

SMART GRID

MAXIMIZING THE VALUE OF SOLAR POWER

The electric grid remains the largest and most important obstacle to the continued rapid growth of the solar market. While the solar market benefits from a mix of technological innovation, favorable policies and incentives as well as consistent investment from venture capital and the public markets, grids remain tied to age-old technologies and regulatory structures. The emergence of smart grids – electricity transmission, storage and management networks that incorporate advanced technologies to improve reliability, renewable energy integration and new forms of power pricing – are a necessary next step in the ongoing solar revolution. In this full-day conference, Greentech Media and industry leaders will explore the key aspects of the emerging global smart grid market, including its critical technologies, policies, major utility players and new service opportunities.

FEATURED SPEAKERS AND PARTICIPATING COMPANIES



Richard Hair
Networks Team Leader
E.ON Engineering



Livio Gallo
Managing Director
Infrastructure and
Network Division
Enel SpA



Benjamin Kott
Green Business
Operations Manager,
EMEA
Google



Anton Milner
CEO
Q-Cells



Dr. Thomas Smolka
Chief Engineer,
Institute for High Voltage
Technology,
RWTH Aachen University



Dr. Anke Weidlich
Senior Research
SAP AG



Sebnem Rusitschka
Research Scientist
Siemens AG



Steve Rhoades
President and CEO
Satcon



Philip von Schmeling
CSO
Conergy AG



AGENDA, MAY 27, 2009

- 10:00am–10:15am **INTRODUCTION AND SMART GRID TAXONOMY OVERVIEW**
This session will provide a detailed look at the end-to-end smart grid market, presenting a taxonomy of all the key technologies, service opportunities and players, and assess the opportunities for market growth worldwide.
Speaker: Richard Thompson, Greentech Media
- 10:15am–11:00am **SOLAR MARKET OUTLOOK AND RENEWABLE ENERGY DRIVERS FOR INTELLIGENT UTILITY NETWORKS**
This session will provide a baseline and forecast for the global solar market, detailing supply and demand forecasts worldwide, in addition to discussing how the proliferation of renewable energy generation drives the need for advanced utility networks.
Speaker: Travis Bradford, The Prometheus Institute
- 11:00am–11:30am **KEYNOTE PRESENTATION**
Speaker: Livio Gallo, CEO, Enel Distribuzione; Managing Director, Infrastructure and Network Division, Enel SpA
- 11:30am–12:00pm **BREAK**
- 12:00pm–1:00pm **THE EVOLUTION OF SMART GRID INFRASTRUCTURE IN EUROPE**
Speakers: Richard Hair, E.ON Engineering; Livio Gallo, Enel SpA; Philip von Schmeling, Conergy AG; Anton Milner, Q-Cells; Sebnem Rusitschka, Siemens AG
Moderator: Richard Thompson, Greentech Media
- 1:00pm–2:00pm **LUNCH**
- 2:00pm–3:00pm **INTEGRATING PV TECHNOLOGIES AND GRID STORAGE WITH EMERGING SMART GRIDS**
Speakers: Raghu Belur, Enphase Energy; Steve Rhodes, Satcon; Anton Milner, Q-Cells; Michael Lippert, Saft Industrial Batteries; Dr. Thomas Benz, ABB
Moderator: Travis Bradford, The Prometheus Institute
- 3:00pm–4:00pm **ADVANCED SMART GRID APPLICATIONS AND SERVICES FOR RESIDENTIAL AND COMMERCIAL CUSTOMERS**
Speakers: Benjamin Kott, Google; Dr. Anke Weidlich, SAP AG; Richard Hair, E.ON Engineering; Livio Gallo, Enel SpA
Moderator: David Leeds, GTM Research
- 4:00pm–4:30pm **BREAK**
- 4:30pm–5:30pm **THE LONG VIEW: FUTURE VISIONS OF THE SMART GRID AND RENEWABLE ENERGY INTEGRATION**
Speakers: Helmuth Frey, EnBW Energie Baden-Wurtemberg AG; Erik de Jong, KEMA Consulting and Flex Power Grid Laboratories; Dr. Thomas Smolka, Institute for High Voltage at RWTH Aachen University; Dr. Anke Weidlich, SAP AG; Sebnem Rusitschka, Siemens AG
Moderator: Rick Thompson, Greentech Media
- 5:30pm **RECEPTION**

PACKAGE OPTIONS

SIGNATURE SPONSOR: €15,000

As the top sponsor of the event, your company will receive the highest quality and quantity of interaction with attendees. Get the best return on your investment for marketing and sales by purchasing the use of the registration list for direct email marketing. Influence attendees by putting a speaker on a relevant panel session. Promote your brand awareness for months by being featured on the event Website and with top billing at the conference. Finally, bring clients to the event to show them the value of your leadership in the industry.

- ▶ Sponsor Recognition on all Event Literature in the premiere position
- ▶ Sponsor Recognition on all Event Signage in the premiere position
- ▶ Sponsor Recognition on all Event Website pages in the premiere position
- ▶ Access to Event Registration List for one-time email use
- ▶ Ability to Distribute Materials to Attendees
- ▶ Up to 5 VIP passes to the conference for staff or clients
- ▶ 50% Off Any À La Carte Option

GOLD SPONSOR: €10,000

Being a Gold Sponsor at *Smart Grid: Maximizing the Value of Solar* will bring you the leads that will generate business for your company. Promote awareness of your brand by being featured on the event Website for months before the event. The earlier you sign on – the more time your company is featured!

- ▶ Sponsor Recognition on all Event Literature
- ▶ Sponsor Recognition on all Event Signage
- ▶ Sponsor Recognition on all Event Website pages
- ▶ Ability to Distribute Materials to Attendees
- ▶ Up to 2 VIP passes to the conference for staff or clients
- ▶ 25% Off Any À La Carte Option

EVENT SPONSOR: €5,000

Let your product shine in front of all the major corporate players and decision makers that attend *Smart Grid: Maximizing the Value of Solar*. Greentech Media is known for its high-profile attendees, regularly attracting C-level audiences.

- ▶ Sponsor Recognition on all Event Literature
- ▶ Sponsor Recognition on all Event Website pages
- ▶ Ability to Distribute Materials to Attendees
- ▶ 10% Off Any À La Carte Option

Contact:

Markus Erhard
erhard@greentechmedia.com
Tel: +49 89 20 60 99 762

For more information:

<http://www.greentechmedia.com/events/live/intersolar09/grid-ger.html>

To Register:

http://www.intersolar.de/index.php?id=149&no_cache=1&L=1&tx_

À LA CARTE OPTIONS

COCKTAIL RECEPTION SPONSOR: €10,000

- ▶ Host the part of the event where the most networking happens and attendees will easily remember your company! Greentech Media's receptions are known for their high quality; associate your branding with this great addition to the event. This package also includes co-branding on all event materials including the event website, email campaigns, event signage and post-event thank you letters.

EMAIL SPONSOR: €10,000

- ▶ Get more from your sponsorship than just one event by sponsoring a co-branded e-newsletter from Greentech Media and Intersolar. This bi-monthly newsletter will include news on solar and smart grid and will go out to over 50,000 names. This package also includes co-branding on all event materials including the event website, email campaigns, event signage and post-event thank you letters.

VIDEO SPONSOR: €5,000

- ▶ This sponsorship features a multimedia approach to your company's marketing strategy. Sponsor a video that plays in the reception area of the conference on a loop. Highlight your product and show what makes your company a leader in the industry, over and over again in front of hundreds of the exact people you want to hear the message! (Subject to Greentech Media's approval of the video content.) This package also includes co-branding on all event materials including the event website, email campaigns, event signage and post-event thank you letters.

FOLDER SPONSOR: €1,500

- ▶ Include your company's marketing materials, white papers, CD/DVD or brochure, in a Greentech Media folder that is distributed to all event attendees. Have them take home information about your product and your services, and remember your name after the event ends. This package also includes co-branding on all event materials including the event website, email campaigns, event signage and post-event thank you letters.

EXHIBIT SPONSOR: €1,500

- ▶ Distribute your company information at a tabletop during the event. During our lunch hour and cocktail reception, visitors will be able to meet your company representative(s). This package also includes co-branding on all event materials including the event website, email campaigns, event signage and post-event thank you letters.

Intersolar 2008 Attendee Snapshot

Title	Company
Product Manager	ABB Inc.
Vice President Business Management	Abengoa Solar Inc.
Managing Director	Aclaria Partners Incorporated
CEO	ADCO Global Inc.
President	Add Air Mobile Solutions LLC
Associate	Advanced Equities
Managing Director	AE Capital
Market Development Manager	AGC Solar
Solar Market Development Manager	AGC Solar No. America
Senior Utility Analyst	Alameda Power & Telecom
Senior Director Marketing	Amonix
Account Executive	Antenna Group
Vice President and General Manager	Applied Materials
President	Applied Technologies Energy Solutions
Chairman	Ascent Solar
International Development	Ausra
Director	Aviza
Business Development	Banyan Energy
Demand C&ID Manager	Bayer MaterialScience LLC
Business Development	Bell IPC
Vice President	Bessemer Venture Partners
Partner	BG Investments
Project Manager	BG Investments LLC
Global Quality Director	BP Solar
Analyst	Breakwater Capital Management
New Business Development	BSST LLC
Project Manager	Burns & McDonnell Engineering
Owner	Callender Design
Vice President	Camelot Development Group
Senior Analyst	Canaccord Adams
Thermal Division Manager	Canadian Hydro Developers Inc.
President	Canadian Hydro Developers Inc.
President	Canam Inc
Managing Director	Capricorn Investment Group
Chairman	Carnegie Corporation Ltd.
Team Leader	Carnegie Corporation Ltd.
Supply Chain Director	Carrascosa
Analyst	Centinela
Director of Investments	CFM
Senior Planning Engineer	Chevron Energy Technology Co.

Business Analyst	Chevron Technology Ventures
Manager, Carbon Ventures	Chevron Technology Ventures
Business Development Manager	Chevron Technology Ventures
Vice President	Citi
Trade Commissioner	Consulate General of Canada
Assistant Manager	Correns Corporation
Customer Service Advisor	Cowlitz County Public Utility District
President	CVFG
Vice President	CVFG
President	Dave Cathey Associates
Base Civil Engineer	Davis-Monthan Air Force Base
President	Derektor Design Inc
Director of Marketing	Di.S.P
Managing Director	DM Capital
Principal	Donald Aitken Assoc.
Business Development	Dow Corning
Market Manager	Dow Corning Corporation
Manager, Business Development	DTE Energy Services
Manager, Strategic Planning	DTE Energy Services
Director	DTE Energy Services
CTO	E-Cube Technologies
Development Manager	E.ON Climate & Renewables CA
Project Coordinator	Edelnor
Partner and Managing Director	EGORA Holding Gmbh
Chairman & CEO	Elkhorn Partners Inc.
Director	Enbridge Inc.
Vice President	Enbridge Inc.
Senior Vice President Customer Services	ENCO Utility Services
President & CEO	Enpower Corp.
Director of Energy Deliver	eSolar
CEO	ET Solar Inc.
Head Research Operations	EuPD Research
Market Development Manager	Evonik Industries
Research Analyst	Fidelity Investments
Project Manager	Foxconn
Principal	GCS
Senior Market Development Manager	GE Energy
Solar Energy Systems	Glasstech
President	Gorecki Mfg. Inc
Engineer	Gorecki Mfg. Inc.
Vice President Development	Greenlight Sunstream Canada Inc.
Director of Marketing	GreenVolts
President	Hesse & Knipps Inc.

Customer Support	Hesse & Knipps Inc.
Director of Sales	Hesse & Knipps Inc.
Managing Director	HFF LP
Applications Scientist	Hinds Instruments Inc.
Business Development Manager	Home Solar
Director Solar Development	Iberdrola Renewables
Partner	IBM
Program Director Alliances	IBM
Associate	Index Ventures
Managing Director	Infinity Capital
CEO	Intensity Solar
Sales and Marketing Manager	International Silicon Solutions Inc.
Project Director	ISol Ventures GmbH / Younicos AG
Principal	Jane Capital Parnters
Director	JC Solar
Business Development Manager	JDS Uniphase
Director Business Development	JDSU
Science and Technology Manager	JDSU
Analyst	Jefferies & Co. Inc.
Senior Vice President	Jefferies & Co. Inc.
Owner	Jones Innovations
Director Solar Technology	Joyce/Dayton Corporation
Senior Manager	Kawasaki Plant Systems Ltd.
Sales Manger	Kawasaki Plant Systems Ltd
Vice President	Kinetic Systems Inc. NC
Director	Kingspan
Strategic Planning	Korea Advanced Nano Fab Center
Senior Applications Engineer	Kyocera America Inc.
Director of Construction	LAN Associates Inc.
CEO	LightSource Renewables LLC
Chief Development Officer	Mainstream Renewable Power
CSP Development Engineer	Mainstream Renewable Power
Associate	Man ECO
Founder	Mango
Finance Director	Matosantos Commercial Corp.
Consultant	McKinsey and Company
Managing Partner	MCRE Group
Partner	MDV-Mohr Davidson Ventures
Director	MexSer Mexel Servicios
Manager	Mitsubishi International Corporation
Operations Chief	MMR Power Solutions
Professor	Montgomery College
Business Development Manager	Morgan Solar Inc.

R&D Engineer	Nabtesco Corporation
Partner	National Alternative Energy Group
Partner	National Alternative Energy Group
Managing Partner	National Alternative Energy Group
Editor Solar Outlook	Navigant Consulting
Vice President	Neerou
Analyst	Neuberger Berman
Director	Next Energy
Manager Product Development	Nooter / Eriksen
Manager	Northland Power Inc.
Vice President Marketing	Novan Solar Inc.
Director Low Carbon Tech	NRG Energy Inc.
Regional Manager	OMG Electronic Chemicals
President	Origin Capital Partners
Principal	Pacific Gas & Electric
Senior Program Manager-RRD	Pacific Gas & Electric
Senior Manager, Product Development	PADT
Executive Director & CEO	PAE Ltd.
President	PalenSolutions Consulting
Vice President	Palmer Capital Corporation
Project Coordinator/ R&D	Patrick Constructors
Product Marketing Manager	Peerless-Winsmith Inc.
Director	Planet Carbon
Chairman & CEO	PREMIER Ltd.
Business Development Manager	Pro Brand International
PV Project Engineer	Recurrent Energy Inc.
Vice President Information Technology	Recurrent Energy Inc.
UV Project Manager	Red Spot Paint and Varnish Co. Inc.
Managing Partner	RedShift Energy
Vice President	RedShift Energy
Director of Business Development	Reflexite
Research Associate	Reflexite Corporation
Project Developer	RES Americas
Manager	Robert Bosch
Vice President	Robert Bosch
Principal	RockPort Capital Partners
Manager, Business Development	Rohm and Haas
Applications Engineer	SAES Getters USA Inc.
Director of Business Development	Saint-Gobain Glass
Senior Researcher	Samsung Electro-Mechanics
Vice President Marketing	Sapa Profiles Inc.
Executive Vice President Sales & Marketing	Schott Solar Inc.
Director Business Development	Schott Solar Inc

Consultant	Self-Employed
Vice President, Photovoltaics	Semprius
Director of Project Sales	Sharp - Solar Energy Solutions Group
Senior Researcher	Shinhan Diamond
Chief Operating Officer	Shuttleworth, Inc.
Managing Director	Sistemas de Energia y Agua, S.A. de C.V.
Vice President Marketing and Field Operations	Skyline Solar Inc.
Director	Skyline Solar Inc.
President	Sodiff Advanced Materials Co. Ltd.
Manager	Sodiff Advanced Materials Co. Ltd.
Chief Scientist	Soitec USA
Chairman	Sol Voltaics AB
Vice President	Solar Junction
Chief Executive Officer	Solar Junction Corporation
Vice President of Operations	SolarWorld Industries America
Marketing Development Director	Solutia Inc.
Senior Vice President	Solutions International
Sales/Market Dev. Manager	Sopogy Inc.
Director of Manufacturing	Sopogy Inc.
Sales/Market Dev. Manager	Sopogy Inc.
Vice President of Bus. Dev. & Sales	Sopogy Inc.
Sales & Market Dev. Manage	Sopogy Inc.
Sales Associate	Specialized Promotions Network Inc.
Founding Partner	Spring Ventures
Research Analyst	Stanford Group Company
Business Architect	Stanford University
Personel Manager	Steel Co.
Sales/Marketing Manager	Sumika Electronic Materials
General Manager	SYC
Mechanical Engineer	Symyx Technologies
Senior Vice President-Development	Terra-Gen Power
Director, Energy Services	Tetra Tech ECI
Chief Engineer Solar	The Boeing Company
President	The Perez Co. LLC.
President	The Strollo Design Company
Director of Policy	The Vote Solar Initiative
President	Total Heat/Cool Services Inc.
Senior Vice President	Trillion Science Inc.
Analyst	Two Sigma Investments
National Account Manager	Tyco Electronics
Presiden	UMA Solar & Wind Power Inc.
Solar Coordinator	University of Pennsylvania
CEO	U.S. Solar Energy

MBA Graduate	USC Marshall School of Business
Engineer	Vaillant GmbH
Partner	Venrock
Project Manager	W Holdings
Ventures & Business Development	W.R. Grace & Co.
Deputy Manager	Wells Fargo
Regional Sales Manager	Worldwater & Solar Technologies Corp.
Vice President of Engineering	WorldWater & Solar Technologies Corp.
Project Engineer	Worldwater and Solar Technologies Corp.