



## **B2B 4 Energy**

International day for bilateral business meetings in the field of power engineering during the specialized exhibition ExpoEnergy 2010

### **Profile submission guidelines**

For registration please follow the next steps:

Step 1: On this site you can register under "Registration" and insert your organization data. You will be asked to insert your email and a password in order to submit the registration page.

Step 2: You will find buttons in order to insert your name, organization etc. (registration) as well as your technology profile (new profile) (offers, requests, expertise, and partner search). When you have registered and/or inserted your profile please click on submit.

Step 3: Log off from this page and please remember your password. For updates or modifications you can go to LOGIN and register with your email and password.

**Note:** Please keep in mind that your company will be visible to other participants only after you have submitted a profile and the profile has been validated.

Step 4: Requesting meetings (after 26th March). To choose the profiles of your interest go to the public "catalogue" and select the profiles you are interested in and submit this selection.

**DEADLINES:** Registration is possible until: 8<sup>th</sup> March 2010, profile submission until 15<sup>th</sup> March, meeting request until 26th March. Individual programs will be sent to participants on 2nd April and the catalog of the event will be distributed on 9<sup>th</sup> April.

### **Some additional guidelines for technology profile registration**

- **Use short sentences.** Stick to "one sentence, one idea".
- **Cut out unnecessary words** e.g. "The running costs of each unit are reduced", instead of "The running costs are reduced in respect of each and every unit."
- **Make the title of your TP clear and simple:** remember that readers often use the title to decide if the TP is worth reading.



*Business Support at Your Doorstep*

- **Avoid jargon and explain acronyms**
- **Avoid copying and pasting sections of text from other publications:** to use information from a Patent, change the style and use simpler words.
- **Read your TP before submitting it:** make sure it is accurate, clear, concise and readable. If possible, ask a colleague to proofread it.
- **Write the Abstract last:** it should be a short summary of the TP. Avoid repeating the first paragraph of the Description box, but do include all the key points.
- **Respect the 500-character limit for the Abstract**
- **Take your time writing the abstract and title:** these are the first – and sometimes the only – thing potential partners or your client will see.