



CONFERENCE SESSIONS

Photovoltaics

- Balance of Systems
- Building Integrated Solutions
- Crystalline Silicon
- Energy Storage
- Global Markets – Asia
- Global Markets – North America and Europe
- Green Cities
- Growth Stage Companies Forum
- Modules and Systems
- Performance Symposium
- PV Market Support
- Reliability across the Value Chain
- SEMI North American PV Fab Managers Forum
- Smart Grid
- The Future of Net Metering
- The Future of PV
- Thin Film

Utility-Scale Solar Energy

- Concentrating Solar Technologies and Markets – CPV & CSP
- Investments and Development Opportunities for Utility-Scale Solar Projects in Latin America
- PV Power Plants
- Utilities Forum

Solar Heating & Cooling

- Innovations in SHC Systems
- Markets and Policies
- SHC Panel Discussion

INTER SOLAR NORTH AMERICA CONFERENCE

Dear Solar Professional,

Solar Energy will provide a key pillar of the world's future sustainable energy systems. We would like to cordially invite you to attend North America's premier exhibition and conference for the rapidly growing solar industry. With more than 20 years of experience, Intersolar is internationally recognized as the world's leading brand for solar exhibitions and conferences – spanning three continents, hosting over 3,500 exhibitors, and attracting over 120,000 visitors in 2012. With a proven track record as the most important global meeting place for solar professionals, Intersolar North America remains the event with the highest attendance in the US solar market. Join the world-class conference program at the InterContinental Hotel next door to the San Francisco Moscone Center, and use this opportunity to network with leading the international industry experts and decision makers.

Attendees of the Intersolar North America Conference will gain crucial insights into all aspects of today's dynamic global solar industry. The comprehensive conference program spans a variety of themes - from the latest technology advancements to market developments to policy and finance issues. During the course of 30 sessions, workshops, seminars and lectures,

more than 200 highly-respected speakers will present vital information about the state of the solar industry in the fields of photovoltaics, utility-scale solar energy, as well as solar heating and cooling technologies.

In 2012, we expect to welcome over 1,600 attendees to the conference venue. This year's program will emphasize emerging technologies, such as energy storage and smart grid applications. Taking into account the recent changes of market support policies announced by several world-wide governments, special attention will be focused on how global markets are expected to perform.

In 2011, the U.S. market for solar applications was the third largest in the world. Growth in the U.S. exceeded 100% in 2011. Be part of this booming international market and visit our 5th conference and exhibition in North America. As this market steadily matures, the U.S. could easily become the leading PV market in the future. So it's certainly time to go solar in the U.S.!

Prof. Dr. Eicke R. Weber
Conference Committee Chairman
Director, Fraunhofer Institute for
Solar Energy Systems ISE

CONFERENCE HIGHLIGHTS 2012



Prof. Dr. Eicke R. Weber
Director
Fraunhofer Institute for
Solar Energy Systems,
Germany

Crystalline Silicon – Innovative Cell and Module Concepts

Crystalline silicon PV technology supplies almost 90% of the global PV market. The last years brought about truly amazing cost reductions, accelerating the learning curve, so that PV can generate electricity in sun-rich regions now at less than 10 cts/kWh. In this session, leading specialists present the latest low-cost and high-efficiency Si PV technologies.



Andrew Skumanich
Founder and Chief
Executive Officer
SolarVision Consulting, U.S.

Concentrating Solar Technologies & Markets – CPV & CSP

This year will be a very dynamic year in the overall context of lowering prices for PV, and the approach to grid parity. CPV and CSP are rapidly moving to leverage their capabilities and to exploit their advantages. The discussions this year will explore the challenges and opportunities for CPV and CSP in the rapidly evolving market place.



Janice Lin
Co-Founder and
Executive Director
California Energy Storage
Alliance, U.S.

Energy Storage – Concepts, Applications, Economics, Performance

Energy storage deployed throughout the electric power system has the potential to fundamentally change the way we generate, transmit and distribute power – enabling a cleaner, more affordable and reliable system which will accelerate the deployment of even more solar power.



Daniela Schreiber
Executive Vice President USA
EuPD Research / Hoehner
Research & Consulting
USA Corp., U.S.

Global Markets – Future Markets Prospects across North America and Europe

The global PV market is characterized by change: Amendments in political framework, such as the FIT schemes in Europe, as well as modest netmetering caps or expired cash grants calling for new, innovative financing solutions in the US. The session addresses impacts on local and global markets and arising business opportunities for a successful market activity.



Dr. Andreas Häberle
CEO
PSE AG, Germany

Innovations in SHC systems

Solar heating and cooling can substantially reduce the energy bill of households and industry with very attractive payback times. In this session leading specialists present the state of the art and future trends for solar heating and cooling system design and innovations in collector and storage technologies.



Doug Payne
Executive Director
SolarTech, U.S.

Performance Symposium – Capitalizing Solar as an Asset Class for Mass Market

Increased acceptance of "Solar as an Asset Class" by Venture Capital and Wall Street is fundamental to achieving scale. The Performance Symposium focuses on the intersection of broader consumer access (demand), increased access to lower cost capital (supply), and expanding local residential and commercial U.S. market access for all (opportunity).



Bettina Weiss
Vice President
PV Business Unit
SEMI PV Group, U.S.

SEMI North American PV Fab Managers Forum

SEMI's North American PV Fab Managers Forum will highlight U.S. solar manufacturing in the current challenging market conditions of collapsing margins, financing woes and growing trade disputes, but also highlight long term growth opportunities. Speakers will provide insights to these challenges.



Les Nelson
Interim Executive Director
California Solar Energy
Industries Association, U.S.

The Future of Net Metering

Solar industry and environmental advocates have joined forces this year to preserve the benefits of California's net metering program. Lawmakers are being asked to change the rules for solar users, which could have consequences in other states. Hear a lively discussion on the costs and future of Net Metering from different stakeholder perspectives.



Minh Le
Chief Engineer
Solar Energy
Technologies Program
Department of Energy, U.S.

The Future of PV – A Market and Technology Outlook & CEO Panel

As PV supply and demand in world markets equilibrate in the coming year, there is reason for optimism that overall worldwide demand will continue to grow in the coming years. Learn about the tremendous innovations in technology as well as business practices and advances in lowering soft balance of systems costs that will enable the industry to grow and compete effectively with conventional sources of electricity.

CONFERENCE SESSIONS

WORKSHOPS & BUS TOURS

FREE EXHIBITION PROGRAMS

SIDE EVENTS

Monday, July 9

9:00am-1:00pm	Smart Grid – Concepts, Technologies, Markets	Performance Symposium – Capitalizing Solar as an Asset Class for the Mass Market (Part 1)	SEMI North American PV Fab Managers Forum (Part 1)			Power Electronics for Photovoltaics	Tour of San Francisco Solar Sites
Lunch Break							
2:00pm-6:00pm	Energy Storage – Concepts, Applications, Economics, Performance	Performance Symposium – Capitalizing Solar as an Asset Class for the Mass Market (Part 2)	SEMI North American PV Fab Managers Forum (Part 2)	PV Market Support-Political Framework Outlook		Power Electronics for Photovoltaics	Tour of Solar Systems at Google Headquarter (1:30pm)

Venue: Moscone West Hall

PV Production & Technology Hall
Venue: Moscone North Hall

Tuesday, July 10

9:00am-1:00pm	Official Opening (10:00am)						Commercial and Utility Scale PV System Design	
Lunch Break								
2:00pm-6:00pm	Crystalline Silicon – Innovative Cell and Module Concepts	Building Integrated Solutions – Concepts and Applications	Green Cities – Sustainability as an Economic Growth Engine	Reliability across the Value Chain: Materials Matter	Concentrating Solar Technologies & Markets – CPV & CSP	Commercial and Utility Scale PV System Design		
Evening	Solar Summerfest (5:00pm)							

Tuesday, July 10

12:15pm-1:45pm	Company Accreditation – A New Standard of Excellence for Residential PV Installation Companies	10:30am-12:30pm	PV Manufacturing in the US – A Vision for the Future
2:00pm-3:30pm	Grow Your Business in California and Exporting Options for You Globally	1:00pm-2:30pm	International Standards on PV Module Quality & Reliability
4:00pm-5:00pm	Intersolar AWARD Ceremony – Solar Projects in North America	3:00pm-4:30pm	Business Benefits of Green Manufacturing in the PV Industry

Wednesday, July 11

9:00am-1:00pm	Thin Film – Technological Advancements	Balance of Systems – Concepts & Applications	Global Markets – Future Market Prospects across North America and Europe	Investments and Development Opportunities for Utility-Scale Solar Projects in Latin America	Innovations in SHC Systems (starts 11:00am)	PV-Training: Production Technology – Innovative Processes and Technologies	Understanding Solar Industry Cycles
Lunch Break							
2:00pm-6:00pm	Modules & Systems – Testing & Certification	Off-Grid Systems & Rural Electrification – Application and Markets	Global Markets – Future Market Prospects across Asia	The Future of Net Metering	SHC Markets & Policies SHC Panel Discussion	PV-Training: Production Technology – Innovative Processes and Technologies	

Wednesday, July 11

10:30am-1:45pm	Tools and Techniques for Commissioning and O&M	10:30am-12:30pm	Scaling Thin Film PV Technology to Bankability – Supply Chain and Manufacturing Challenges
11:00am-12:00pm	Solar3.0 – A National Roadmap from Policy to Profitability	1:30pm-2:30pm	NASA Jet Propulsion Laboratory – Flat Plate Solar Array Project
2:00pm-3:30pm	Starting a Successful Solar Business	3:00pm-4:30pm	New Materials in PV Manufacturing – Dye Sensitized, Full Organic, Hybrid
2:30pm-5:00pm	7th PV Briefing & Networking Forum USA (Joint Forces for Solar)		

Thursday, July 12

9:00am-1:00pm	The Future of PV – A Market and Technology Outlook & CEO Panel	PV Power Plants – Utility Scale Technology, Development, Financing and Performance				PV-Training: High Efficiency Solar Cells – Concepts and Potential	
Lunch Break							
2:00pm-6:00pm	Growth Stage Companies Forum	Utilities Forum				PV-Training: High Efficiency Solar Cells – Concepts and Potential	Solar Thermal in 2012 – Systems, Design and Markets

Thursday, July 12

10:30am-12:00pm	Solar Roofing Best Practices	10:30am-12:30pm	PV R&D Research Consortia – Global Insights and Activities
12:15pm-1:45pm	PVsyst Modeling	1:30-3:30pm	Advanced Photovoltaics – Ultra High Efficiency Technologies

Friday, July 13

Tour of Solar Wineries (9:00am)

Conference Packages	Early bird until June 2	Regular until July 8	On-site
Full Conference Package	\$875	\$975	\$1,050
Photovoltaics Package	\$825	\$925	\$995
Solar Heating & Cooling Package	\$350	\$400	\$450
Utility-Scale Solar Energy Package	\$550	\$625	\$700

Day Tickets Photovoltaics	Monday, July 9	Tuesday, July 10	Wednesday, July 11	Thursday, July 12
Monday, July 9	\$425	\$500	\$575	
Tuesday, July 10		\$250	\$275	\$300
Wednesday, July 11			\$425	\$500
Thursday, July 12				\$425

Individual Tickets/Workshops	Early bird until June 2	Regular until July 8	On-site
Commercial and Utility Scale PV System Design	\$275	\$325	\$375
Green Cities	\$175	\$210	\$245
Power Electronics for Photovoltaics	\$475	\$525	\$575
PV Market Support	\$250	\$275	\$300
PV-Training: Production Technology	\$530	\$590	\$640
PV-Training: High Efficiency Solar Cells	\$530	\$590	\$640
Solar Thermal in 2012	\$225	\$245	\$265
Solar Summerfest	\$75	\$75	\$100

Individual Tickets/Workshops	Early bird until June 2	Regular until July 8	On-site
Tour of San Francisco Solar Sites	\$60	\$70	\$80
Tour of Solar Wineries	\$135	\$160	\$185
Tour of Solar Systems at Google Headquarter	\$70	\$80	\$90
Understanding Solar Industry Cycles	\$225	\$245	\$265
Exhibition Tickets			
Exhibition Only	\$50	\$100	\$150
Exhibition and Solar Summerfest	\$100	\$138	\$200

Online Registration
→ www.intersolar.us → Conference
→ Registration

Program Details
→ www.intersolar.us → Conference
→ Program

SHC 2012 – International Conference on Solar Heating and Cooling for Buildings and Industry

A Conference of the International Energy Agency's Solar Heating and Cooling Programme (IEA SHC), PSE AG

→ www.shc2012.org

Solectria Renewables' Commercial & Utility-Scale Grid-Tied PV Inverter Training, Solectria Renewables LLC

→ www.conta.cc/HARDI2

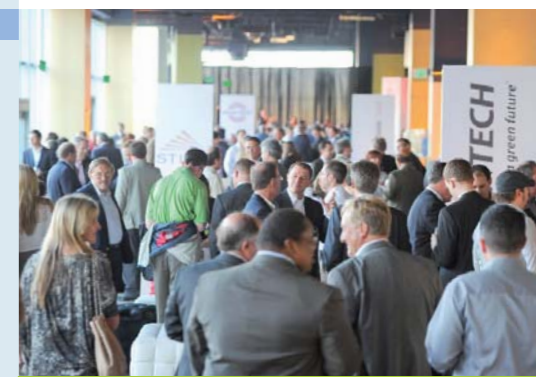
Solar Energy Resource Guide (SERG) Release Party, NorCal Solar

→ www.noricalsolar.org/index.php/serg

SOLAR SUMMERFEST, JULY 10

This is a highlight for all solar professionals. The Solar Summerfest, co-organized with California Solar Energy Industries Association (CALSEIA), is the perfect opportunity to kick back and relax. Take in stunning views of the San Francisco skyline while you wine and dine at CityView, Metreon Rooftop! Our official networking and fundraising event supports CALSEIA's ongoing efforts, which is dedicated to developing a sustainable solar industry in California.

→ www.intersolar.us → Visitor Service → Programs



MORE THAN A CONFERENCE

The 2011 Intersolar North America Conference was a great success, welcoming attendees from across the globe to San Francisco. No fewer than 1,617 solar professionals came together at the InterContinental Hotel to participate in the conference and its feature events, and we were delighted by the positive feedback: The clear majority (90%) of participants felt the program met with their expectations, while 96% aim to attend in future.

The conference offers far more than information – it provides valuable networking opportunities and an ideal framework to capitalize on the dynamic U.S. and global solar markets. What’s more, links to the technological innovations showcased at the adjacent exhibition center – access included with conference registration – lay the foundations for top-notch awareness of what’s happening in the industry.

EXHIBITION AREAS

- PV Cells & Modules
- PV Components, Mounting & Tracking Systems
- PV Manufacturing Equipment/Materials
- Balance of Systems
- Solar Heating & Cooling Technologies

MORE THAN AN EXHIBITION

Interested in making contact with established solar companies and finding out about their products? Look no further than the Intersolar North America Exhibition right next door at the Moscone Center. This is the place to brush up on information regarding innovations and state-of-the-art technologies shaping the industry. Engage with the expected 22,000 visitors and about 900 exhibitors presenting their solutions to current trends. Your conference registration grants you full access.

The popular Innovation Exchange presentation series will allow exhibitors to highlight their newest products. Also, free workshops will be held at the “Practical Point,” a platform designed for industry insiders to exchange expertise and experiences. And don’t miss the dedicated “PV Production & Technology Hall” (North Hall), a place to focus on topics such as PV manufacturing, technology, and the needs of the PV community.

New in 2012: The Intersolar “Solar Projects in North America” AWARD ceremony will be held on the Innovation Exchange stage on July 10, while the special “PV ENERGY WORLD” exhibit will present the latest information on developments in energy storage and grid integration.

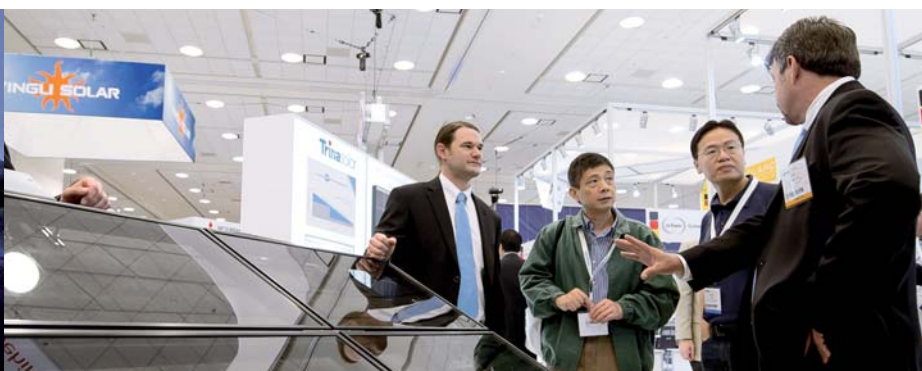
Conference Attendees by Business Activity (in %)

PV Cell/Module Manufacturer	17
PV Equipment Manufacturer	10
PV Installer & Integrator	10
PV Project Planner	9
PV Component Manufacturer	8
PV Material Manufacturer	6
ST Installer & Integrator	5
ST Project Planner	3
Investor/Analyst	3
PV Distributor	3
ST Material Manufacturer	2
ST Equipment Manufacturer	2
ST Component Manufacturer	2
Utility	2
Government Official/Policy Maker	2
Other	16

PV = Photovoltaics
ST = Solar Heating and Cooling

SPECIAL PROGRAMS & EVENTS

- Special Exhibit: PV ENERGY WORLD
- Special Exhibits on Solar Transportation
- Practical Point for Practitioners & Installers
- PV Production and Technology Stage
- Innovation Exchange Presentation Area
- Job & Career Forum
- Intersolar AWARD Ceremony & Hall of Fame



Intersolar Global Platinum Sponsor



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Conference Sponsors



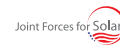
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Conference Partners



Workshop & Side Event Partners



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Prof. Dr. Eicke R. Weber, Fraunhofer Institute for Solar Energy Systems, Germany

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CONFERENCE QUICK FACTS

Dates	July 9–12, 2012	
Hours	Monday–Thursday: 9:00am–6:00pm	
Venue	InterContinental Hotel, 888 Howard Street, San Francisco, CA 94103	
Speakers	200	
Attendees	1,600	
Sessions	30+	
Registration	Early bird:	April–June 2
	Regular:	June 3–July 8
	On-site:	July 9–12
	Online registration is available at: → www.intersolar.us → Conference → Registration	
Program	→ www.intersolar.us → Conference → Program	
	On-site registration opens daily at 8:00am	

Organizers

