inter solar
connecting solar business
SOUTH AMERICA

South America’s Largest Exhibition and Conference for the Solar Industry
EXPO CENTER NORTE, SÃO PAULO, BRAZIL

AUG 28-30 2018
www.intersolar.net.br

co-located with
ENIE 2018
XVI ENCONTRO NACIONAL DE INSTALAÇÕES ELÉTRICAS

with special exhibitions
eees®
electrical energy storage
energy decentral®
South America | Powering Biomass
Topics:

- Market
- Exhibition
- Targets
- Specials
MARKET LATIN AMERICA

- Latin American market is on track to grow exponentially, with a cumulative forecast of 41 gigawatts of PV demand installed between 2016 and 2021. Annual installations are on track to more than double over the same period. By the end of the decade, Latin America will represent 10 percent of global PV demand.
MARKET LATIN AMERICA

Latin American Markets’ Share of Annual Regional PV Demand 2016-2022E

Source: GTM Research
MARKET CHILE

- As expected to be a down year for the largest PV market in LatAm, Chile is thus far on pace for around 500MW of installations. Much of the 250MW installed to date comes from PMGD projects in the 3-9 MW range with only a fraction of utility projects in the pipeline will gaining grid clearance in 2017.
- An upcoming auction in Q4 will have a block for solar, but the true results of that tender will not be known until 2023 CODs.
MARKET MEXICO

- Much of Mexico’s successes in the A1 and A2 rounds are well known, and with over 80 developers showing interest in A3, solar may gain even more capacity in the country. While solar’s near-term future in Mexico is certain, the government has not set ambitious targets for PV beyond 2020.
- Whether this is an indication that SENER does not aggressively plan to push PV is one thing, but the fact is that at sub-$1/W, system costs already in a still-nascent development market, solar is not going anywhere.
MARKET BRAZIL

- Brazil has emerged from solar purgatory, for now, anyway thanks to larger developers and manufacturers like EDF, Enel Green Power and Canadian Solar. The market will shatter most expectations in 2017, adding close to 700MW in new utility capacity, leveraging sources of financing beyond traditional BNDES methods.

- A point of conversation among almost all attendees at Intersolar South America in Sao Paulo was the emerging community solar C&I landscape. Expect Brazil’s PV future to hinge more on the successes of DG, than within the utility scale.
INTERSOLAR WEBINARS

Up to 6 Intersolar South America Webinars planned for 2018 in English, Portuguese and Spanish

- valuable information, quickly and easily,
- from top industry experts
- Live question and answer sessions, in addition to viewer discussions and polls
- in-depth knowledge of the markets and technologies driving the industry forward.


First Webinar in 2018: Centralized PV Generation in Brazil – Impact of the 2017 energy auctions and market forecast

https://register.gotowebinar.com/register/3181437282941552897
RESULTS 2017

- 220 exhibitors
- 12,000+ visitors
- 1,500 attendees
- 5 Sponsors (Exhibition Gold and Silver, Conference Silber and Bronce, Lanyard)
EXHIBITORS 2017

Companies Represented by Exhibition Segment

- **Solar Heating & Cooling**: 6%
- **PV Cells & Modules**: 39%
- **Components, Mounting & Tracking**: 8%
- **PV Manufacturing Equipment, Materials & Components**: 4%
- **Balance of Systems**: 31%
- **Electrical Energy Storage**: 12%

Source: Exhibitor Registration Data 2017
VISTORS 2017

<table>
<thead>
<tr>
<th>Attendees by Business Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Development</td>
<td>39.35%</td>
</tr>
<tr>
<td>Marketing &amp; Sales</td>
<td>17.94%</td>
</tr>
<tr>
<td>Purchasing/Procurement</td>
<td>6.02%</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>5.67%</td>
</tr>
<tr>
<td>Manufacturing/Production</td>
<td>4.86%</td>
</tr>
<tr>
<td>Product Management</td>
<td>4.51%</td>
</tr>
<tr>
<td>Finance</td>
<td>1.74%</td>
</tr>
<tr>
<td>Quality Management</td>
<td>0.93%</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>0.12%</td>
</tr>
<tr>
<td>Other</td>
<td>18.87%</td>
</tr>
</tbody>
</table>

Source: Visitor Survey 2017
IMPRESSIONS 2017

Pictures:
- [https://www.intersolar.net.br/en/home/impressions.html](https://www.intersolar.net.br/en/home/impressions.html)

Videos:
# QUICK FACTS 2018

## EXHIBITION

<table>
<thead>
<tr>
<th>Dates</th>
<th>August 28-30, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>12:00pm-8:00pm</td>
</tr>
<tr>
<td></td>
<td>12:00pm-8:00pm</td>
</tr>
<tr>
<td></td>
<td>12:00pm-8:00pm</td>
</tr>
<tr>
<td>Venue</td>
<td>Expo Center Norte</td>
</tr>
<tr>
<td></td>
<td>White Pavilion</td>
</tr>
<tr>
<td></td>
<td>José Bernardo Pinto St., 333</td>
</tr>
<tr>
<td></td>
<td>Vila Guilherme</td>
</tr>
<tr>
<td></td>
<td>Zip code: 02055-000 São Paulo, SP Brazil</td>
</tr>
<tr>
<td></td>
<td><a href="www.expocenternorte.com.br">www.expocenternorte.com.br</a></td>
</tr>
<tr>
<td>Areas of focus</td>
<td>Photovoltaics</td>
</tr>
<tr>
<td></td>
<td>PV Production Technology</td>
</tr>
<tr>
<td></td>
<td>Solar Thermal Technologies</td>
</tr>
<tr>
<td></td>
<td>Electrical Energy Storage</td>
</tr>
</tbody>
</table>
## QUICK FACTS 2018

<table>
<thead>
<tr>
<th>Visitor Profile</th>
<th>Exhibitor Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installers and System Integrators</td>
<td>Manufacturers</td>
</tr>
<tr>
<td>Distributors</td>
<td>Suppliers</td>
</tr>
<tr>
<td>Project Developers / EPC Contractors</td>
<td>Distributors</td>
</tr>
<tr>
<td>Architects</td>
<td>Service Providers</td>
</tr>
<tr>
<td>Manufacturers and Suppliers</td>
<td>Project Developers / EPC Contractors</td>
</tr>
<tr>
<td>Investors and Analysts</td>
<td>System Integrators</td>
</tr>
<tr>
<td>Utilities</td>
<td>Research Institutes</td>
</tr>
<tr>
<td>Government Officials / Policy Makers</td>
<td>PV Equipment &amp; Materials Manufacturers</td>
</tr>
</tbody>
</table>
FLOORPLAN 2018

Intersolar South America / ENIE 2018

Catering / Praça de Alimentação

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Legend:
- PV Cells, Modules & Systems (Células PV, Módulos & Sistemas)
- Balance of Systems (Reparação de Sistemas)
- PV Components, Mounting & Tracking Systems (Componentes PV, Montagem & Sistemas de Rastreamento)
- Solar Heating & Cooling Technologies (Tecnologias Termossolar & Refrigeração)
- PV Manufacturing Equipment, Materials and Components (Equipamentos de fabricação PV, Materiais e Componentes)
- Electrical energy storage (Armazenamento de Energia Elétrica)
- Energy Decentral / Biomass (Gerador distribuído/ Biomassa)
- Column 0.5 x 0.5m
BOOTH SPACE PRICING

### 3 Booth Space Fees/Payment Terms

<table>
<thead>
<tr>
<th>Please mark</th>
<th>Rate</th>
<th>Re-Booking¹</th>
<th>Early Bird²</th>
<th>Member³</th>
<th>Non-Member⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw Space</td>
<td>€220/sqm</td>
<td>€235/sqm</td>
<td>€250/sqm</td>
<td>€260/sqm</td>
<td></td>
</tr>
<tr>
<td>Assembly 1⁵</td>
<td>€280/sqm</td>
<td>€295/sqm</td>
<td>€310/sqm</td>
<td>€320/sqm</td>
<td></td>
</tr>
<tr>
<td>Assembly 2⁵</td>
<td>€300/sqm</td>
<td>€315/sqm</td>
<td>€330/sqm</td>
<td>€340/sqm</td>
<td></td>
</tr>
</tbody>
</table>

Raw space is the rental of floor space only and does not include any utilities, services, walls, carpet or furnishings. Included with each booth space: web listing with link to your exhibitor website, free listing in the official event directory, complimentary visitor brochures and free visitor registration for your customers.

1. Re-Booking Exhibitors of Intersolar South America 2017 who apply until December 31, 2017
2. Early Bird All companies that apply until March, 31, 2018
3. Member After March 31, 2018: Participants of the Intersolar Membership Program who exhibited in at least one additional Intersolar exhibition (Europe, North America, India, Middle East) within the past 12 months. Please beware: a retroactive discount is not possible.
4. Non-Member All companies that apply after March 31, 2018
BOOTH PACKAGES I

Description:
- White partition walls
- Carpet
- 1 counter desk (0.5m width x 0.7m height)
- 1 table (metallic tube structure and round glass top)
- 4 chairs
- 1 counter stool
- Name board (1x4 in black)
- 1 power plug
- Lighting (I nation lamp for every 3 stand)
- Counter desk (1m length x 0.6m width) with 2 shelves
- Figurals
BOOTH PACKAGES II
CO-LOCATION WITH ENIE/ELETROTEC 2018

**Products:** design, assembly and maintenance of LV/MV electrical infrastructure. Distributed generation from renewable sources, overhead and underground grids, converter substations, street lighting and installations for building and industrial facilities.

**Pricing:**
Space only: R$ 630,00/m² (US$ 330/sqm)
Assembly: R$ 790,00/m² (US$ 450/sqm)
No admissions of exhibitors presenting products that are listed for Intersolar or ees
Exception: former customer of ENIE
2018 TARGETS

- 240 exhibitors at Intersolar South America
- 50 energy storage exhibitors
- 30 exhibitors at the special exhibition ees SA
- 8 Sponsors (Packages and further exhibition and conference sponsorships)
- 12,500 visitors
WHY EXHIBIT AT ISSA

- **USPs:** Biggest and most international exhibition for the solar industry in Latin America, Global Platform for Innovations, Trendsetter, Quality of attendees (downstream & upstream) > Global series of Solar and Storage Exhibitions

- **Membership Program:** To reward loyal exhibitors the Membership Program offers several benefits. Exhibitors collect loyalty points for participating in several Intersolar events: booth location, free tickets, discounts, presence in marketing materials, etc.

- Coming soon: website with most important exhibitor information in your language!

- **Sao Paulo:** is an alpha global city and exerts strong international influences in commerce, finance, arts and entertainment.

- **Networking opportunities:** Networking Reception for Solar and Clean Energy Professionals

- **Free services** for exhibitors: Press release distribution, Event Directory entry, Floorplan Guide and website listing, 5 exhibitor passes, unlimited customer invitations, AWARD participation, VIP Program
COUNTRY PAVILION ORGANIZATION

- Are you or local partners interested in organizing a Pavilion?
- Are governmental/local subsidies available for solar/energy storage companies?
- Cost-effective all-in-one booth concepts are already available!

- Special conditions
  - No cancellation fees for cancellations/booth space reductions until end of March
  - Member rate booth price (~5% discount*)
  - plus 5% discount on member rate

- Pavilion Exhibitor Benefits
  - Low participation fees
  - Co-exhibitor fees of €250 per co-exhibitor do not apply (City hall Tax needs to be paid)
  - Low planning & organizational efforts
IMPORTANT SALES & EXHIBITOR SERVICE LINKS

I would like to exhibit, but expenses are too high for me? What is the best price?
Rebooking Rate for:
– all 2017 exhibitors
Cost-effective booth packages
Travel discounts: can be found soon at https://www.intersolar.net.br/en/home/travel-services.html

Where can I download ISSA floor plans? How can I reserve a booth (unbinding)?
Floor Plans can be viewed, here: https://www.intersolar.net.br/fileadmin/Intersolar-South-America/2_Exhibitor_Material_2018/ISSA_2018_floor_plan_website.pdf
Booths can be reserved via the OBS > Live Plan / Reservation system will follow soon!

Which companies participate in ISSA?
Online Exhibitor List, will not be updated before May 2018.
2017 exhibitor list: https://www.intersolar.net.br/en/home/for-visitors/exhibition/exhibitors.html

Where can I find exhibitor documents / application forms?
Application forms: https://www.intersolar.net.br/en/home/for-exhibitors/participation/application.html
Exhibitor Documents: https://www.intersolar.net.br/en/home/for-exhibitors/exhibition-planning/exhibitor-service.html (→ not yet available; will be updated)
Exhibitor Information:
SPONSORSHIP & MARKETING OPPORTUNITIES

• Sponsorships and marketing opportunities are available for any budget
• Only exhibitors can purchase ISSA sponsorships!
• Exception: Conference Sponsorships (available also for non-exhibitors), but exhibitors get 20% discount
• See all Sponsorship Opportunities here: https://www.intersolar.net.br/en/home/for-exhibitors/exhibition-planning/sponsorships-marketing.html
• Already sold for 2018:
  • Gold Sponsor, Badge Sponsor Lanyard Sponsor, Conference Pen, Sponsor of Intersolar’s Webinars, Website Banner Zone 1
YOUR RESPONSIBILITY – ONGOING SALES CALLS

Call Campaigns (continue / start now!) (Early Bird Ends March 31, 2018)
- Calls to previous exhibitors (2015-2017)
- Calls to potential exhibitors / leads
- Calls to existing exhibitors to inform them about our Sponsorships

Recommendation: preferential treatment / who to contact first?
- Previous exhibitors 2015-2017, not confirmed for 2018

Marketing budget is available for your targeted marketing!
- Make suggestions for marketing services (ads, banners, etc.) in PV and energy storage media in your country
YOUR CONTACT – INTERSOLAR SOUTH AMERICA

**Project Management: Gioia Müller-Russo (GMR)**
Tel. +49 7231 58598-218 | Fax +49 7231 58598-28
mueller-russo@solarpromotion.com

- Booth selection, assignment & planning
- Country Pavilions
- Coordination of marketing activities
  (mailings, ad-campaigns, event participations)
Thank you for your support!
The World’s Leading Exhibition Series for the Solar Industry

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