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Contacts: Ingrid Rosten, 408-691-4784
ingrid@cleanstart.org
Gene Endicott, 916-719-7214
gene@endicottcommunications.com

-- MEDIA ADVISORY --

CLEANSTART SHOWCASE HIGHLIGHTS SACRAMENTO REGION CLEAN TECH INNOVATIONS

700 Expected to Attend 6th Annual Event

WHAT: SARTA'S 6th annual CleanStart Showcase spotlighting the Sacramento region clean tech sector includes an exhibit of 20 electric vehicles, including a new [Tesla Model S](#), and more than 70 additional exhibits highlighting cutting-edge clean tech products. The [2012 Clean Tech Innovator of the Year](#) award also will be presented.

Featured speakers include **Sacramento Mayor Kevin Johnson**; [Kish Rajan](#), director of the Governor's Office of Business & Economic Development (GO-Biz); [Steve Westly](#), former California Controller and current tech investor; and [Andrew McAllister](#), commissioner with the California Energy Commission.

WHEN: Monday, October 22, 2012, 8 a.m. to 6:30 p.m.
Open to the public at 3 p.m.

WHERE: Sacramento State University, Union Ballroom, 6000 J Street, Sacramento, CA 95819

VISUALS: 20 electric vehicles including a [Tesla Model S](#) – 9 a.m. to 4:30 p.m.
More than 70 exhibits showcasing new clean tech innovations – 10:50 a.m. to 6:30 p.m.

"FRESH FACES" VENTURE PITCH: Seven new companies will compete for recognition as the Sacramento region's most promising clean tech "fresh face." Each company presenter will have three minutes to win over the event crowd with a compelling venture pitch.

REGIONAL SUCCESSES: Updates from growing Sacramento-region based clean tech firms Clean World, RCS Technology and Sunoptics.

PANEL DISCUSSIONS: Policy Impact on Clean Tech Markets
Electric Vehicle Opportunities
Smart Grid: What's Next?
Just What Do Customers Really Want?

ROUNDTABLES: Industry experts will be available in the afternoon for small-group consultations on a wide range of issues important to startups and more established companies in the clean tech sector.

REGISTRATION AND ADDITIONAL INFORMATION: <http://www.cleanstart.org/cleanstart-showcase.html>

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