



**Earth Day Green Technology
Conference and Exhibition
Mulungushi Conference Center
Lusaka, Zambia
April 21, 2010**



The Earth Day Green Technology Conference and Exhibition, sponsored by the **United States Embassy** in partnership with the **Environmental Council of Zambia**, is pleased to invite you to exhibit your green products or services during the one-day conference at Mulungushi Conference Center on April 21, 2010.

On April 22, Earth Day 2010 will provide an opportunity to focus on how to advance global climate policy, energy efficiency, renewable energy, and green jobs, and provides the impetus for individuals, corporations and governments to join together to work towards creating a green economy. The one-day conference, to be held in conjunction with Earth Day, will explore how embracing behavioural change and new green technologies can help improve environmental conditions and curb the impact we have on the environment in our daily lives. It will also showcase new technologies that, when utilized, can slow the pace and mitigate the effects of global climate change.

To complement the conference, an exhibition of Zambian and international green products, services, technologies, and sustainable consumer practices in construction, agriculture, mining, tourism, energy and everyday consumer products will take place in the adjoining hall. By showcasing your products or services you will have the ability to interact one on one with Zambian government officials, private sector leaders, entrepreneurs, and consumers seeking new and innovative green products and services that they can incorporate into their daily lives or help to bring to the commercial market.

In addition to your one on one interaction with conference and exhibition attendees, your company information will be included in the exhibition directory and any other promotional materials that are developed for the event.

Exhibitors are invited to showcase their products and services free of charge. Interested firms can choose from two options to exhibit at the event.

Option 1 - Exhibiting

Single Table – 2.5 m x 1 m

Includes: Table, tablecloth and two chairs, and a basic printout of company name attached to front of table. Each exhibitor is responsible for set up beyond what is included and for all marketing and demonstration materials.

Half Table – 1.25 m x 1 m

Includes: One half of a shared table, tablecloth and two chairs, and a basic printout of company name attached to front of table. This option could be used by exhibitors who do not have a large amount of demonstration materials, but who have information and marketing materials to hand out.

Option 2 - Recognizing that not every U.S. supplier will be able to travel to Zambia, the U.S. Embassy in Lusaka will showcase your firm's sales literature to exhibition attendees, helping you identify potential customers and test the market without leaving your desk. U.S. Embassy staff will:

- Display your company's literature at the U.S. Embassy booth
- Include your firm in our conference and exhibition directory
- Identify potential customers
- Share your product literature with best prospects
- Send you particularly promising business leads for follow-up



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Yes, I would like to participate in the Earth Day Green Technology Conference and Exhibition at Mulungushi Conference Center on April 21, 2010

Company Name: _____

Contact Person/Title: _____

Address: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____ Website: _____

INTEREST IN OPTION: 1 or 2: _____

REGISTER YOUR INTEREST BY COMPLETING THE REGISTRATION FORM AND E-MAIL OR FAX TO:

Vedruna Santana
Commercial Specialist
United States Embassy, Lusaka, Zambia
Tel: 260-211-250-955
Fax: 260-211-252-225
SantanaJV@State.gov

Or

Phillip Nervig
Economic Officer
United States Embassy, Lusaka, Zambia
Tel: 260-211-250-955
Fax: 260-211-252-225
NervigPB@State.gov