

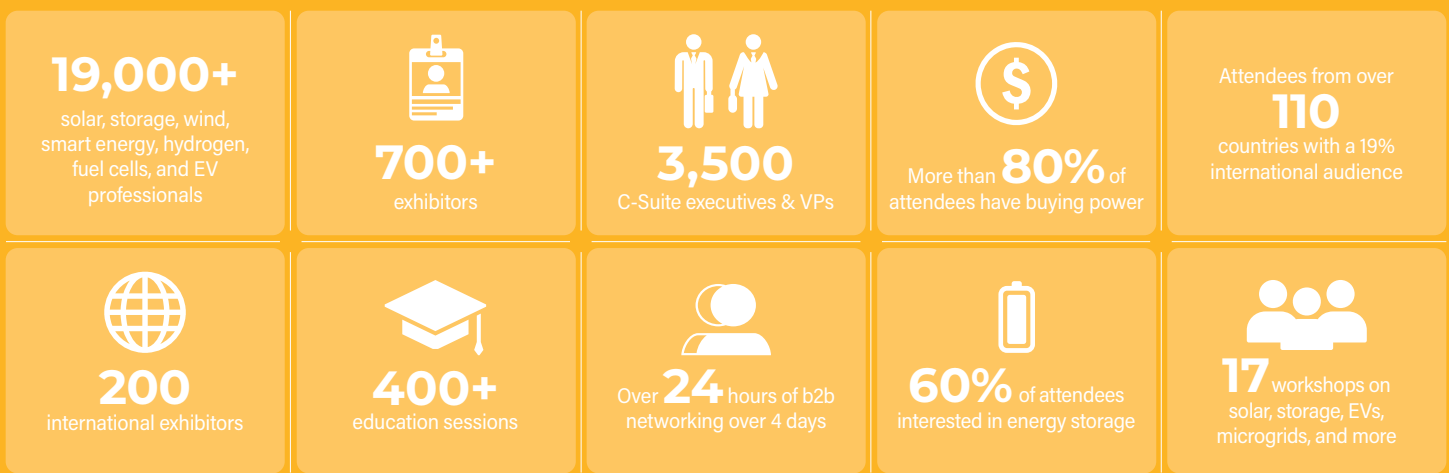
NORTH AMERICA  
**SMART ENERGY WEEK**



# 2019 POST SHOW REPORT



## North America Smart Energy Week by the numbers:



**It's the center of integration.** 2019 marked another blockbuster year for SPI, ESI, and North America Smart Energy Week, which drew 19,000 attendees and 700 exhibitors to the Salt Palace Convention Center in Salt Lake City, Utah on September 23-26, 2019. This monumental week included Solar Power International (SPI), Energy Storage International (ESI), Smart Energy Marketplace + Microgrid, Hydrogen + Fuel Cells International, and the inaugural Wind Energy International. New initiatives launched in 2019 as well, including the Community Lounge, The Podcast Lounge presented by Sunecast Media, and the interactive Microgrid Micropedia. This event has been named one of Trade Show Executive's 100 largest trade shows, making it the largest energy event in North America and the only solar and energy storage event to receive such distinction.

### In the news:

- Solar, Storage, and EV Charging: The Holy Trinity of Home Energy Management at #SPI2019 – CleanTechnica
- SPI19 Was a Powerful Moment: Smart Energy Week 2019 – Renewable Energy World
- SPI 2019 Underscores Importance of Clean Energy Industry Collaboration – Solar Industry Magazine

### Notable awards:



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# NORTH AMERICA SMART ENERGY WEEK



## Top job titles

EXECUTIVE: **19%**

BUSINESS DEVELOPMENT: **16%**

SALES & MARKETING: **13%**

ENGINEER: **11%**

PROGRAM/PROJECT MANAGEMENT: **7%**

FINANCE & ACCOUNTING: **4%**

O&M: **4%**

INSTALLER: **3%**

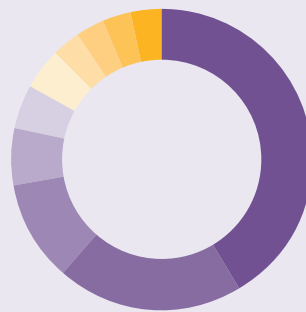
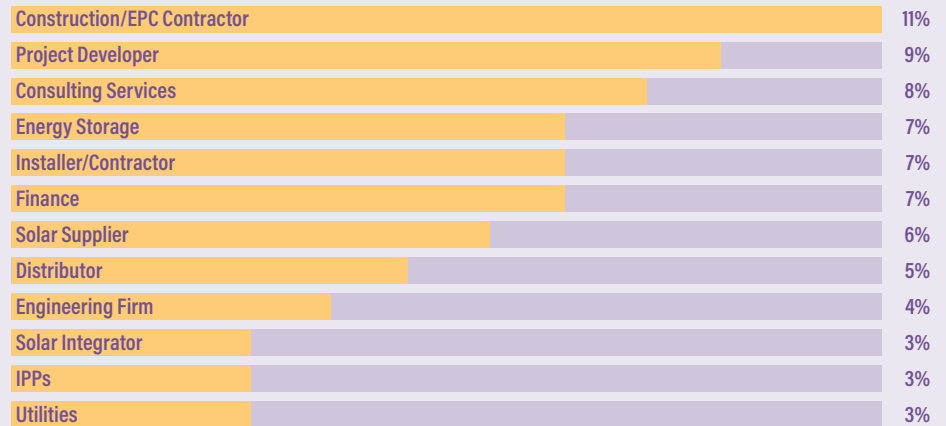
R&D: **2%**

SUPPLY CHAIN/LOGISTICS: **2%**

## 2019 POST SHOW REPORT

SPI, ESI & North America Smart Energy Week is the largest event in North America for the renewable energy industry, including solar, storage, smart energy, wind, hydrogen & fuel cells, geothermal, and EV infrastructure.

## Top industry segments



## Top 10 international countries

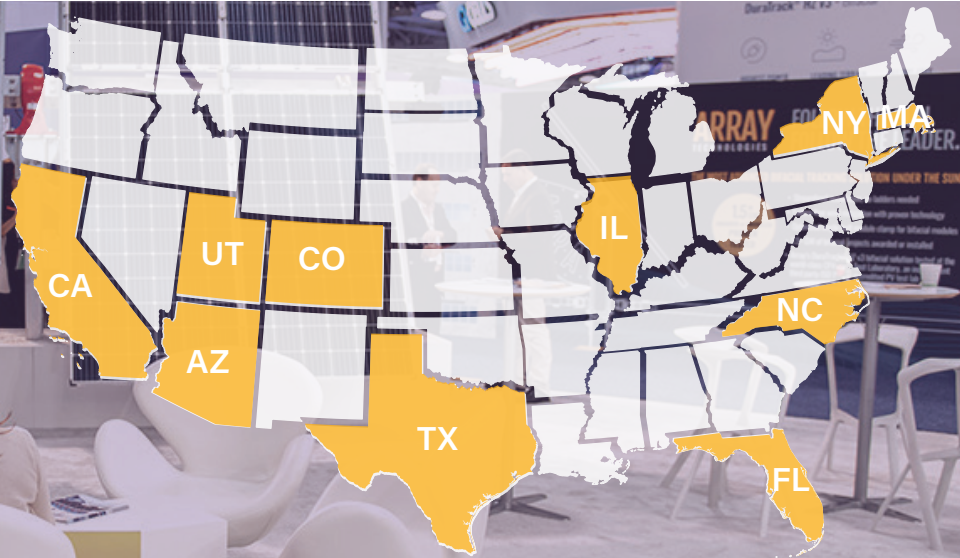
China	27%	Israel	3%
Canada	13%	India	3%
South Korea	7%	Taiwan	2%
Mexico	4%	Spain	2%
Germany	3%	Algeria	2%

\*percentages based off total of international audience



## Top 10 U.S. states

1. CALIFORNIA
2. UTAH
3. TEXAS
4. COLORADO
5. NEW YORK
6. ARIZONA
7. MASSACHUSETTS
8. FLORIDA
9. NORTH CAROLINA
10. ILLINOIS



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Energy Storage International (ESI) is the largest storage event in North America. In 2019, **250 energy storage exhibitors** made their way to SPI, ESI, and North America Smart Energy Week. **Energy storage was the #1 interest of attendees.**



### Top job titles

BUSINESS DEVELOPMENT: **24%**

EXECUTIVE: **23%**

SALES & MARKETING: **18%**

ENGINEER: **15%**

PROGRAM/PROJECT MANAGEMENT: **5%**

FINANCE/ACCOUNTING: **3%**

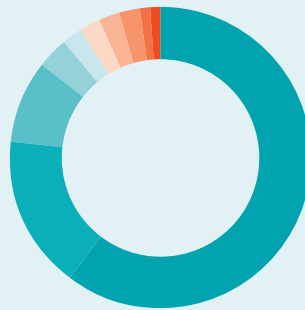
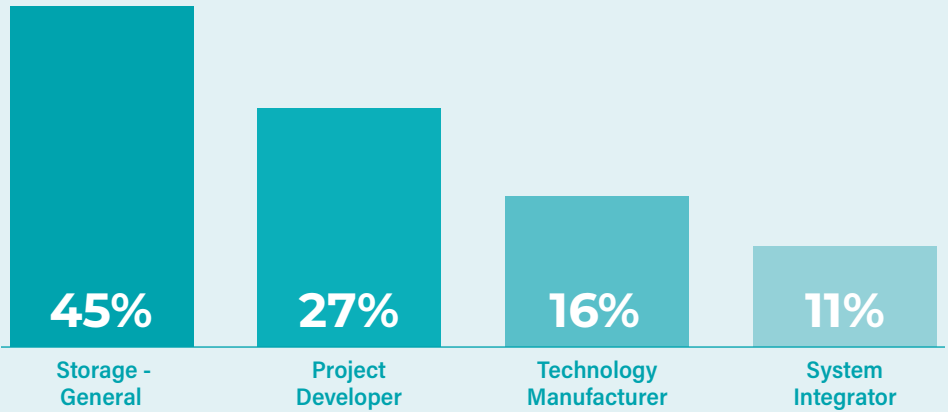
O&M: **3%**

R&D: **2%**

INSTALLER: **2%**

SUPPLY CHAIN/LOGISTICS: **1%**

### Top storage industry segments



### Top 10 international countries

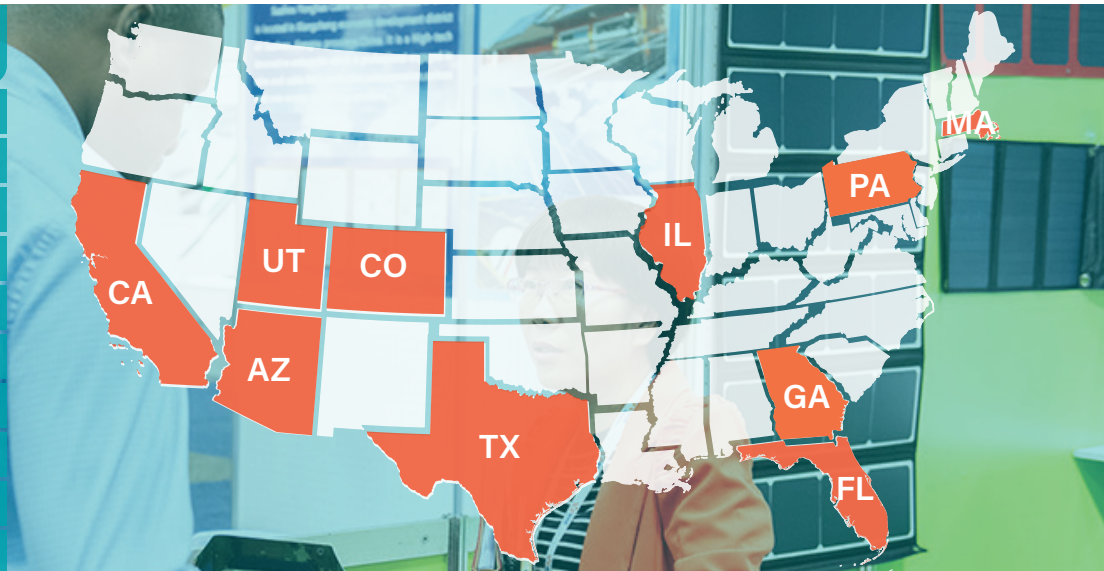
China	55%	Australia	2%
South Korea	15%	Ghana	2%
Canada	8%	Germany	2%
Mexico	3%	Taiwan	2%
Brazil	2%	Nicaragua	2%

\*percentages based off total of international energy storage audience



### Top 10 U.S. states

1. CALIFORNIA
2. GEORGIA
3. TEXAS
4. MASSACHUSETTS
5. UTAH
6. COLORADO
7. PENNSYLVANIA
8. ILLINOIS
9. ARIZONA
10. FLORIDA



# NORTH AMERICA SMART ENERGY WEEK

## 2019 POST SHOW REPORT

Smart technology and additional renewable resources

Going beyond solar, North America Smart Energy Week includes the Smart Energy Marketplace + Microgrid, Hydrogen + Fuel Cells International, Wind Energy International, and the EV Experience.



60  
exhibitors

21  
sessions &  
workshops



The Smart Energy Marketplace + Microgrid makes the connection between distributed energy resources, energy storage, management systems, and EVs. Includes a fully-functioning "live" microgrid.

### Notable sessions

- The Future of the "Grid of Grids"
- The Business of Microgrids: Value Propositions and Business Models
- Working Together: Geothermal Heat Pumps and PV Solar
- Live Unveiling of "Plug and Play" Distributed Energy Resources
- Critical Infrastructure Protection and Recovery - the Role of Microgrids



20  
exhibitors

20  
sessions &  
workshops



Hydrogen + Fuel Cells International showcases the versatility of hydrogen and fuel cell applications for utilities, microgrids, EVs, C&I customers, and more.

### Notable sessions

- Solar-derived Hydrogen: Understanding and Implementing the Cost Reduction Drivers
- The Utah Hydrogen Alliance Building Infrastructure for a Hydrogen Economy
- Hydrogen Trucks & Buses - New Large-scale Profit Opportunities in a Developing Market Application
- Emerging Opportunities in the Hydrogen Economy



50  
exhibitors &  
advocates

13  
sessions &  
workshops



An increasing number of project developers are offering a combination of solar, wind, and energy storage solutions to their utility, government, and commercial & industrial customers. The new Wind Energy International ties it all together.

### Notable sessions

- New Technology, New Cost Competitiveness and New Business Opportunities in Small Wind
- Utility-scale Wind - Where Corporate Purchasing of Renewables Began and What Comes Next
- The Advantages of Combining Wind and Solar for Off-grid Power (Hybrid Systems)



10  
sessions &  
workshops

Ride & Drive  
Vehicles  
○ Audi ○ Chevy  
○ Nissan ○ Kia  
○ Tesla ○ BMW

Infrastructure needs are expanding as EV adoption continues its upward trend. Attendees on the show floor in 2019 found EV infrastructure businesses and organizations, along with the EV Ride & Drive, to help advance their goals.

### Notable sessions

- Electric Vehicles 101
- Distribution System Infrastructure and Planning to Support Optimized Charging of Electric Vehicles
- Integrating Solar, Storage, and Electric Vehicles
- Going from 0-60 in 2 seconds - How Utilities Can Lead the Acceleration of EV Adoption

## 2019 partners & advocates



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 **New & notable in 2019**



**Wind Energy International**

Demand for hybrid solutions is growing and the new Wind Energy International highlighted how utility and distributed wind resources are playing a key role in this trend.



**Women in Solar and Storage Luncheon**

This sold out event featured Dr. Jen Welter, the first woman to coach the NFL. She addressed the importance of changing the field by embracing authentic leadership.



**The Podcast Lounge**

presented by **Suncast Media**  
 & sponsored by **RadiantREIT**

This new addition brought together the podcast community for live interviews with SunCast host Nico Johnson, alongside other familiar energy industry hosts.

**Ener-Chella: The Annual Block Party**

6,000 attendees joined us at The Gallivan Center in Salt Lake City, Utah for this annual festival and networking event!

**Community Lounge**

A new area featuring a complete line-up of programming on exciting new diversity and inclusion initiatives in the renewable industry, as well as a deeper dive into education session topics in a small group Q&A format.

**Start-up Alley**

Featured 39 start-ups in solar, storage, electric vehicles, microgrids, and home automation. Starts-ups were able to participate in the 2020 pitch competition, which included a \$10,000 prize package provided by sponsor Mercom Capital.



**Hydrogen + Fuel Cells International**

The annual showcase of the versatility of hydrogen and fuel cells through education and exhibition returned with the support of the California Fuel Cell Partnership.



**EV Ride & Drive**

This popular feature made its return in Salt Lake City with test drivable EVs that include the Audi eTron, Nissan LEAF, Tesla (Models 3, S, and X), Chevy Bolt, Chevy Volt, Kia Niro PHEV, Kia Optima PHEV, BMW i3, and more.



**Sustainability efforts**

**118,000** lbs of material donated to the local Salt Lake City Community, which was record breaking

**39,297** lbs of materials recycled, including shrink wrap and visqueen (a first for the Salt Palace Convention Center and the event)

**20%** of electricity used onsite was powered by the rooftop solar array; the remainder (329.30 mWh) will be matched with SRECs



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