



OCTOBER 19-21, 2009  
MOTORCITY HOTEL AND CONFERENCE CENTER  
DETROIT, MICHIGAN

## THE BUSINESS OF PLUGGING IN<sup>SM</sup>

As plug-in electric vehicles (PEVs) begin to revolutionize driving habits, a host of unique business opportunities exist to transform the industry. Learn what the Plug-In Revolution means to you at The Business of Plugging In<sup>SM</sup>, a plug-in electric vehicle conference.

This conference brings together national leaders from a diverse range of industries to address the challenges and illuminate the opportunities in bringing plug-in electric vehicles to the mass market. The three-day issues-oriented conference features keynote sessions and panel discussions on such topics as a national strategy to support plug-in electric vehicles, battery technology—from manufacturing to economics, infrastructure developments, creating a PEV ready workforce, and consumer acceptance.

In addition to the conference sessions, exhibits will showcase the latest innovations in PEVs, charging infrastructure, green power generation, Smart Grid applications and other advanced technologies.

Easy and cost-effective sponsorship packages are available, designed to set your company apart from the competition and position it at the forefront of this emerging sector.

If you are a hybrid or electric vehicle manufacturer, electric utility, alternative energy producer, battery developer, an auto or energy supplier, government agency, educator or researcher, this is an event you won't want to miss.

**Date:** October 19-21, 2009

**Location:** Detroit, Michigan

**Venue:** MotorCity Hotel and Conference Center  
2901 Grand River Avenue  
Detroit, MI 48201

**Web address:** [www.pev2009.com](http://www.pev2009.com)

**Cost:** \$595.00 - Early Bird – Sept 7  
\$745.00 – After Sept 7

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