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## **SPI 2014 Exhibitor Post Show Report**



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# In this report

- Solar Power International 2014 Recap
- Attendee Demographics
- Exhibitor Demographics
- Show Coverage

# SPI 2014 Recap

Solar Power International (SPI) 2014 concluded with strong momentum, becoming North America's only major solar energy event that's on a strong growth trajectory.

Indicative of the top solar event on the continent, coupled with an industry on the move, SPI 2014 experienced the only year-over-year growth of any major solar event, with upwards of 15,000 solar energy professionals and advocates converging in Las Vegas to attend top-tier educational programming, network with industry peers, and do business on the expansive, 200,000-plus square-foot exhibition floor. Both statistics—attendees and exhibition square footage—bested last year's figures.

This year's installment of SPI, the annual event of the Solar Energy Industries Association (SEIA) and the Solar Electric Power Association (SEPA), was a newsmaker on several fronts, from companies launching new products on the show floor to major industrywide initiatives. SEIA and SEPA both made headlines with announcements that promise to alter the industry landscape—underscoring how SPI serves as the industry's annual town square where solar energy professionals gather, business gets done, and news is made.

SPI 2015 will return to the West Coast, September 14-17, in Anaheim. The conference has already signed up 275 exhibitors for more than 150,000 square feet of show floor space—75 percent of this year's total.

For more information about Solar Power International 2015, go to <http://www.solarpowerinternational.com/>.

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SEIA  
Solar Energy  
Industries  
Association

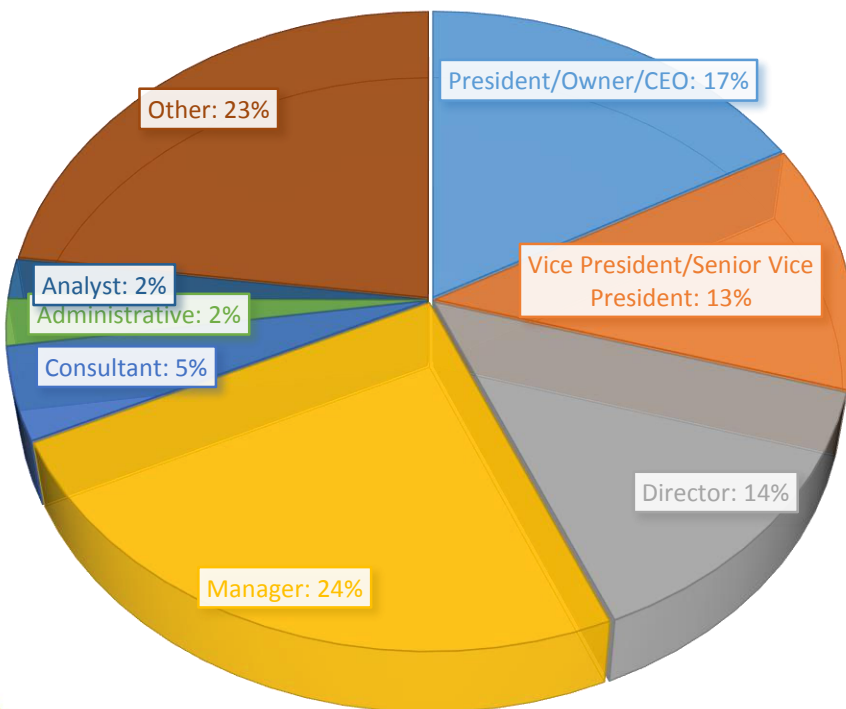
SEPA  
solar electric power association

# Attendee Demographics

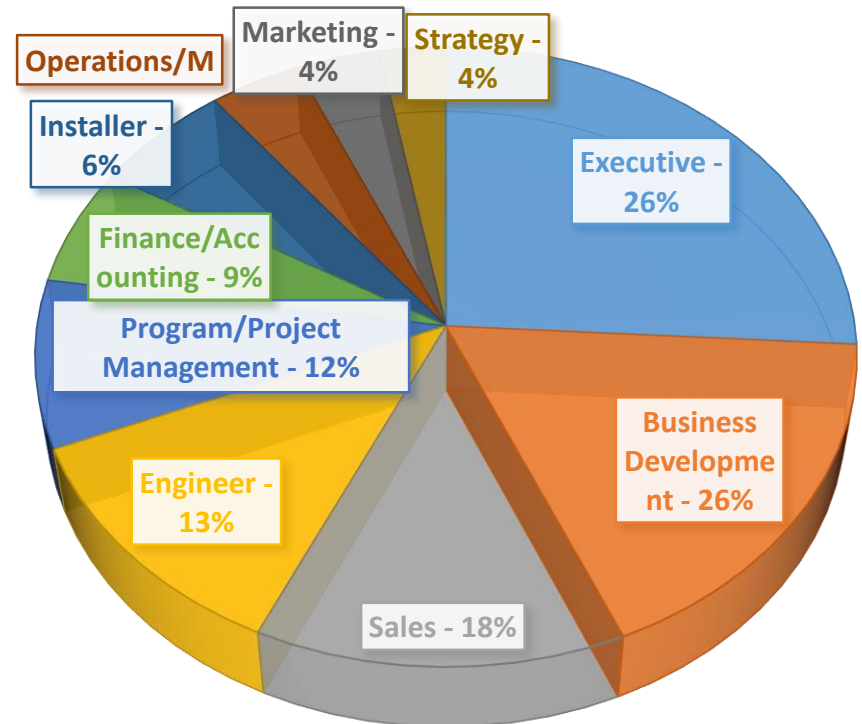
15,000 attendees (15% increase over 2013)

Nearly a third of SPI 2014 attendees held an Executive or VP level management positions, with direct influence over buying decisions across the global solar industry.

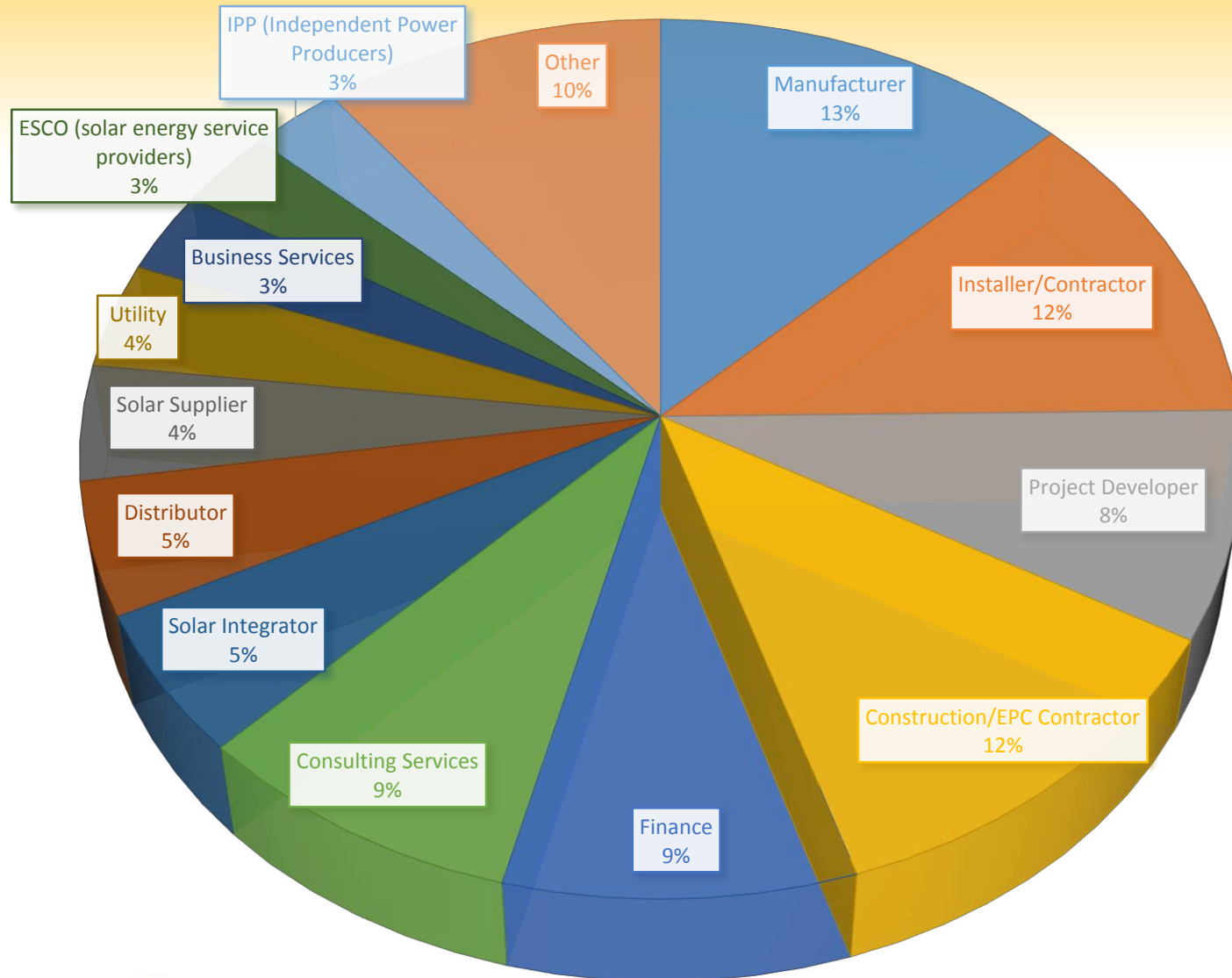
### ATTENDEE JOB TITLES



### ATTENDEE JOB FUNCTIONS



# ATTENDEE COMPANY TYPES



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# ATTENDEE GEOGRAPHIC BREAKDOWN

## Top 10 US States Represented

| <u>State</u> |               | <u>% of total attendance</u> |
|--------------|---------------|------------------------------|
| CA           | CALIFORNIA    | 38.11%                       |
| NY           | NEW YORK      | 4.50%                        |
| AZ           | ARIZONA       | 4.43%                        |
| TX           | TEXAS         | 4.37%                        |
| CO           | COLORADO      | 3.76%                        |
| NJ           | NEW JERSEY    | 2.97%                        |
| MA           | MASSACHUSETTS | 2.83%                        |
| FL           | FLORIDA       | 2.52%                        |
| IL           | ILLINOIS      | 2.51%                        |
| OH           | OHIO          | 2.37%                        |

## Top 10 International Countries Represented

| <u>Country</u> | <u>% of International Attendance</u> |
|----------------|--------------------------------------|
| China          | 20%                                  |
| Canada         | 18%                                  |
| Mexico         | 11%                                  |
| Germany        | 8%                                   |
| Korea          | 6%                                   |
| Japan          | 5%                                   |
| Spain          | 3%                                   |
| Taiwan         | 2%                                   |
| Greece         | 2%                                   |
| South Korea    | 2%                                   |

# Exhibitor Demographics

583 Companies Exhibited (4% increase over 2013)

## US States Represented by Exhibitors

- AL – 1%
- AR – 1%
- AZ – 2%
- **CA – 31%**
- **CO – 5%**
- CT – 2%
- DE – 1%
- **FL – 3%**
- **GA – 3%**
- IA – 1%
- **IL – 4%**
- IN – 1%
- KS – 1%
- KY – 1%
- LA – 1%
- **MA – 3%**
- MD – 1%
- MI – 1%
- MN – 2%
- MO – 1%
- MT – 1%
- NC – 1%
- ND – 1%
- NH – 1%
- **NJ – 3%**
- NM – 1%
- NV – 2%
- **NY - 4%**
- **OH - 5%**
- OR - 1%
- **PA - 4%**
- RI – 1%
- SC - 1%
- TN - 1%
- **TX - 5%**
- UT - 1%
- VA - 2%
- VT - 2%
- WA - 2%
- WI - 1%
- WY - 1%

# Exhibitor Demographics – By Country

- Almost **25%** of exhibitors were international, representing 23 different countries.
- Multiple pavilions hosting companies from China, Germany, and Spain were popular destinations on the show floor



# SPI 2014 Press Coverage Highlights

- [Utility DIVE: Solar Power International 2014: 'The best energy we have had for years'](#)
- [pV magazine: 5 SPI takeaways](#)
- [Clean Technica: Solar Power International Expo 2014 – Las Vegas Opens](#)
- [Solar Novus Today: Trendspotting at Solar Power International 2014](#)
- [Renew Economy: Energy Storage: The next big thing in solar](#)