

## **MEDIA CONTACT:**

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## **Plug-In 2010 Conference & Exposition Opens Registration**

***Taking Place in San Jose in July, Conference Will Focus on Driving,  
Connecting and Launching Plug-In and Electric Transportation Technology***

Registration is now open for the Plug-In 2010 Conference & Exposition, which will provide attendees with the very latest insights from experts on the technological advances, market research and policy initiatives that are shaping the future of plug-in hybrid and electric transportation. The third annual international conference ([www.plugin2010.com](http://www.plugin2010.com)) will take place July 26-29, 2010, in San Jose, Calif.

As original equipment manufacturers announce plans to bring plug-in hybrids and electric vehicles to market, representatives from automotive manufacturers, component suppliers, electric utilities, government agencies, academia and the environmental community should plan to attend Plug-In 2010 to share best practices, advance policies, hear from industry leaders and see the latest innovations associated with plug-in and electric transportation technology on the exposition floor.

The content-rich agenda for Plug-In 2010 will include three high-level plenary sessions and 21 breakout sessions and mini-panels focused on driving, connecting and launching all of the technologies required to move from the drawing board to the marketplace. Plug-In 2010 also will feature two pre-conference workshops – one on battery, vehicle costs and production, and the other on plug-in readiness for communities – and a public night.

The always-popular exposition floor, showcasing vehicles, supporting electricity infrastructure and much more, already includes more than 20 confirmed exhibitors. Among these are Nissan North America, displaying the all-electric LEAF, and General Motors, showing the extended-range electric vehicle, the Chevrolet Volt.

Plug-in 2010 will build on the highly successful inaugural 2008 conference, also held in San Jose, and the 2009 conference, which took place in Long Beach, Calif. Plug-In 2009 attracted more than 700 attendees, including 35 exhibiting companies and over 60 media representatives.

Event organizers for Plug-In 2010 are the Electric Power Research Institute and the Silicon Valley Leadership Group. To register or reserve a booth for Plug-In 2010, visit [www.plugin2010.com](http://www.plugin2010.com).