

EXHIBIT PLANNING FACT SHEET

EXHIBITION QUICK FACTS

Dates	July 10–12, 2012		
Hours	Tuesday, July 10	10:00am–5:00pm	
	Wednesday, July 11	10:00am–5:00pm	
	Thursday, July 12	10:00am–4:00pm	
Venue ¹	Moscone Center, West and North Halls 747 Howard Street, San Francisco, CA 94103		
Areas of Focus	Photovoltaics and Solar Heating & Cooling Technologies		
Exhibitors	950 (expected)		
Exhibition Space	200,000 net square feet		
Visitors	22,000+		
Set-Up Times	Thursday, July 5 to		
	Saturday, July 7	8:00am–8:00pm	
	Sunday, July 8	CLOSED	
	Monday, July 9	8:00am–8:00pm	
Dismantling Times	Thursday, July 12	4:00pm–midnight	
	Friday, July 13	8:00am–8:00pm	
	Saturday, July 14	8:00am–4:00pm	

CONFERENCE QUICK FACTS

Dates	July 9–12, 2012		
Hours	Monday, July 9	9:00am–6:00pm	
	Tuesday, July 10	9:00am–6:00pm	
	Wednesday, July 11	9:00am–6:00pm	
	Thursday, July 12	9:00am–6:00pm	
Venue ¹	InterContinental Hotel San Francisco 888 Howard Street, San Francisco, CA 94103		
Attendees	1,600 (expected)		
Topics	Photovoltaics and Solar Heating & Cooling Technologies, Utility-Scale Solar Technologies		

¹ Facility addresses provided for directional purposes only.

NOTABLE INFORMATION AND PROGRAMS

- Event co-located with SEMICON West 2012
- Discount hotel rates and airfare discounts with Lufthansa are available under → www.intersolar.us → Exhibitor Service → Travel Services

EXHIBITOR PROGRAM

- Intersolar Membership Program
- Industry-renowned Intersolar AWARD
- Innovation Exchange presentation forum
- Free press release service via PR Newswire

VISITOR PROGRAM

- Job & Career Forum
- VIP Lounge
- Installer training programs
- Innovation Exchange stages/Special Exhibits
- Intersolar app (iPhone®) and mobile website

EXHIBIT PLANNING PROCESS

Log-in to Intersolar's Booth Selector and request a booth space within your product segmentation. Fill out the exhibitor application and send it via email or fax within 48 hours of making your request. Please note that space requests will be forfeited if the application is not received within the given timeframe. You may also directly submit preferred booth request via the Special Request Form on page 3 of the application. Booth space selection is only available in your specified product segment. Show Management has the right to confirm or re-assign booth locations based on the best interest of the show.

Steps for reserving booth space

1. Select preferred booth location with the Booth Selector → www.intersolar.us → Exhibitor Service → Participation → Booth Selector

Choose a booth in the appropriate segment according to your product portfolio

- PV Cells & Modules (Manufacturers)
- PV Cells & Modules (System Integrators, Project Planners, Distributors, Service Providers)
- Balance of Systems
- Mounting & Tracking Systems
- PV Components
- Solar Heating & Cooling Technology
- PV Production and Technology Hall (PV Manufacturing Equipment, Materials and Components)

2. Send your hand signed application within 48 hours

3. You will receive a confirmation of acceptance of your application within 48 hours

4. You will receive a booth confirmation within two weeks

5. You will receive log-in details for the Exhibitor Cockpit starting in February

6. An invoice will be sent and payment shall be made within three weeks after receipt of your booth confirmation

Space pricing

Non-member \$43.00 per square foot

Member \$32.00 per square foot

Intersolar North America exhibitors who participate in the Intersolar Membership Program and who exhibit in at least one additional Intersolar exhibition (Europe, China or India) in the same year, as well as SEMI members qualify for the member rate.

EXHIBITOR COCKPIT

Exhibitors are sent the log-in data to the Exhibitor Cockpit via an automated email after the booth confirmation has been received beginning in February. Exhibitors are able to undertake the following actions within the Exhibitor Cockpit:

- Enter company profile and product information for the Event Directory
- Enter company profile and product information for the online Exhibitor Index
- Upload a complimentary press release onto a PR Newswire newswire and www.intersolar.us
- Order booth construction and technical services (via the Exhibitor Services Manual)
- Apply for the Intersolar Membership Program
- Apply for the Intersolar AWARD
- Apply for a presentation slot at the Innovation Exchange
- Apply for the VIP program to invite your key customers
- Send e-Invitation (html) to your customers including complimentary registration code
- Post job openings online and on-site at the Job & Career Forum
- Add additional team members as recipients of the exhibitor update newsletter

→ www.intersolar.us → Exhibitor Service → Exhibitor Cockpit

EXHIBITOR PLANNING TIMELINE 2012

January

- January 1 Sponsorship & Marketing Information available
- January 1 Booth space invoice distribution
- January 23 Visitor registration opens



February

- February 15 Exhibitor Cockpit opens
Exhibitor Index 2012 online
Electronic customer invite service opens
- February 15 Exhibitor registration opens
- February 15 Visitor housing opens



March

- March 1 Press Release Service available
- March 30 Deadline: Intersolar AWARD application



April

- April 1 Exhibitor Services Manual available
- April 2 Conference registration opens
- April 15 Post job openings online
- Until April 11 20% cancellation fee
- After April 12 100% cancellation fee
- April 13 Deadline: free visitor registration ends

May

- May 1 Deadline: co-exhibitor applications
- May 6 Deadline: Event Directory & ad materials
- May 13 Deadline: Innovation Exchange applications
- May 25 Hotel reservations closed/rooming list deadline



June

- June 22 Freeman warehouse available for receiving shipments
- June 22 Deadline: exhibitor housing cancellations
- June 22 Deadline: exhibitor staff housing lists submitted



July

- July 5 Exhibitor Services Manual offline
- July 7–12 Late shipments to Freeman warehouse (costs apply)
- July 7–12 Direct shipments to Moscone Center storage (costs apply)
- July 9–12 Exhibitor badges available at Moscone Center

Please note that exhibitors will be regularly informed of approaching deadlines and requirements via the Exhibitor Update e-Newsletter.

FREQUENTLY ASKED QUESTIONS

Pricing, Invoicing & Cancellation

1. What is included within the raw space cost?

Intersolar North America offers exhibitors the rental of raw floor space which does not include any utilities, services, walls, carpet or furnishings. These must be ordered separately through the Exhibitor Services Manual, available in April via the Freeman OnLine® portal. Included with every 100 square feet of booth space are 10 exhibitor passes (for booth personnel), web listing with link to your company website, free listing in the Event Directory, one free press release distributed on a PR Newswire national U.S. newswire, complimentary visitor brochures and posters as well as free visitor registration for your customers.

2. How do I qualify for the member rate and how much does floor space cost?

To qualify for the member rate, exhibitors must exhibit in at least one additional Intersolar exhibition within 12 months (in Europe, India or China). SEMI members also qualify for the member rate. In addition to a membership rates, Intersolar exhibitors who participate in the Intersolar Membership Program are awarded points that accumulate to unlock special services. Learn more → www.intersolar.us → Exhibitor Service → Exhibitor Cockpit. You can register for this program via the Exhibitor Cockpit.

Non-member price: \$43.00 per square foot

Member price: \$32.00 per square foot

→ www.intersolar.us → Exhibitor Service → Participation → Space Calculator

3. When and how will I be invoiced? To whom do I address my invoice questions?

Booth space fees must be paid in full within 21 days after receiving the invoice (within 8 days after April 30, 2012). Invoices for Intersolar North America will be distributed by Freiburg Management and Marketing International GmbH (FMMI). Invoicing begins in January. For questions or clarification on invoices please contact: Peggy Pankalla, Tel.: +49 761 3881-3801, peggy.pankalla@fwtm.freiburg.de For questions or clarification on payments please contact: Kristin Zeiffer, Tel.: +49 761 3881-1304, kristin.zeiffer@fwtm.freiburg.de

4. What happens in the event of cancellation?

In the event of cancellation or reduction of space, a written notice must be received by the event organizers. If cancelled after receiving the official booth confirmation but before April 11, 2012; a liquidated damage fee of 20% of the cancelled space will be assessed by the event organizers. If cancelled after receiving the official booth confirmation and after April 11, 2012; a liquidated damage fee of 100% of the cancelled space will be assessed by the event organizers.

Available Services & Exhibit Planning Tools

1. What is the Exhibitor Cockpit?

The Exhibitor Cockpit is an online exhibitor service center available to all registered exhibitors beginning in February. The Exhibitor Cockpit is a password-protected area in which you can book various services and see all important event information in one place. Personal access information will be automatically sent out to the main contact person of your company (as indicated on your application).

→ www.intersolar.us → Exhibitor Service → Exhibitor Cockpit

2. Are there marketing opportunities available to enhance my company's presence?

A complete overview of all marketing opportunities for Intersolar can be found in our Sponsorships & Marketing Kit.

→ www.intersolar.us → Marketing + Promotion

Free Exhibitor Marketing Services bookable via the Exhibitor Cockpit

- Intersolar AWARD participation
- Customer Invite Tool (e-invitations to your customer database offering free exhibition entry)
- Press kit space in the press room (300+ journalists expected)
- One free press release distributed onto a PR Newswire newswire and www.intersolar.us
- Use of Intersolar logo, web banners and photos
- Company information included in the Exhibitor Index

→ www.intersolar.us → Exhibitor Service → Exhibitor Cockpit

Pre-Show Marketing Opportunities

- Leaderboard web banner in e-newsletter
- Website banner
- Pre-show direct mailing to registered visitors (Buyers Action Pack™)

On-Site & Post-Show Marketing Opportunities

- Innovation Exchange speaking opportunities
- Video advertisements (Intersolar TV, company profiles and interviews)
- Print advertisements in the Event Directory and Show Daily
- Hanging banners, escalator and carpet branding, etc.
- Job advertisements on the Intersolar North America website and on-site at the Job & Career Forum

Sponsorship Opportunities

- Sponsorship packages for the exhibition and conference
- Individual sponsorship opportunities for exhibition and conference
- Global sponsorships for combined Intersolar events (Europe, North America, India and China)

→ www.intersolar.us → Exhibitor Service → Participation

Additional questions for marketing opportunities may be directed to: ExhibitorService@intersolar.us.

Registration, Housing Discount and Visa Service

1. How can I register booth personnel? Can these registrations be changed?

Registration for Intersolar North America exhibitor personnel will open in February. Exhibitors have direct access to the registration website at the Exhibitor Cockpit. Please make sure to register each staff member individually. Each 100 square feet of booth space includes 10 exhibitor passes. Changes to staff registrations can be made easily within the registration website. A contingent of free tickets (depending on exhibitor's booth size) for the official networking event, Solar Summerfest, can be ordered here as well. → www.intersolar.us → Exhibitor Service → Exhibitor Cockpit

2. Does Intersolar North America provide discounted exhibitor housing?

Intersolar North America together with housing partner, CMR, has an extensive list of hotels and room blocks to accommodate all housing requests. Intersolar negotiates the lowest possible rates with its preferred hotels. In addition to the reduced rates, many hotels offer complimentary high-speed Internet connection and business centers. Rooms must be booked through our official housing page. → www.intersolar.us → Exhibitor Service → Travel Service → Exhibitor Housing

3. Can Intersolar help me obtain a visa to enter the United States for the event?

Intersolar will write an invitation letter on your behalf to help you obtain a visa for visiting the show. An online form on the Intersolar website needs to be completed for each staff member who will be attending Intersolar North America. The letter will then be sent as a PDF for you to include with your visa application package.

→ www.intersolar.us → Exhibitor Service → Travel Service → Visa Application

Booth Construction, Restrictions and Shipping

1. Where, when and how can I order booth construction elements?

Services (i.e. utilities, services, walls or furnishings) must be ordered within the Exhibitor Services Manual available on the Freeman OnLine® portal in April (link provided in the Exhibitor Cockpit). The portal is only active for your company after you receive your final booth assignment.

→ www.intersolar.us → Exhibitor Service → Exhibitor Cockpit

2. Are there cost-effective turnkey packages available for exhibiting?

The cost-effective turnkey packages available for Intersolar North America exhibitors are Pipe & Drape and Hardwall solutions. For detailed information, contact Freeman customer service (Tel.: +1 714 254-3410, intersolar@freemanco.com).

3. Are there any restrictions to booth construction?

You should consult the Exhibitor Services Manual if you are planning to exhibit overly large or heavy machinery. Please make sure that your equipment or display design adheres to the following restrictions:

- Floor load limit: 125 lbs. per square foot (West Hall)
- Machinery may require steel plates for weight distribution
- Booth height limit: 20 feet including trusses for any hanging signs or design elements (West & North Hall)
- Forklift use is restricted on Levels 2 and 3 (West Hall)
- Elevator access restrictions for West Hall
 - Freight Elevator #3: 9'7"W x 18'L x 9'6"H; weight limit is 20,000 lbs.
 - Freight Elevator #4: 10'9"W x 27'10"L x 9'6"H; weight limit is 30,000 lbs.
 - Freight Elevator #7: 10'9"W x 18'L x 9'6"H; weight limit is 20,000 lbs.
 - Freight Elevator #8: 9'4"W x 18'L x 9'6"H; weight limit is 20,000 lbs.

Note: Exhibit levels 2 and 3 in Moscone West are permanently carpeted.

4. Are there cost-effective shipping options from Intersolar Europe in Munich to San Francisco?

Schenker Deutschland AG is the official shipping logistics company of Intersolar. In accordance with Intersolar, Schenker provides a consolidated shipping fee for exhibition shipments from Intersolar Europe 2012 (June 13–15, 2012) in Munich to the advance warehouse for Intersolar North America 2012 (July 10–12) in San Francisco. Exhibitors should consult Schenker directly with specific questions: Tel.: +49 899 4924-315, barbara.auer@dbshenker.com

SHIPPING ADDRESSES**Exhibiting in West Hall**

Freeman Warehouse
ACCESSIBLE STORAGE
Hold for: Intersolar North America 2012
Company Name, Hall & Booth #
c/o Freeman
245 S Spruce AVE, ste 100
South San Francisco, CA 94080, USA

Exhibiting in North Hall

Freeman Warehouse
ACCESSIBLE STORAGE
Hold for: Intersolar North America 2012
Company Name, Hall & Booth #
c/o Freeman
245 S Spruce AVE, ste 100
South San Francisco, CA 94080, USA

Costs apply from July 7–12.

Moscone Center
ACCESSIBLE STORAGE
Hold for: Intersolar North America 2012
Company Name, Hall & Booth #
c/o Freeman
Moscone Center
800 Howard Street
San Francisco, CA 94103, USA

Moscone Center
ACCESSIBLE STORAGE
Hold for: Intersolar North America 2012
Company Name, Hall & Booth #
c/o Freeman
Moscone Center
747 Howard Street
San Francisco, CA 94103, USA

IMPORTANT CONTACTS**Exhibitor Service & Sales, Sponsorships,
Marketing Opportunities (U.S.)**

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Booth Construction, Logistics & Shipping

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Shipping Internationally from Intersolar Europe

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