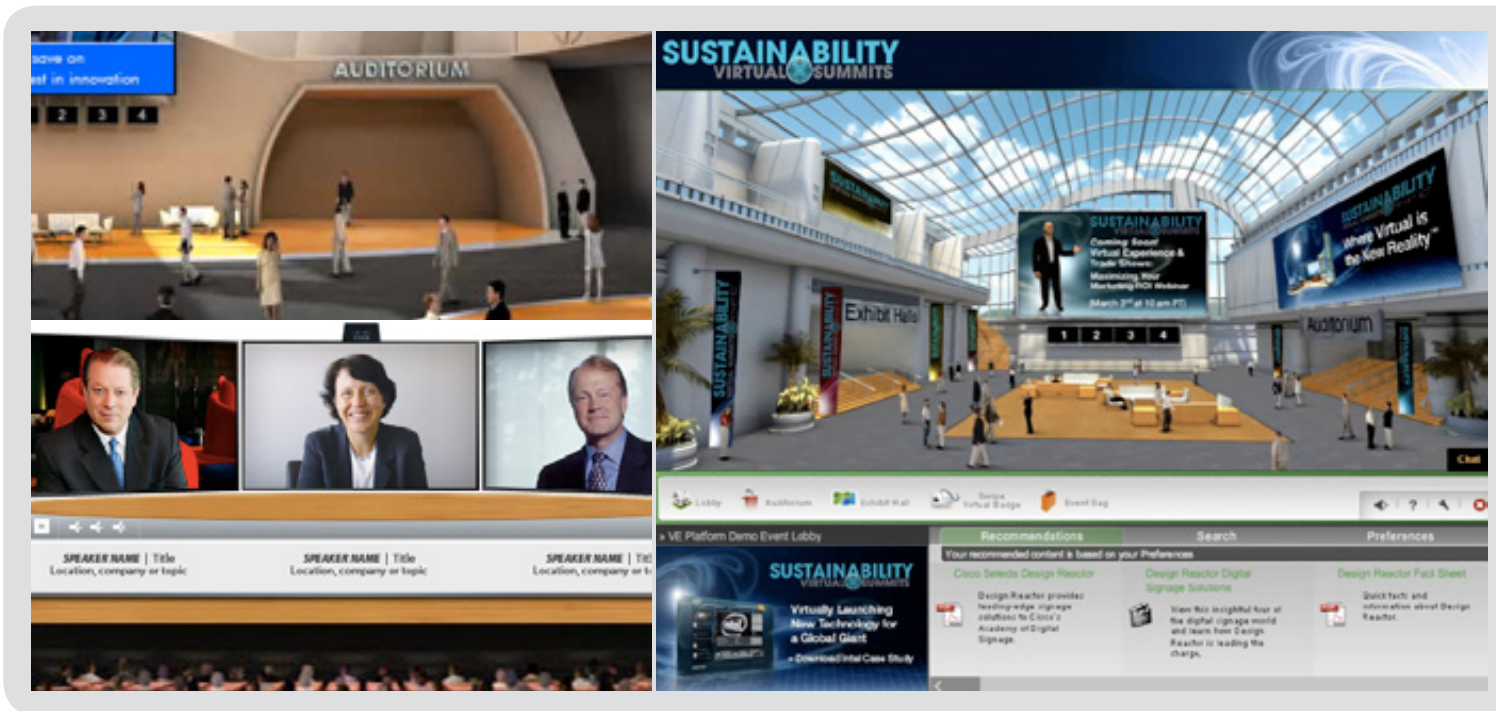


SUSTAINABILITY

VIRTUAL SUMMITS Smart ICT

Live Online: March 23, 2010
On-Demand: April - June 2010
Where: On your desktop

Information and Communications Technology (ICT) Solutions for Sustainable Development
For Virtualization • For Dematerialization • For Smart ICT • For Collaboration



EVENT OVERVIEW

First in a virtual event series focusing on Information and Communications Technologies that will dramatically contribute to mitigating the effects of climate change

designed and executed by


www.SustainabilityVirtualSummits.com

A GROUNDBREAKING VIRTUAL EVENT SERIES DEDICATED TO ICT SOLUTIONS FOR SUSTAINABLE DEVELOPMENT

CORPORATE RESPONSIBILITY & PROFITABLE OPPORTUNITY

In its most recent report, the Global e-Sustainability Initiative (GeSI) has identified that in total, ICTs could deliver approximately 7.8 GtCO₂ of emission savings in 2020. This represents 15% of emissions in 2020 based on a BAU estimation. But as important, in economic terms, the ICT enabled energy efficiency translates into approximately \$950 Billion in cost savings.

The ICT sector provides:

- Profitable opportunities
- Solutions to create a low carbon society

However, that which can't be measured, can't be managed.

ICT solutions enable:

- Knowledge dissemination
- Energy efficiency measurement, reporting and analytics
- Means to optimize systems and processes, to make them more energy efficient

ICT alone, through the solutions to be discussed during the Sustainability Virtual Summits, could contribute up to 50% of the possible CHG emissions savings by 2020.

SUSTAINABILITY VIRTUAL SUMMITS:

NOT a theoretical series of conferences

The Sustainability Virtual Summits will present:

concrete ideas

strategies

multi-sector
solutions & analysis

case studies

to help business leaders create a more sustainable corporate infrastructure for themselves and their clients.

Why a virtual event?

The Sustainability Virtual Summits are:

- An example of sustainability
- Utilizing a virtual event platform
- Utilizing telepresence
- Expected CO₂ savings: 1300 tons

Why sponsor or exhibit at a virtual event?

- Lower cost to participate
- Less time to prepare/participate
- More attendees
- Better attendee data capture
- Enhanced event participation ROI



A MESSAGE FROM THE ORGANIZERS



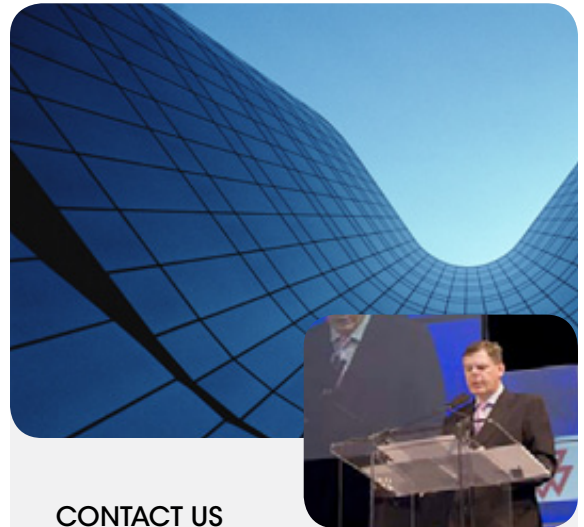
"In the current recessionary times, businesses worldwide are taking a closer look at travel and event budgets. Increasingly, they are seeing virtual events as a solution to their continued need to meet customers, deliver marketing messages, and network with industry colleagues, while at the same time saving time, money and effort. A virtual event is defined as an on-line virtual experience that provides most of the benefits of a physical event delivered through an online 2D application allowing attendees to self navigate through multiple exhibit booths, keynote speeches, presentations, chat sessions and social networking activities. G2Events, building on the long-standing experience of its team members in the physical conference and exhibition arena, is taking a lead in the professional organization of virtual conferences and tradeshow."
- Mark Barounos, President

We are pleased to invite you to join leading businesses in becoming a Sponsor or Exhibitor at the Sustainability Virtual Summits, the premier series of virtual events for sustainable business development. We will showcase working models of sustainable development, and actually take advantage of technology to make the Sustainability Virtual Summits themselves examples of sustainability, via our exclusive telepresence-enabled Virtual tradeshow and conference platform. Most Sponsors and Exhibitors will come from the Information and Communication Technology industry sector.

As a Sponsor or Exhibitor of the event, your company will have unparalleled access to conference attendees and exhibition visitors, most of whom are corporate leadership and sustainability or CSR officers who are attending specifically to learn how to green their businesses. At a time when corporate social responsibility is becoming an ever more important element of a company's strategic plan, these attendees will be looking for real, implementable solutions.

Sponsorship and exhibit opportunities are limited. Please review this prospectus, and if you have any questions, or need any additional information, please do not hesitate to contact us. *We look forward to seeing you at the Sustainability Virtual Summits.*

Bruno Castejon
Event Chairman



A MESSAGE FROM THE ORGANIZERS

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SUSTAINABILITY VIRTUAL SUMMITS


A GROUNDBREAKING VIRTUAL EVENT SERIES

Nov 2009 – Dec 2010

Sustainability impact areas addressable by ICT – to be discussed at the Sustainability Virtual Summits.
AN OPPORTUNITY THAT CANNOT BE OVERLOOKED.

Most accessible opportunities for ICT to achieve emission and cost savings.



LAUNCH DATES	TOPIC(S)	ON-DEMAND
March 23, 2010	ICT for Virtualization and dematerialization <i>Replace goods and services with virtual equivalents</i>	Apr-Jun 2010
	ICT for Smart ICT <i>ICT controls and reduces its own emissions</i>	
May 2010	ICT for smart motor systems <i>Mitigating global carbon emissions from Motor systems and industrial processes optimization</i>	May-Aug 2010
	ICT for smart logistics <i>ICT-driven applications across logistics could achieve significant emission reductions</i>	
August 2010	ICT for smart buildings <i>Make the design, construction and operation of buildings more efficient</i>	Aug-Nov 2010
	ICT for smart grids <i>A set of software and hardware tools that enable generators to route power more efficiently, reduce the needs for overcapacity and allow real time side management</i>	
	ICT for water and sanitation <i>Assess supply adequacy, modeling different supply and technology alternatives</i>	

AGENDA: SUSTAINABILITY VIRTUAL SUMMITS: SMART ICT



ICT FOR VIRTUALIZATION & DEMATERIALIZATION

Replace goods and services with virtual equivalents

- Tele-working
- Telepresence
- E-government
- Education
- Healthcare
- Processes and workflows
- Collaboration

ICT FOR SMART ICT

ICT controls and reduces its own emissions

- Reducing PC and Peripherals emissions
- Reducing Data Centers emission
 - Consolidation
 - Virtualization and Cloud Computing
 - The power of cooling
- Reducing the telecom infrastructure footprint
- Reducing the Mobile devices footprint
- Managing a sustainable Supply Chain

SUSTAINABILITY

VIRTUAL SUMMITS  Smart ICT

EVENT GOALS: SUSTAINABILITY VIRTUAL SUMMITS: SMART ICT



ADDRESSING THE ISSUES

- Global impact
- Sharing best practices
- Sign up to Copenhagen Protocols

MAXIMISING IMPACT

- Revenues
- Investment
- Increased profitability

MOTIVATE AND INSPIRE

- Lifestyle change
- Relevance

ICT IN ACTION

- VIRTUALIZATION AND DEMATERIALIZATION
- SMART ICT
 - Tangible case studies
 - CEO-level speakers from a selection Fortune 100 companies
 - Collaboration

REALISING YOUR POTENTIAL

- Global learning forum
- ICT in education

BENEFIT CALCULATOR - THE PLEDGE CALCULATOR

Sign up and see the difference your pledge makes

WHO SHOULD PARTICIPATE



ATTENDEES

CSR/Sustainability Execs
C-level Execs
Data Center Managers
Supply chain/Product development
Finance and Marketing

EXHIBITORS

Global IT vendors
Software
Storage
IT services
IT outsourcing
Semi-conductors
Sensors, controllers and meters
Mobile devices
Telecom
Telecom equipment providers
Telepresence
Services providers
Industry
Resources companies

THE SUSTAINABILITY VIRTUAL SUMMITS: SMART ICT EXHIBITION

WHY EXHIBIT?

There are numerous conferences on sustainability, but the Sustainability Virtual Summits differ:

They are not theoretical discussions of sustainability. The Sustainability Virtual Summits provide concrete, implementable solutions for attendees.

Through the use of telepresence technology, virtual speakers and roundtable participants from anywhere around the world will have the opportunity to participate in online panel discussions.

What does this mean for your company?

- Corporate Social Responsibility and Sustainability is on the agenda of every corporation in America today. CSR and Sustainability officers are actively seeking implementable solutions to make their companies more green and more socially responsible, while maintaining or even improving financial bottom lines.
- The Sustainability Virtual Summits offer a forum for corporate leaders to learn about ICT solutions to help green their company.
- The Sustainability Virtual Summits' high-technology focus and use of telepresence technology will attract the people who make decisions about implementing your solutions and technologies.



WHAT IS A VIRTUAL EVENT?

An online virtual experience:

- Delivered through an online 2D or 3D application
- Allows attendees to self navigate through:
 - Entry lobby
 - Exhibit booths
 - Keynote speeches
 - Panel discussions and presentations
 - Chat sessions
 - Social networking activities.
- Sophisticated tracking and reporting capabilities allow sponsors and exhibitors enhanced data capture about event visitors!

To see a demo of the Virtual Event platform, please visit www.SustainabilityVirtualSummits.com/VEPlatformdemo



The Virtual Events Platform is what event visitors see – just like the convention center at a physical conference.

To see a demo of the Virtual Event platform, please visit www.SustainabilityVirtualSummits.com/VEPlatformdemo

- Visitors enter into the Lobby
- See banners hanging from the Lobby ceiling
- Watch flash sponsor advertisements on the big screen in the center of the lobby



- Click to walk into the Exhibit Halls
- Click to visit individual booths

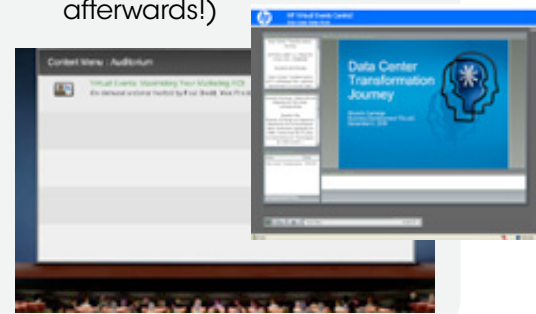
- Click to view and download booth content



- Or Chat live with booth attendant and other visitors



- Click to walk into the Auditorium to hear a live scheduled speaker (or listen to a presentation on-demand for 3 months afterwards!)



KEY FEATURES OF THE SUSTAINABILITY VIRTUAL SUMMITTS' VIRTUAL EXPERIENCE (VE) PLATFORM

To see a demo of the Virtual Event platform, please visit www.SustainabilityVirtualSummits.com/VEPlatformdemo

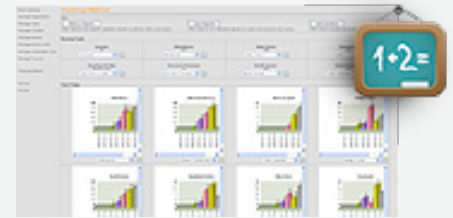
Industry-Leading Social Engagement Live Chat System



Up to 30 Languages for UI Localization



Continuous, Modular Metrics Reporting



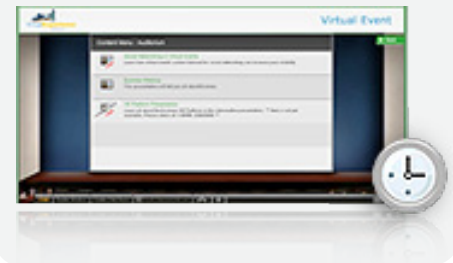
User Preference-Based Registration System with Personalized Recommendations to visit your booth



Automatic Video Compression Conversion



Easy-to-Use Event Management Time Bracketing System



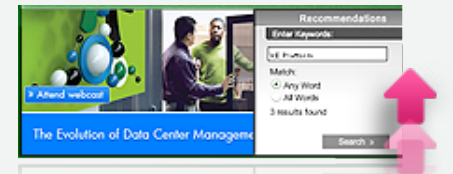
Integrated Webinars and Webcasts



Universal Search



Dynamic Promotional Banners



eCommerce Transactions



A Virtual Event Bag that automatically places selected items in a zip folder on the attendee's desktop. Content can be added or deleted by the attendee at anytime throughout the event.



A Virtual Map that visitors can use to navigate instantly to a booth, auditorium, hall, or information lounge.



Over 400 3D booth designs with between one to six information distribution nodes and promotional areas for contact information, videos, chat boards, and corporate websites.

TELEPRESENCE

Using TelePresence, the Sustainability Virtual Summits will have live panel discussions between keynote speakers.

