

inter
solar

connecting solar business

NORTH AMERICA

EXHIBITOR INFORMATION



July 12–14, 2011

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

www.intersolar.us



PHOTOS: 1 An air of excitement amongst the more than 20,000 solar professionals. 2 Trade visitors enter the exhibition.

CALIFORNIA'S LARGEST SOLAR EXHIBITION

Looking for the premier exhibition to join in North America for 2011? Interested in making contact with established solar professionals from every area of the solar supply chain? Look no further than Intersolar North America 2011.

Intersolar North America 2011 is the largest solar exhibition in California, the United States' leading solar market. Its exclusive b2b focus is the solar industry's best opportunity in North America for deal-making and international networking opportunities. More than 22,000 trade visitors and 800 exhibitors are expected at the event, co-located with SEMICON West. Intersolar's internationality is unrivaled with visitors expected from around 70 countries worldwide.

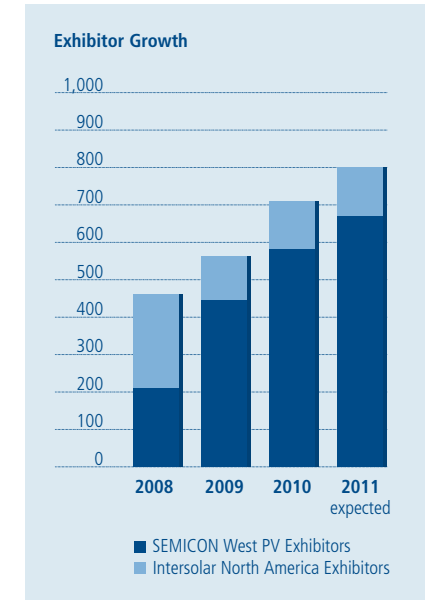
You'll meet a broad spectrum of decision-makers from industry and commerce as well as solar specialists and service providers. These high-caliber industry professionals will help you forge valuable links and develop new market potential.

- #### TRADE VISITORS
- Industry Professionals
 - Installers and Integrators
 - Manufacturers and Suppliers
 - Distributors
 - Architects and Project Developers
 - Investors and Analysts
 - Utilities Companies
 - Government Officials/Policy Makers

- #### EXHIBITING COMPANIES
- Manufacturers
 - Suppliers
 - Distributors
 - Service Providers
 - Project Developers
 - Research Institutes

INTERSOLAR NORTH AMERICA – QUICK FACTS

Exhibition	July 12–14, 2011
Hours	Tuesday July 12, 10:00am–6:00pm Wednesday July 13, 10:00am–6:00pm Thursday July 14, 10:00am–4:00pm
Venue	Moscone Center, West and North Halls 747 Howard Street, San Francisco, CA 94103
Areas of Focus	Photovoltaics & Solar Thermal
Exhibitors	800 (expected)
Exhibition Space	160,000 net square feet
Visitors	22,000+
Notable Information	Event Co-located with SEMICON West Industry Renowned Intersolar AWARD Innovation Exchange Presentations On-site & Online Job & Career Forum
Raw Space Prices	\$42.00/ft. ² (regular) \$31.50/ft. ² (members) Intersolar Europe, India and China exhibitors/SEMI members
Application Form	→ www.intersolar.us → Exhibitor Service

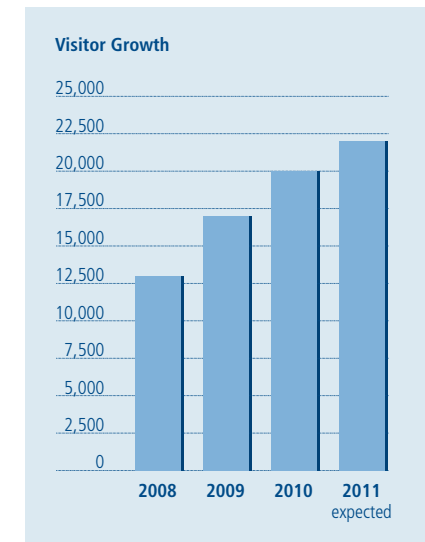


MEET YOUR TARGET AUDIENCES

Intersolar North America's rapid growth over the past three years clearly underscores the exhibition's status as North America's global industry hub for solar technology. The 2010 event featured some 20,000 trade visitors from 66 countries.

Intersolar North America provides unique insight into the global solar industry. The event continues its growth trend by expanding into Moscone Center's North Hall, bringing Intersolar's total net square footage to 160,000.

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





PHOTOS: 1 The latest technology on display. 2 Two professionals discussing business.

PHOTOS: 1 Networking opportunities were many. 2 Signs pointing the way to West Hall. 3 The world-class conference featured more than 250 speakers.

EXHIBITOR BENEFITS

Business-Oriented

- California's largest solar event
- 22,000 expected trade visitors
- Exclusive b2b focus
- Exposure to decision-makers
- New business contacts
- Networking opportunities
- Strong media presence (200+ journalists expected)
- Exhibitor news feed on the Intersolar website
- Complimentary press release service

Internationality

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

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

AN EXHIBITION APPROACH SECOND TO NONE

Intersolar North America is North America's premier exhibition and conference for the solar industry and California's largest solar event.

Intersolar North America's international platform for exchange offers an exclusive b2b focus, in depth views of market development, practical applications and the latest products and services. The event exclusively focuses on photovoltaics and solar thermal technology.

Guided by the principle "Connecting Solar Business," Intersolar is internationally recognized as the world's leading brand for solar exhibitions and conferences. With its 20 years of experience, Intersolar has proven itself as the ideal partner for gaining new customers and maintaining existing business relationships worldwide.

MARKET PERSPECTIVES

Despite worldwide markets continuing to recover, the solar outlook remains remarkably bright, especially in the United States. Leading solar states like California, New Jersey, Colorado, New York and Florida boast a high potential for the expansion of PV, while many others are making strong pushes.

Market analysts from EuPD Research estimate the expansion of U.S. solar energy capacity to be approximately 985 MW for 2010. The PV demand in the U.S. will grow at a faster rate over the next years in comparison to all other larger markets and optimistic estimates even predict a demand of up to more than 2 GW by 2012. In Ontario, Canada, a green-energy act

passed in 2009 introduced an ambitious policy that included a feed-in tariff (FIT) program as its centerpiece, thus triggering a boom in regional solar installations. Ontario's PV solar technology system installations are expected to rise to 257 Megawatts (MW) in 2010.

New programs for solar thermal as well as increased research and possible implementation of feed-in tariffs in California reinforces the fact that solar technology is continuing to become ubiquitous, especially as technological innovation and policy mechanisms continue to lower prices.

Event Supporters



PHOTOS: 1 Trade visitors filled the halls looking for new deals to make. 2 Solar professionals sit together to discuss new opportunities.

EXHIBITION AREAS

- PV Cells and Modules
- Wafers, Materials and Equipment
- Components, Tracking and Mounting Systems
- Balance of Systems
- Solar Thermal Technologies

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
- Consumer Products (Solar-Powered Lights and Toys)

PV Wafers, Materials and Equipment

- Equipment: Ingots and Wafers
- Equipment: Feedstock-Polysilicon, UMG, etc.
- Equipment: Cells
- Equipment: Modules
- Equipment: Thin Film
- Equipment: Integration and Automation
- Equipment: Inspection and Metrology
- Materials: Ingots and Wafers
- Materials: Feedstock-Polysilicon, UMG, etc
- Materials: Consumables (Paste, Wires, etc.)
- Materials: Gasses and Liquid Chemicals
- Materials: Solar Glass and Encapsulation

ST Solar Thermal Technology

- Absorbers and Coatings
- Collectors
- Fittings, Expansion Tanks, De-aerators, 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

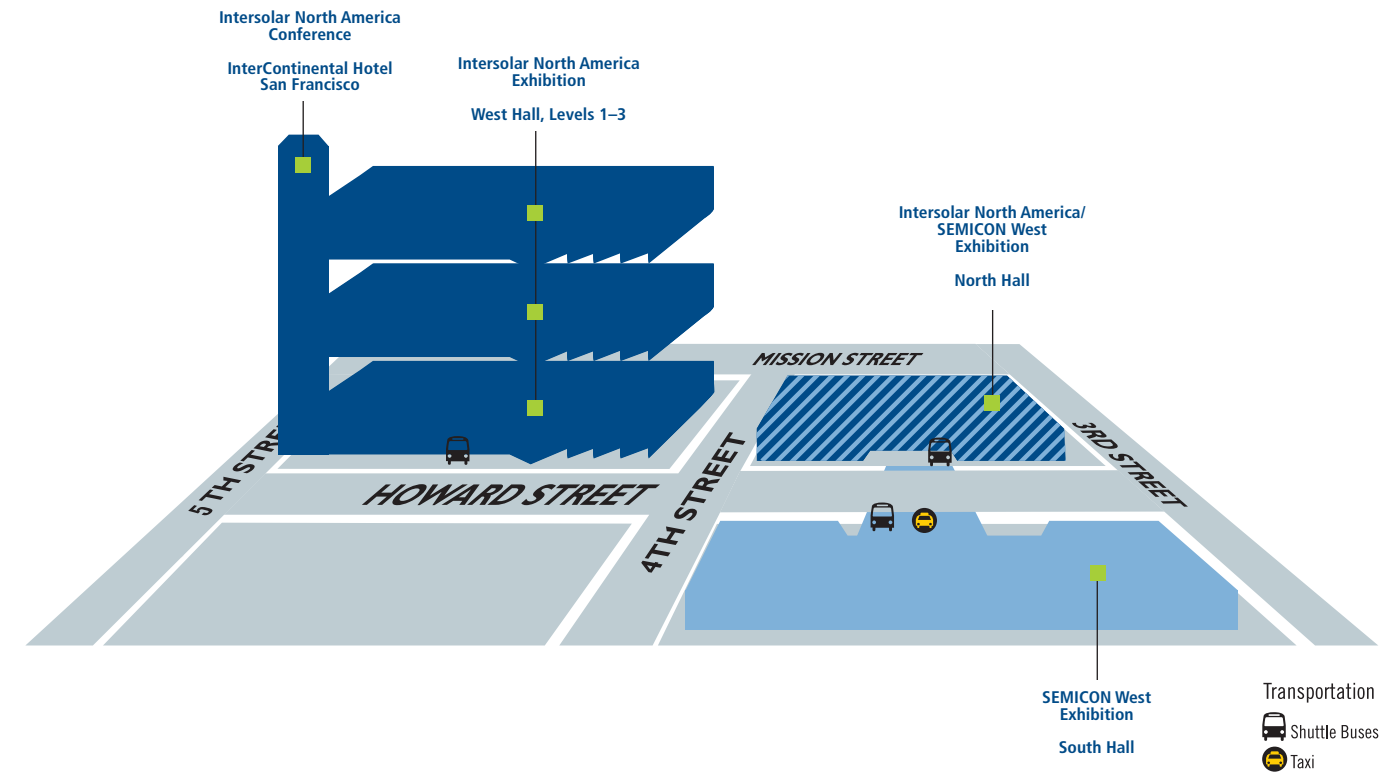
ST Applications

- 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

EVENT VENUES



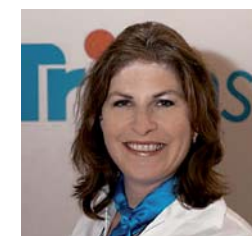
EXHIBITOR VOICES



"Intersolar North America 2010 was an outstanding success for KACO new energy. The show management did an amazing job in terms of organization and exhibitor support. Thank you – we can't wait for next year!"
 Svea Jeske, Marketing & Event Manager, KACO new energy



"We like exhibiting at Intersolar North America for the high level of attendees. The event is extremely well organized, making our lives easier as exhibitors. We've already registered for 2011, as it is a key exhibition for us in the U.S."
 Noémie Bourdin, Marketing Manager, UPSOLAR Co., Ltd.



"Intersolar North America provided Trina Solar an excellent opportunity to network with customers and prospects, talk about our products and establish new relationships. We look forward to next year's show!"
 Victoria Vestal, North America Marketing Manager, Trina Solar



"Intersolar North America has been excellent, with good quality and quantity leads. In 2009 we did \$11 million and 700 MW from Intersolar North America and we expect to do the same or better from 2010."
 Michael Hilsey, Director of Marketing and Indirect Sales, FlexLink

PHOTO: The latest PV, solar thermal and manufacturing technology on display.



| COST-EFFECTIVE EXHIBIT SOLUTIONS

Hardwall Package: \$1,745

Package available in up to a 10' x 30' alignment

- 8 foot high white hardwall structure
- 2 spotlights with power connection
- 500 watt electrical outlet
- 1 header with company name
- 1 medium sized information counter
- 2 barstools & wastebasket
- Carpeting

Inline Pipe & Drape

Package available in up to a 10' x 20' alignment

10' x 10' Package: \$385

- 8 foot high black draping
- 500 watt electrical outlet
- 1 company sign
- 24 inch diameter draped table
- 2 chairs & wastebasket
- Carpeting

10' x 20' Package: \$825

- 8 foot high black draping
- 1000 watt electrical outlet
- 1 company sign
- 42 inch diameter round conference table
- 4 chairs & wastebasket
- Carpeting

| RAW SPACE PRICING

\$42.00/ft.² (regular)

\$31.50/ft.² (members)

Intersolar Europe, India and China exhibitors/SEMI members

Each standard 10' x 10' booth includes:

- 10 exhibitor passes for staff
- Free online visitor registration for your customers
- Free visitor brochures & posters
- Web listing with link to your company website
- Print listing in the official Event Directory
- 1 free press release (for total space booked)

| MAKING THE EXHIBIT PLANNING PROCESS EASY

Freeman serves thousands of exhibitors each year with down-to-the-detail services. The result is a smooth and efficient coordination of your exhibition participation for the benefit of you and your customers.

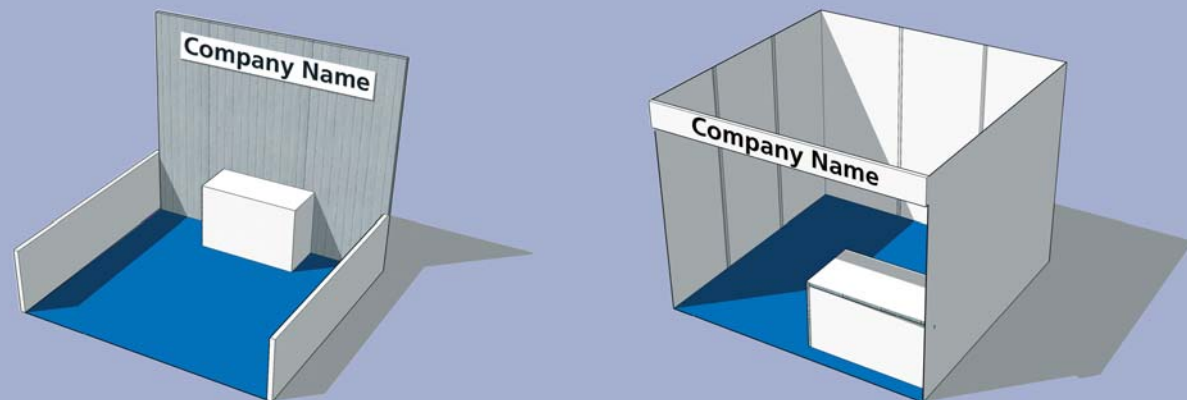
FREEMAN ONLINE® OFFERS EXHIBITORS:

- Custom booth construction services
- Technical services for your exhibition booth
- Furniture rentals and amenities
- Cleaning and waste management services

Note: Prices do not include raw space fees and taxes. Prices are subject to change.

Contact
Phone: +1 866 205-4991
intersolar@freemanco.com
www.myfreemanonline.com

PHOTOS: 1 Inline Pipe & Drape Package 2 Hardwall Package



PHOTOS: 1 Audience members diligently take notes at one of the Innovation Exchange presentations. 2 An exhibitor takes advantage of the many media opportunities.

| EXHIBITOR PROGRAMS & SERVICES

Attending Media/Press Room

Put vital company information directly in the hands of the journalists, right where they will be working by submitting your company press kit! The press room will play host to the more than 200 expected journalists covering your products at the exhibition. In 2010, Intersolar North America hosted journalists from various media outlets around the world. There is no charge for space to display press kits.

Exhibitor Invites™ – Customer Invite Tool

Generate traffic to your booth by promoting to your entire customer/contacts database that you are exhibiting at Intersolar North America. The exclusive Exhibitor Invites™ program is free of charge and enables you to send three customizable e-invitations good for free registration to the exhibition. A third-party email distribution service ensures there is absolutely no breach of privacy to your contact list.

Innovation Exchange Presentations

Present your cutting edge technology to attending solar professionals 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 a more intimate tour of your products after the presentation.

Job & Career Forum

Post available jobs online and on-site at the event where everyone will be! The Job & Career Forum is an online and on-site solar employment program and meeting point connecting exhibitors with the vast pool of solar professionals attending Intersolar North America.

Meeting Rooms

Will you need 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.

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 2011 and get the attention of journalists for valuable media exposure.

Visa Services

To accommodate the needs of our international exhibitors, Intersolar North America provides invitation letters to help exhibiting company representatives attending the exhibition obtain a visa. Simply fill out the online form:

→ www.intersolar.us → Visitor Service



PHOTOS: 1 Intersolar TV on hand to cover the 2010 Intersolar AWARD ceremony. 2 2010 award winners pose for a group photo. 3 Visitors stop by the award Hall of Fame to find out more information.

YOUR BENEFITS

- Establish contacts with decision-makers within industry and the political arena
- Attract international attention and raise your media profile during and after the official ceremony
- Take advantage of additional exhibition space and exposure in the award winners 'Hall of Fame'
- Enhance your product marketing by using the Intersolar AWARD emblem on marketing materials

INDUSTRY RENOWNED AWARD PROGRAM

Intersolar AWARD

Own a ground-breaking idea? Your brand deserves recognition for it – and recognition is important in this highly competitive industry. Now in its fourth year, the annual Intersolar AWARD honors innovative products and services debuting at the exhibition and ideas from prior exhibitions that represent a significant advancement in products or services.

Three pioneering products and services will be singled out for the Intersolar AWARD 2011 by an independent jury, one each in Photovoltaics, Solar Thermal Technology and PV Production Technology.

All ideas submitted for the award enter a fast-paced global playing field. Exhibitors at Intersolar Europe and Intersolar India are also eligible to compete for the award.



PHOTO: Intersolar supports innovative ideas and products by hosting several award ceremonies.

BREATHTAKING SAN FRANCISCO

An international city renowned for its progressive nature and technological prowess, San Francisco is the perfect city in which to host Intersolar North America.

At the heart of Intersolar North America is the Moscone Center, a world-class exhibition facility with every amenity for modern events. The InterContinental Hotel, the conference host, also boasts impressive conference facilities come to be expected in the 21st century.

Discounted Housing Opportunities

Intersolar North America features an extensive contingent of room blocks at many of San Francisco's best hotels. Reservations begin in November 2010.

→ www.intersolar.us → Exhibitor Service

HARD WORK DESERVES REWARDS

Business aside, San Francisco is also a city of breathtaking scenery, world-class shopping and great cultural history. Visitors of Intersolar North America experience the best of both worlds; an event that they know will bring great value to their business and a place where they can kick back and enjoy themselves after the hard work has been done.

Tourist Information

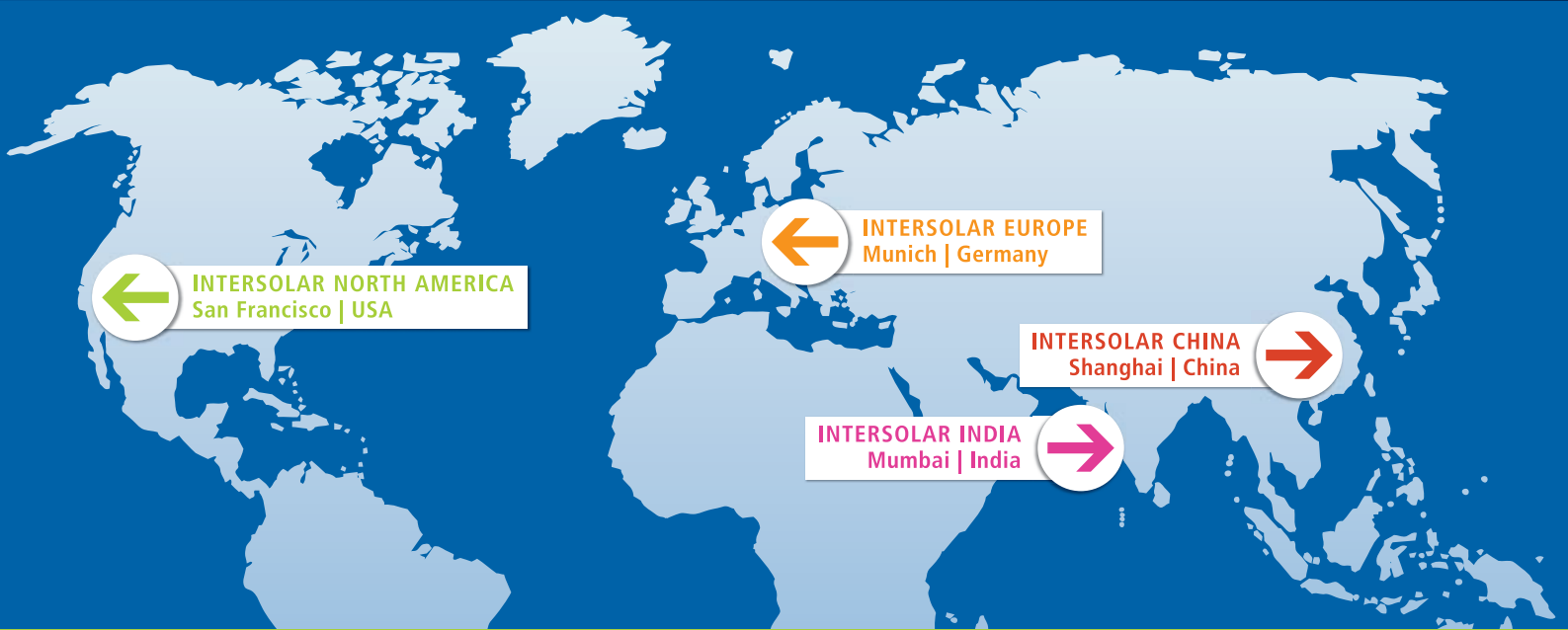
San Francisco Convention and Visitors Bureau
→ www.sfcvb.org

Only in San Francisco – Official Visitor Site

→ www.onlyinsanfrancisco.com

PHOTOS: 1 The world-famous Golden Gate Bridge at dusk. 2 The view of San Francisco and its Bay from high atop a skyscraper.





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