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GMI1/Doc.3

GMI Partnership Expo

Discussion Paper

1. Purpose

The purpose of this paper is to review the history of the Global Methane Initiative's (GMI) Partnership Expo ("Expo"), discuss plans for an expo including proposed marketing efforts, and provide items for the Steering Committee's consideration.

2. Background

The Expo was developed to focus attention on and advance implementation of methane capture and use projects around the world. This was accomplished by developing technical and policy conference sessions for each sector, providing an opportunity for Project Network (PN) members to showcase their expertise at the "Expo Marketplace," and encouraging Partners to bring forward specific methane project opportunities to display for investors as well as technology and service providers.

The first Expo, held in Beijing, China, from 30 October-1 November 2007, was well-received. It attracted more than 750 participants from 34 countries and featured 91 potential methane reduction project opportunities from 11 countries. Based on the overwhelming success of the first Expo, the Steering Committee decided to hold a second Expo. The second Expo, held in New Delhi, India, from 2-5 March 2010, was also extremely successful. The 2010 Expo included 500 participants from 36 countries and showcased nearly 150 potential methane project opportunities and success stories from 17 countries. Both the 2007 and 2010 Expos attracted private sector sponsors and exhibitors, providing opportunities for networking among project developers, technology and service providers, investors and financiers, and potential project hosts.

Through the process of planning previous Expos, the Expo Task Force developed recommendations which include the following:

- Conducting project tours as part of the conference program (where feasible).
- Initiating the Expo outreach and marketing campaign as early as possible.
- Developing the sector-specific conference tracks through a "call for abstracts," instead of relying solely on Subcommittee members to develop the agenda.

At its September 2010 meeting, the Steering Committee agreed that another Expo would be beneficial for the GMI and tasked the ASG with identifying a host country, and beginning planning for the event. The Steering Committee adopted the same basic framework as the previous Expos:

- Plenary sessions with keynote speakers addressing topics of broad interest to the Initiative.
- Sector-specific technical and policy sessions that address key issues relevant to the sectors.
- Exhibit hall featuring booths showcasing country activities and technologies and project developer/service provider expertise.

- Exhibition of project opportunities and success stories.
- Site visits (where available and appropriate).

Late 2012 or early 2013 are now the earliest viable timeframe for organizing and hosting a GMI Partnership Expo. The ASG has been in contact with several Partner countries about hosting this event and believes a good location has been identified.

3. Expo Planning and Outreach

Appropriate planning and outreach activities are critical to ensure a successful Expo. The following planning and outreach activities were undertaken to promote the previous two Expos and have been recommended by the Steering Committee.

Expo Task Force

For past Expos, an Expo Task Force was formed to assist with planning and to ensure broad participation among Partners and PN members. Previous task forces convened regularly via teleconference. The ASG would convene an Expo Task Force to assist in preparations for the GMI Partnership Expo. The Expo Task Force has traditionally been very engaged in high level topical issues, such as the key issue areas to be addressed at the Expo in the plenary session, the overall format and structure of the event, etc. Subcommittees have taken an active role in planning the detailed sector-specific technical and policy sessions. The host country has traditionally been integrally involved in the entire planning process, particularly in identifying potential site visits.

Project Showcase

The central component of past Expos was a project poster hall, in which potential methane development projects were displayed. This setup provided an environment for exchange of information and engagement among potential project hosts, project developers, technology and service providers, and potential investors. Ensuring the success of the project showcase, the next Expo event will require countries to actively participate in this aspect of the Expo by identifying potential project sites within their country or potential PN members that may be good candidates to engage in the Expo (e.g., technology or service providers, project developers, investors). In addition, the assistance of the subcommittees to identify and provide project opportunity templates for display has been critical to the success of the project showcase.

Website

A dedicated Expo website will be established that includes information on hosts and sponsors, logistics (e.g., expo venue, site tour information), sponsorship/exhibit opportunities, and the Calls for Presentations and Projects. The website will host the Expo agenda and online registration.

Newsletter

Expo-related articles and features (e.g., Save-the-Date, preliminary site tour and/or session topics, calls for presentations) will be included in the GMI quarterly electronic newsletter, *Methane International*.

Marketing

As in the past Expos, the ASG will plan advance Expo marketing efforts including distribution of a 2-page Expo flyer at high-level methane conferences and host country venues, such as Carbon Expo events. A comprehensive 8-page Expo brochure, including a preliminary at-a-glance agenda, can be developed and distributed in hard copies where appropriate (e.g., Subcommittee meetings, mailings to PN members

and Partner country contacts as well as prior Expo attendees), and electronic brochures can be emailed and posted on the website.

Additionally, the ASG will develop appropriate graphics and will place Expo advertisements in appropriate trade journals (e.g., *BioCycle*, *World Coal*, *Waste Management World*, *Oil and Gas Journal*, *Carbon Finance*). The ASG will also post information about the Expo on various online and trade association calendars and list serves (e.g., ConferenceAlerts.com, International Energy Agency, Clean Air Initiative–Asia, Climate-L).

4. Items for Steering Committee Consideration

- The ASG has identified a host country and held initial discussions on location and timing. Would the potential host country confirm their willingness to support this event and discuss their preferred location and timeframe for holding the next Expo?
 - Does Steering Committee support this proposal?
- Does the Steering Committee wish to task all country delegates with providing support for the Expo by seeking sponsors, by identifying and proposing project ideas for Expo display and with committing to attend and support the Expo?
- Does the Steering Committee wish to task the ASG with forming an Expo Task Force with membership from interested Partner countries and Project Network members?
- Does the Steering Committee wish to task the ASG with pursuing outreach mechanisms for a GMI Partnership Expo?
- Does the Steering Committee wish to task the sector subcommittees with identifying and creating project opportunities for the project showcase?
- Does the Steering Committee wish to task the sector subcommittees with developing agendas and identifying speakers for technical and policy workshops in each of the sectors?