

GEOSMART PRESENCE STRONG AT CANADA'S OUTDOOR FARM SHOW

With Ontario farmers remaining on the leading edge as early adopters of alternative energy solutions, there was no better place for GeoSmart Energy dealers to be than at Canada's Outdoor Farm Show and Energy Expo (COFS). Held September 14-16 in Woodstock, Ontario, this annual event draws more than 40,000 farmers and homeowners each year, providing our dealers with an excellent opportunity to showcase our geothermal and solar product line-up and build strong rapport with customers within their geographical area.

GeoSmart Energy was among several companies on hand at The Canadian Energy Expo offering exhibits and demonstrations on all aspects of green energy including biomass, biofuels, solar, geothermal, wind and biogas. With the enhanced entry of solar technology into the Canadian market over the past year, the solar presence at this year's show was particularly strong, with GeoSmart Energy being the only company to showcase both geothermal and solar technology.

"This was a Class A operation from beginning to end. I had everything I needed at my fingertips to engage potential customers in meaningful conversation from geothermal units and indoor air quality products to solar technology demonstrations. Not only were we the largest display at the Expo, but top notch all around when it came to quality, professional-looking exhibit."

– Jeffrey Kubisch, president, Geo Niagara

Our presence at this year's Expo was undeniably strong as we leveraged every opportunity to showcase our brand and draw people to our display. We positioned two 53' trailers promoting geothermal technology at the entrance to the Expo and adjacent to the Ducks Unlimited Wetland Farm Pond positioning our brand front and centre. Other marketing features located at the Expo included large geothermal banners, geothermal and solar flags, pull-up floor banners, booth back-drops and demonstration products.

"As a GeoSmart Energy dealer, I couldn't have asked for a better turnkey operation than this. Everything was set-up and ready to go when I arrived, allowing me to invest my time where it matters most – in conversation with farmers and homeowners. I walked away with at least a half dozen geothermal and solar leads."

– Greg Collard, president, KGC Inc.

An added feature this year was our showstopping 40' x 40' external solar display. We converted a trailer, creating a rooftop appearance by adding shingles and three solar

panels to the top of the trailer and fully decaling the trailer's sides. This demo trailer allowed us to harness solar power from our Solar Harmony thin film panels, channel it into our inverters and either transfer that power to the grid or diffuse the energy to a heater block inside the trailer. As the only company at the Expo offering thin film solar panel technology, this was an ideal way for dealers to demonstrate the effectiveness of our Solar Harmony product line. Given the solar presence at this year's show, it's clear that solar technology could prove to be a profitable market over the next four years with the support of the associated provincial grant program.

The Expo also offered an ideal opportunity for dealers to demonstrate the benefits of geothermal technology, a sustainable energy alternative that continues to draw keen interest from the farming community. Leveraging the Ducks Unlimited Wetland Pond, we were able to set up a working heat pump inside our 40' x 60' tent area, which proved to be the largest display area at the show.

Attendees who visited the GeoSmart Energy tent could be seen throughout the Expo carrying our branded oranges, a healthy handout that lent a fresh scent to the outdoor show.

Featured speakers at the new Micro-Seminar Theatre included June Thomson, Manager, GeoSmart Energy who presented 'Saving with Geothermal Heating & Cooling' and Chad Brezynskie, Vice President, Sales & Marketing, GeoSmart Energy, who captured attendees' attention on with his discussion 'Earning with Roof-Mounted Solar' which also covered the microFIT program. Following June's and Chad's respective talks, attendees gravitated towards the GeoSmart Energy tent to find out more about our geothermal and solar product lines.

Rounding out GeoSmart Energy's presence at the Expo was the popular In the Loop Cafe and Grill where attendees could re-energize and network over a beer and burger. Located adjacent to our tent, the GeoSmart Energy-sponsored Cafe, featuring a floating dock on the pond, was often filled to capacity as farmers, homeowners and exhibitors alike enjoyed locally microbrewed beer, wine and food and great conversation.

GeoSmart Energy dealers on hand at the display during the Expo included: Advanced Geo, Brant Oxford, Geo Niagara, John Sullivan Plumbing Ltd., MLK, Terra Therm and Total Home Energy.