



Intersolar North America

Make plans to attend Intersolar and ees North America, the first major solar and storage industry events of the year in the United States. The co-located exhibition and conference series will return to the heart of the largest solar and storage market in the country, July 10th - 12th at the Moscone Center in San Francisco. Together, these events sit at the cross-section of solar technology, energy storage and smart transportation, and connect industry professionals from across the world.

Since 2008, Intersolar North America has served as the industry's go-to event for invaluable information and premier networking opportunities, and this year's event is no different. Expect to see an expanded focus on the technologies and market opportunities for solar and storage,

as well as a new special exhibition, Power2Drive, focused on the electrification of transportation. Conference sessions and exhibition workshops will feature insightful commentary from leading executives, policymakers, and industry experts designed to give attendees a critical business edge.

This year, attendees will benefit from special attention paid to the recent tariffs passed by the Trump Administration in response to the Section 201 trade complaint, as well as conference sessions on smart renewable energy, the rise of project finance, applications for energy storage and electric vehicles and both local and national policy trends influencing the growth of the sector. The conference program (https://www.intersolar.us/index.php?id=8244&tx_intersolarconference_pi1%5bshare%5d=G6VRMGGZ) features 40 sessions and workshops that draw on the expertise of Intersolar and ees North America's roster of partners to deliver the information needed to navigate the solar and energy storage industries in the face of these new challenges and opportunities.

Despite the tariffs, there are positive signs for solar and storage. GTM Research expects the solar industry to deploy more



than 10 gigawatts of installations in the United States in 2018 and 11.9 gigawatts in 2019, with continuous growth through 2022. Many states are in the process of fulfilling their renewables mandates -- California is on track to meet its Renewables Portfolio Standard (RPS) of reaching 50 percent of generation as specified by California Energy Commissioner David Hochschild.

Additionally, the maturation of the energy storage industry represents further opportunity for renewable energy growth. Energy storage boosts the power generation capacity of solar, and industry experts have identified energy storage technologies as the driving force behind widespread renewables implementation. Mandates in California and a proposed program in Arizona (<https://www.utilitydive.com/news/arizona-regulator-proposes-80-clean-energy-mandate-3-gw-storage-target/515872/>) demonstrate the potential for solar-plus-storage and point to additional market opportunities on the horizon. GTM Research reports that from 2017 to 2023, the U.S. storage market is expected to grow to nearly 15 times its current size, with behind-the-meter

deployments making up half of the annual energy storage market by 2022.

‘Solar-plus-storage certainly will play an important role for all the reasons that have long been identified,’ (<https://www.greentechmedia.com/research/subscription/u-s-energy-storage-monitor#gs.8NHjXK4>) added James Greenberger, executive director of the National Alliance for Advanced Technology Batteries (NAATBatt), a partner of ees North America. ‘Adoption will be slower in areas where renewables are less prevalent but I think that the positive economics of solar-plus-storage are now catching the attention of the most skeptical folks in the utility sector.’

Intersolar North America has become one of the industry’s most trusted events due to its ability to address industry issues head-on and turn onsite discussions into critical business connections. From the biggest names in solar to promising start-ups, Intersolar and ees North America are dedicated to providing a platform for all contributors to the global energy economy. Year after year, attendees meet face-to-face with the market leaders, founders, policymakers, and downstream professionals that matter to their business.

‘The wonderful thing about this highly technical industry is that everyone has a dream and they want to make it come true,’ said Paula Mints, founder and chief market research analyst at SPV Market Research. ‘I love the drive to innovate – innovation is built into the industry DNA and, let’s face it, what better place to have a conference about business and technology than in San Francisco?’

This year’s event features three exhibition pavilions: the Powerhouse Pavilion, which returns for its third year to feature entrepreneurs and early-stage energy companies in partnership with Powerhouse, the world’s only incubator and accelerator dedicated to solar; and two pavilions hosted in partnership with the California Solar and Storage Association, the California Solar Pavilion and the brand-new California Energy Storage Pavilion. Year after year, Intersolar North America returns to San Francisco, the epicenter of technology innovation and cutting-edge solar policy – these pavilions will provide a first look at the technologies that are poised to disrupt the industry.

‘California always plays a leading role,’ said Bernadette del Chiaro, president of the California Solar & Storage Association. In addition to sponsoring the California pavilions, the organization has long been an Intersolar North America supporter, partner and speaker. ‘We’re more ambitious with our renewable energy goals and can provide market know-how to the rest of the

country. With significant deployments of solar, storage and decarbonized buildings, we’re putting our rules into practice and making them work in the real world.’

The inaugural Power2Drive special exhibition will showcase the global EV market as well as batteries, charging technology and related business models and costs. The new exhibition reflects Intersolar’s commitment to staying ahead of market trends. With growing EV demand, automakers and utilities are stepping up to provide the necessary charging infrastructure to support the electric transportation future.

According to The Global EV Outlook published by Organisation for Economic Co-operation and Development (OECD) and International Energy Agency (IEA), the global electric car stock doubled in size from 1 million in 2015 to 2 million in 2016. The United States holds a strong lead in the space and witnessed a 21 percent increase in electric vehicles sales from 2016 to 2017, according to GTM Research. At Intersolar and ees North America 2018, there will be a one-day Power2Drive conference track with four sessions on the topic of electric transportation, as well as one full day of presentations on the ees North America stage.

Networking events spotlight local solar industry

In partnership with ees North America, Intersolar North America hosts off-site special events that allow attendees to experience the beauty of the San Francisco Bay Area outside of the exhibition and conference halls. Special events on the program for the 2018 event include the SF Bay Sailing Tour, Solar Winery and Microgrid Tour, Exploratorium Museum Tour and more. The proceeds from each of these events go to local solar advocacy groups and longtime Intersolar partners, like the California Solar & Storage Association, NorCal Solar and others. Intersolar is proud to support both the California and U.S. solar industries.

For years, Intersolar has funded local market development through policy- and industry-focused educational campaigns and fundraising activities with the California Solar and Storage Association and other regional organizations. Summerfest, hosted in conjunction with long-time event partner California Solar & Storage Association, formerly CALSEIA, is the largest networking event at Intersolar and ees North America. In addition to being the hotspot for solar pros to network and discuss the evolving marketplace, all proceeds benefit the California Solar & Storage Association.

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