

# inter solar

connecting solar business

NORTH AMERICA

co-located with



North America's Premier Exhibition and Conference for the Solar Industry  
MOSCONE CENTER, SAN FRANCISCO



## INTERSOLAR NORTH AMERICA CELEBRATES 10<sup>TH</sup> ANNIVERSARY!

Celebrating its 10<sup>th</sup> year in San Francisco, Intersolar North America engaged more than 15,000 market leaders from around the world, start ups, policymakers, and down stream professionals. The 2017 event, co-located with ees North America as well as Semicon West, featured pioneering ideas, innovative products, high-level presentations, a vibrant atmosphere and a memorable Summerfest.

Intersolar North America once again proved itself as a must-attend solar event!

## 2017 EVENT HIGHLIGHTS

- Anniversaries of 10 years for Intersolar North America and 40 years of service for CALSEIA – great reasons to celebrate!
- Summerfest at AT&T Park: Intersolar, ees and SEMICON West attendees and exhibitors celebrated a memorable Summerfest at an extraordinary location
- White Paper Release: GTM Research published a free White Paper → [www.intersolar.us](http://www.intersolar.us) → News & Press → White Paper
- Pavilions: 7 country and theme Pavilions were present on the show floors
- Solar-Plus-Storage: 130 exhibitors presented their energy storage solutions at Intersolar and the co-located ees North America
- Speed Networking: Exhibitors and installers met up to make valuable contacts
- World-class conference program: 210+ internationally renowned speakers shared their knowledge and expertise



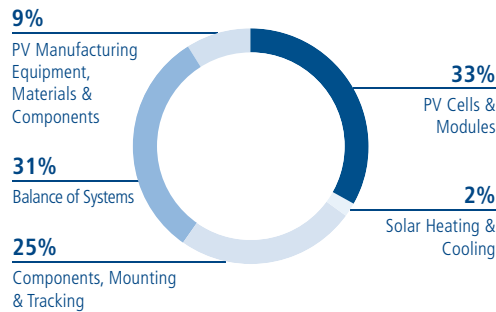
<sup>1</sup> Intersolar and ees North America



## EXHIBITION SNAPSHOT

The exhibition focused on the entire solar supply chain – from advances in cell technology to balance of system components as well as the practical applications of new technologies. “PV Cells and Modules” represented the largest group with a share of 33% of exhibitors followed by “Balance of Systems” with 31% of exhibitors.

### Companies Represented by Exhibition Segment



Source: Exhibitor Registration Data 2017

### Unmatched Exhibitor Value

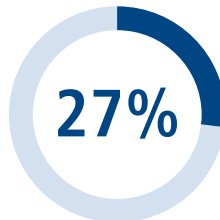
Intersolar offers a wide range of free marketing and press services for its exhibitors, actively supporting exhibitor success! An overwhelming majority of 85% stated they would recommend the show to colleagues and business partners.

#### Innovation



Exhibitors stated they gained further information in new products and trends

#### Internationality



Exhibitors were international representing 16 different countries

### Intersolar Exhibitors Say...



“We’re continuously impressed with the high-quality attendees we meet while exhibiting at Intersolar North America each year. The solar tracker industry is a growth sector within the expanding solar landscape, we’re glad to be able to connect with our fellow leaders in San Francisco each July.”  
Denise Hugo, Director of Marketing, Array Technologies



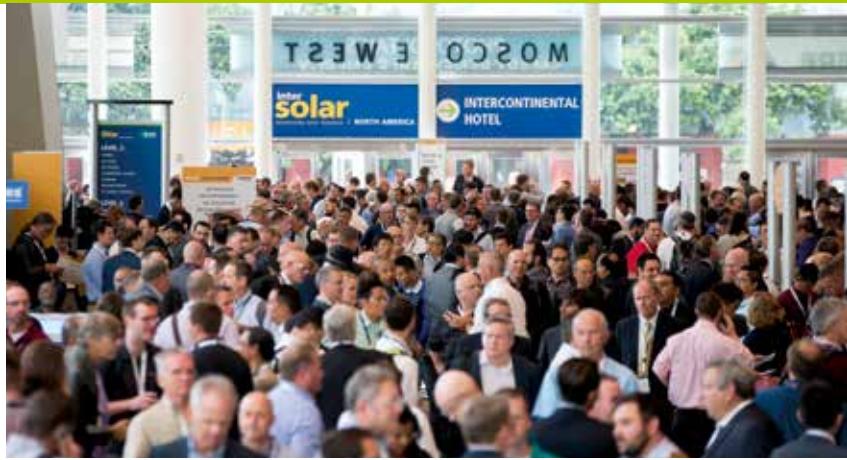
“The TMEIC Renewable Energy team had a great experience at Intersolar North America 2017. We appreciate being able to invite our current and potential clients to our booth to show off our latest offerings and discuss opportunities to provide solutions. We received a lot of positive feedback and market intelligence during the week. Look forward to joining again next year!”  
Donn Samsa, General Manager, Renewable Energy Systems, TMEIC



“Intersolar North America 2017 proved to be a tremendous trade show for Solaria – providing a great forum for reaching our customers, partners and prospects in an energetic atmosphere. There’s keen interest in our new product, and being able to display it for the many solar professionals attending Intersolar provided us with phenomenal return on investment.”  
Suvi Sharma, CEO, Solaria



“Intersolar North America provides Pick My Solar with an unparalleled opportunity to meet with leaders in every sector of our industry in a great venue. That’s why so many big deals get done during Intersolar; it acts as a marketplace that features key players and fosters connections across the entire industry. We love the event and are already looking forward to next year.”  
Kyle Cherrick, Head of Business Development, Pick My Solar



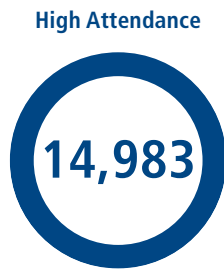
## VISITOR PROFILE AND FEEDBACK

### Exhibitors Reach Target Groups

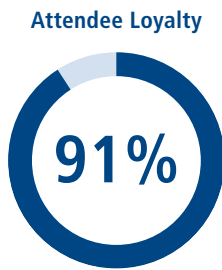
Solar professionals continue to flock to Intersolar in San Francisco each July, in 2017 closing with 14,983 verified visitors. Registration analysis shows Intersolar's B2B event attracts both downstream and upstream solar professionals from every segment of the industry. Top target groups mentioned by exhibitors were Project Planners/EPC contractors and Installers!

### Visitors by Region

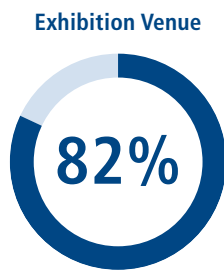
Top states for attendance were California, Arizona, Texas, New York, Colorado and Massachusetts. 10% of visitors came from abroad representing more than 80 countries, with the highest representation from Germany, Canada, China, Mexico and Japan.



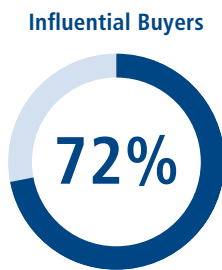
Visitors were verified in 2017



Visitors would attend a future show



Visitors were pleased with the venue – Moscone Center in San Francisco



Visitors had influence on buying decisions

### Top 15 Areas by Attendee Interest<sup>1</sup>

Inverters	52%
Cells, Modules & Thin Film	50%
Balance of Systems (BOS), Tracking and Mounting Systems	40%
Financing, Promotion	35%
Power Plants	33%
Stand Alone Systems	32%
Manufacturing Equipment, Materials & Components	29%
Smart Grid Technologies, Grid Management	28%
Smart Home/Smart Buildings	25%
Electricity Trading & Marketing	19%
Information & Communications Technology, Software	18%
Solar Thermal Technologies	17%
Air Conditioning, Cooling	11%
Renewable Heating Technologies	11%
Solar Thermal Power Plants	10%

Source: Visitor Registration Data 2017

<sup>1</sup> Attendees may self select multiple business activities.

### Attendees by Business Activity

Manufacturer/Supplier	26%
Installer/Integrator	17%
Project Developer/Planner, EPC	17%
Distributor/Wholesaler/Retailer	8%
Service Provider	6%
Energy Consulting	6%
Investment Company/Financial Consulting	4%
Research Institution	2%
Utility Company/Grid Management Company	1%
Other	13%

Source: Visitor Registration Data 2017



## | INTERSOLAR CONFERENCE 2017

Intersolar’s North America Conference addressed the most important industry issues as 98% of the delegates stated their reason for participating the conference has been fulfilled. Supported by an 18-member strong conference committee, the conference program covered a wide range of subjects stretching from PV technologies, electrical energy storage, financing and asset management to smart renewable energy.

### Conference Key Facts

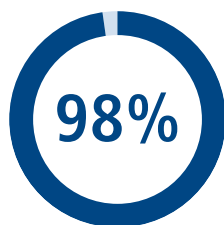
- 1,300 Delegates<sup>1</sup>
- 210+ Speakers<sup>1</sup>
- 31 Sessions<sup>1</sup>
- 19 Workshops<sup>1</sup>
- 18 Committee Members
- 13 Tours<sup>1</sup> (Tesla, Solar Winery and Microgrid, Sailing...)

<sup>1</sup> Intersolar & ees North America

### TOP 5 Conference Sessions

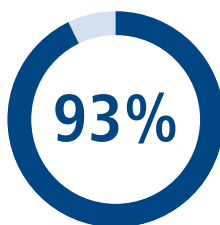
- Intersolar Finance Symposium
- Pathways for the Next Frontier of Solar Success
- North America Market (Winners and Losers in 2016–2017)
- Bridging the Storage Gap:
  - Making Energy Storage Cost-Effective for Customers
- Net Metering and the Potential Future Alternatives

### Satisfied Attendees



Attendees felt that the conference fulfilled their reason for attending

### Recommendation



Attendees would recommend the conference to others

## | MEDIA ROUND-UP 2017

The 10th annual Intersolar North America exhibition and conference attracted media from around the world. Reporters covered onsite discussions surrounding the key factors driving solar and energy storage market development as well as the latest cutting-edge technologies. 122 journalists from various trade, top-tier, regional and international publications generated over 260 articles covering highlights of Intersolar North America.

### Top Media

- |                          |                            |
|--------------------------|----------------------------|
| ■ Bloomberg News         | ■ PV Magazine              |
| ■ Energy Storage Journal | ■ RenewableEnergyWorld.com |
| ■ Greentech Media        | ■ Solar Industry Magazine  |
| ■ IHS Markit             | ■ Solar Novus Today        |
| ■ Navigant               | ■ Solar Power World        |
| ■ Nikkei                 | ■ Utility Dive             |

### From the Media:

“Attendees and exhibitors were optimistic, as they engaged in meaningful conversations about the best approaches for sustained market success, despite a year of industry consolidation and trade policy uncertainty” – [RenewableEnergyWorld.com](http://RenewableEnergyWorld.com)

“The Golden State leads the domestic solar market with an unrivaled 35 percent market share, and Intersolar and ees North America are proud to return to the heart of the U.S. solar market year after year.” – [The Street](http://TheStreet.com)

“Florian Wessendorf and the whole Intersolar management & team fully understand the world’s transition towards solar & cleantech economy and they are ready to assist the industry and other stakeholders during this process.” – [Solar PV TV](http://SolarPVTV.com)