

The First US Carbon Footprint Event To Set Out Roadmaps For Rationalizing, Planning & Establishing Cost-Effective Carbon Reduction Programmes



Understanding The Business Case for Measuring and Reducing Your Carbon Footprint

Across Operations And The Supply Chain

The Inaugural Summit For US Retailers & Consumer Product Manufacturers On the Practical Tools, Knowledge & Key Measurements Required To Initiate Carbon Reduction Programmes & Mitigate Future Climate Change Legislation

Presenting The 2nd Event In Our International Series Of Carbon Footprint Supply Chain Events

September 13-14 2007
Marriott Chicago Midway, Chicago

Practical Pre-Conference Workshop Wednesday September 12 2007:

How To Grow Your Business While Reducing Your Carbon Footprint



Workshop facilitated by Eric Olson, Vice President, Advisory Services, Business for Social Responsibility

Lead Sponsor:



"Excellent content and speakers with practical tools. I'm thrilled that it will be coming to the US. We'll be there for sure!"

NANCY HIRSHBERG, VP NATURAL RESOURCES, STONYFIELD FARM INC.

For further information visit www.carbonfootprint-consumerproducts.com

Ensure You Attend This Unique And Timely Event To:

- Understand Why Reducing Your Carbon Footprint Is Crucial To Your Business
- Learn How To Measure And Set The Most Accurate And Efficient Reductions Within Your Internal Operations And Across Your Supply Chain
- Examine The Cost Benefits Of Carbon Offsets vs Carbon Reduction Programmes To Identify The Greatest Impact On Business Sustainability

Expert Speaker Panel Featuring Contributions From North America's Top Brands & Retailers

- Betsy Cohen**
VP for Sustainability
Nestlé Purina
- Ben Packard**
Director of Environmental Affairs
Starbucks Coffee Company
- Chuck Bennett**
VP, Earth & Community Care
Aveda
- Wayne S. Evans**
VP of Procurement
DHL
- Dave Newman**
Head of Global Sustainable Logistics
Nike
- Dave Guernsey**
Corporate Environmental Affairs Program Manager
UPS
- Dr Michael Walsh**
Executive Vice President
Chicago Climate Exchange
- Dave Stangis**
Director, Corporate Responsibility
Intel Corporation
- Andy Ritchie**
Group Environmental Development Manager,
LRQA
- Brian Glazebrook**
Manager of Supply Chain Social Responsibility
Cisco
- Erin Meezan**
Director of Sustainable Development
Interface, Inc.
- Bryan Lembke**
Senior Manager, Sustainability
Pepsico
- Andrea Asch**
Manager of Natural Resources
Ben & Jerry's
- Ryan Boccelli**
Director of Logistics
Stonyfield Farm, Inc.
- Paul Comey**
VP of Environmental Affairs
Green Mountain Coffee Roasters
- Buddy Polovick**
Chief Shipping Coordinator
EPA Smart Way Transport Partnership
- Dr. Mark C. Trexler**
Director
EcoSecurities Global Consulting Services
- Ellen W. Feeny**
VP Responsible Livelihood
WhiteWave Foods Company
- Tim Smith**
Senior Director, Business Development & Market Research
Shaklee Corporation
- Edward A. Klein**
VP Environmental Affairs
Tetra Pak, Inc.
- Lisa Grice**
Vice President, Energy and Greenhouse Gases Management
CH2M Hill

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Day One **Thursday September 13, 2007**

www.carbonfootprint-consumerproducts.com

08.00 **Coffee and Registration**

08.45 **Chairman's Opening Remarks – Defining “Carbon Footprinting” & “Carbon Neutrality” Into Clear & Actionable Business Terms**
Assessing the context for thinking about Carbon Footprints? Where has this issue come from since it started more than a decade ago and where is it going? Carbon footprinting as such is not the objective, it is to change the way companies do business, to educate employees and consumers and set the stage for effective policy on climate change. How do all these things fit together?
Lisa Grice, Vice President, Energy and Greenhouse Gases Management, CH2M Hill

Why Take Action? Demonstrating The Benefits Supporting A Business Case For Measuring Your Carbon Footprint

OPENING KEYNOTE PANEL SESSION

THINKING WIDE ABOUT THE OVERALL BUSINESS BENEFITS ASSOCIATED WITH REDUCING YOUR CARBON FOOTPRINT

09.00 **Why Take Action To Measure Carbon Reduction In The Absence Of Regulation – What Are The Economic, Environmental And Risk Management Benefits?**

- ◆ Why managing your carbon footprint is important
- ◆ Demonstrating the key economic, environmental and risk management benefits
- ◆ Examining the interplay between the latest business thinking and the emerging state, regional and possibly future federal legislation
- ◆ Defining the key stakeholders – consumers, retailers, manufacturers, the supply chain players

Betsy Cohen, VP for Sustainability, Nestlé Purina
Ben Packard, Director of Environmental Affairs, Starbucks Coffee Company
Chuck Bennett, VP, Earth & Community Care, Aveda
Olivia Hartridge, Associate, Morgan Stanley

09.35 **Followed by 10 Minutes of Q & A**

RATIONALE 1 - MANAGING REGULATORY RISK

09.45 **Making Sense Of The Latest Regulatory Trends To Predict The Most Likely Future Legal Framework Over The Next 5–10 Years**
In the US, the regulatory framework is currently led by individual US states. With such a divergence of requirements, this session will help companies plan for the future through a detailed analysis on the key developments on the horizon.

- ◆ Analysing the existing and emerging systems in place today
- ◆ How are companies preparing for a carbon-constrained world
- ◆ What is the interplay with emerging policies and businesses
- ◆ The role of standardization and price discovery on the emerging emissions market

Dr Michael Walsh, Executive Vice President, Chicago Climate Exchange
Timothy D. Juliani, Markets & Business Strategy Fellow, Pew Center on Global Climate Change

10.05 **Followed by 5 Minutes of Q & A**

RATIONALE 2 - EVALUATING THE COST EFFICIENCY SAVINGS

10.10 **Demonstrating The Cost Efficiency Benefits Of Reducing Your Carbon Footprint**

- ◆ Integrating an energy efficient carbon strategy into the business and economic planning
- ◆ How to maximise and realize cost benefits through more efficient processes and products
- ◆ Motivating employees to stimulate creativity & the value of carbon footprinting throughout the business

Dave Stangis, Director, Corporate Responsibility, Intel Corporation

10.30 **Followed by 5 Minutes of Q & A**

RATIONALE 3 - BRAND EQUITY

10.35 **How Superior Carbon Efficiency Performance Builds Brand And Reputation**

- ◆ Capping into the intrinsic value to the brand
- ◆ Investing in the future with a carbon conscious mentality
- ◆ Building internal alignment

Ellen W. Feeney, VP Responsible Livelihood, WhiteWave Foods Company

10.55 **Followed by 5 Minutes of Q & A**

11.00 **Networking Break and Exhibition sponsored by Climate Care**

PANEL SESSION

11.30 **Comparing The Payback Of Genuine Carbon Reduction Programs vs Carbon Offsetting**

- ◆ Evaluating the business benefits and acceptance of prestigious and cost effective offsets vs realistic and direct emission reduction
- ◆ Comparing the payback of carbon reduction in the supply chain vs carbon offsetting initiatives
- ◆ Analyzing investment data to indicate the most beneficial way of spending your money
- ◆ Considering the “intangible” PR benefits of offsetting and measuring the impact on the brand

Facilitated by Dr. Mark C. Trexler, Director, EcoSecurities Global Consulting Services

Paul Comey, VP of Environmental Affairs, Green Mountain Coffee Roasters
Erin Meezan, Director of Sustainable Development, Interface, Inc.
Björn Fischer, Managing Director, 3C The Carbon Credit Company LLC
Mike Mason, Chairman, Climate Care

12.20 **Followed by 10 Minutes of Q & A**

12.30 **Lunch and Exhibition**

How To Get Started! Defining A Reference Point To Focus Your Carbon Footprint Reduction Investments

2.00 **Defining The Scope For Measuring The Boundaries Of Your Carbon Footprint Internally & Across The Supply Chain**

- ◆ Determining the current size of your footprint
- ◆ Calculating carbon reduction through your business' direct emissions from operations & logistics or via indirect emissions across the supply chain
- ◆ Evaluating where to mark the boundaries against the potential returns across different distribution & energy networks and your specific product environment
- ◆ Understanding the priorities of the consumer if they expect to see the carbon reductions in the finished product
- ◆ Positioning the carbon message to the consumer in a simple and easily understandable manner

Dave Newman, Head of Global Sustainable Logistics, Nike

2.20 **Followed by 5 Minutes of Q & A**

PRACTICAL CASE STUDY

2.25 **Setting Up Systems And Decision Making Processes For Measuring Your Carbon Footprint**

- ◆ Outlining the initial start-up costs and payback periods for the expected cost efficiency benefits
- ◆ Understanding the costs of developing data management systems
- ◆ Communicating the message across the organisation
- ◆ Starting the process of engaging the supply chain

Rachel Webber, News Corporation (Fox's parent company)
Kyle Tanger, Principal, Clear Carbon Consulting

2.45 **Followed by 5 Minutes of Q & A**

MANUFACTURING OPERATIONS CASE STUDY

2.50 **Transferable Principles For Measuring The Carbon Footprint Of Your Key Manufacturing Processes**

- ◆ Identifying the areas with the biggest carbon impact with the greatest potential for energy reduction
- ◆ Financial incentives for energy efficiency
- ◆ The benefits of using renewables suited for your location
- ◆ Practical steps for defining a reference point for carbon reduction within manufacturing operations

Andrea Asch, Manager of Natural Resources, Ben & Jerry's

3.10 **Followed by 5 Minutes of Q & A**

Identifying Your Strategic Leverage Points In The Supply Chain

3.15 **Applying The “Lowest Hanging Fruit” Concept To Your Supply Chain – Focusing Your Communication Efforts To Maximise Carbon Reduction Impact**

- ◆ Assessing your priorities - deciding where in the supply chain to apply your efforts
- ◆ Identifying best practice on engaging upstream as well as downstream
- ◆ Developing mechanisms for reporting results
- ◆ Demonstrating the cost efficiency drivers and environmental benefits

Allison Hannon, Corporate Engagement & Research, The Climate Group

3.35 **Followed by 5 Minutes of Q & A**

3.40 **Networking Break and Exhibition**

PANEL SESSION

4.10 Designing Carbon Emissions Out Of The Supply Chain - Practical Strategies For Engaging Your Supply Chain To Disclose Commercially Sensitive Data

- ◆ Overcoming data ownership issues to promote a genuine commitment to carbon reduction across the supply chain
- ◆ Working with soft and hard targets

Tim Higgs, Environmental Engineer, Intel Corporation
Brian Glazebrook, Manager of Supply Chain Social Responsibility, Cisco
Brittany Chamberlin, Senior Project Officer, Carbon Disclosure Project

4.40 Followed by 10 Minutes of Q & A

4.50 Building Business Relationships With Trading Partners, Retailers, Manufacturers And Carriers To Find The Specific Leverage Point To Deliver Hard Reduction Targets

- ◆ Evaluating the different carbon reduction options and targeting the areas with the lowest carbon intensity to ensure the greatest carbon reductions – are these sectors the most attainable too?
- ◆ Identifying why the size, history and nature of the business relationships in those key areas is also important
- ◆ Establishing clear baseline figures and what the trade-offs will be for cost vs. quality for each measurement to identify the priority areas of the business for reducing emissions
- ◆ Setting goals and targets with suppliers and working for future best practices

Eric Olson, Vice President, Advisory Services, Business for Social Responsibility
Theresa Jordan, Manager of Product and Business Support, Motorola

5.20 Followed by 10 Minutes of Q & A

MATERIALS PROCUREMENT CROSS-FERTILIZATION CASE STUDY

5.30 Developing Systems For Measuring The Sustainability Of Your Materials Procurement Processes – Identifying The Key Metrics

- ◆ Where do you start? How do you start?
- ◆ Examining the sustainability of key materials – defining the key metrics

5.50 Followed by 5 Minutes of Q & A

5.55 Close Of Day One Followed By Networking Drinks In The Exhibition

Day Two September 14, 2007

08.30 Coffee and Registration

09.00 Chairman's Welcome To Day Two and Recap of Day One

Andy Ritchie, Group Environmental Development Manager, Lloyd's Register Quality Assurance

LOGISTICS PANEL SESSION

09.10 Optimising Efficiency Within Distribution & Logistics Networks To Reduce Carbon Emissions

- ◆ Gaining clarity on the cost efficiency and carbon effectiveness of new vehicle and route optimization technologies
- ◆ How different transportation strategies can have an impact on reducing CO2 from transport
- ◆ Examining carbon impact and financial costs of different fuel types
- ◆ Introducing hybrid technologies or bio-fuels to reduce carbon emissions further
- ◆ Minimizing the amount of empty miles that transportation providers go to fill up the trucks quicker

Facilitated by
Buddy Polovick, Chief Shipping Coordinator, EPA Smart Way Transport Partnership
Wayne S. Evans, VP of Procurement, DHL
Dave Guernsey, Corporate Environmental Affairs Program Manager, UPS
Ryan Boccelli, Director of Logistics, Stonyfield Farm, Inc

10.00 Followed by 10 Minutes of Q & A

10.10 Improving Transportation and Supply Chain Efficiency While Reducing Your Carbon Footprint

- ◆ Quantifying the baseline to judge the degree and direction of improvement
- ◆ Aligning distribution locations with production and customer demand
- ◆ Maximizing the efficiency of the dedicated fleet

Ryan Boccelli, Director of Logistics, Stonyfield Farm, Inc
Mark Swenson, VP, Business Development, Ryder Logistics

10.30 Followed by 5 Minutes of Q & A

10.35 Networking Break and Exhibition

11.05 Developing Collaborative Data Management Systems To Gather The Most Accurate Information and Save On Inventory In Transportation

- ◆ Understanding all of each unit of freight movement to identify the baseline
- ◆ Compiling a loading report to discover what the baseline is to understand the actual current footprint
- ◆ Sharing more demand information - what kind of data, industry-specific or geographic data? CPFR
- ◆ Partnering with the service providers to choose low carbon intensity alternatives - green renewable and hybrid technology

Ruchi Misra, Manager, Business for Social Responsibility
Carmel McQuaid, Managing Consultant, PA Consulting

11.35 Followed by 10 Minutes of Q & A

11.45 Defining Best Practice For Reducing The Carbon Footprint Within The Refrigerated Supermarket Environment

- ◆ Analysing set point optimisation of systems
- ◆ Refrigerant choice
- ◆ Life cycle cost analysis of synthetic vs natural refrigerants

Andy Campbell, Head of Refrigeration UK, TESCO

12.05 Followed by 5 Minutes of Q & A

12.10 Understanding What The Utilities Can Do To Help Lower Your Carbon Footprint

- ◆ Why the utilities are important – the role they play
- ◆ Offering energy incentives or premiums to customers
- ◆ How to set up renewable energy programmes
- ◆ Overcoming difficulties of establishing a footprint calculator

12.30 Followed by 5 Minutes of Q & A

12.35 Lunch and Exhibition

Understanding The Need To Demonstrate And Carefully Position Carbon Footprinting To The Consumer

HOW DO YOU EXPLAIN THE CARBON IMPERATIVE TO CONSUMERS?

2.00 Making Carbon Labelling Real For Consumers - Understanding Consumer Perception And Priorities To Maximize Business Benefit

- ◆ Why carbon labeling is important for consumers and which products are of prime importance
- ◆ Assessing the consumer reaction to product price increases as a result of products being carbon friendly
- ◆ Clarifying how consumers perceive one carbon friendly product offering from another

Tim Smith, Senior Director, Business Development & Market Research, Shaklee Corporation

2.20 Followed by 5 Minutes of Q & A

2.25 Trusting the Numbers – A UK Perspective on the Critical Issues in Measuring your Footprint

- ◆ Being honest with yourself
- ◆ Getting the right numbers right
- ◆ Ensuring credibility of your data for yourself and your stakeholders

Andy Ritchie, Group Environmental Development Manager, Lloyd's Register Quality Assurance

2.45 Followed by 5 Minutes of Q & A

2.50 Networking Break and Exhibition

3.20 Optimizing Packaging To Reduce The Carbon Impact

- ◆ Evaluating the business case for more sustainable packaging
- ◆ Analyzing the life cycle costs
- ◆ Approaches that will motivate the supply chain to seek out optimized packaging and to reduce food waste entering the household garbage

Edward A. Klein, VP Environmental Affairs, Tetra Pak, Inc.

3.40 Followed by 5 Minutes of Q & A

3.45 Lowering The Carbon Quantities In Materials & Packaging To Reduce The Carbon Footprint & Engage The Consumer

- ◆ Ensuring the package system adds value across product protection, consumer functionality and environmental performance
- ◆ Evaluating the environmental benefits of using different types of materials
- ◆ Developing consumer insights to influence communications and purchase behaviour

Bryan Lembke, Senior Manager, Sustainability, Pepsico

4.05 Followed by 5 Minutes of Q & A

4.10 Chairman's Closing Remarks and Close of 2007 Summit



Measuring And Reducing Your Carbon Footprint: A Roadmap To Achieving Cost Efficiency Benefits And Supply Chain Collaboration

Breaking down the complexities of carbon footprint reduction into easy to follow steps...

With rises in the costs of fuel and widespread media coverage on the threats of global warming, reducing your carbon footprint is increasingly at the forefront of the sustainability agenda for retailers and consumer product manufacturers. Together with the potential for standards and upcoming regulation in the US, the whole value chain must start thinking about how to effect and deliver carbon reductions within their life cycle costs as a serious commercial and environmental proposition, if they have not already done so.

Yet, where do you start? With so much uncertainty about what a carbon footprint or even a carbon-rated product is, there is a primary need to define the concept and understand why measuring your carbon footprint is important, what it is exactly and how to even embark on such an initiative, whether in the first instance it is being eco-efficient and lowering greenhouse gas emissions within your own operations, or whether it is mapping out the baselines across your supply chain and setting targets to make the greatest carbon reductions as cost-effectively as possible.

The Carbon Footprint Consumer Products Summit is the first ever conference to demonstrate the business case for measuring your carbon footprint. After dissecting the WHYS the event will then show you how to get started, literally taking you step by step to define a reference point for your carbon reductions investments, both internally and across the supply chain.



American Business Conferences

American Business Conferences is a division of London Business Conferences Limited, a UK-based company specializing in hosting industry-specific global summits for end-users of new technologies, including government, research and private sector organizations. Our mission is to combine the traditional values of program integrity and quality as well as excellent customer service with outstanding value for money.

The Carbon Footprint Consumer Products Summit follows the Carbon Footprint Supply Chain Summit, which was organized by London Business Conferences and attracted over 200 international delegates across the Retail, Product Manufacturing, Transportation and Logistics and Packaging sectors. The Carbon Footprint Consumer Products Summit is part of a series of Carbon events staged internationally by both sister divisions, including the Carbon Footprint Construction Summit and Carbon Footprint Finance Summit.

Supported by:

SMARTWAY TRANSPORT PARTNERSHIP

Higher energy costs and the need for reduced carbon footprints are encouraging shippers and freight carriers to find new ways to optimize the transportation networks in their supply chain. The SmartWay Transport Partnership addresses these concerns with an innovative public-private initiative focused on improving the fuel efficiency of goods movement. Participating companies are benchmarking their current freight operations, identifying technologies and strategies to reduce their carbon emissions, documenting emissions reductions and projecting future improvement. In doing so, these Partner companies are demonstrating to customers, clients, and investors that they are taking responsibility for goods movement emissions throughout their supply chain. SmartWay Transport Partners are leaders in their industries, demonstrating their commitment to corporate social responsibility and sustainable business practices. Partners who demonstrate superior environmental performance qualify to use the SmartWay logo to enhance their visibility as good corporate citizens, working to reduce their carbon footprint.



Who Will Attend?



Senior Retail Experts including: Vice Presidents for CSR, Heads of Environmental Affairs, Health, Safety & Environment Directors, Directors of Sustainability

Leading Directors from Consumer Product Manufacturers including: VPs of Sustainable Development, Heads of Natural Resources, Directors Environmental Stewardship, Corporate Affairs Directors

Top Logistics & Transportation Providers: Directors of Procurement, Vice Presidents Business Development, Directors of Supply Chains

Key Packaging Directors and Suppliers: Marketing Directors, Sustainable Packaging Directors, Heads of QA, Energy Managers

PRE-CONFERENCE WORKSHOP

Wednesday September 12, 2007

09.00 – 12.30

How To Grow Your Business While Reducing Your Carbon Footprint

Businesses are already being affected by climate change and the challenge is how to respond in a way that makes sense for your company. Through interactive discussions and practical case study examples the workshop will focus on the following key questions:

- ◆ What are the components of a smart corporate strategy for companies that are serious about climate change?
- ◆ How does carbon footprinting support the understanding of a spectrum of options that includes energy efficiency, offsetting and a shift to renewables?

Workshop Moderator



Eric Olson
Vice President,
Advisory Services
**Business for Social
Responsibility**

Eric joined BSR in January 2005 with fifteen years of work in the consulting field, including significant experience both in supply chain management and issues related to sustainable development. Eric leads BSR's growing advisory services practice delivering consultation on the design of successful CSR strategies, and the integration of those strategies into core business practices at BSR's member companies and other clients.

Most recently Eric served as Vice President, Advisory Services, with The Natural Step in San Francisco, where he led that organization's work to deliver advice and counsel to a broad range of companies on sustainability matters. Prior to that he served as a Vice President at the Boston Consulting Group, and was a Partner and Founding Member of the Mitchell Madison Group, a global consultancy focused on strategic sourcing and supply chain management.

Eric currently serves as Board President for the Climate Neutral Network.



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CSRwire is the leading source of corporate social responsibility ("CSR") press releases, reports, news, and information.

"CSR" is defined as the integration of business operations and values whereby the interests of all stakeholders - including investors, customers, employees, the community, and the environment - are reflected in the company's policies and actions.

The company distributes full-text news releases through its syndication network, News Alerts, Web site, RSS feeds, news aggregators, "send to friend" feature, and search engines.

CSRwire reaches a global audience of journalists, corporate executives, analysts, investors, public relations and advertising professionals, academics, and activists in over 200 countries.

CSRwire Members range from Fortune 500 companies to NGOs, from investment funds to mission-driven organizations - all interested in communicating their corporate citizenship, sustainability, and socially responsible initiatives.

Material carried via CSRwire covers such issues as corporate governance, socially responsible investing (SRI), business ethics, diversity, philanthropy, the environment, human rights, and community development.

CSRwire's parent company, Meadowbrook Lane Capital, LLC has been described as a 'socially responsible investment bank' by the Wall Street Journal. The company specializes in turning values into valuation while concentrating on succession issues for mission driven companies. We are a carbon neutral company committed to sustainable environmental and business practices.



Inbound Logistics mission is to provide today's business logistics managers with the information they need to speed cycle times, reduce inventories, and use logistics expertise to get closer to their markets and customers. Through the use of inbound logistics techniques, readers discover and create wealth for their companies by matching demand signals to supply and aligning their business process to support a demand-driven logistics philosophy. IL readers serve a number of strategic functions acting change agents across their organizations, and use supply chain practices to drive efficiencies that impact their customers, vendors and within their own companies. Inbound Logistics Magazine provides the informational resources to enable that process.



Since 1992, Business for Social Responsibility (BSR) has been providing socially responsible business solutions to many of the world's leading corporations, such as Coca-Cola, Starbucks, HP, Time Warner, GE, Disney, Sony and more. Headquartered in San Francisco and with offices in Europe, China and Hong Kong, BSR is a business membership organization that serves its 250 member companies and other Global 1000 enterprises. Through advisory services, convenings and research, BSR works with corporations and concerned stakeholders of all types to create a more just and sustainable global economy. As a non-profit business association, BSR is uniquely positioned to promote cross-sector collaboration in ways that contribute to the advancement of corporate social responsibility (CSR) and business success. For more information, visit www.bsr.org.

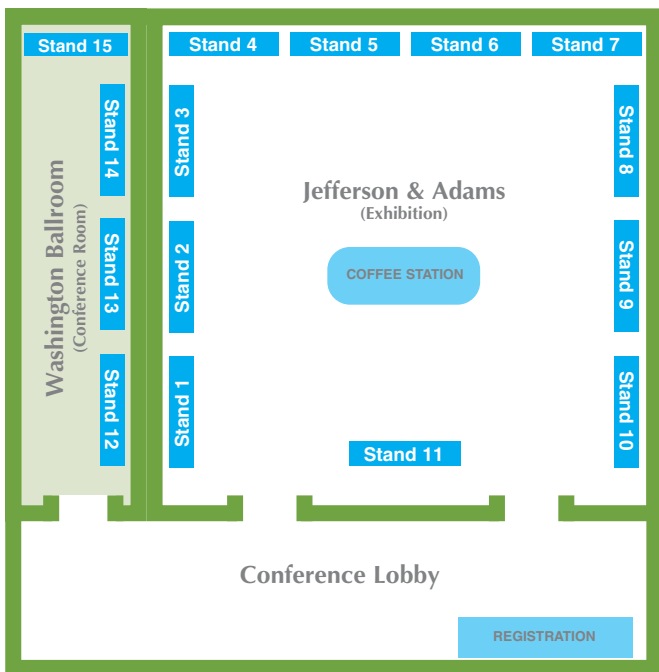


The Chicago Sustainable Business Alliance serves a growing community of businesses in the Chicagoland area that strive for economic success while reducing their environmental footprint and contributing positively to social well-being. This mission is served primarily through facilitated peer-based learning, networking, resource dissemination, promotion and advertising, and other programs.



GreenBlue (www.greenblue.org) stimulates the creative redesign of industry by focusing the expertise of professional communities to create practical solutions, resources, and opportunities for implementing sustainability. GreenBlue supports the practical realization of a positive future for economic and industrial systems: ... that purify air, land, and water. ... that use only current solar income. ... that generate no toxic waste. ... that align economic, social, and environmental benefit. ... whose materials replenish the earth or can be infinitely recycled. ... whose products contribute to the beauty and abundance of life. GreenBlue asks: How can we design, prototype, and realize this positive future? GreenBlue asks this question in specific contexts and industry sectors to reveal practical design and business opportunities. GreenBlue achieves success through industry sector-based partnerships that convene stakeholders, establish ambitious objectives, and develop practical design tools and resources to achieve meaningful change.

Engage Senior Decision Makers On The USPs Of Your Carbon Reduction Solutions



Exhibition Plan - Marriott Chicago Midway

The exhibition showcase will provide the opportunity for vendors to demonstrate their technology solutions in an informal setting. Unlike a traditional large exhibition or trade show you will gain access to the strategic decision makers at a time when the attendees are relaxed yet focused on discussing the solutions to their key business issues.

For further information on exhibiting please call (1) 800 721 3915 or email info@american-business-conferences.com

What Past Sponsors Have Said They Like About Our Events

- Exhibitor lounge adjacent to main conference room which facilitates networking
• High proportion of Director-level and VP attendees
• Good spread of countries represented, a truly global event
• Really in-depth discussions that get to the root of the issues and challenges faced by governments
• Full contact information of delegates (who have opted in) is provided to sponsors and exhibitors after the event

REGISTRATION FORM



**CARBON FOOTPRINT
CONSUMER PRODUCTS**

**Understanding The Business Case for Measuring and Reducing Your
Carbon Footprint Across Operations And The Supply Chain
2 DAY CONFERENCE SEPTEMBER 13-14 2007**

YES I would like to register the delegate(s) below for the 2 day conference Understanding the Business Case For Measuring and Reducing Your Carbon Footprint Across Operations And The Supply Chain

DETAILS PLEASE USE CAPITALS

PLEASE PHOTOCOPY FOR MULTIPLE DELEGATES

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Early Booking Discount - book and pay by July 16, 2007 and Save 10% on your Booking.
 Check Box to claim early booking discount and we will automatically deduct 10% off your total bill*

DELEGATE FEES (Guests are responsible for their own accommodation and travel arrangements)	STANDARD RATE
<input type="checkbox"/> 2 day conference only:	\$1700.00
<input type="checkbox"/> 2 day conference plus pre-conference workshop:	\$2200.00
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* Accommodation will be a single occupancy room at the Marriott Chicago Midway (Guests are responsible for their own travel arrangements). Please note an additional 16.5% local taxes will be added to the portion of your delegate fee relating to your hotel accommodation. Delegate places with accommodation inclusive are subject to availability only.

Accommodation Nights Required

- Wednesday 12 September
- Thursday 13 September
- Friday 14 September

Additional nights accommodation/double occupancy rooms available on request and depending on availability.

Please call (1) 800 721 3915 to arrange.

Media Partner

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- CD, including audio files \$499
- I am interested in sponsorship and exhibition opportunities at the Carbon Footprint Consumer Products Summit. Please provide further details

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A limited number of sponsorship and exhibition opportunities are available at this event.

For further information please call
 (1) 800 721 3915

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Cancellations received on or before August 16, 2007 will be eligible for a refund less \$150 administration fee. Cancellations must be made in writing. After August 16, 2007 no refund can be made. If you are unable to attend, no refund can be given but you may nominate a colleague to take your place. American Business Conferences reserves the right to alter or cancel the speakers or programme. Receipt of this booking form, inclusive or exclusive of payment constitutes formal agreement to attend and acceptance of the terms and conditions stated.

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