



October 16-18, 2012
HOUSTON, TEXAS

NEWS RELEASE

June 23, 2011

CONTACT:

Kimberly Hardcastle-Geddes
Chief Marketing Officer
Phone: 619.298.1445 x 116
Email: KHardcastle@TotalEnergyUSA.com

FOR IMMEDIATE RELEASE

New national trade show, *Total Energy USA*, to launch in Houston, Texas October 16 – 18, 2012

Next October in Houston, Texas, “the energy capital of the world,” a groundbreaking new trade event will assemble the full range of traditional and renewable energy industries for a comprehensive look at the overarching, integrated energy solutions needed to meet today’s energy challenges.

Unlike other industry events that have a narrower focus or may be aligned to certain interests, Total Energy USA will provide a balanced forum with an opportunity for all the energy sectors—fossil, nuclear, renewables, and cross-cutting sectors like energy-efficiency—to be represented. The resulting mix will create new business opportunities for participants as they discuss how to balance locally available resources, economics, reliability and environmental impact when making important energy decisions.

The event’s comprehensive approach comes in response to the pressing question of how we design our energy future. “To meet our energy needs we must look at all options-fossil fuels, nuclear and renewable sources of power-as well as harnessing the power of smart energy to empower consumers to make informed decisions about how they purchase and use energy,” said John Ragan,

NRG Energy Regional President, Texas. "By bringing all of these together, Total Energy USA will help build understanding of sound, energy-related decisions."

"Total Energy USA is based on the principle that addressing our nation's energy challenges will require that we consider all energy options, conventional and non-conventional, along with energy efficiency and reducing energy use," said Vinnie Polito, managing director for VP International, the event's producer. By opening up the field and collaborating with associations, media and organizations across the renewable energy spectrum, Polito believes that Total Energy USA will answer the need for an industry event that "elevates the dialogue, broadens the opportunities and paints the complete energy picture."

The inaugural event in October 2012 is expected to host 7,500 industry delegates, including architects, builders, community leaders, developers, energy consultants, government, independent power producers, landowners, large energy users, media, oil and gas suppliers, power utilities, researchers and others. 400 exhibitors—companies supplying equipment, technologies, products or services for every aspect of the energy industry—are also expected to be on hand.

Participants will have the opportunity to explore issues and get answers at Total Energy USA's professional educational conference, which will be led by experts in traditional and renewable power generation, finance, business strategies and local, federal and foreign government policies. By assembling thought leaders, visionaries and policy shapers who are at the forefront of the developments that influence the energy industry, Total Energy USA will facilitate collaborative conversations about the state of energy today and the best options to design the way we produce and use energy tomorrow. But more than a think tank or academic exercise, Total Energy USA's creators also intend it to be an important marketplace for business, where interested parties can make contacts, find partners and prospects, arrange financing, and learn from suppliers about the newest technology advances across the board.

Total Energy USA is produced by VP International, with participation and assistance from several key entities: Technology Transition Corporation, which will lead the content development for the educational program; Marketing Design Group, the nation's leading agency specializing in trade shows, in charge of strategy and execution on the marketing and public relations front; and the Greater Houston Convention and Visitors Bureau, the Greater Houston Partnership, and the Houston Technology Center, which will combine their efforts and work closely with Total Energy USA to contribute toward the success of the event in Houston.

-###-

Total Energy USA will bring together industry professionals, resources and exhibiting companies from across the clean and renewable energy segments: biomass and biofuels; energy efficiency, geothermal, hydrogen and fuel cells, natural gas, solar and wind.

Event details, educational sessions and participating exhibitors and more will be available over the next months on the event's website, www.TotalEnergyUSA.com, through social media channels, the industry press and a robust direct marketing campaign. Interested participants are encouraged to mark their calendars, visit the web site and sign up to receive show updates.