



A Strategic Tool for Emerging Energy, Agricultural & Environmental Markets

**The Second Annual GreenTrading Summit™:
Emissions, Renewables & Negawatts**

Monday-Tuesday, April 7 & 8, 2003

Post-Conference Workshop: GreenTrading Tool Kit™

Wednesday, April 9, 2003

McGraw-Hill Conference Center at Rockefeller Center
New York City, U.S.A.

www.GreenTradingSummit.com

Environmental trading will play a critical role in facilitating liquidity in the energy sector and the financing of environmental improvements in 2003. The trend towards convergence of the environmental and capital markets will create new business opportunities for traditional and emerging players in the energy, environmental, finance and technology sectors.

Greenhouse gas markets are well positioned for accelerated growth due to the Kyoto Protocol, and voluntary trading efforts continue to position North America as the market leader in environmental trading. Moreover, the renewable energy credit and energy efficiency markets are ripe for expansion on this continent.

Come to New York City, the environmental finance center.

Learn from the experts about how you and your organization can thrive and benefit from these emerging market opportunities.

Conference highlights include:

- Liquidity in the Environmental Markets
- Regional Demand Response Banks
- Application of New Technology to Create Tradable Credits
- IT for Environmental Asset Management
- Bundling of Carbon Sequestration Credits, Water Quality Improvement and Biodiversity Enhancement
- Carbon Trading Markets in Texas
- Environmental Trading in New York State
- How does environmental trading benefit the real bottom line?
- Structured and Project Finance for Renewables
- Carbon Finance and Global Equity Markets
- Buildings and the Environmental Markets

GreenTrading™ creates solutions for reducing pollution and accelerates technology transfer. The GreenTrading marketplace encompasses the trading of **credits** associated with:

- Carbon & greenhouse gas (GHG) emission reduction;
- Renewable energy; and
- Energy efficiency (Negawatts).

These new markets create quantifiable commodities that are fungible across markets and borders. The **Triple Convergence** of these markets creates liquidity, facilitates the financing of environmental improvements and accelerates technological adoption. Portfolios of such commodities are likely to appreciate in value over time.

Conference Originators

Global Change Associates

The MYA Group

Official Publications

Business Week

Platts Energy Business & Technology

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UNEP Financial Initiatives
Commodities Now
Energy
Energy Argus
Cogeneration & On-Site Power Production

Building the GreenTrading™ Community

200 leaders and senior executives from various sectors of the **GreenTrading™** community are expected to attend this conference, including:

- Energy intensive industries incl. agriculture, manufacturing and transportation
- Energy companies
- Insurance companies & re-insurers
- Brokers & traders
- Real estate developers & management
- Environmental & community organizations
- Information technology & software developers
- Utilities
- Investors & financial institutions
- Power marketers
- Architects, constructors & engineers
- Lawyers
- Public energy & regulatory agencies

Conference Advisory Board

The Advisory Board consists of sponsor representatives and various individuals who are collaborating with GreenTrading™ Inc. in developing & promoting the 2003 GreenTrading™ Summit.

- Jon Arnold, *Editor-in-Chief, Platts Energy Business & Technology Magazine*
- Sheila Slocum Hollis, *Partner, Duane Morris LLP*
- Michelle Desiderio, *Senior Product Developer, Fannie Mae*
- Barry K. Worthington, *Executive Director, United States Energy Association*
- Joel Gilbert, *President, Apogee Interactive,*
- David South, *President, Technology & Market Solutions, LLC,*
- Scott Sklar, *President, The Stella Group, Ltd.,*
- Greg Kats, *Principal, Capital E; and*
- Anne-Marie Borbely-Bartis, *Office of Distributed Energy & Electric Reliability, U.S. DOE.*

Creators and Producers of the GreenTrading™ Summit:

- Peter Fusaro, *Managing Director, GreenTrading™ Inc. and Founder, Global Change Associates*
- Marion Yuen, *Managing Director, GreenTrading™ Inc. and President, The MYA Group*

Benefits to Attending This Conference

No matter where you are in this multi-faceted market landscape, this conference provides you with an efficient way to:

- Develop new business strategies
- Identify business opportunities
- Meet potential customers and partners
- Cultivate ongoing relationships and
- Develop collaborations.

You will discover:

- New ways of leveraging existing assets,
- New revenue streams,
- New opportunities for cross-commodity trading, and
- New approaches to financing capital & environmental improvements.

Conference Agenda

Monday, April 7 (Day 1) – Morning Session

Setting the Stage: An Update on Regulatory/Political and Market Developments

- 8:45 am **Triple Convergence: The Capital Markets and the Environmental Markets for Emissions, Renewables & Negawatts**
Peter C. Fusaro, *President*, Global Change Associates
- 9:00 am **Moving Through Uncertainty: Overview of Policy and Regulatory Developments**
Sheila Hollis, *Managing Partner*, Duane Morris LLP
Uncertainty created by U.S. rejection of Kyoto has been compounded by deferral of action by Russia. Nevertheless, policy & regulatory developments continue, and major players are going forward with market development & participation. Once again, U.S. energy legislative activity is on the upswing – possibly leading to a comprehensive energy plan with potentially significant implications for green trading. On the regulatory scene, DOE is attempting to enhance private sector activity to encourage green trading. Following the Johannesburg summit, efforts to address the global climate change issue – short of ratifying Kyoto – will shift the emphasis to the private sector and to platforms encouraged & supported by the U.S. government. This presentation will address congressional initiatives as well as private sector/government interface and the political "climate" for green trading.
- 9:25 am **Megatrends of the Environmental Markets**
Andrew Ertel, *President*, Evolution Markets
- Kyoto + 5 : GHG Commodities Emerge
 - Institutional Money Flows to GHG Trading
 - RECs: Promise to Reality
 - Rights of Ownership and Forward Markets as Cross-Cutting Issues
- 9:50 am **How to Improve Liquidity in the Environmental Markets**
Neal Wolkoff, *Executive Vice President & COO*, New York Mercantile Exchange
- 10:15 am **Break**
- 10:45 am **State-Level Environmental Market Developments**
David South, *President*, Technology & Market Solutions, LLC
While federal environmental activities were essentially in a "freeze-frame" last year, the same cannot be said for environmental markets at the state level. This presentation will highlight state environmental initiatives, including renewable portfolio standards, renewable energy credits, NOx SIP call set-asides, multi-pollutant controls, and green trading. Particular emphasis will be on emerging trends and patterns in these markets. Finally, this presentation will explore the potential ramifications of recent developments in state electric market restructuring on environmental markets.
- 11:10 am **Agriculture: The Next Environmental Market**
Doug Akerson, *President*, CQuest Ltd
This presentation will discuss the repackaging and remarketing of verified agricultural carbon emission reductions (CERCs). Marketable credits from livestock can be created to reduce price risk by bundling two or more environmental entitlements, one of which may be stripped and sold separately in present-day established markets – a natural hedge.

11:35 am **Forests and Environmental Markets for Carbon Sequestration, Water Quality Improvement, & Biodiversity Enhancement**

David Brand, *Director, Carbon Programs*,
Hancock Natural Resource Group Australia Pty Ltd.

Increasingly there is recognition that forests play important roles in addressing climate change, biodiversity conservation, and the reversal of land & water degradation. In the past, these environmental services have been unpriced, and therefore unvalued. Currently, a revolution is occurring as we see emerging markets for carbon sequestration credits, water quality improvement, and even biodiversity enhancement. The presentation will review transactions to-date, look at investment trends, and assess emerging opportunities for institutional investors and corporations in this area.

12 noon **Lunch**

Monday, April 7 (Day 1) – Afternoon Session
Business Opportunities in U.S. Environmental Trading

1:00 pm **Regional Demand Response Reserve Banks**

Joel S. Gilbert, P.E., *CEO*, Apogee Interactive, Inc.

Demand Response Banks (DRBs) provide a commercial mechanism, vs. a socialized “least-cost planning” approach, to finance demand response resources. Mr. Gilbert will illustrate a concept of regional DRBs, that includes “capability” tagging and trading into bilateral and ISO/RTO markets.

1:25 pm **Application of New Technology to Create Tradable Credits**

John P. Mitola, *CEO*, Electric City Corporation

Energy recouped through various efficiency measures can be sold into the wholesale power market on peak demand days. Current constraints in electricity generation capacity and delivery capability in many states have given impetus to this Negawatt Market which values energy efficiency as a financial product. Historically, the incentives from the Negawatt Market have been outweighed by operating inconveniences and risks to participating companies. Mr. Mitola will explain how new technologies today allow the lights to remain on all the time but at a lower power level that does not affect business performance. Such curtailment technology has enabled Electric City Customers to bank and trade credits.

1:50 pm **Residential Emissions Trading Initiative**

Jack Cogen, *President*, Natsource (moderator)

Robert J. Sahadi, *Vice President, Product Innovation & Technology Transformation*,
Fannie Mae

John Masiello, *Manager, Product Development & Administration*, Florida Power

Roger Duncan, *Vice President, Conservation, Renewables & Energy Policy*,

Austin Energy

Panelist to be announced

The panel will report on progress in Fannie Mae’s Emissions Trading Initiative (ETI). Residential energy efficiency upgrading and fuel switching can reduce the emission of criteria air pollutants and greenhouse gases. Credits due to such reduction can be aggregated and traded. ETI is specifically designed to facilitate such trading by lowering market barriers and transaction costs, thereby fostering the adoption of energy efficiency improvements in the U.S. residential sector.

- 2:50 pm **Break**
- 3:20 pm **Cross Commodity Trading: Weather & Contingency Energy Risks**
Lynda Clemmons, *President & COO*, XL Weather & Energy (formerly, Element Re)
The weather risk management industry has developed to a large extent around the needs of utilities and energy companies. As it has evolved, a natural relationship between weather and contingent risk management has developed, as well as a need for more highly customized products to address them. Ms. Clemmons will examine the different products available to hedge these risks and their various applications.
- 3:45 pm **Carbon Trading Markets in Texas**
Michael Moore, *Managing Partner*, Falcon Environmental Services
The presentation will provide insight to the growing potential of matching CO₂/GHG emissions from large industrial, power generation, gas processing and petrochemical in Texas to the need for commodity CO₂ to drive large Enhanced Oil Recovery programs in the Permian Basin and East Texas oil fields. Texas is the single largest anthropogenic CO₂ producing state in the U.S. The volume potential of captured CO₂/GHG is in the millions of tons and the EOR demand for commodity CO₂ is likewise in the millions of tons. Also, covered will be the market opportunities around GHG credits that arise from properly sequestering commodity CO₂ after it is has been used for crude oil extraction. Regulatory, national security, logistical, technological, and global implications will be discussed.
- 4:10 pm **Environmental Trading in New York State**
J. Kevin Healy, *Partner*, Bryan Cave LLP
This presentation will examine the existing and proposed emissions trading programs in New York State. It will provide an overview of the long-standing program under the State's New Source Review regulations, which allow the transfer of emission reduction credits from one source to another. Also, it will explain the proposed cap-&-trade program for SO₂ and NO_x, under NYS Department of Environmental Conservation regulations to implement the Acid Deposition Budget Reduction Trading Programs. A member of the Governor's Climate Change Task Force, Mr. Healy will report on efforts to develop recommendations for a New York State Greenhouse Gas registry and trading program.
- 4:35 pm **Users' Perspective: How does environmental trading impact the real bottom line?**
Stephen B. Traicoff, *Principal*, Global Change Associates (moderator)
Garth Edward, *Trading Manager*, *Environmental Products*, Shell Trading
Bruce Braine, *Vice President*, *Strategic Planning & Analysis*, AEP
- 5:35 pm **Reception**

Tuesday, April 8 (Day 2) – Morning Session Environment Trading and the Capital Markets

8:45 am

Renewable Energy Certificates: State of the Market

Ed Holt, Ed Holt & Associates, Inc. (moderator)

Renewable energy certificates (RECs) are being used widely in wholesale markets to satisfy both mandated and voluntary demand. Applications include state RPS requirements, voluntary green power sales, verification of environmental claims, and direct retail sales of stand-alone certificates. In some cases, RECs may be used for emission reduction credits or offsets. This panel will examine how RECs markets are developing, explore market design issues, and consider the design and operation of regional certificate registries.

Gary Zielanski, *Director, Northeast*, APX Inc.

David O'Connor, *Commissioner*, Massachusetts Division of Energy Resources

Northeast Environmental Markets – Hot Premiums, Heated Debates, and Emissions Interplay

The New England Generation Information System (NE GIS) has had three trading periods. Currently, New York, Ontario & PJM all are contemplating the development of their own certificates systems. This presentation will provide an overview of the NE GIS experience, setting the basis to explore issues being hotly debated across the Northeast from three varying perspectives – the policy perspective, the market perspective, and the system compatibility perspective. The issues include: How should GIS systems address imports and exports? What is the appropriate settlement period for a GIS system? Should the disaggregation of attributes be allowed? What is the relationship between renewable energy certificates (RECs) and emission reduction credits (ERCs)? What is necessary to ensure seamless, liquid markets together with achievement of policy objectives?

Jeremy D. Weinstein, *Senior Counsel*, PacifiCorp and PPM Energy Inc.

Western Renewable Markets – New Developments and Challenges for Market Standardization

Discussion of the real-world market experience of two affiliated companies that, for several years, have been engaging in a wide variety of significant Renewable Energy Credit ("green tag") transactions with other parties, and how the market will be affected by current developments that include federal & state Renewable Portfolio Standards, use of imported green tags, efforts to standardize green tag markets in the west, and other major policy debates.

Marc W. Chupka, *Senior Advisor*, The Brattle Group

Renewable Energy Credit Markets: Implications of Market Design on Prices and Volatility

Markets for Renewable Energy Credits (RECs) are beginning to emerge as renewable portfolio standards are implemented in various states and are considered in national energy policy debates. Several aspects of market design – especially those related to compliance flexibility such as banking or borrowing and penalty prices – will exert a strong influence on REC prices and price volatility as these markets evolve. The presentation will examine these issues and implications for risk management strategies for market participants.

10:00 am

Financing Alternate Energy Projects With Market-Based Incentives

Roger D. Feldman & Edward L. Strohbehn, Jr., *Partners*, Bingham McCutchen;
David South, *President*, Technology & Market Solutions, LLC

Because of economic barriers to alternate energy project development, successful finance packages have depended on direct governmental subsidies. This presentation illustrates how recent structured finance projects have utilized a combination of market-based environmental programs and green portfolio concepts included in the restructuring of power markets. The importance both of appropriately-structured public incentives and careful private transaction structuring emerge as joint keys to project finance success.

- 10:25 am **Leveraging Projects Using Carbon, Renewable Energy and Other Environmental Credit Mechanisms**
Jonathan Saiger, *President*, The Saiger Company
Projects using limited recourse financing can leverage on green energy and emissions benefits. This presentation reviews the credit qualities and issues that lenders and passive investors consider when relying on the green financial mechanisms to provide debt payments and equity returns. The discussion will include the case study of a project utilizing green credits in its power sales agreement, carbon reduction benefits and production tax credits.
- 10:50 am **Break**
- 11:20 am **Launch of Trading on the Chicago Climate Exchange**
Michael Walsh, *Senior Vice President*, Environmental Financial Products LLC
The presentation will summarize the process used to activate trading on the Chicago Climate Exchange, a voluntary greenhouse gas pilot trading and reduction program for North America. Also, it will describe the motivations and diversity of market participants, market size and trading features, and the audit and surveillance role of NASD.
- 11:45 am **The Environmental Markets: Promise and Challenges**
Anil Suri, *Principal*, Global Change Associates (moderator)
Daniel L. Chartier, *President*, Emissions Marketing Association
Jane Rigby, *Associate Vice President*, CO2e.com
Bruce Usher, *President*, EcoSecurities
Neil Cohn, *Senior Director*, Natsource
This panel will discuss the most important achievements of the past year, major developments anticipated in the next two years, and key challenges or obstacles to growth & wider adoption of the environmental markets in the coming two years.
- 12:45 pm **Lunch**

Tuesday, April 8 (Day 2) – Afternoon Session
Environment Trading and the Capital Markets (continued)

- 1:45 pm **Carbon Finance and Global Equity Markets – Key Risks and Opportunities**
Martin Whittaker, Ph.D., *Managing Director*, Innovest Strategic Value Advisors
The talk will review the results of Innovest's work for the Carbon Disclosure Project, a group of fund managers with over \$4.5 trillion in assets under management working on the climate change issue. It will also explore the portfolio risks & opportunities being created by the GHG markets and the implications for equity valuations.
- 2:10 pm **Mezzanine Environment & Energy Efficiency Fund Through Public-Private Partnership**
Philippe Germa, *Managing Director & Chief Investment Officer*,
Iéna Environnement/CDC IXIS
Pascale P. Thévenoux, *Managing Director*, Iéna Environnement/CDC IXIS
FIDEME is a fund jointly financed by a French public organization and private investors with the authorization of the European Commission and run by Iéna Environnement, a CDC IXIS. Senior shares were offered in public auction, and this fund was oversubscribed and closed in December 2002. The team that designed and manages this innovative fund will explain its structure, objectives and its reception by the investment community as well as its current investment activities.

2:35 pm

**Emissions Insurance in a Pre-Compliance World:
Lessons from Weather Risk Management**

Partho S. Ghosh, *Senior Vice President*, MMC Enterprise Risk

What Emissions Risk Management products might come out of Green Trading? This presentation attempts to answer this question, drawing upon the experiences of the Weather Risk Management markets. Even with the absence of national regulations in the US, the speaker argues, State legislation and opportunity costs create economic value for carbon credits. This economic value is potentially the basis for OTC derivatives linked to carbon, which can be transformed into insurance using the same techniques as Weather Risk Management. Some of the resulting Emissions Risk Management products and services might include: Carbon Surety, Business Continuity/Interruption insurance, Political Risk insurance, Product Liability/ Extended Warranty insurance, Errors & Omissions insurance, Add-On D&O, Contingent Capital, Credit Enhancement, Asset Backed Funding, and Certification of Verification.

3:00 pm

Break

Emerging Business Opportunities in Environmental Trading

3:30 pm

Buildings and the Environmental Markets

Greg Kats, *Principal*, Capital E (moderator)

Guy Battle, *Director*, Battle McCarthy Ltd.

Deborah B. Beck, *Executive Vice President*, Real Estate Board of New York
(commentator)

Buildings are responsible for two-thirds of the electricity consumed in the U.S. The design practices and technologies exist to drastically reduce this usage and associated greenhouse gas emissions, even allowing some buildings to become net generators of power. This panel will examine the financial value of the emissions reductions available from green buildings, including through emissions credits resulting from improved efficiency and use of clean energy sources on-site & off-site. The panel will also lay out the potential financial benefits and revenue streams associated with emissions reductions and other benefits associated with green buildings.

Greg Kats, *Principal*, Capital E

Are Green Buildings Worth It?

Green buildings are widely viewed as expensive and not providing substantial financial benefits. A January 2003 article in the *New York Times* entitled "Not Building Green Is Called a Matter of Economics" reflects this widespread – and misinformed – view. This presentation will review the most thorough study to date (for 40+ California agencies and lead by the speaker) on the actual costs and financial benefits of green buildings. In addition the presentation will review the value of emissions reduction associated with green buildings.

Guy Battle, *Director*, Battle McCarthy Ltd.

Zero Carbon Development: Opportunities for the Built Environment.

This presentation will draw on experience in numerous public and private projects worldwide including the proposed New York Jets Stadium and the current redevelopment of New York's Hudson Yards. Mr. Battle who is a UK-based environmental & building engineer specializing in low-energy, sustainable building and urban environments, will discuss:

- Delivery of Low / Zero Carbon sustainable buildings
- Leveraging value from emissions reductions in the Built Environment.
- Hurdles and innovative solutions in Emissions Trading for the Built Environment: Experiences in the UK and USA.

4:30 pm

IT for Environmental Asset Management: It's Not Just About Trading

Nicholas M. Eisenberger, *CEO*, Ecos Technologies

In order to trade any environmental commodity, there is a full spectrum of activities that companies need to perform – from gathering and validating data from multiple sources (including internal & external processes) to establishing baselines and inventories, managing projects, conducting projections and securing third party verification -- before any trading actually takes place. This presentation will examine the critical role that information technology can play in facilitating a company's ability to manage its environmental assets and participate in profitable trading activities at each stage in the "trading lifecycle" from raw data gathering to sophisticated trading programs. The emphasis will be on reviewing current best practices for an integrated approach that reduces the cost, time and uncertainty associated with managing and trading environmental commodities.

4:55 pm

Conclusion

Wednesday Morning, April 9 – Post-Conference Workshop: 9 am – 1 pm

GreenTrading Tool Kit™

The **GreenTrading Tool Kit™** is a seminar on Green Valuation, that will provide you with processes to evaluate the financial value of credits associated with GHG emission reductions, renewable energy and negawatts/energy efficiency.

Aside from the SO₂ market, the environmental markets are nascent. Like most emerging markets, they have little price discovery. In this three-hour interactive workshop, you will learn:

- How each type of environmental credit is commoditized;
- The particularities of various commodities;
- Processes of measurement, aggregation, verification & certification;
- How to utilize the market dynamics of these commodities in energy & environmental risk management.

Presenters:

Peter Fusaro, *President*, Global Change Associates

Anil Suri, *Principal*, Global Change Associates

Stephen Traicoff, *Principal*, Global Change Associates

Russell Thornton, *Manager*, DNV Certification

Ed Holt, *President*, Ed Holt & Associates, Inc.

Joel S. Gilbert, P.E., *CEO*, Apogee Interactive, Inc. and creator of The Demand Exchange®

This workshop is co-presented by Global Change Associates (GCA) and Det Norske Veritas (DNV) Certification.

GCA professional staff consists of experts in energy & environmental trading and risk management. GCA Founder Peter Fusaro is the author of several books on energy risk management -- Energy Convergence (John Wiley, 2002), Energy Derivatives (2000), and Energy Risk Management (McGraw-Hill, 1998), as well as the *New York Times*-bestseller, What Went Wrong at Enron (John Wiley, 2002). Other GCA principals are experts in energy trading and structured finance. GCA has recently been focused on the measurement of environmental risk of enterprises and implementation of environmental risk mitigation strategies.

DNV Certification has specialized in delivering independent third-party services for climate change management, including diverse types of validation, verification, and certification activities. DNV has developed methodologies to secure transparent, reliable, and credible audit results. The firm is accredited for U.K. Emissions Trading Scheme and has applied for accreditation under the California Climate Action Registry in the US. It expects to become accredited by UNFCCC (United Nations Framework Convention on Climate Change) as an operating entity under the Clean Development Mechanism in 2003.

Ed Holt & Associates is a consulting firm that specializes in renewable energy policy and green power marketing. Ed Holt has authored and co-authored many publications, including *Understanding Non-Residential Demand for Green Power*, *Forecasting the Growth of Green Power Markets in the United States* and the *Green Pricing Resource Guide*.

The Demand Exchange® was created by Joel Gilbert as an innovative way of including electric utility customers as active trading partners in the wholesale market, where day-ahead and day-of wholesale prices are posted, customers indicate load management plans, demand reductions are aggregated, and benefits to customers show as credits on future bills.



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Registration Form

You can register in 5 ways:

- 1) Online Registration at www.GreenTradingSummit.com
2) Email: register@GreenTradingSummit.com
3) Call toll-free 1-888-324-1099 (U.S. only)
4) Fax this form to 1-718-230-4798

5) Mail this form together with payment to

GreenTrading Summit™
Attention: Marion Yuen
GreenTrading Inc.
268 Berkeley Place
Brooklyn, NY 11217-3937

Checks should be payable to: GreenTrading Inc.

Inquiries: call toll-free 1-888-324-1099 (U.S. only) or email: info@GreenTradingSummit.com

Please type or print clearly as you would like the information to appear on your badge.

(Only one registrant per form – please photocopy for additional registrants.)

Form fields for personal information: First Name, Last Name, Company, Title, Address, City, State/Province, Zip Code, Country, Tel, Fax, Email, Website, and Initial.

Payment Information – Check all applicable boxes and write or type clearly.

Payment options: Check*, Purchase Order, Visa, MasterCard, Amex. Includes rates for Regular, Additional, and Government/Not-for-Profit. Also includes fields for Post-Conference Workshop, GreenTrading Tool Kit™, Charge to Card #, Charge Amount, Exp. Date, Cardholder's Name, and Signature.

*Checks should be made payable to GreenTrading Inc. Please print attendees' names on check face.

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