

OWN ENERGY

WINDPOWER 2008

Projecting Your Message At Trade Shows

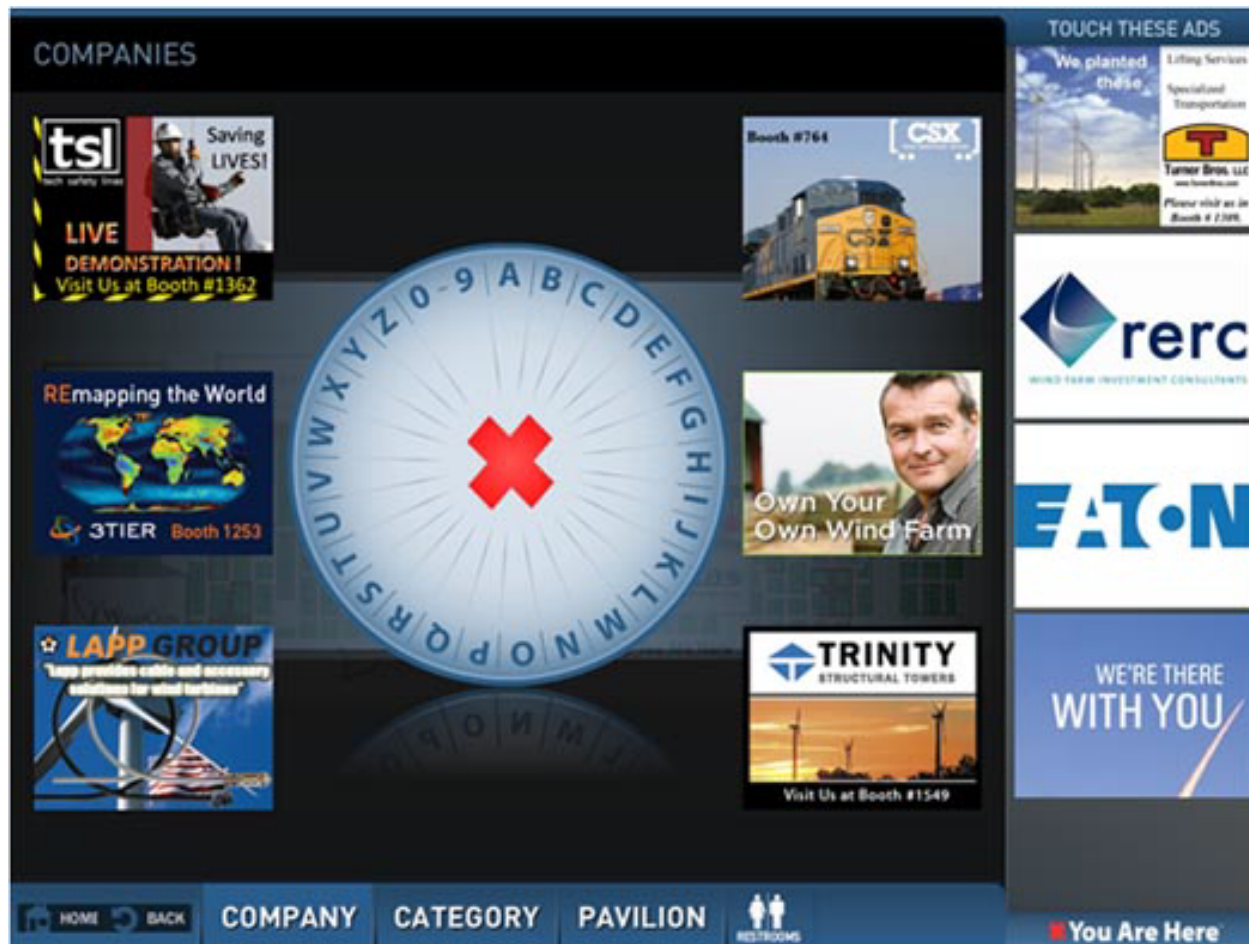
✖ You Are Here™

The screenshot displays the WINDPOWER 2008 interactive show directory. At the top, a banner reads "WINDPOWER 2008 Conference & Exhibition HOUSTON, TX JUNE 1-4" and "WINDPOWER 2008 North America's largest and most anticipated annual event for the wind energy industry". Below this is a large map of the exhibition floor with various booths highlighted. A red "X" icon labeled "You Are Here" is positioned over the "OWN ENERGY" booth. Other visible booths include "CAREERS IN WIND JOB FAIR", "Broadwind", "TRINITY STRUCTURAL TOWERS", "SECONDWIND", "N-TRON Industrial Ethernet for Wind Energy", "WIND.COM", "Interstate 350 Truck Rental & Sales", "JOHN DEERE", and "Vestas". To the right of the map, a vertical sidebar titled "TOUCH THESE ADS" features advertisements for "WindLogics" (Booth 1664), "Castrol" (Booth # 909), and "Monitek" (Booth # 909). At the bottom, a navigation bar includes "TOUCH HERE TO SEARCH BY:" followed by "COMPANY", "CATEGORY", "PAVILION", "RESTROOMS", and the "You Are Here" logo.

Own Energy provides a unique service that was not easily categorized in a show directory.

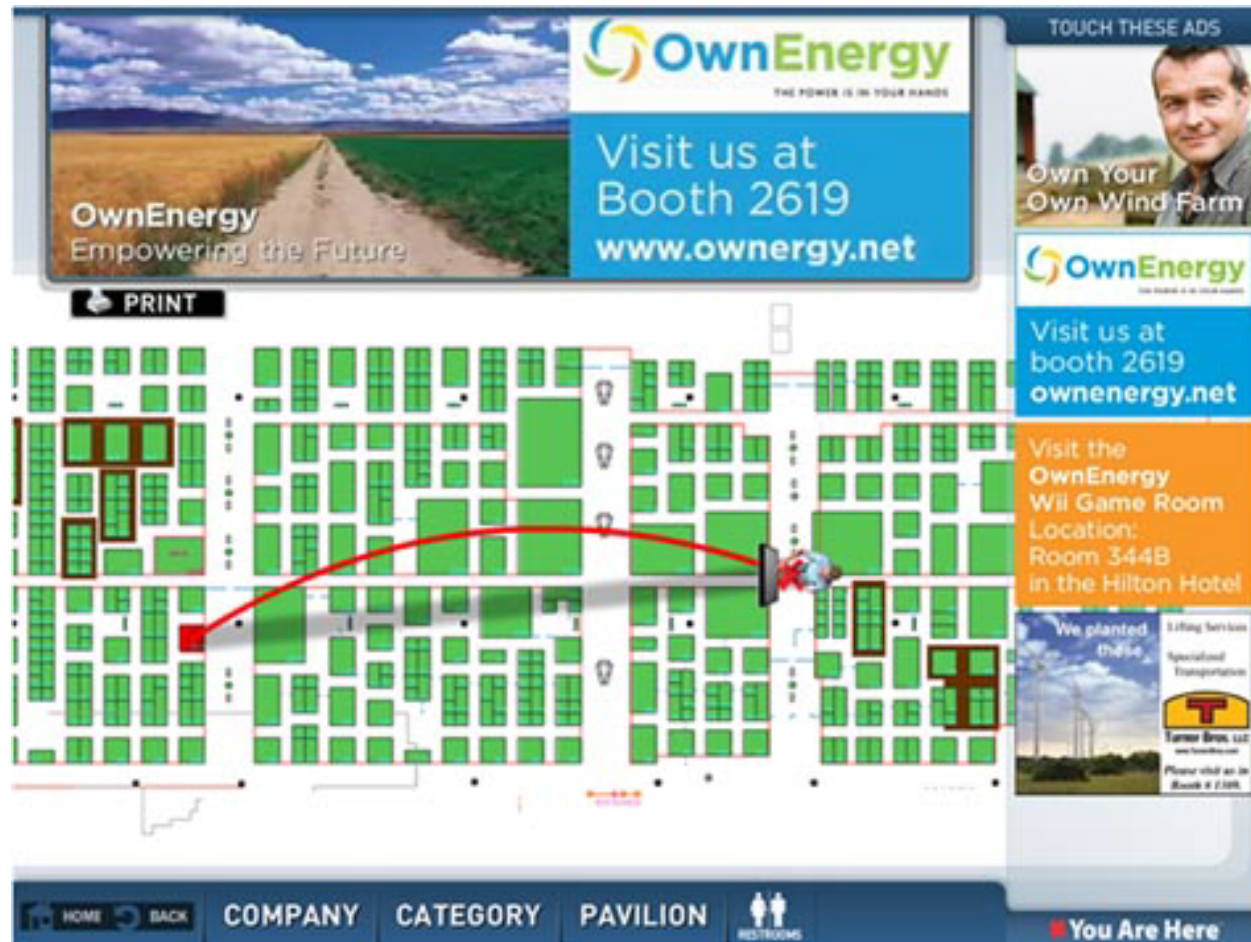
They needed a medium that spoke directly to the farmers and ranchers their services fit best.

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The Company Search sponsorship package was the ideal solution to reach the audience they desired. The company search page is where much of the show's search traffic will come through. With their graphic "Own Your Own Wind Farm," they successfully targeted smaller landowners at the show.

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The graphic took users directly to the Own Energy exhibitor page where they used custom graphics that led the landowner to visualize how their own land could have wind turbines on them.