be deemed earned and non-refundable by ReDirect. Management and the City shall have the right to occupy the space in any manner in the best interests of the show without further notice to the Exhibitor.

Force Majeure; Cancellation: Management and the City shall not be liable for any damage or expense incurred by Exhibitors in the event the Show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of Management and the City (such as war, fire, strike, or other emergency), the Show is not held, Management and the City may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by Show Management and the City. Management and the City reserves the right to cancel any operation which may, in the sole opinion of Management and the City be deemed unsuitable for any reason, including economic reasons. In the event Exhibitor cancels its exhibit or defaults under any terms of this agreement at any time, ReDirect shall retain all fees as liquidated damages.

Entire Agreement: It is mutually understood and agreed that no alteration or variation to the terms of this contract shall be valid unless made in writing and signed by the parties hereto and that no oral understandings or agreements not incorporated herein and no alterations or variations to the terms hereof, unless made in writing between the parties hereto, shall be binding on any of the parties hereto.

Returned Checks: A \$25 fee will be charged for any check returned due to insufficient funds.

Dated this ___ day of _____, 2008

Redirect Guide, Inc.

Name

City and County of Denver

Name

Exhibitor

Name

Title

Organization