

EEGLOBAL

2009 ENERGY EFFICIENCY
GLOBAL FORUM & EXPOSITION

April 27-29, 2009

PALAIS DES CONGRES : PARIS, FRANCE



Dear EE advocate,

I write to personally invite you to what will be the most timely, important and interesting event this year on “all things” energy efficiency -- [EE Global 2009](#) -- which will be held April 27-29 in Paris, France. I’m far from the only one who thinks this is the **“MUST ATTEND” event of the year**; listen [to leaders from around the world](#) discuss the import of EE Global and their personal reasons for attending.

We have assembled an [unparalleled roster](#) of more than [100 international business and government luminaries](#) from more than 20 countries and six continents discussing the hottest energy and environmental issue of the day: energy efficiency. From economic stimulus funding in the U.S. to new government mandates in Europe to the potential role of energy efficiency in the climate negotiations scheduled for Copenhagen at the end of the year, EE Global is your “one-stop” event for a full and nuanced understanding of the state of energy efficiency world-wide and the best insights on what to expect in the future.

More than just an informational exchange, EE Global features workshops (information coming soon to [eeglobalforum.org](#)), a large [exhibition](#) of the latest in technologies and products, and key [networking events](#), therefore delivering more than most conferences and serving as a forum for forging new partnerships, finding new customers and accelerating the migration of best energy efficiency practices and policies across the globe.

EE Global 2009 is multidimensional, allowing you to tailor your experience around your specific interests. We have twenty-four [Executive Dialogue Sessions](#), organized around the buildings, industrial & utility, transportation & urban planning and consumer sectors; and each focusing on the key cross-cutting issues: financing, policy, technology and market transformation.

The need for a global forum on energy efficiency has never been more urgent as businesses and governments that are struggling to rebuild economies and build viable and sustainable energy futures look to energy efficiency as a “first solution”. To encourage my strong allies and friends to join me for this historic gathering, I am pleased to offer you a 10% registration discount. When you [register](#), enter the referral code **“Friend of the Alliance”** at the end of the registration process to take advantage of this special offer.

In addition to the “hot links” in this letter, I have provided additional pieces on the conference as attachments to this note. I trust that you will find the program as compelling as the hundreds who have registered already from around the world and that you will plan today – before we “sell out” to be on hand for this historic event!

Sincerely,

Kateri Callahan
President
Alliance to Save Energy

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