

inter  
**solar**

connecting solar business

NORTH AMERICA

EXHIBITOR INFORMATION



July 10–12, 2012

North America's Premier  
Exhibition and Conference for the Solar Industry  
Moscone Center, San Francisco

Co-located with  
**SEMICON**  
West2012

[www.intersolar.us](http://www.intersolar.us)



PHOTO: Opportunities at the 2011 exhibition were plentiful as visitors filled the halls across the three days.

## CALIFORNIA'S LARGEST SOLAR EXHIBITION

### Event Supporters



Guided by the principle 'Connecting Solar Business' Intersolar North America is internationally recognized as North America's premier exhibition for the solar industry. As California's largest solar event, its exclusive b2b focus is the industry's best opportunity for deal making.

Each year, exhibitors successfully establish contact with new strategic partners, maintain existing relationships with customers and engage in contract negotiations for solar installations across the United States. As a result of recurring success, loyal exhibitors highly recommend experiencing the development of market potential firsthand by exhibiting at Intersolar North America.

In 2012, an expected 22,000 solar industry innovators and dealmakers are meeting to discuss the trends shaping the industry and personally have a look at the latest innovations at North America's premier exhibition and conference for the solar industry. Networking events and evening receptions provide the many forums to lay the foundation for the solar industry's next major deal.

Save the date for Intersolar North America 2012, being held for the fifth year in a row at the Moscone Center in San Francisco, and meet the international solar business community from July 10–12, 2012.

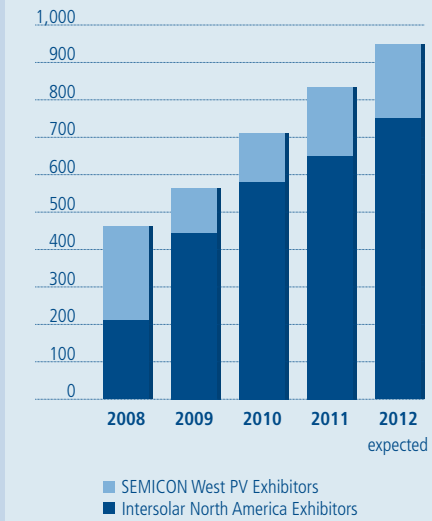
## MEET INTERNATIONAL DECISION MAKERS

In 2011, about 20,000 visitors from nearly 80 countries packed Moscone providing the 834 solar exhibitors unparalleled access to representatives from the industry's leading solar integrators, installers, project developers, utilities and investors key to forming the partnerships and developing the projects needed to grow your business in the U.S. solar industry.

Intersolar North America continues its growth trend expecting 950 exhibitors and more than 22,000 visitors across nearly 200,000 net square feet in 2012. The event continues to be co-located with SEMICON West.

Intersolar advances the exchange between the solar industry's most influential markets around the world, thus providing solar professionals the best sources of knowledge and the widest range of products.

Intersolar North America Exhibitors

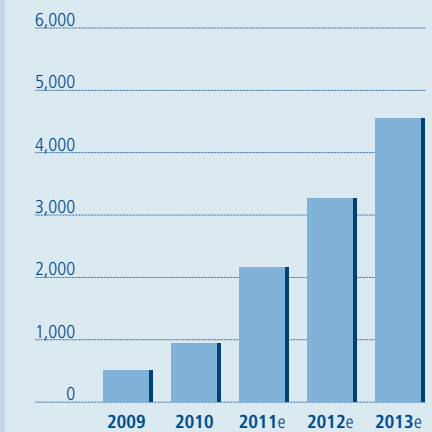


## MARKET PERSPECTIVES

The continued push for renewable energy in the United States is having a profound impact on the photovoltaic industry. Market analysts from EuPD Research estimate the expansion of solar-produced energy capacity to grow by approximately 128% in 2011 and a further 51% – or more than 3 GW – in 2012.

In 2011, a report on the U.S. states showed that California will be the leader in renewable solar power this year by far, accounting for nearly 1 GW on its own. New Jersey is again expected to be second with 260 MW, followed by Arizona with 240 MW, according to iSuppli. California has been a pioneer in integrating solar power and will remain the center of North America's solar industry for the foreseeable future, being home to nearly two-thirds of all installed PV capacity in the United States.

Market Development U.S. (Megawatt)



Source: EuPD Research, 2011



PHOTO: Visitors were lining up to meet with exhibitors during the three-day exhibition.

## EXHIBITOR BENEFITS AT-A-GLANCE

### Meeting Point & Media Exposure

- California's largest solar event
- 22,000 expected trade visitors
- Exclusive b2b focus
- New business contacts
- Networking opportunities
- Strong media presence (300 journalists in 2011)
- Exhibitor newsfeed on website
- Complimentary press release service

### Intersolar Membership Benefits

- Discounts on booth space prices
- Discounts on Intersolar conference tickets
- Advance access to sponsoring activities
- Exclusive priority for delegation tours

### Internationality

- Most international solar market platform in North America
- Worldwide Intersolar exhibition network (sister events in Munich, Mumbai and Beijing)
- Profound insight into current global trends
- Latest products and developments
- International marketing opportunities
- 12 international representation offices

### Accompanying Programs

- Innovation Exchange product presentation platform
- Extensive on-site and online Job & Career Forum
- World-class conference program
- Industry renowned Intersolar AWARD Program
- Interactive workshops & seminars

## INTERSOLAR TARGET GROUPS

### EXHIBITING COMPANIES

- Manufacturers
- Suppliers
- Distributors
- Service Providers
- Project Developers/EPCs
- System Integrators
- Research Institutes

### TRADE VISITORS

- Installers and Integrators
- Distributors
- Project Developers
- Architects
- Manufacturers and Suppliers
- Investors and Analysts
- Utilities
- Government Officials/Policy Makers

## HOW TO BECOME AN EXHIBITOR

Applications are available and can be submitted at any time. The exhibitor application provides the basis for the participation at Intersolar North America. The completed form including the indication of your solar products serves as part of the permission process. This way, the highest quality for the solar specific exhibition can be guaranteed by Intersolar North America.

### Planning Steps

After receipt of the application, the main contact of your exhibiting company to Intersolar will receive the following information:

- Within 48 hours: email confirming the acceptance of your application and space request
- Within two weeks: final assignment of space (beginning in October)
- After space confirmation: invoice sent and payment made within three weeks after invoice has been received (beginning in January)

### Space Pricing

Non-Member	\$43.00/square foot
Member	\$32.00/square foot

Intersolar North America exhibitors who participate in the Intersolar Membership Program and who exhibit in at least one additional Intersolar exhibition within 12 months (in Europe, India or China), as well as SEMI members qualify for the member rate.

→ [www.intersolar.us](http://www.intersolar.us) → Exhibitor Service

## EXHIBITOR PLANNING TIMELINE

### July 2011

- Exhibitor Application Available

### October 2011

- Sponsorship & Marketing Kit Available
- Booth Assignments Start
- Booth Selector Opens

### February 2012

- Exhibitor Cockpit Available
- Exhibitor List 2012 Available Online
- Complimentary Press Release Service Available
- Visitor Registration Opens

### March 2012

- Exhibit Staff Registration Opens

### April 2012

- Deadline: Intersolar AWARD Application
- Post Job Openings Online
- Electronic Customer Invite Service Begins
- Exhibitor Services Manual Available

### May 2012

- Deadline: Event Directory Entries & Ad Materials
- Deadline: Innovation Exchange Applications
- Deadline: Co-Exhibitor Applications

PHOTO: Many marketing opportunities are available within well-thought-out communications materials.



## | EXHIBITOR PROGRAMS & SERVICES

### Customer Invite Tool

Generate traffic to your booth by directly promoting to your customers that you are exhibiting at Intersolar North America. The complimentary program enables you to invite customers to attend the exhibition free of charge.

### Innovation Exchange Presentations

Present your top technology in 30-minute presentations right on the exhibition floor! The venue serves as the perfect transition to invite potential business partners or customers to your booth for more intimate discussions.

### Post Job Openings Online & On-Site

The Job & Career Forum is an online and on-site program promoting employment in the solar industry. This meeting point connects exhibitors with the vast pool of solar professionals attending Intersolar North America.

### National Newswire Press Release Service

Intersolar North America offers exhibitors the opportunity to distribute one free press release across a U.S. national newswire. Promote your participation at Intersolar North America 2012 and get the attention of journalists for valuable media exposure.

### Reach Attending Media at the Press Center

Put vital company information directly in the hands of the journalists, right where they will be working by submitting your company press kit! In 2011, the press center played host to more than 300 journalists from all over the world who generated more than 1,500 pieces of coverage about the exhibition and conference.

### Meeting Rooms

Do you require a meeting room close to your booth during Intersolar North America? Intersolar offers a wide variety of meeting rooms for up to 30 people right in the Moscone Center and InterContinental Hotel. The rooms can be booked on an hourly, half-day and daily basis.

### Solar Summerfest: Relax & Network

A highlight for all Intersolar attendees, the Solar Summerfest, co-organized with California Solar Energy Industries Association, is the perfect opportunity to kick back and network outside of the exhibition with the solar industry's top decision makers.

### Travel & Visa Services

To accommodate the needs of our exhibitors, Intersolar North America provides exclusive hotel pricing, discounted airfare and invitation letters to help international exhibitors obtain a visa.



PHOTO: Meet with potential customers and engage in contract negotiations right at Intersolar North America.

## | INTERSOLAR MEMBERSHIP PROGRAM

### Unique Event Series, Reliable Partner

Intersolar is unique in that it is the only global exhibition series for the solar industry. Our events, Intersolar Europe in Munich, Intersolar North America in San Francisco, Intersolar India in Mumbai and Intersolar China in Beijing, form a global network that enable our exhibitors from across all solar technology fields to present their products and services to international customers across three continents. Intersolar thus enables exhibitors to expand their business relations in the key solar markets. And, with our unified exhibition and conference concept enacted across the entire event series, exhibitors will find an unmatched standard of quality that is constantly being optimized to each respective market.

### Your Loyalty Pays

From 2012, taking part in Intersolar will be even more worthwhile – the Intersolar Membership Program rewards your loyalty. Collect loyalty points by participating in Intersolar events and booking sponsorship packages. Loyalty points are also based on your booth size, and are calculated over the previous three years. Depending on the status level achieved, your company benefits from a whole range of extra services when exhibiting.

For more information visit:

→ [www.intersolar.us](http://www.intersolar.us) → Exhibitor Service → Exhibitor Cockpit

## | INTERSOLAR AWARD

### The Award for Innovation in the Solar Industry

To be successful, a solar company has to differentiate itself from the crowd through groundbreaking ideas and technological innovations. Intersolar strives to promote the solar industry's power to innovate. To this end, the Intersolar AWARD is presented each year and draws worldwide public attention to the nominees and winners.

### Applications

Entries may be submitted for products and services debuting at the exhibition or for those that represent a significant advancement of products or services displayed at prior exhibitions. An independent jury selects three winners in each of the categories of photovoltaics, solar thermal technologies and PV production technology. All submissions for the award must either have undergone trials or already be available on the market.



PHOTOS: 1 The Innovation Exchange presentation platform was a highlight for many trade visitors. 2 Rise to the challenge and submit your application to win the prestigious Intersolar AWARD!



## EXHIBITOR VOICES



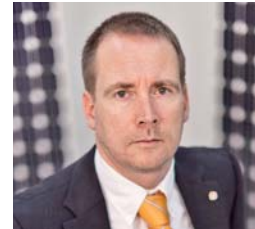
"The 2011 show exceeded our expectations, and this truly is an international event, providing Siemens with a single point of contact for our customers, potential customers, partners and media."  
**Rick Myers**  
 Director of Solar Vertical Market Management  
 Siemens Industry, Inc.



"Intersolar North America has been an excellent exhibition for SolFocus. The guests we've had at the booth have been very knowledgeable and well-targeted to our objectives."  
**Nancy Hartsch**  
 Vice President of Marketing  
 SolFocus

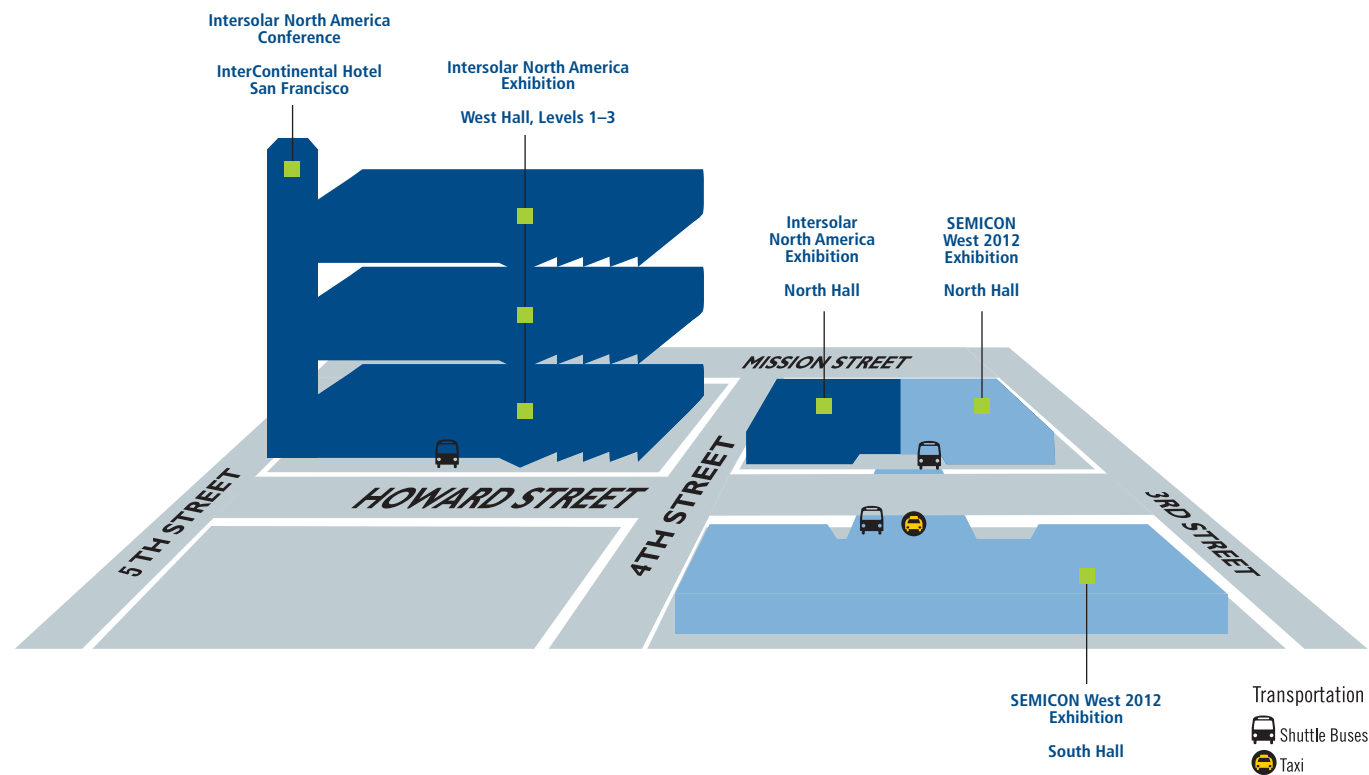


"Each year, AEE Solar exhibits and attends Intersolar North America as it is one of the best forums showcasing some of the hottest solar trends and latest technology in solar. Exhibiting at Intersolar has been key to the continued growth of AEE."  
**Matthew Woods**  
 Vice President and General Manager  
 AEE Solar



"As a global company, it is important for MAGE SOLAR GROUP to have significant presence in the largest trade shows in the world. Our leads have more than doubled year-over-year."  
**Norbert Philipp**  
 Chief Executive Officer  
 MAGE SOLAR GROUP

## EVENT VENUES



## PRODUCT GROUPS

### PV Cells and Modules

- Cells
- Modules
- Thin Film

### PV Balance of Systems (BOS)

- Inverters
- Measurement and Control Technology
- Chargers and Batteries

### PV Components, Tracking and Mounting Systems

- Cables, Connectors and Junction Boxes
- Tracking Systems
- Mounting Systems
- Installation Aids

### PV Applications

- Building Integrated Solutions (BIPV)
- Stand Alone Systems
- Power Plants (Commercial & Utility-Scale)
- Consumer Products (Solar-Powered Lights and Toys)
- Energy Storage Solutions

### PV Manufacturing Equipment, Materials and Components

- PV Manufacturing Equipment for
- Ingots and Wafer
  - Feedstock-Polysilicon, UMG, etc.
  - Cells
  - Modules
  - Thin Film
  - Integration and Automation
  - Inspection and Metrology

### PV Materials and Components

- Ingots and Wafer
- Feedstock-Polysilicon, UMG, etc.
- Consumables (Paste, Wires, etc.)
- Gasses and Liquid Chemicals
- Solar Glass and Encapsulation

### ST Solar Thermal Technologies

- Absorbers and Coatings
- Collectors
- Fittings, Expansion Tanks, Deaerators, etc.
- Heat Transfer Fluid
- Measurement and Control Technology
- Mounting Systems
- Pool Absorbers
- Storage Tanks
- Tracking Systems

### ST Manufacturing Machinery and Equipment

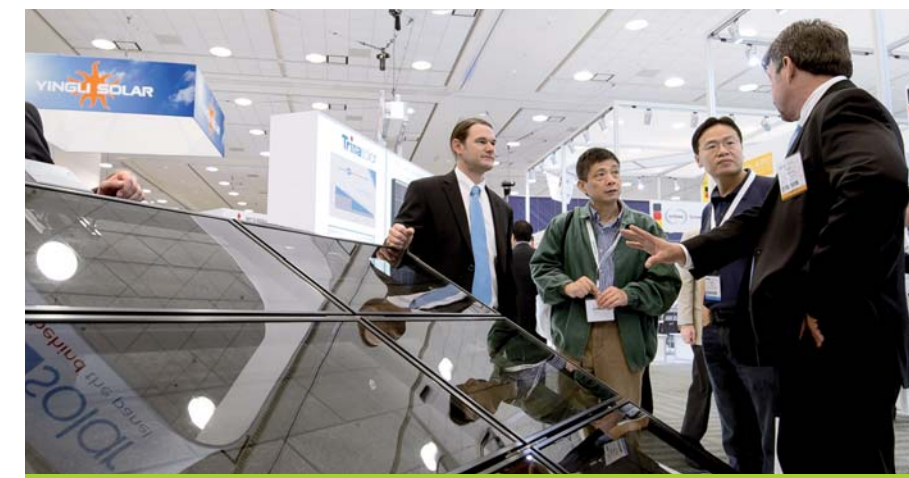
- Automation
- Materials
- Production Machinery
- Solar Glass

### ST Applications

- Air Conditioning and Cooling
- Building Integrated Solutions (Facades, etc.)
- Power Plants (CSP)

### Others

- Research and Development
- Testing Institutes
- Trade Publications/Publishers
- Education and Training
- Financing and Promotion
- Trade Organizations and Associations
- Software



## EXHIBITION QUICK FACTS

Dates	July 10–12, 2012
Hours	Tuesday July 10, 10:00am–6:00pm Wednesday July 11, 10:00am–6:00pm Thursday July 12, 10:00am–4:00pm
Venue <sup>1</sup>	Moscone Center, West and North Halls 747 Howard Street, San Francisco, CA 94103
Areas of Focus	Photovoltaics and Solar Thermal Technologies
Exhibitors	950 (expected)
Exhibition Space	200,000 net square feet
Visitors	22,000+
Space Pricing	\$43.00/sq. ft. (regular) \$32.00/ sq. ft. (members) Intersolar North America exhibitors who participate in the Intersolar Membership Program and who exhibit in at least one additional Intersolar exhibition within 12 months (in Europe, India or China), as well as SEMI members qualify for the member rate.
Application	→ <a href="http://www.intersolar.us">www.intersolar.us</a> → Exhibitor Service → Participation

### Notable Information and Programs

- Event Co-located with SEMICON West 2012
- Industry-Renowned Intersolar AWARD
- Innovation Exchange Presentations
- On-site & Online Job & Career Forum
- Intersolar Membership Program for Exhibitors

## 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 <sup>1</sup>	InterContinental Hotel San Francisco 888 Howard Street San Francisco, CA 94103
Attendees	1,600 (expected)
Topics	Photovoltaics Solar Thermal Technologies Utility-Scale Solar Technologies

<sup>1</sup> Facility addresses provided for directional purposes only.

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PHOTOS: 1 The North Hall Intersolar exhibits were also teeming with trade visitors. 2 Conference attendees enjoyed the high-quality presentations from world-renowned speakers.



← **INTER SOLAR NORTH AMERICA**  
San Francisco | USA

← **INTER SOLAR EUROPE**  
Munich | Germany

**INTER SOLAR CHINA**  
Beijing | China →

**INTER SOLAR INDIA**  
Mumbai | India →

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