

MEDIA ADVISORY

Public Day, Media Day, and the Full Alliance to Save Energy Energy Efficiency Global Forum & Exposition (EE Global)

Nov. 11-14, 2007, Washington, D.C.: www.eeglobalforum.com

What: **EE Global Public Day (Nov. 11):** A fun, family event showcasing how area consumers can lower their energy bills and help the environment through energy efficiency. Public Day will feature informative seminars, new technology demos, experts on hand to analyze home energy bills, music, and entertainment for kids. Raffle prizes will include a Whirlpool Cabrio Washer and Dryer, an MP3 player, an ENERGY STAR[®] DVD player, a free home energy audit, a Rinnai tankless water heater, and much more. Free giveaways will include compact fluorescent light bulbs, and more.

D.C. Councilmember Mary M. Cheh and D.C. District Department of the Environment Energy Office Director George Hawkins will discuss D.C.'s plan to reduce its carbon footprint during a Public Day seminar. Kids at Public Day will have the opportunity to meet the Maytag Repair Man, and a "real, live" Energy Hog.

EE Global Media Day (Nov. 12): A day dedicated to providing media with the opportunity to hear from, and meet with, leaders in the energy-efficiency industry. Approximately 20 press conferences (exhibitor announcements and updates) will begin the day, followed by opportunities for one-on-one interviews with industry, policy, and nonprofit leaders, and a Plenary Roundtable to close the day.

EE Global Conference Sessions (Nov. 13-14): Conference sessions (Plenary and Executive Dialogue Sessions) and an exposition with about 75 exhibitors (also open on Public Day and Media Day). The sessions will provide participants the opportunity to exchange the latest technical, commercial, and policy information; forge partnerships; and develop "best practices," policies, and strategies to respond to the climate, energy security, and economic implications of the increasing global demand for energy.

Who: About 75 exhibitors from around the world: international appliance and product manufacturers, government agencies, utilities, associations, national laboratories, and more. Locally/regionally based exhibitors include the American Council for an Energy-Efficient Economy, American Petroleum Institute, CMC Energy Services, Consumer Electronics Association, Earth Day Network, Edison Electric Institute, ICF International, International Resources Group, Kaeser Compressors, National Insulation Association, North American Insulation Manufacturers Association, Pepco Energy Services, Pepco Holdings, U.S. Department of Energy (Energy Efficiency and Renewable Energy), U.S. Department of Energy (Office of Fossil Energy), U.S. Environmental Protection Agency, and Washington Gas.

When: **Public Day:** Sunday, Nov. 11, 11 a.m.-4 p.m. with the following educational seminars:

- How to Reduce Your Energy Bills (11:30 a.m.-noon)
- Buying a New or Old Home? What to Look For (12:30-1 p.m.)
- D.C.'s Plan to Reduce its Carbon Footprint (1:15-1:45 p.m.)
- Becoming a Carbon Conscious Consumer (2:15-2:45 p.m.)
- Hybrid Vehicles and Efficient Driving (3:15-3:45 p.m.)
- The Energy Hog Show for Kids (12:15-12:30 p.m., 1:45-2 p.m., and 2:45-3 p.m.)

Media Day: Monday, Nov. 12, 10 a.m.-6 p.m.

- Exhibitor/sponsor news conferences: 10-11 a.m.
- Opportunities for one-on-one interviews with industry, policy, and nonprofit leaders: 11 a.m.-4 p.m.
- Roundtable on Best Practices: 4-6 p.m.

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Where: Washington, D.C. Convention Center, 801 Mount Vernon Pl, NW, Washington D.C. 20001
(adjacent to Mt. Vernon Square Metro stop on Green and Yellow Lines)

Links to Conference Information:

- Main conference website: <http://www.eeglobalforum.com/>
- Overall schedule/agenda: <http://www.eeglobalforum.com/symposium-agenda-glance.html>
- Public Day: <http://www.eeglobalforum.com/publicday/index.html>
- Media Day: <http://www.eeglobalforum.com/pressroom-media.html>
- Exhibitor floorplan: <http://www.eeglobalforum.com/exposition-floorplan.html>
- Plenary Sessions: <http://www.eeglobalforum.com/symposium-plenary.html>
- Executive Dialogue Sessions: <http://www.eeglobalforum.com/symposium-execdialogue.html>

**Media are invited to attend any part or all of EE Global free of charge.
Please register at <http://www.eeglobalforum.com/pressroom-registration.php>**

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