



An invitation

to participate in
EXPO 2012,

a tribute to

Arizona's 100th
year of statehood
by the Solanna
Pima Group
at the Salt River
Pima Maricopa
Indian
Community



ARIZONA CENTENNIAL



*"Everyone who is successful
must have dreamed
of something."*

- Maricopa Proverb



**February 14, 2012 commemorates the
100th anniversary of Arizona statehood.**

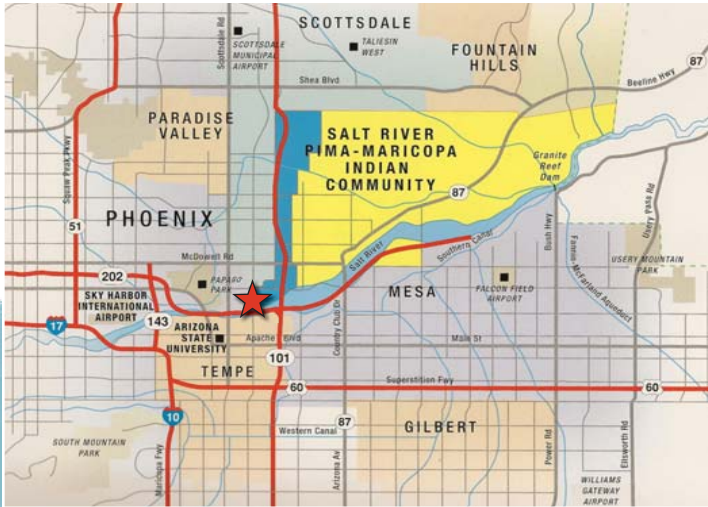
In honor of the State's 2012 Centennial, The Solanna Pima Group - a Salt River American Indian member-owned economic development and land advisory/investment firm, proposes to establish a 10-month long World's Fair styled EXPO on its property at Salt River, as a 100 year tribute to the people of Arizona. The Fair's theme will be "Nature's Wisdom" and "The Future". The Fair is designed as a symbolic portal to the next 100 years and recognition of the

Nature's Wisdom & The Future

significantly intertwined legacy of both Salt River and Arizona as innovative, industrious, and indomitable.

The Fair's mission is to imprint a message of hope and inspiration to future generations of this metropolitan region. It will be characterized by the emergence of bold and innovative entrepreneurship, well-founded economic vitality, and a wealth of diverse and engaging social activities and happenings. The EXPO will be housed in an attractive and visually striking environment. Key ideals are safe and healthy quality of life, and a Community proudly embedded with the highest social and ethical mores.

Salt River Innovative, Industrious, Indomitable ...these are inseparable concepts and historical traits of the Pima-Maricopa Peoples. A society of “thought leaders” driven by their time tested struggle against the harsh desert forces of nature doing more with less, siding with complex and daring risks, and leading this tribal nation’s future as one built on innovation. This is historically exemplified through Salt River’s sophisticated gravity based canal systems created a thousand years ago. This enabled the building of successful agricultural practices and impressive villages. It implemented the trading of products and goods, connecting peoples across vast networks, protecting armies and forging bonds, and caring about the tribe’s people for present and future generations.



During the course of centuries, thanks to its geographic location, Salt River’s commercial corridor today finds itself positioned next to one of America’s fast-growing economies driven by modern technology and creative thinking. Combined with Salt River’s increasing economic sophistication & modern industrial base, the Community welcomes innovation as its hallmark for charting the future.

Akamel 7 Opportunity The 2012 EXPO site is uniquely situated in one of the most valuable land holdings in the American Southwest. Located at the edge of Scottsdale, Arizona this 640 acre land holding represents the newest economic development section in Salt River’s commercial corridor--the “Southern Gateway”. Major landowners in the section--spearheaded by the Solanna group, have envisioned the section’s development as a world-class center of commerce and regional entertainment destination. The section has a development potential of up to \$2 billion dollars achievable by leasing lands to private developers under a unified master plan, with multiple investment partnerships to realize the products and technologies showcased at EXPO 2012.

Tentatively named “Akamel 7”, the concept behind this future master-planned center is symbolic of the “Akamel Au-Authm” river peoples. It is driven by the wisdom of seven generations and inspires people of the world to build bridges that foster 22nd Century industrial imagination and commerce in a unique location. It advocates treating the land with special reverence and genuine commitment to long-term environmental sustainability. EXPO 2012 is designed in great part as the precursor to this symbol.



AKIMEL 7 ARTIST CONCEPT Several site plan configurations are under study: the wheel plan, central plaza, and spinal axis plan. The illustrated wheel plan shows what the EXPO site and 640-acre land area can become over the next 15 years. A significant EXPO accomplishment will be to position Salt River and its surrounding communities for a sustainable economy in years ahead that realizes the products and technologies showcased at EXPO 2012.





LAND USE Land is a fundamental part of any community's culture and future well-being. Salt River is without exception. EXPO 2012 will showcase responsible stewardship, encouraging land use that fosters the highest standards of environmental sustainability, building in harmony with nature, and creating optimum co-location synergies for industries of tomorrow.



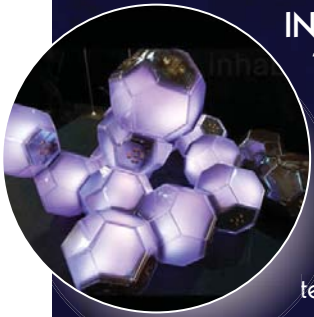
ENVIRONMENT Assembled in one location is a corporate village showroom and USA sales platform for international manufacturers. It spotlights competing makers of solar cells, LEDs, water reclamation systems, eco-building materials, and other sustainable environmental technology applications.



DESERT LIVING - HVAC & CLIMATE CONTROL

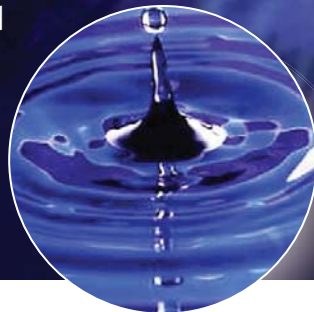
EXPO 2012 will be a proving ground for adapting to the "urban heat island" that is Phoenix during the intense summer months.

A "comfort isle" will connect all the pavilions utilizing existing shade and cooling technologies as well as those in R & D.

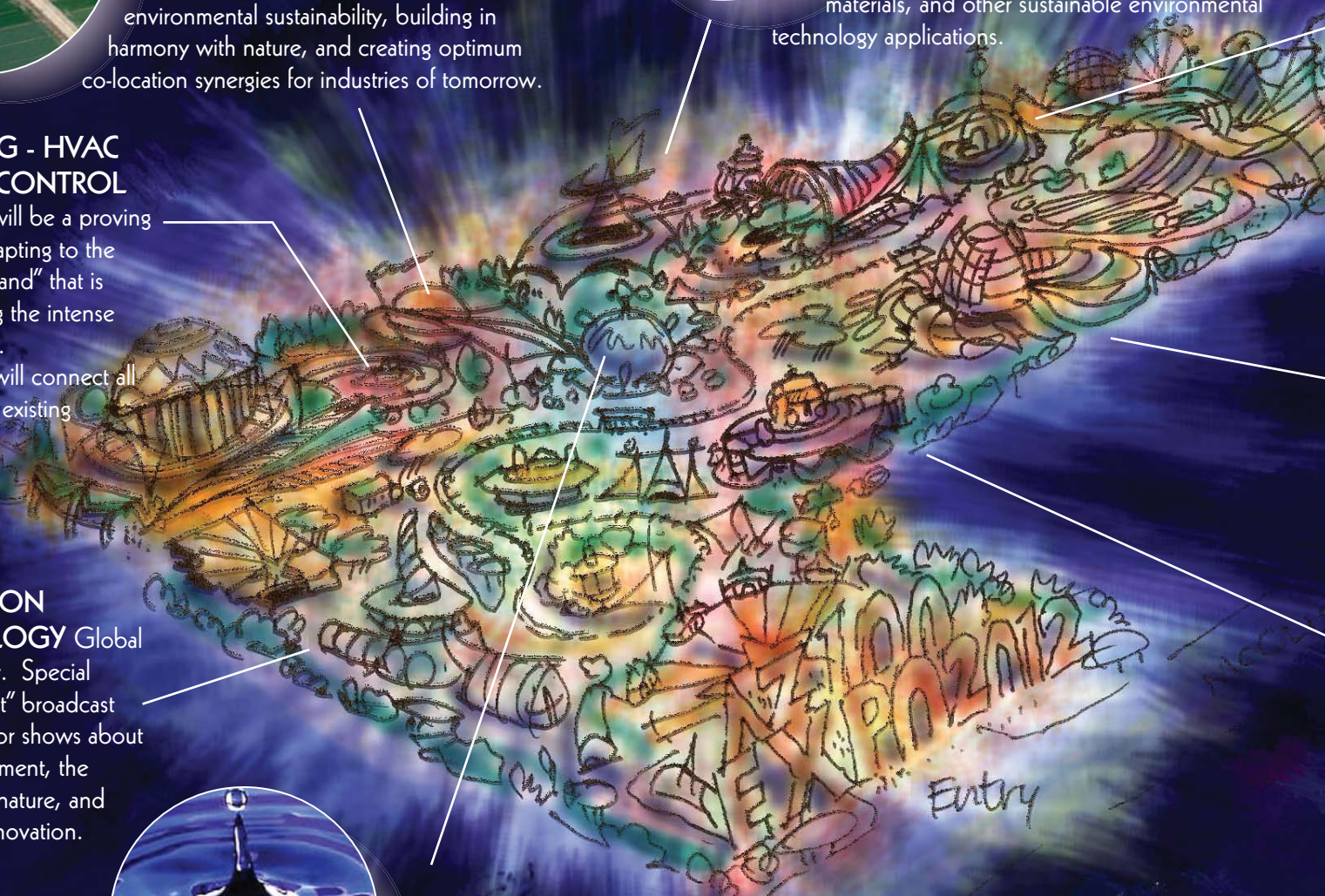


INFORMATION TECHNOLOGY

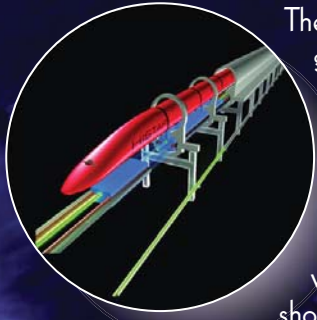
Global connectivity. Special "convergent" broadcast studio-set for shows about the environment, the wonders of nature, and technology innovation.



WATER Essential to existence and vital to energy production, the element of water is explored, analyzed and becomes a medium of entertainment and education in a unique and imaginative environment.



TRANSPORTATION



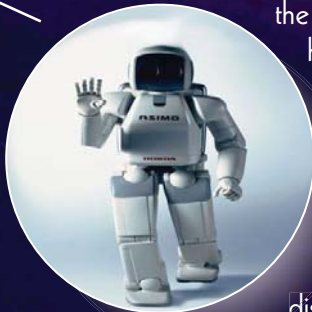
The story of moving people and goods in the 21st century, including the desert's harsh environment as proving grounds for land and space vehicles. Includes multiple displays of concept vehicles and a movie theater showing auto test trials and future developments of all manner of transportation systems.

SOLAR The Arizona desert is synonymous with solar heat.



The use of solar power has led the way to a vital and vast global industry that has yet to reach its full capacity here. EXPO 2012 will explore those potentials in a variety of interactive attractions.

ROBOTICS Enter the world of the industrial renaissance: from humanoid robots in fashion to companions for the aging society.



Other sectors highlighted are the service industry, home security, precision medical instruments, and caretaking of the environment. Several static displays and theatrical stage for demos are planned.

EXPO 2012

Solanna will contribute 70 acres of field land to build the fair located at McClintock Road and Loop 202. The plan will be to erect 4 to 5 modular pavilions under a common roof. Each pavilion will serve as an experiential showroom along with 2 or 3 "under the tent" themed entertainments venues, collectively creating a unique and visually stunning visitor attraction that is both appealing and inviting to EXPO guests. The Fair expects to draw between 1,000,000 to 2,000,000 visitors over the exposition period.

"We acknowledge times are difficult and the project timeline is expeditious, however Arizona has seen tougher times in the past 100 years. Solanna Pima Group wishes to implement EXPO 2012 not only in tribute to the State of Arizona for its 100 year anniversary, but to also honor and showcase innovative industries that will be key to economic recovery and progress in the coming 100 years."

- Solanna Group





EXPO 2012 offers an unprecedented opportunity for US and International companies and organizations to present their brand in one of the most important showcases of future industry, with applications in the physical construct of vast master planned international business and entertainment development proposed at Salt River.

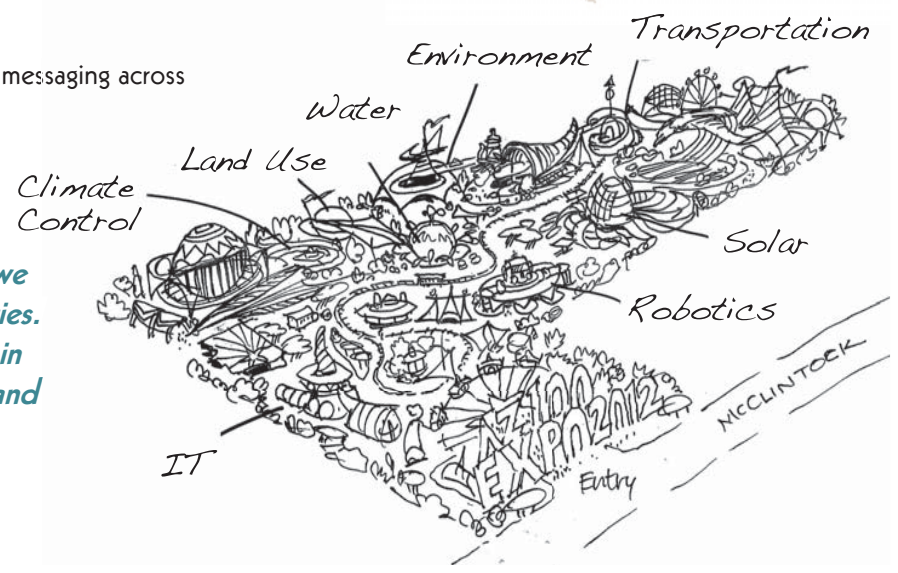
To help meet the costs of EXPO 2012 the organizers turn to the corporate community for support. In return the Secretariat will help strengthen corporate branding and image development in association with the green era and a future world of spectacular and imaginative consumer inventions.

Sponsorship Levels & Benefits

EXPO 2012 will present a dynamic and emotional story radiating powerful core values shared by both Salt River and Arizona peoples -- who are making great contributions to society, are prospering, and working to positively transform lives in America and around the world.

Throughout this story there are many opportunities for unique and powerful brand messaging across a variety of sponsored areas.

In spite of today's tough economic challenges, we have faced harder times and have come out on top. Salt River and Arizona's history is that of industrious, innovative and indomitable peoples. That is who we are and why we will make a difference in leading our mutual communities. Together we can build the recovery and emerge as an economic giant in this country. We can do it and we owe it to ourselves, our children, and our children's children --just as our ancestors made it through for us. That is our future, our destiny. EXPO 2012 is a symbol of this goal.



PAVILIONS*	ENTERTAINMENT VENUES	CENTER STAGE FACILITIES*	OFFICIAL SERVICES & VENDORS
Pavilion Venue	Main Stage	Physical Icons: Tower, Jumbotron, Main Gate	Beverage
Exterior/Interior Queue Area	Opening Act	Shading Systems, Cooling Isles	Telecom, Utilities, Climate Control
Pre-Show Area	Main Act	Central Walkway	Merchandise
Main Show Theater	VIP Area	Demonstration Areas	Guest Services
Post Show	Affiliate Event	Lighting, Light Shows	Construction, Maintenance
Virtual Pavilion Online	Theme Day	Rides	Marketing



* Sponsors of any physical facility or pavilion must provide the design, materials, shipping, assembly/disassembly, and operations of the facility or pavilion consistent with the EXPO Participant Rules & Regulations.

The Secretariat will work closely with each corporate sponsor's public relations representatives to develop a specially designed marketing program for the EXPO, providing the corporate sponsor with broad and distinguished recognition, which would include a preview center or sales platform to showcase their goods and services. Dollar amounts depicted below are estimated sponsorship values only, which can consist of a combination of cash support, in-kind staff or services, existing exhibits, displays, or other forms of tangible contributions. Every sponsorship plan can be tailored to each prospective sponsor's interests, capabilities and needs. This will be negotiated by the Secretariat to provide an affordable and flexible plan. Additional opportunities could be available in the Akimel 7 development program.

SPONSORSHIP LEVEL	FEE	SEAT ON STEERING COMMITTEE	CATEGORY EXCLUSIVITY	DEDICATED THEME DAY	SPECIAL BUSINESS EVENT HOSTING	NAMING RIGHTS	PREFERRED STATUS AKIMEL
Secretariat Sponsor	\$250,000 - \$2M	X	-	X	X	X	-
International Partner	\$1M - \$5M	X	X	X	X	X	X
Premier Partner	\$250,000 - \$2M	X	X	X	X	X	X
Pavilion Corporate Sponsor	\$2M - \$5M	X	X	X	X	X	X
Pavilion Area/Component Sponsor	\$100,000 - \$1M	-	-	-	X	-	X
Exhibit Sponsor	\$100,000	-	-	-	-	-	-
Facilities Sponsor	\$100,000 - \$1M	-	-	-	-	X	X
Event Sponsor	\$1M - \$10M	-	-	X	X	X	-
Akimel 7 Business Club	\$100,000 - \$250,000	-	-	-	-	-	X
Official Suppliers	\$250,000	-	X	-	-	X	X
Utility Provider	\$250,000	X	-	-	X	-	X
Brand Sponsor	\$100,000 - \$1M	-	-	X	X	X	X
University Program Sponsor	\$25,000 - \$100,000	X	-	-	-	-	-
International Flag Sponsor	\$250,000	-	-	X	X	-	-

BENEFITS AVAILABLE TO ALL SPONSORS:

- Designation as Official Sponsor
- Right to use EXPO 2012 logo
- Signage & Identification
- Product sales & promotional opportunities
- Recognition in Arizona Centennial promotional materials
- Special recognition for events, meetings, exhibits
- Preferred Supplier Status in Akimel 7 Development
- Recognition on EXPO 2012 & Akimel 7 website
- VIP access and complimentary passes

Additional opportunities are available for industry advertisers, exhibitors, and vendors. Please contact the Secretariat.

Contact: John Drury, Executive Producer (818)203-3299 David Fordon, EXPO Secretariat General (602)361-6444



Fact Sheet

EXPO

Location: Salt River Pima Maricopa Indian Community

Period: Feb 14, 2012- Dec 15, 2012

Four Special Event periods:
Spring, Summer, Fall, Winter

Days of Sunshine anticipated: 325

Projected Visitors to EXPO: 1-2 million

MARKET

Visitors to Salt River annually: 5 million
(Casino AZ, Talking Stick Resort & Golf, D-Backs/Rockies)

Arizona Market: 6.5 million

Phoenix Metro: 4.5 million
(5th largest city in USA)

Overnight visitors to Arizona: 37.4 million
(27.6m domestic, 9.8m AZ residents, 5m international)

Direct travel expenditures by visitors: \$18.5 billion

Native American reach: 560 tribes across 34 states
(310 Reservations); 2 million people

EXPO 2012 SECRETARIAT SUPPORT TEAM:

8920 E. Indian Bend Rd, Suite A-1 Scottsdale, AZ 85258

-The Solanna Group dfordon@thesolannagroup.com

-Heartland LLC manderson@htland.com

-Ideality, Inc concept@idealityincorporated.com

www.az100EXPO2012.com

TRAVEL DISTANCES FROM EXPO SITE:

Sky Harbor Airport: 3 miles (5-7 minutes by car)

Arizona State University:
3 miles (5-7 min) 40,000 student population

Old Town Scottsdale and Restaurant & Night Life district:
3 miles (5-7 min)

Tempe Marketplace: 1 mile (3-5 min)

Talking Stick Entertainment District: 5 miles (5-7 min)

Accessibility: Loop 202, Loop 101, McKellips Rd, McClintock Rd/Hayden, Curry Rd

Telecom link to 40 major festivals around world (via Jumbotron)

MAJOR INDUSTRY SECTORS REPRESENTED AT EXPO:

- Solar
- Green & Enviro Tech
- Robots
- Transport: concept cars & rapid rail
- Desert cooling systems
- Water reuse & reclamation
- Land development & urban growth
- IT convergence (cell phone, PC, TV, video camera); games & broadcast news
- Power & alternative fuels
- International trade & shipping
- Entertainment: theatrical performances, music & dance, new media/Hollywood
- LED lighting

