

The 5<sup>th</sup> Annual

# PHOTOVOLTAICS

Monday, May 3 – Wednesday, May 5, 2010  
Hotel Solamar, San Diego, CA

## With participation from

ABOUND SOLAR  
AGILE ENERGY  
AMONIX  
BOEING - SPECTROLAB INC  
BP SOLAR  
CH2M HILL  
EUPD RESEARCH  
FULCRUM TECHNOLOGIES  
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**Book before Friday, March 26, 2010  
and save 10% off the conference fee!**

Visit the website at  
[www.photovoltaicssummit.com](http://www.photovoltaicssummit.com)  
to register now.

IntertechPira's 5th annual **Photovoltaics Summit 2010** conference and exhibition offers an unparalleled line up of presentations from leading companies and experts from the photovoltaics industry. Building on the success of last year's event in San Francisco, Photovoltaics Summit 2010 offers many new perspectives and will provide you with competitive intelligence on the world PV markets, new and emerging PV technologies, developments with thin film photovoltaics, financing and access to capital, and insight into advances with photovoltaic materials and manufacturing. With over 20 presentations from industry experts, two half-day pre-conference seminars, numerous networking functions, and over 200 delegates expected in attendance, **Photovoltaics Summit 2010** is the must attend event of the year for the photovoltaics industry. **Be sure to check out the complete agenda and save your spot today!**

## Industry overview

Although the recession has slowed photovoltaic (PV) installations for 2009, 2010 is expected to offer healthy growth with 1 GW of new PV installations anticipated. Market analysts are attributing the "turnaround" primarily to extended federal and state incentives. While the short term outlook remains cautious, long term growth is expected to be strong with projected installations ranging anywhere between an additional 1.5 GW to 3 GW over the next three years.

Presently, demand for solar PV is dominated by grid connected systems with commercial applications, accounting for nearly half of total installations, and utility and residential applications, combined, accounting for the other half. Growth by 2013 is expected to be led by the utility sector, followed by commercial and residential applications. The overall growth rate of the PV sector over the next five years will be determined largely by fossil fuel prices, government incentives, access to capital and financing, as well as technological innovation and improved manufacturing efficiencies and material performance. These topics and more will be covered at IntertechPira's 5th annual **Photovoltaics Summit 2010**.

### Who should attend?

- **Presidents, CEOs and CTOs**
- **Utility executives**
- **Materials suppliers**
- **Researchers**
- **Designers**
- **Cell and module manufacturers**
- **Project managers**
- **System integrators and installers**
- **Component and equipment manufacturers**
- **Commercial energy and sustainability executives**
- **Investment bankers and venture capitalists**
- **Business development directors**
- **Sales and marketing executives**

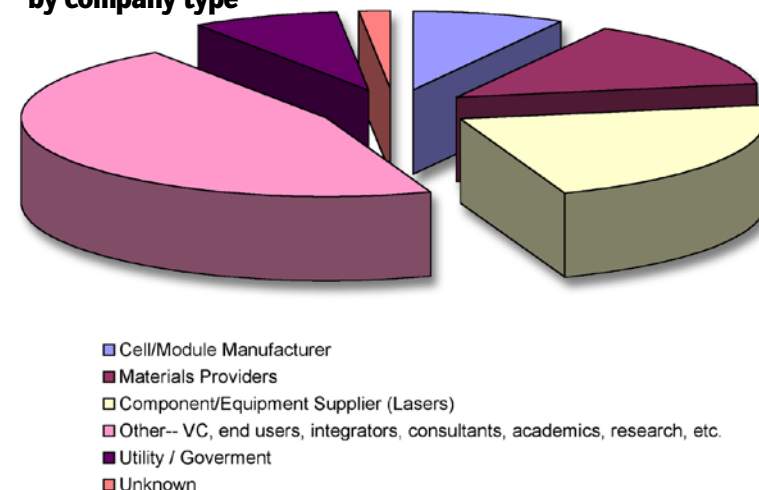
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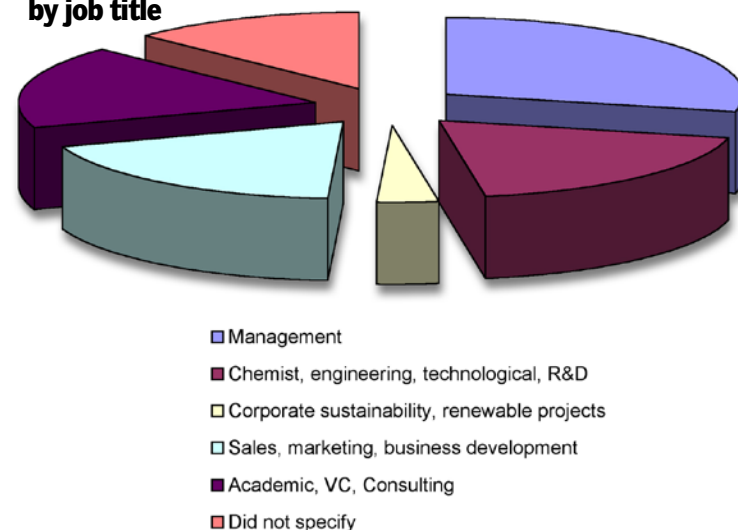


## Attendee profile

by company type



by job title



Hear what participants had to say about previous IntertechPira Photovoltaics events:

"World class speakers, excellent program. Another great conference from IntertechPira."

**PrimeStar Solar**

"Excellent breadth of topics." **Adept Technology**

"This conference provided a great slice of the solar market." **Owens Design**

## An introduction to photovoltaics technology: Research, development, systems and applications

Monday, May 3rd, 8:30am - 12:00pm (separate fee required)

This workshop will include two parts. The first will focus on PV technologies and the second part will discuss applications.

The first part will provide insights into how PV technology has developed, where the R&D investments should be made, and where we can expect to be by mid-21st century. Key topics that will be covered during the technical section include:

- R&D advances, while indicating the limitations and strengths of crystalline and thin-film technologies
- Overview of now and near-term technologies
- Insights into technical and other investments needed to tip photovoltaics to become a significant clean-energy partner in the world energy portfolio
- Recent advances in concentrators, and materials/device technology issues are discussed
- The importance for R&D to accelerate the now and imminent (evolutionary) technologies balanced with work in mid-term (disruptive) approaches
- Issues relating to manufacturing are explored; especially with the requirements for the next-generation technologies

The applications section of the workshop will build on the insights gained about PV technology to enhance participants' understanding of the solar resource and how it's used in system design. Topics to be covered include:

- Current applications of PV
- The environmental benefits and drawbacks of PV systems
- Insight into how PV can be deployed with maximum effectiveness and minimal cost.

Researchers, technology leaders, venture capitalists, utility executives, company and other decision-makers, facility managers and students are encouraged to attend!

### Your seminar leaders



#### **Dr Lawrence Kazmerski, Director, National Center for Photovoltaics, NATIONAL RENEWABLE ENERGY LABORATORY**

Lawrence L. Kazmerski is Executive Director, Science and Technology Partnerships at the National Renewable Energy Laboratory, Golden, Colorado-having served as Director of the National Center for Photovoltaics for the period 1999-2008. He received his B.S.E.E. in 1967, M.S.E.E. in 1968, and his Ph.D. degree in electrical engineering in 1970-all from the University of Notre Dame. He was on the electrical engineering faculty of the University of Maine before coming to SERI (NREL) in 1977. His research at Maine included NSF- and ERDA-funded work in thin-film photovoltaics and the report of the first thin-film copper-indium-diselenide (CIS) solar cell.



#### **John Thornton, Consultant, THORNTON SOLAR CONSULTING**

John Thornton has been in the PV and solar thermal business for 46 years, 28 years of which he spent at NREL. At NREL, he was a Principal Engineer in the National Center for Photovoltaics and led the Domestic PV Applications Development Group. Known in the industry as "MR PV", he left NREL in June 2006 to consult in solar technologies as well as sustainable buildings and communities. He holds an Emeritus appointment at NREL, which in his opinion is the finest research organization in the world. Currently, he is principal of his own consulting company, Thornton Solar Consulting LLC.

## Solar in the New Decade: Where We've Been and Where We Are Going

Monday, May 3rd, 1:30pm - 5:00pm (separate fee required)

This workshop will describe the photovoltaic industry in terms of its history as a terrestrial electricity source, its technologies, competing technologies, applications, customers, incentive climate, pricing, business models and forecasts. Attendees will gain an understanding of the industry that is crucial to success at any point in the solar value chain.

### Your seminar leaders



#### **Paula Mints, Principal Analyst, PV Services Program & Associate Director, Energy Practice, NAVIGANT CONSULTING, US**

Ms. Mints is the Principal Analyst for the PV Service Market Research Program, and an Associate Director located at Navigant Consulting, Inc.'s Palo Alto, CA, office. Ms. Mints also serves as executive editor of the Solar Outlook Bimonthly Newsletter and the Concentrating Solar Quarterly Newsletter. The PV Service Market Research program is a 35 year old, globally recognized market research practice. Ms. Mints is widely recognized as an industry expert on photovoltaic (PV) technologies and markets. She provides NCI clients with objective, comprehensive PV industry analysis based on extensive primary research, including her forward-looking understanding of market and technology trends.



#### **Daniela Schreiber, Head of Strategic Operations, EUPD RESEARCH**

Daniela Schreiber is Head of Strategic Operations of the leading solar research institute, EuPD Research, which is well-known for profound international PV market analyses for governments, investors, associations and companies. During the last four years she has been involved in numerous research projects for EuPD and has gained profound experiences in worldwide PV markets. Core countries of expertise are the German PV market, Spanish, Italian, French, Greek and the US market. Ms. Schreiber holds a Masters Degree in Communication Science and Economics and studied at the University of California Berkeley as well as at the London School of Economics and Political Science.

## Pre-conference seminars – Monday, May 3, 2010

- 8:00** Registration
- 8:30** Pre-conference workshop 1 (additional fee required)  
**An Introduction to Photovoltaics Technology: Research, Development, Systems and Applications**  
**Dr. Lawrence Kazmerski, Director, National Center for Photovoltaics, NATIONAL RENEWABLE ENERGY LABORATORY**  
**John Thornton, Consultant, THORNTON SOLAR CONSULTING**
- 12:00** Registration
- 1:30** Pre-conference workshop 2 (additional fee required)  
**Solar in the New Decade: Where We've Been and Where We Are Going**  
**Paula Mints, Principal Analyst, PV Services Program & Associate Director, Energy Practice, NAVIGANT CONSULTING, US**  
**Daniela Schreiber, Head of Strategic Operations, EUPD RESEARCH**

## Day one – Tuesday, May 4, 2010

- 7:00** Registration and refreshments
- 8:00** Welcome and opening remarks from the co-chairs  
**Jean Posbic, Director, Projects, BP SOLAR**  
**Dr. Lawrence Kazmerski, Director, National Center for Photovoltaics, NATIONAL RENEWABLE ENERGY LABORATORY**

## MARKET PERSPECTIVES AND OVERVIEW

KEYNOTE

- 8:15** **SCHOTT Solar in North America: A New Model**
- Industry-wide success requires fundamental changes in efficiencies, installation and financing
  - Clear roadmaps are necessary to accelerate the pace of cost reductions and disruptive innovations
  - Looking beyond grid parity: Smarter electric grids, net metering, and a "Green Bank" concept
- Gerald Fine, CEO & President, SCHOTT SOLAR INC**

- 8:45** **PV – An Industry in Transitions**
- PV market growth
  - Implications of this growth trend for module manufacturers and industry consolidation and acquisitions
  - Implications of this growth trend for raw material suppliers, and equipment suppliers picking the right partners
  - Niche opportunities and disruptive technologies to keep an eye on
- Brian Murphy, President & CEO, FULCRUM TECHNOLOGIES**
- 9:15** **Solar State of the Market: Current Opportunities and Challenges**
- PV market trends and overview
  - Demand analysis and its impact on developers
  - Upcoming opportunities within the PV market
- Johanna Schmidtke, Analyst, LUX RESEARCH**
- 9:45** **European PV Market Insights**
- Developments with the top European PV markets
  - Drivers and hindrances
  - New challenges and how to face them
- Daniela Schreiber, Head of Strategic Operations, EUPD RESEARCH**
- 10:15** Break
- 10:45** **A Look at the Solar Landscape 2010**
- Even in times of economic upheaval, the demand for solar has remained steady and strong
  - Prospects for growth of the U.S. solar market
- Ron Kenedi, Vice President, Solar Energy Solutions Group, SHARP ELECTRONICS CORPORATION**
- 11:15** **Financing and Funding Solar PV Projects – an Equity Investor's Perspective**
- Current economic climate and health of financial markets
  - US federal and state financing incentives, and a comparison to European incentives
  - Challenges for private equity investing in US solar PV projects
- Saurabh Anand, Vice President, DENHAM CAPITAL**

- 11:45** **The US PV Market from a Module Manufacturer's Viewpoint**
- Overview of the US PV market
  - Challenges facing module manufacturers in the PV market
  - YGE's approach to the US PV market
- Matthew Sachs, Director of Business Development, YINGLI GREEN ENERGY AMERICAS INC**
- 12:15** Luncheon
- 1:45** **Outlook for Utility-Scale PV Projects in North America**
- Future demand for utility-scale PV projects
  - Competing for PPAs
  - Managing cost volatility prior to construction
  - Project financing challenges and outlook
- Glen Davis, Chief Executive Officer, AGILE ENERGY**
- 2:15** **Building Integrated Photovoltaics (BIPV): The Evolution of Roofing**
- Solving the problems associated with traditional solar rooftop solutions
  - Enabling roof top solar without risk to building integrity
  - Integrating solar technologies with common roofing materials
- Howard Gomes, Director of Special Product Sales, SUNTECH POWER HOLDINGS INC**

## MATERIALS AND MANUFACTURING

- 2:45** **Materials Innovation: A Key Element to Achieving an Economic Supply of PV Power**
- PV power generation is still not an economically viable alternative to large scale power generation
  - Cost saving and efficiency roadmaps show credible routes to significant cost savings
  - While PV cells and modules have been manufactured for several decades, improved formulations, novel processes and new materials offer key improvements in allowing modules to compete economically with other power generation technologies
  - The talk will review a few of the emergent cell types and process improvements that involve material improvements designed for low cost module manufacturing
- Mark Thirsk, Managing Partner, LINX CONSULTING LLC**
- 3:15** Break
- 3:45** **Crystalline Silicon Distributed Module Manufacturing**
- Advantages of crystalline silicon distributed module assembly
  - Cost considerations for module assembly from solar cells
  - Effect of stimulus funding and state initiatives on the US market
  - Crystalline silicon demonstrated specifications for the PPA market
  - Filling the gap between the projected US market and the US manufacturing capacity through distributed module manufacturing
  - Opportunities for world wide growth through the distributed module assembly model
- Roger Little, Chairman & CEO, SPIRE CORPORATION**

**4:15 Thinner, Faster, More Efficient: Manufacturing Equipment Drives Thin Film Silicon PV Growth**

- Oerlikon Solar technology roadmap – "grid parity fab" and beyond
- Competitiveness of thin film silicon technology, today and tomorrow
- Bankability of thin film silicon technology

**Christopher O'Brien, Head of Market Development, North America, OERLIKON SOLAR**

**4:45 An Owner's Guide to Capital Facility Expansion**

- Most solar PV manufacturers have pressing needs to build operating facilities to gain market share and meet their business objectives
- The drivers for the owner are schedule, cost, and quality
- Missteps during facility design and construction by an owner can have lasting impacts that cost money, cause schedule slippage, and adversely affect the resulting quality of facility and product
- Owner involvement in providing clear expectations, specific process equipment information, facility needs, and site parameters is critical to the success of the project
- This presentation will guide owners to effectively manage their responsibility for required information and decisions involved in facility expansion

**Dick Harbert, Senior Director, Solar PV Program, CH2M HILL**

**5:15** Closing remarks from the co-chairs

**5:30** Reception

**Day two - Wednesday, May 5, 2010**

**8:00** Refreshments and registration

**9:00** Opening remarks from the Co-Chairs  
**Jean Posbic, Director, Projects, BP SOLAR**  
**Dr. Lawrence Kazmerski, Director, National Center for Photovoltaics, NATIONAL RENEWABLE ENERGY LABORATORY**

**THIN FILM AND EMERGING TECHNOLOGIES**

**9:15 Thin Film Silicon PV**

- PV world market
- Uni-Solar technology
- Products and market
- Current status

**Subhendu Guha, SVP/Chairman, UNITED SOLAR OVONIC**

**9:45 Monolithically Integrated CIGS Thin Film Modules Deliver Crystalline Si Efficiency at Low Cost**

- Overview of the CIGS landscape
- Combining vacuum and atmospheric processes to achieve quality and speed
- Importance of monolithic integration and automation in driving down cost
- Products and future plans

**Louay Eldada, Chief Technology Officer, HELIOVOLT CORPORATION**

**10:15 Accelerated Development of High Performance CdTe PV**

- Market necessities and the value of high performance PV
- Structure for accelerated development
- High performance CdTe PV opportunities and challenges

**Fred Seymour, Vice President of Technology, PRIMESTAR SOLAR**

**10:45** Break

**11:15 Scaling up CdTe: Supply and Demand**

- Overview of market for CdTe modules
- Production scalability
- Addressing market opportunities

**Mark Chen, Director of Marketing, ABOUND SOLAR**

**11:45 Modeling Challenges in Going from Power Ratings to Energy Production**

- How do we take well-established techniques for predicting PV system performance and apply them to new technologies?
- While performance models have been well-established for crystalline silicon-based PV systems, more divergence exists among models for other emerging technologies
- This presentation will discuss data needs and methodologies under development for some thin film and concentrating PV technologies, along with standardized approaches to model validation

**Charles Hanley, Solar Systems Manager, SANDIA NATIONAL LABORATORIES**

**12:15** Lunch

**1:15 Progress in Concentrating Photovoltaic Solar Cell Technology and Production for Low-cost Energy Generation**

- Challenges and opportunities of producing high-efficiency concentrating photovoltaic solar cells
- Cell qualification and production status
- Economics of CPV cell manufacturing

**Nasser H. Karam, Vice President, Advanced Technology Products, BOEING – SPECTROLAB INC**

**1:45 Barriers and Accelerators to the Commercialization of CPV**

- Having the best technology is not enough; determining the right technology for the right application is critical
- CPV is best for deployments in hot, dry climates; other technologies will be better elsewhere
- As the solar industry is maturing from nascent to rapid growth and now to a segmentation phase in the industry, it is the obligation of the leaders in the industry to put the right deployment in the right place to further drive down costs, and to help utilities, independent power producers and developers to understand in what environments CPV will excel most

**Brian Robertson, CEO, AMONIX**

**NEW PERSPECTIVES AND APPLICATIONS: WATER CONSERVATION AND SOLAR PV**

**2:15 Enhancing Water and Energy Resources: Capping Reservoirs with PV Solar Energy Systems**

- A look at the symbiotic relationship between renewable energy and water conservation
- How to preserve water supply, quality and the ecosystem with solar photovoltaics
- Analysis of the technological achievements and the economic benefits of water conservation through solar PV

**Thomas Rooney, CEO, SPG SOLAR**

**2:45** Closing remarks

**3:00** Close of conference

**FEATURED CO-LOCATED EVENT**



**Mark your calendar for the second annual Concentrated Solar Thermal Power 2010 Conference and Exhibition May 5-7, 2010 Hotel Solamar in San Diego**

This event will address opportunities and challenges for large scale solar electric generation through concentrated solar power thermal (CST) technologies. CST Power 2010 will bring together the entire energy supply chain ranging from material suppliers to utilities to discuss and debate issues affecting widespread adoption of CSP as a reliable and cost competitive energy source. For more information please visit [www.cstpower-conference.com](http://www.cstpower-conference.com).



**Abound Solar** is answering the world's energy demands by ensuring the supply of renewable, affordable and abundant energy. We are achieving this by reducing the cost of solar energy to levels competitive with fossil fuels through better engineering and efficient manufacturing.



Agile Energy develops utility-scale solar power generation projects in North America, with a focus on clean and renewable energy sources, including photovoltaic and concentrated PV technology. The company manages the entire development process, performing all tasks needed to take a project from conception to construction.



Agile Energy owns each of its projects, and decide to retain or sell its interest at the conclusion of the development process.

**Amonix** is the world leading designer and proprietary manufacturer of patented high-performance high concentration photovoltaic (HCPV) power generation systems for utility scale applications. Amonix is located in Torrance, California, just minutes from LAX and the Port of Los Angeles, with manufacturing facility in Seal Beach, CA. The Amonix mission is to bring solar profitably to the main stream in the power generation market by offering renewable solar power at a fraction of the cost of traditional photovoltaic systems.



**Spectrolab**, the world's leading manufacturer of space solar cells and panels. Spectrolab's

product portfolio includes terrestrial concentrator solar cells and modules, searchlight systems (Nightsun?series), solar simulators and Photodetector products.

**BP**, one of the world's largest integrated energy companies, is looking beyond traditional energy choices. To help conserve the earth's precious resources, we're focusing on new, cleaner technologies - including solar. With over 30 years of experience and installations in over 160 countries, BP Solar is one of the world's largest solar companies, with manufacturing facilities in the United States, India and China. A key part of BP's Alternative Energy business, BP Solar is a global company with over 2200 employees focused on harnessing the sun's energy to produce solar power for electricity. We design, manufacture and market solar electric systems for homeowners, businesses and governments.



As a global leader in full-service engineering, consulting, construction, and operations, **CH2M HILL** has the human and technical resources, the international footprint, and the depth of know-how and experience to help clients achieve success in any corner of the world.



**EuPD Research** has conducted more than 400 research and consulting projects in the field of photovoltaics since 2003.

Since then, we have remained on the cutting edge of the trends in the worldwide photovoltaic markets. Over the years, a high level of specialized competence as well as in-depth knowledge bases have been developed in the field of solar power. Moreover, a dense network of high-profile experts has been established, which supports us in our work.



**Fulcrum** was founded in 1998 when Brent Bauer, CEO and founder, led a group of investors in acquiring a barcode application

provider that had created asset tracking solutions for a number of wireless carriers. Bauer's vision was to capitalize on the needs of the rapidly growing telecom market. In accordance with this vision, the company narrowed its focus to the telecom industry and changed its name to Fulcrum Technologies.



Commercializing one of the most exciting and promising solar technologies in our industry today, **HelioVolt** is producing thin film solar PV modules for commercial rooftop, utility-scale ground mount, residential, BIPV and custom installations. HelioVolt is the first thin-film company combining high-efficiency products with low-cost manufacturing capabilities to create a new generation of Copper Indium Gallium (di)Selenide (CIGS) based solar modules.

**Linx Consulting** offers a unique perspective to users, specifiers and suppliers of electronic materials. With years of experience in the chemical industry, Linx brings a broad perspective of electronic materials and their impact on the development of products and solutions for the semiconductor and electronics markets



**Lux Research** provides strategic advice and on-going intelligence for emerging technologies.

Leaders in business, finance, and government rely on us to help them make informed strategic decisions. Through our unique research approach focused on primary research and extensive global network, we deliver insight, connections, and competitive advantage to our clients.



**NREL** is the only federal laboratory dedicated to the research, development, commercialization and deployment of renewable energy and energy efficiency technologies. Backed by 32 years of achievement, NREL leads the way in helping meet the growing demand for clean energy.



**Navigant Consulting, Inc.** (NYSE: NCI) is a specialized, international consulting firm

combining deep industry expertise and integrated solutions to assist companies and their legal counsel in enhancing stakeholder value, improving operations, and addressing conflict, performance and risk related challenges. The Company focuses on industries undergoing substantial regulatory or structural change, including financial services, insurance, healthcare and energy. Navigant has offices in over 40 cities in North America, Europe and Asia.



**Oerlikon Solar** offers field proven equipment and end-to-end manufacturing lines for the mass production of thin film silicon solar modules. Engineered to reduce manufacturing costs while maximizing productivity, Oerlikon Solar end-to-end solutions are fully automated with high yield, high uptime, and low maintenance.



**PrimeStar Solar** is a manufacturer of high performance thin film photovoltaic (PV) modules.

We are scaling up our proprietary semiconductor technology for low cost high volume manufacturing. Our modules will be deployed in large scale solar PV power plants and will efficiently tap into the vast energy potential of the sun. They will produce environmentally friendly renewable electricity that is economically competitive with electric power generated from conventional fossil fuels.

Since 1949, **Sandia National Laboratories** has developed science-based technologies that support our national security. Today, the 300+ million Americans depend on Sandia's technology solutions to solve national and global threats to peace and freedom.



As a wholly-owned subsidiary of the international SCHOTT Group, a group rich in tradition, **SCHOTT Solar** literally had technological competence as if born to the manor. SCHOTT Solar has 51 years of experience within the solar industry and is one of today's global cutting-edge manufacturers, uniting photovoltaic competence and know-how in receiver technology for solar power plants in one hand. A very wide basis for covering future energy demand. Whatever the future holds.

By committing ourselves to the ideals of sincerity and creativity, we derive genuine satisfaction from our work, while making a meaningful

contribution to society. At **Sharp**, we believe: Sincerity is a virtue fundamental to humanity. Harmony begins with strength. Politeness is a merit. Creativity promotes progress. Courage is the basis of a rewarding life. We do not seek merely to expand our business volume. Rather, we are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits, and welfare of people throughout the world.



**SPG Solar** is a proven leader in the design and installation of high performance solar

photovoltaic systems. We are an established electrical contractor and construction company. We design, build, and support solar projects for a wide range of customers including homeowners, businesses, local and state government agencies, and Fortune 500 Companies.



**Spire Corporation** - Spire is the leading global solar company providing capital equipment to manufacture PV modules & cells, turnkey solar manufacturing lines and PV systems. Spire has provided innovative solar technologies for over 30 years.



**Suntech** is a worldwide leader in the design and manufacture of innovative solar energy solutions

for a wide variety of customers and applications. Our R&D team in Wuxi, China continues to pioneer technology advances in solar power generation products. We are expanding our capacity by building more factories and installing cost effective equipment to make solar energy a practical solution for more customers around the globe. We have sales offices and installation partners in North America, Europe, Asia, and Australia.



**UNI-SOLAR** is the world leader in flexible solar modules.

UNI-SOLAR is the only flexible photovoltaic product produced in commercially viable volumes. Our performance is proven with over 250MW installed worldwide. UNI-SOLAR laminates are offered through a world-wide network of roofing manufacturers and solar system installers.



**Yingli** is one of the leading vertically integrated photovoltaic (PV) product manufacturers in China. Yingli, through its principal operating subsidiary in China-

Baoding Tianwei Yingli New Energy Resources Co., Ltd. designs, manufactures and sells PV modules and designs, assembles, sells and installs PV systems that are connected to electricity transmission grids or those that operate on a stand-alone basis.

## Branding Sponsorship Opportunities

### All sponsorships include:

- Exhibit table in the exhibit area
- Your logo on the **Photovoltaics 2010** webpage with a link to your website
- Two mentions of sponsorship from the podium at the event
- Complete attendee list provided before and after the conference
- Your name in all promotional materials including the conference brochure
- Company description in conference proceedings
- Two Guest Passes to the exhibit area

### Conference Message Board Sponsorship **\$3,500**

(One available)

Your company's logo will be featured on message board placed near the conference room

- One registration to the conference

### Conference Pens Sponsorship **\$5,000**

(One available)

Your company's logo will be featured on the conference pens distributed at the opening of the conference

- One registration to the conference

### Conference Lanyards Sponsorship **\$5,000**

(One available)

Your company's logo will be featured on conference lanyards distributed during registration

- One registration to the conference

### Travel Coffee Mugs Sponsorship **\$5,000**

(One available)

Your company's logo will be featured on conference travel coffee mugs distributed during registration

- One registration to the conference

### Laptop/Notebook Giveaway Sponsorship **\$5,000**

(One available)

A person from your company will present the lucky winner with a laptop at the end of the conference

- One registration to the conference

### Conference Padfolio Sponsorship **\$5,500**

(One available)

Your company's logo will be featured on the cover of recycled paper conference pads distributed during the plenary session at the opening of the conference

- One registration to the conference

### USB/Conference Workbook/

### Post-Conference Link Sponsorship **\$7,000**

(One available)

Your company's logo will be featured on the USB drive, plus the cover of the workbook proceedings distributed to all participants during registration, plus your logo on the post-conference link.

- One registration to the conference



### Attend the Photovoltaic Summit 2010 for FREE as an IntertechPira member!

All IntertechPira members get 3 free conference places at this conference and our other solar power events:

**Concentrating Solar Thermal Power** (May 5-7, San Diego)

**DSC-IC 2010 - 4th International Conference on the Industrialisation of DSC** (October 25-28, 2010, Denver)

Membership also includes extensive access to our wide range of ebooks, journals, webinars and training modules.

Contact John Buss at +1 202 309 7296 or john.buss@pira-international.com for more information.

## Function Sponsorship Opportunities

### All sponsorships include:

- Exhibit table in the exhibit area
- Your logo on the **Photovoltaics 2010** webpage with a link to your website
- Two mentions of sponsorship from the podium at the event
- Complete attendee list provided before and after the conference
- Your name in all promotional materials including the conference brochure
- Company description in conference proceedings (1/2 page)
- Two Guest Passes to the exhibit area

### Continental Breakfast Sponsorship **\$3,500**

(One available) Tuesday, May 4, 2010 AND Wednesday, May 5, 2010

- Exclusive sponsorship of Day 1 AND Day 2 continental breakfast
- One registration to the conference
- Prominent signage with sponsor logo promoting your sponsored event
- Logo on beverage napkins

### Refreshment Break Sponsorship **\$4,500**

(Two available) Tuesday, May 4, 2010, Wednesday, May 5, 2010

- Exclusive sponsorship of Day 1 or Day 2 refreshment breaks
- One registration to the conference
- Prominent signage with sponsor logo promoting your sponsored event
- Logo on beverage napkins

### Roundtable Luncheon Sponsorship **\$6,000**

(Two available) Tuesday, May 4, 2010, Wednesday, May 5, 2010

- Exclusive sponsorship of the three-course Roundtable Luncheon on Day 1 or Day 2
- One registration to the conference
- Listed as luncheon sponsor on all promotional material
- Prominent signage with sponsor name/logo promoting your sponsored event
- Table tent card with logo placed on the tables

### Reception Host Sponsorship **\$7,000**

(Two available) Monday, May 3, 2010 or Tuesday, May 4, 2010

- Exclusive sponsorship of Evening Networking Reception
- One registration to the conference
- Prominent signage with sponsor name/logo promoting your sponsored event
- Full-page company profile in conference proceedings (1 page)
- Logo on beverage napkins

**The Hotel Solamar San Diego** is a hip luxury hotel immersed in the dynamic energy of downtown San Diego and is the perfect contemporary setting for the vibrant sun-and-sea attitudes that define California's second largest city. Located in the heart of the lively Gaslamp District, Hotel Solamar, a Kimpton Hotel, offers an ideal destination for business and leisure travelers alike. Hotel Solamar's convenient San Diego Gaslamp District location places you just steps away from San Diego's best shopping, dining and entertainment. This San Diego boutique hotel is just one block from PETCO Park (home of the San Diego Padres) and three blocks from the San Diego Convention Center, offering the ideal location to explore all that downtown and San Diego has to offer.



**Hotel Solamar**  
435 6th Ave  
San Diego, CA 92101  
(619) 531-8740  
www.hotelsolamar.com

#### Accommodation:

Speakers and delegates are responsible for booking their own travel and accommodation. A limited number of rooms have been reserved for speakers and delegates wishing to stay at the Hotel Solamar at a special rate of **\$149 plus taxes**. Rooms must be reserved no later than **Monday, April 12, 2010** to take advantage of this special rate. To book your accommodation, please contact the hotel directly at +1 877-230-0300. Please state that you're attending the IntertechPira Photovoltaics conference to receive the preferential rate.

#### Conference fees

The conference fee includes entry to the conference sessions and the exhibition, conference proceedings CD, luncheons, receptions and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/€/\$/ exchange rate at the time the transaction goes through. **PLEASE NOTE:** In order to receive the discounted price, Early Bird registration fees must be paid at time of purchase. If you have any questions regarding this policy, please contact John Buss at +1 202 309 7296 or john.buss@pira-international.com.

#### Cancellations

Cancellations will be accepted and fees will be refunded (less 20% handling charge) only if made in writing and received ten working days before the event. Bookings cannot be cancelled or fees refunded thereafter. Substitutions may be made at any time, please notify John Buss at john.buss@pira-international.com or +1 202 309 7296.

#### Note

IntertechPira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. IntertechPira reserves the right to cancel, defer or modify the event proceedings without prior notice. If you have sent a booking to us and have not received confirmation, please contact Erin Hamblen-Morton at erin.hamblen@pira-international.com or +1 207 781 9633.

#### Visas

Delegates requiring visas should request a visa invitation letter from IntertechPira at the time of registering for the event, ensuring sufficient time is left for applications to be completed. Delegates are then responsible for contacting the relevant/appropriate embassy themselves. IntertechPira can do nothing further to assist in this process.

**Any questions about the information above, please contact Erin Hamblen-Morton at erin.hamblen@pira-international.com or +1 207 781 9633.**

## Exhibition opportunities

IntertechPira's **Photovoltaics 2010** offers a unique opportunity to showcase your products and services all while accessing the leaders in this industry. Depending on your goals a benefits package can be designed to target a narrow audience or a broad group and may include event recognition as well as publicity, marketing, promotional opportunities and complimentary event passes. For more information on our many exhibition opportunities that meet your business goals, please contact Brian Santos at: **brian.santos@pira-international.com or +1 207 781 9618**



## Your event organizer

IntertechPira provides events, market research, publications, strategic and technical consulting to niche, emerging and high growth industries. Market coverage includes lighting and displays, alternative energy, home and personal care, industrial biotechnology, performance materials and chemicals. IntertechPira is a division of Pira International. Visit [www.intertechpira.com](http://www.intertechpira.com) for more information.

## CONFERENCE PRICING

<b>Super Early Bird Registration</b> <i>(through Friday, February 12, 2010)</i>	<b>\$1199</b>
<b>Early Bird Registration</b> <i>(through Friday, March 26, 2010)</i>	<b>\$1349</b>
<b>Regular Conference Fee</b> <i>(March 27 - May 2, 2010)</i>	<b>\$1499</b>
<b>On-Site Conference Fee</b> <i>(May 3 - 5, 2010)</i>	<b>\$1599</b>
<b>Workshop 1</b>	<b>\$499</b>
<b>Workshop 2</b>	<b>\$499</b>
<b>Both workshops</b>	<b>\$799</b>
<b>Tier 1 Exhibit</b>	<b>\$2500</b>
<b>Tier 2 Exhibit</b>	<b>\$1500</b>

*Academic, government and group rates are available. Please contact John Buss at +1 202 309 7296 or john.buss@pira-international.com for more information.*

**For further information on the conference please contact:**

#### Registration and Membership Inquiries:

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