

## **Discover Brilliant 2007 International Conference & Expo to Debut in Seattle**

### **Conference focus on Building a Sustainable Economy; More Value...Less Impact**

*Seattle- February 1, 2007-* This September in Seattle, the Athena Institute & Athena Media Group will host the first annual Discover Brilliant International Conference and Expo, focusing on providing practical solutions and ideas to promote More Value with Less Impact; Building the Sustainable Economy. Seattle and Discover Brilliant will play host to hundreds of industry pioneers, market makers, government & NGO leaders, leading investors and world class innovators. Innovative vendors will demonstrate products and services at The Brilliant Expo & showcase, in parallel with the conference.

Discover Brilliant 2007 will be held from September 17 to September 19, 2007 at the Sheraton Seattle and the Washington State Convention & Trade Center.

“Since 2000 we’ve predicted that an explosion around energy, cleantechology, and sustainability was just right around the corner. Now it has arrived, and smart companies are now focusing on where things are going, who stands to gain, and how to position their firm or region.” Says P.S. Reilly, CEO of Athena and sought after expert in this sector. We launched this event to celebrate Brilliant—that ultimate marriage of economics, environment and security.”

Discover Brilliant will focus on leading smart and green ideas and best examples of Brilliant Solutions in communities, businesses, buildings, utilities, and transportation that are more

- Economically valuable
- Environmentally sound
- Stable and Secure

Day One will boast a “Who’s who” building a picture of the landscape- what are those passions, politics and possibilities that will shape the world in which we live?

Day Two focuses on specific steps and implementations that are moving us toward a more economically valuable, environmentally sound and secure world. Who are the pioneers and what are the lessons they can provide to others looking to follow?

The Brilliant Awards Gala ceremony, on the evening of Day Two, will celebrate firms who best demonstrate the true marriage of economics, environment and security. Pioneering organizations will be celebrated as the most brilliant examples of business, buildings, utilities, communities and transportation. In keeping our focus on progress young future leaders, selected through a regional essay contest, will provide inspirational comments and present awards to the winners recognizing the legacy they are leaving.

Day Three will consist of a series of roundtable summits, allowing leaders to explore critical topics within their fields and develop plans to move toward a secure, sustainable and profitable future. Summit topics include a Policymakers Summit, Workforce Development Summit, Brilliant Buildings Alliance kick off meeting, Brilliant Utility Summit, Investor Showcase Breakfast, and an Environmental Services Summit.

Running in parallel to the conference, the Brilliant Expo will demonstrate best of breed and state-of-the-art solutions for communities, buildings, businesses, utilities and transportation. An active

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and interactive expo floor featuring technical showcases and pavilions will allow exhibitors to demonstrate solutions in action.

The Brilliant Opportunities Job Fair on the final day of the conference will emphasize the employment, educational and talent opportunities for the new economy. Exhibiting companies and educators will have their recruiters onsite to meet the leading minds in this burgeoning space.

Discover Brilliant is the must-attend event for those interested in clean technology, sustainability, advanced energy solutions, and other elements at the convergence of smart and green innovation. The first of its kind, Discover Brilliant is raising the industry conference bar.

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The Athena Institute is a collection of internationally regarded experts who specialize in progressive strategies and practical employments for the new energy economy. Athena is dedicated to promoting Brilliant solutions that are cost effective, enhance the environment, and provide security and stability for businesses, buildings, utilities, and communities. Athena experts have unleashed value from Smart (sensors, communication, control, automation) and Green (sustainable design, advanced materials, resource approaches, energy efficiency) innovation and policy.

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