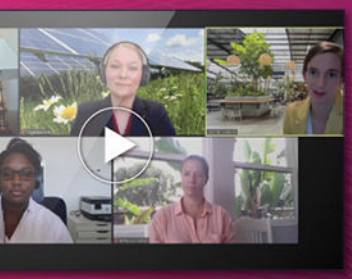
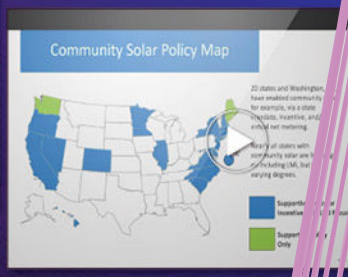
NORTH AMERICA
Smart Energy Week

SOLAR POWER INTERNATIONAL · ESI ENERGY STORAGE INTERNATIONAL · SMART ENERGY MARKETPLACE+MICROGRID · H2+fci Hydrogen+Fuel Cells International · wind ENERGY INTERNATIONAL · EV INTERNATIONAL

2020 **POST SHOW** REPORT





Smart Energy Week Virtual Experience by the numbers:

3,000+
solar, storage, wind, smart energy, hydrogen, fuel cells, and EV professionals

200+
Virtual exhibitors

800+
VPs & C-Suite executives

More than **73%**
of attendees have buying power

Attendees from over **75**
countries with a 15% international audience

5,500+
virtual messages sent

3,000+
messages between exhibiting companies

2,250
messages between exhibitors and attendees.

70% of
attendees interested in energy storage

250+
speakers showcasing industry leadership

A new experience.

The COVID-19 crisis challenged many events to reimagine ways to bring together communities, and SPI, ESI, and Smart Energy Week was no different. In order to provide an opportunity for the industry to learn and network, the event went completely virtual this year with its six weeks of Virtual Education Microconferences, as well as the Virtual Tradeshow. This virtual experience drew 3,000+ attendees from over 75 countries and 200+ exhibitors to our online platforms. The weekly education series ran from September 14 through October 27, with the Virtual Tradeshow taking place Oct. 21-22. This exceptional series included content and exhibitors from across the renewable energy industry, including solar, energy storage, microgrids, hydrogen, wind energy, and electric vehicles. Each week also included an engaging weekly roundup presented by Suncast Media and special interviews from the SolarCoaster and PV Magazine.

Notable awards:

2019 TSNN WINNER TOP TRADE SHOW

Trade Show Executive GOLD 100

Trade Show Executive's FASTEST 50 AWARDS & SUMMIT

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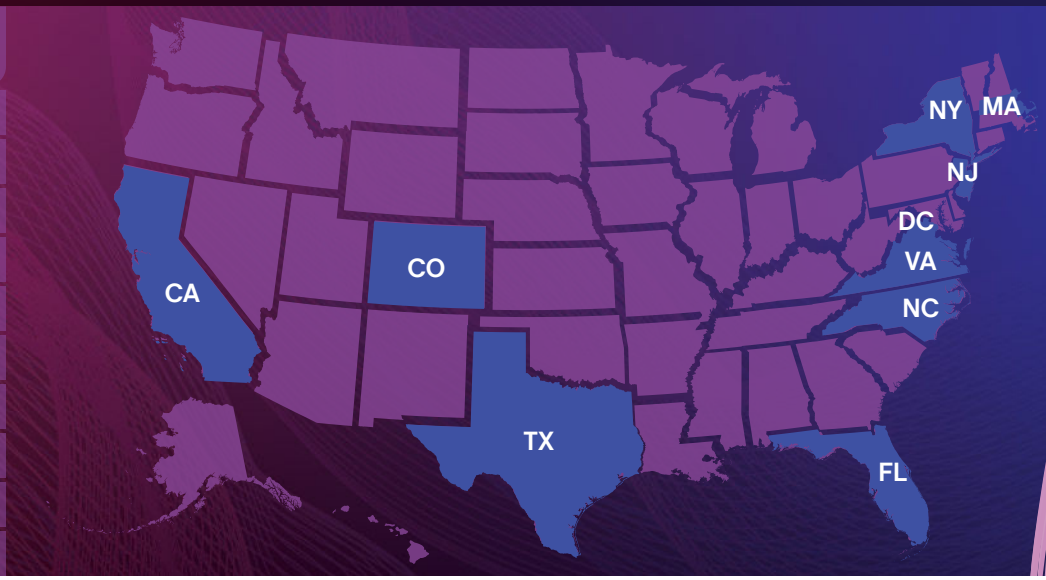
SPI, ESI & North America Smart Energy Week is the premier event in North America for the renewable energy industry, including solar, energy storage, microgrids, wind, hydrogen, fuel cells, and electric vehicles.

Top 10 U.S. states tuning in

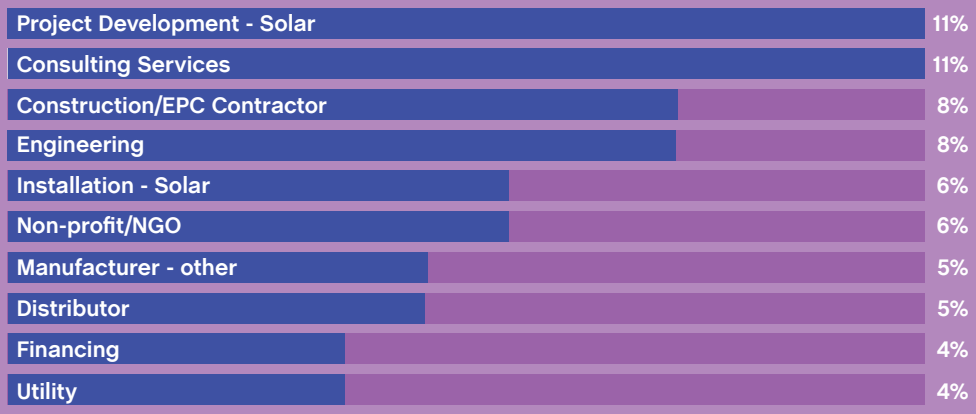
1. CALIFORNIA
2. COLORADO
3. MASSACHUSETTS
4. NEW YORK
5. WASHINGTON, D.C.
6. TEXAS
7. NEW JERSEY
8. VIRGINIA
9. NORTH CAROLINA
10. FLORIDA

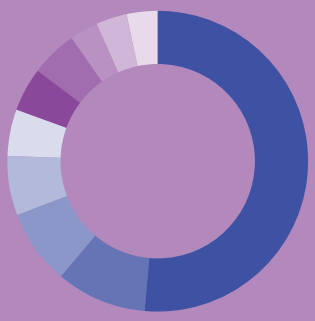


Top job titles tuning in

BUSINESS DEVELOPMENT:	18%
ENGINEER:	16%
EXECUTIVE:	14%
SALES:	11%
PROGRAM/PROJECT MANAGEMENT:	9%
MARKETING:	6%
FINANCE & INVESTING:	5%
O&M:	3%
RESEARCH & DEVELOPMENT:	3%
POLICY ADVISOR/ANALYST	2%

Top industry segments tuning in





*Top 10 international countries tuning in**

Canada	32%	South Korea	3%
Mexico	6%	Australia	3%
China	5%	Colombia	2%
India	4%	United Kingdom	2%
Germany	3%	Spain	2%

percentages based off total of international audience

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