



HEAT 2009 is a **unique** conference event which explores many aspects of sustainability in the **built environment**. HEAT covers smart metering; energy efficiency in appliances; passive house technologies; renewable onsite generation including solar panels and heat pumps and sustainable cities. The way we construct, manage and interact with the built environment is changing; with building designs integrating natural heat stability; power demand being actively managed and homes becoming generators. This change brings with it new possibilities and **challenges** and HEAT 2009 brings together key stakeholders to share **knowledge** and identify new **opportunities**.

**4 DECEMBER 2009, Murray Edwards College,
Cambridge**

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SHIFT 2009 is a **unique** conference event focusing on near to market electric vehicles, energy storage technologies and new business models for the automotive industry. SHIFT brings together world class vehicle manufacturers & brand owners, advanced technology companies, experts, consultants and leaders from research and other institutions in order to share **knowledge** and make new **connections**. Electrifying the automotive sector is a key part of the UK and several global governments' low carbon transition plans, and SHIFT 2009 explores the principal **challenges** and **opportunities** which will emerge on the path to a low carbon transport sector.

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**SHIFT
2009**
 Conference Expo
 3 Dec, Cambridge



**HEAT
2009**
 Conference Expo
 4 Dec, Cambridge



**CLEANPOWER
2010**
 Conference Expo
 25 June, Cambridge

Sponsorship Message from CEO of CIR Technology & Manufacturing Conferences 2002 - 2009

We appreciate very much the upfront, early assistance of our sponsors, without whom these key conference expos would not take place. 2002 to 2008 were successful years. Our first event of 2009, Cleanpower, which took place on 19 June, continued and built on this. We now look forward with excitement to a coherent pair of one-day back-to-back conferences on topics downstream of those of Cleanpower in December 2009. The conferences offer a solution to no-less a problem than sustainable transport (e.g. battery vehicles with green electricity) and the built-environment (passive, intelligent, efficient with solar thermal and PV). Why not work with us in this burgeoning set of opportunities to create wealth and solve pressing global challenges?

JD Hayward

The following table clarifies options for taking part. Please contact conference series director, Justin Hayward on 01223303500 to discuss.

SHIFT09 (Sustainable transport) and HEAT09 (Clean built environment) Marketing Benefits	Gold	Silver	Expo
Conference day			
Stand at conference expo networking zone	Priority	Large	Banner
Speaker-company-talk-title line in programme	✓		
Literature at expo stand and in packs where taken	✓	✓	
Logo on front cover of programme	✓	✓	
Acknowledgement on front cover of programme	✓	✓	✓
Before the conference			
Mentioned in brochure, emails, invitations	✓	✓	
Logo and click through to website from conference website	✓	✓	✓
Participation in Programme Talks			
Full plenary stage talk (content agreed)	✓		
Plenary stage short pitch (just before lunch)		✓	
Further benefits			
Included half-day strategic consultancy	✓		
On-the-day/post event networking plan assistance	✓	✓	
Advance list of delegates as available	✓	✓	✓
Tickets			
Included delegate places	5	3	2
Price (SHIFT or HEAT Conference)	£2,495	£995	£650
Price (Both SHIFT and HEAT 2009 Conferences)	£4,295	£1695	£975

Non-sponsoring delegate tickets cost £199 plus VAT per conference:

please see registration form www.cambridgeinvestmentresearch.com/events/register.htm

More information on both conferences at: www.cambridgeinvestmentresearch.com/events
 Delegate rate discounted to £199 for all delegates in 2009