



SOLARPOWER INTERNATIONAL

POWERED BY:



2015 Exhibitor Post-Show Report



In this report

- Solar Power International 2015 Recap
- Attendee Demographics
- Exhibitor Demographics
- Show Coverage



The Largest Solar Conference in North America Continues to Grow

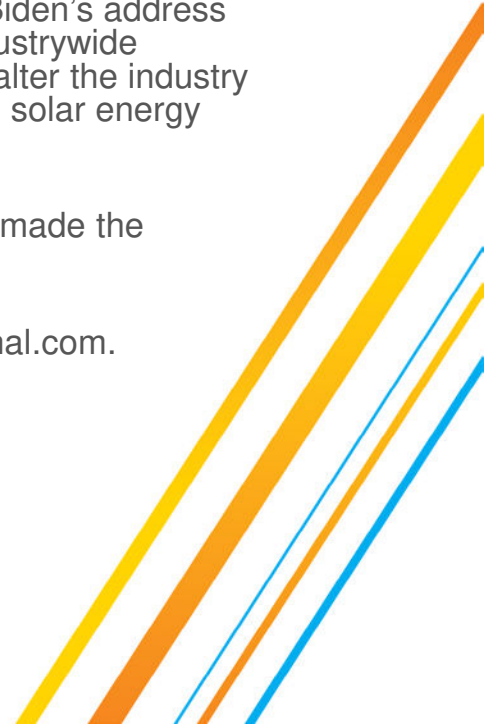
Solar Power International (SPI) 2015, the annual event of the Solar Energy Industries Association (SEIA) and the Solar Electric Power Association (SEPA), concluded with strong momentum, solidifying it as North America's only major solar energy event to continue on a strong growth trajectory.

Indicative of the top solar event on the continent, coupled with an industry on the move, SPI 2015 experienced continued year-over-year growth with upwards of 15,200 solar energy leaders converging in Anaheim to attend top-tier educational programming, network with industry peers, and do business on the expansive, 220,000-plus square-foot exhibition floor. Conference statistics—attendees and exhibition square footage—bested last year's figures.

This year's conference was a newsmaker on several fronts, from Vice President Joe Biden's address to the delegates, to 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 2016 is returning to Las Vegas—September 12-15. Already, 310 companies have made the commitment to exhibit in 2016, making up 85% of available space on the show floor.

For more information about Solar Power International 2016, visit solarpowerinternational.com.

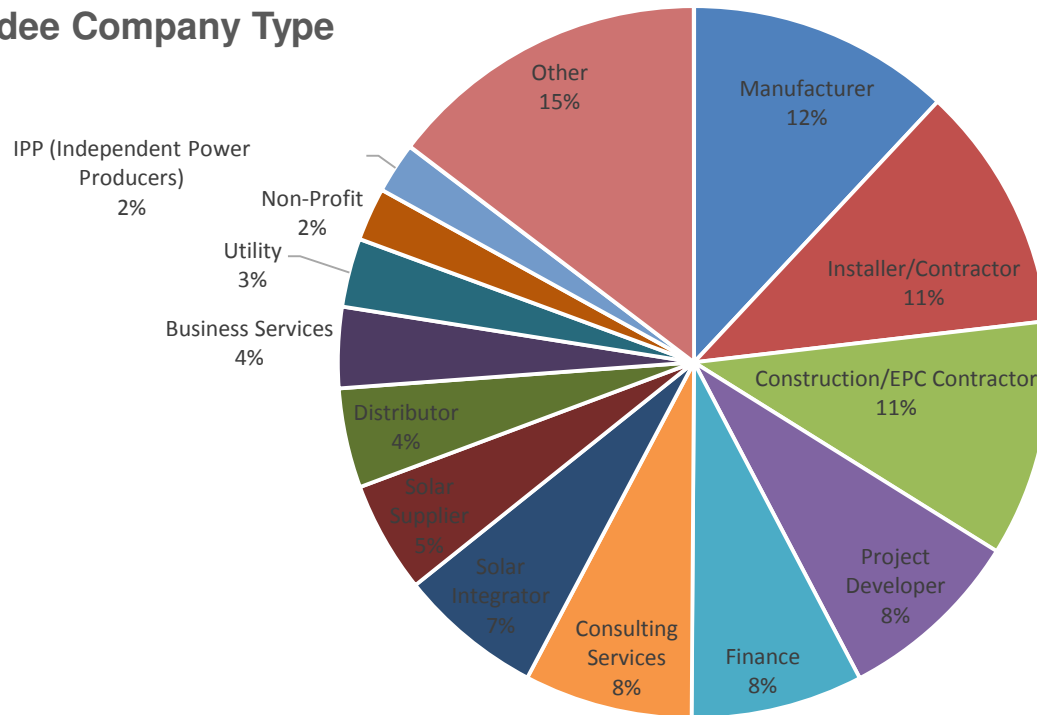


Attendee Demographics

➤ 15,200 attendees (4% increase over 2014)

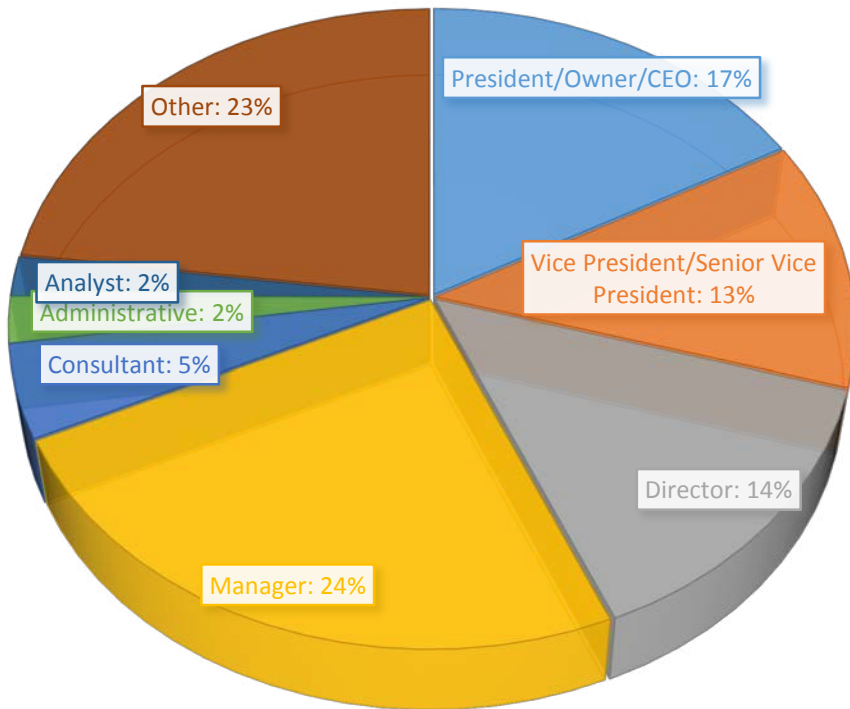
Nearly a third of SPI 2015 attendees held an Executive or VP level management positions, with direct influence over buying decisions across the global solar industry.

Attendee Company Type

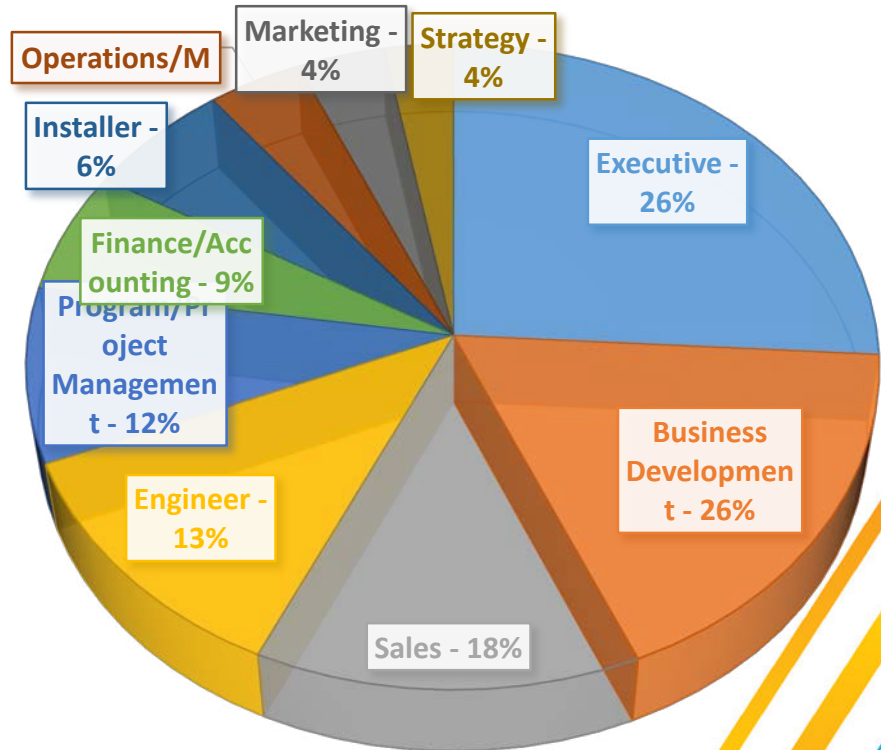


Attendee Demographics

ATTENDEE JOB TITLES



ATTENDEE JOB FUNCTIONS



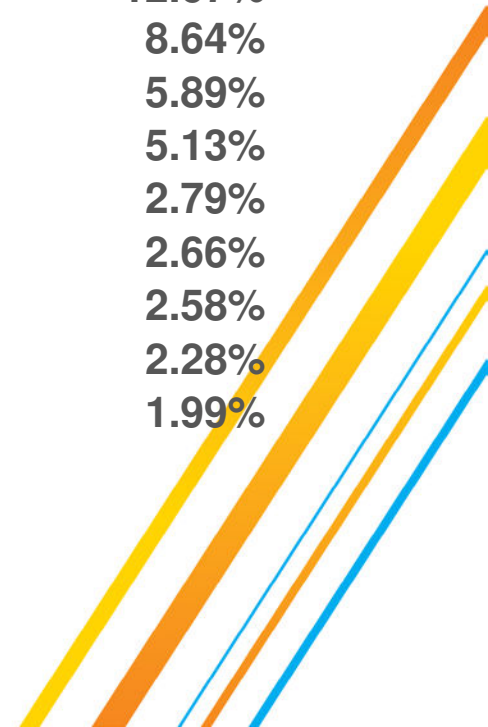
Attendee Geographic Breakdown

Top 10 US States Represented

<u>State</u>		<u>% of total attendance</u>
CA	CALIFORNIA	47.68%
TX	TEXAS	4.70%
NY	NEW YORK	3.23%
AZ	ARIZONA	3.23%
CO	COLORADO	3.00%
MA	MASSACHUSETTS	2.72%
NJ	NEW JERSEY	2.68%
FL	FLORIDA	2.16%
OH	OHIO	1.81%
IL	ILLINOIS	1.75%

Top 10 International Countries Represented – 16% of total attendance

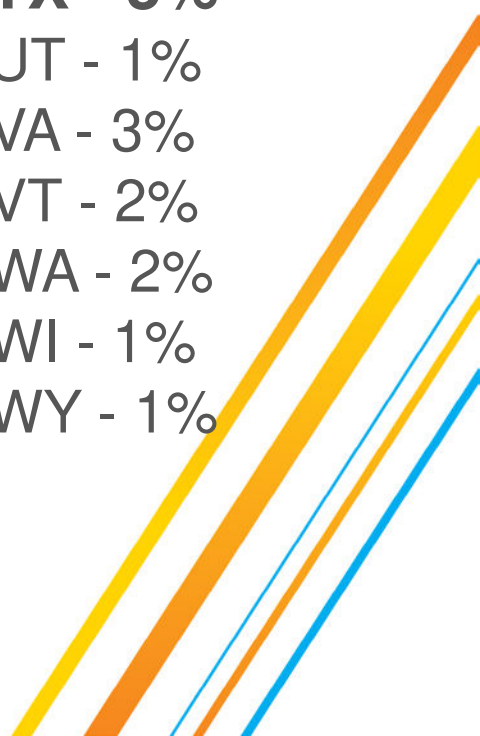
<u>Country</u>	<u>% of international attendance</u>
China	40.17%
Canada	12.67%
South Korea	8.64%
Germany	5.89%
Mexico	5.13%
Japan	2.79%
Spain	2.66%
Taiwan	2.58%
India	2.28%
United Kingdom	1.99%




Exhibitor Demographics

➤ 620 Companies Exhibited (6.3% increase over 2014)

43 US States Represented by Exhibitors

- AL – 1%
 - AR – 1%
 - AZ – 2%
 - **CA – 35%**
 - **CO – 5%**
 - CT – 2%
 - DC – 1%
 - DE – 1%
 - **FL – 3%**
 - **GA – 2%**
 - HI – 1%
 - IA – 1%
 - **IL – 4%**
 - IN – 1%
 - KS – 1%
 - KY – 1%
 - LA – 1%
 - **MA – 4%**
 - MD – 1%
 - ME – 1%
 - MI – 1%
 - MN – 1%
 - MO – 1%
 - MT – 1%
 - NC – 1%
 - NE – 1%
 - ND – 1%
 - NH – 1%
 - **NJ – 3%**
 - NM – 1%
 - NV – 2%
 - **NY - 4%**
 - **OH - 4%**
 - **OK – 1%**
 - OR - 1%
 - **PA - 4%**
 - SC - 1%
 - TN - 1%
 - **TX - 5%**
 - UT - 1%
 - VA - 3%
 - VT - 2%
 - WA - 2%
 - WI - 1%
 - WY - 1%
- 

Exhibitor Demographics by Country

- Almost 25% of exhibitors were international, representing 21 different countries.
 - Multiple pavilions hosting companies from China, Germany, and South Korea were popular destinations on the show floor
- 

SPI 2015 Press and Exhibitor Coverage Highlights

- [The News Hub: Solar Power International: Big Hopes and Exciting Discoveries](#)
 - [CleanTechnica: Solar Power International 2015](#)
 - [UtilityDIVE: How to become the 'Utility of the Future?'](#)
 - [Aquion Energy Blog: Girls rule, selfie sticks drool, and energy storage is so hot right now \(My top three takeaways from SPI 2015\)](#)
 - [Solar Novus Today: Taking the Pulse of the Global Solar Industry](#)
 - [UtilityDIVE: Joe Biden at SPI: 'We are on the cusp of something huge'](#)
 - [More coverage](#)
- 