

## EVENT AUDIT



### DATES OF EVENT:

Conference: July 11-14, 2011  
Exhibits: July 12-14, 2011

### LOCATION:

Moscone Center; San Francisco, CA

### EVENT PRODUCER/MANAGER:

Company Name: Freiburg Marketing Management International  
Address: Hermann-Mitsch-Strasse 3  
D-79108 Freiburg  
Phone: +4976138813110  
Website (Show): www.intersolar.us

### REGISTRATION COMPANY:

Convention Data Services  
Phone: 508.743.0122

### YEAR EVENT ESTABLISHED:

1971

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Conference: July 9-12, 2012  
Exhibits: July 10-12, 2012

### LOCATION:

Moscone Center; San Francisco, CA

## 1. STATEMENT OF MARKET SERVED

Intersolar North America is an event for people inside and outside the industry looking for information, trends and technologies driving the future of Photovoltaic development. The show draws senior and executive level management and job titles including: Facilities Engineering; Financial Analysts; Government; Manufacturing; Marketing & Sales; Purchasing/Procurement; Quality Assurance; R&D; Quality Management; Product Management; Association Management and Trade Publication.

## 2. STATEMENT OF VERIFICATION METHODOLOGY

Conference and exhibit attendees, media representatives, analysts, and speakers included in this audit report were verified as having attended the event. Attendees who registered before a certain pre-show date deadline were mailed badges with instructions for collecting their year-specific (2011) badge holders onsite. Attendees registering after the pre-show date deadline were directed to collect badges (and badge holders) onsite through email messaging received upon successful registration completion. At badge holder pick-up (located in all lobbies), clerks scanned the barcoded badges to prove attendance, with back-up verification by means of collecting the attached badge receipt as well. Further attendee verification was conducted by either or both of the following methods: registering onsite or badge swiping at any exhibitor lead retrieval point. A review of the entire database to eliminate duplicate records and check for missing data was performed. To accurately and effectively manage attendance, the color of the visitor badge holder changes each year. Security is instructed to allow entry to only those visitors wearing the appropriately colored badge holder.

## 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Intersolar North America Visitors	SEMICON West Visitors	Sub-Total: Intersolar North America Visitors	*Speakers	*Media	*Exhibitors, Non-Exhibiting Sponsors & Their Support Staff	*Total Attendance
2011	Moscone Center; San Francisco, CA	8,080	9,648	8,080	474	444	12,336	21,334

\* NOTE: Only Speaker, Media, Exhibitor and Total Attendance figures include both Intersolar North America 2011 and SEMICON West 2011 data. Total Attendance figure does not include SEMICON West Visitors subtotal.

<b>4a. INDUSTRY SEGMENT(S) THAT DESCRIBE COMPANY (BUSINESS/INDUSTRY)</b>			
This is an analysis of 7,314 visitors who responded to Industry Segment(s) that Describe Company. Since a visitor could choose more than one response, the total number of responses may exceed the total number of visitors.	NUMBER OF VISITOR RESPONSES	*PERCENT OF TOTAL VISITORS	**PERCENT IDENTIFIED BY INDUSTRY SEGMENT(S) THAT DESCRIBE COMPANY
PV Cell/Module Manufacturer	1,746	21.6	23.9
PV Equipment & Material Manufacturer (Consumables, Gasses, Solar Glass, etc.)	907	11.2	12.4
PV Component Manufacturer (Cables, Connectors, Mounting & Tracking, etc.)	944	11.7	12.9
PV System technology Manufacturer (BOS, Inverters, Chargers, etc.)	866	10.7	11.8
PV Distributor	902	11.2	12.3
PV Installer & Integrator	1,921	23.8	26.3
PV Project Developer / Planner	1,858	23.0	25.4
ST Power Plant Technology & Development	470	5.8	6.4
ST Collector Manufacturer	234	2.9	3.2
ST Equipment & Material Manufacturer	466	5.8	6.4
ST Component Manufacturer (Storage, Tanks, Measurement & Control Technology, etc.)	322	4.0	4.4
ST Distributor	379	4.7	5.2
ST Installer / Integrator	721	8.9	9.9
ST Project Developer / Planner	626	7.7	8.6
Architecture Company / Building Integration	484	6.0	6.6
Utility Company	220	2.7	3.0
Investment Company / Financial Consulting	651	8.1	8.9
Government Agency (Federal or Local)	214	2.6	2.9
Association	239	3.0	3.3
R & D Company	625	7.7	8.5
Energy Consulting	1,179	14.6	16.1
Roofing Company	142	1.8	1.9
<b>TOTAL VISITOR RESPONSES</b>	<b>16,116</b>		
<b>Total Visitors Identified by Industry Segment(s) that Describe Company</b>	<b>7,314</b>	<b>90.5</b>	
<b>Total Visitors Not Identified by Industry Segment(s) that Describe Company</b>	<b>766</b>	<b>9.5</b>	
<b>TOTAL VISITORS</b>	<b>8,080</b>	<b>100.0</b>	

\*Percent of total based on 8,080 visitors.

\*\*Percent identified by Industry Segment(s) that Describe Company based on 7,314 visitors.

<b>4b. JOB TITLE</b>			
JOB TITLE	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Product Management	863	10.7	11.0
Quality Management	135	1.7	1.7
Research & Development	1,194	14.8	15.3
Purchasing / Procurement	435	5.4	5.6
Marketing & Sales	2,529	31.3	32.3
Manufacturing / Production	616	7.6	7.9
Human Resources Management	74	0.9	0.9
Finance	639	7.9	8.2
Other	1,340	16.6	17.1
<b>Total Visitors Identified by Job Title</b>	<b>7,825</b>	<b>96.8</b>	
<b>Total Visitors Not Identified by Job Title</b>	<b>255</b>	<b>3.2</b>	
<b>TOTAL VISITORS</b>	<b>8,080</b>	<b>100.0</b>	

<b>4c. PURCHASE ROLE</b>			
PURCHASE ROLE	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASE ROLE
Final Decision Maker	2,061	25.5	26.7
Co-Decider	2,321	28.7	30.1
Consultant	1,328	16.4	17.2
Not Directly Involved	2,008	24.9	26.0
<b>Total Visitors Identified by Purchase Role</b>	<b>7,718</b>	<b>95.5</b>	
<b>Total Visitors Not Identified by Purchase Role</b>	<b>362</b>	<b>4.5</b>	
<b>TOTAL VISITORS</b>	<b>8,080</b>	<b>100.0</b>	

<b>4d. LEVEL OF MANAGEMENT</b>			
LEVEL OF MANAGEMENT	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY LEVEL OF MANAGEMENT
Executive Management (Chairman, President, etc.)	1,882	23.3	24.4
Senior Management (Vice President, Director)	1,930	23.9	25.0
Other Management	1,470	18.2	19.0
Non-Management Staff	1,506	18.6	19.5
Consultant, Professional, Self-Employed	676	8.4	8.8
Other (ST)	257	3.2	3.3
<b>Total Visitors Identified by Level of Management</b>	<b>7,721</b>	<b>95.6</b>	
<b>Total Visitors Not Identified by Level of Management</b>	<b>359</b>	<b>4.4</b>	
<b>TOTAL VISITORS</b>	<b>8,080</b>	<b>100.0</b>	

<b>4e. PRODUCT/TECHNOLOGY CATEGORY OF INTEREST</b>			
This is an analysis of 7,804 visitors who responded to a Product/Technology Category of Interest. Since a visitor could choose more than one response, the total number of responses may exceed the total number of visitors.	NUMBER OF VISITOR RESPONSES	*PERCENT OF TOTAL VISITORS	**PERCENT IDENTIFIED BY PRODUCT/TECHNOLOGY CATEGORY OF INTEREST
	PV Cells & Modules	5,380	66.6
PV Thin Film	3,178	39.3	40.7
PV Balance of Systems (BOS)	3,261	40.4	41.8
PV Inverters	3,553	44.0	45.5
PV Measurement and Control Technology	2,567	31.8	32.9
PV Chargers, Batteries	2,263	28.0	29.0
PV Components, Tracking and Mounting Systems	3,308	40.9	42.4
PV Wafers, Materials and Equipment	1,959	24.2	25.1
ST Solar Thermal Technology	2,083	25.8	26.7
ST Manufacturing Machinery and Equipment	1,274	15.8	16.3
PV Building Integrated Solutions (BIPV)	3,295	40.8	42.2
PV Stand-Alone Systems	2,927	36.2	37.5
PV Consumer Products (Solar-Powered Lights, Toys)	1,739	21.5	22.3
PV Power Plants (Commercial & Utility-Scale)	3,222	39.9	41.3
ST Air Conditioning, Cooling	1,074	13.3	13.8
ST Building Integrated Solutions (Facades, etc.)	1,193	14.8	15.3
ST Solar Thermal Power Plants	1,365	16.9	17.5
ST Process Heat	748	9.3	9.6
Research and Development (PV)	3,321	41.1	42.6
Testing Institutes (PV)	1,483	18.4	19.0
Trade Publications, Publishers (PV)	1,753	21.7	22.5
Education, Training (PV)	2,040	25.2	26.1
Financing, Promotion (PV)	2,162	26.8	27.7
Organizations, Associations (PV)	1,732	21.4	22.2
Software (PV)	1,450	17.9	18.6
Others (PV)	746	9.2	9.6
Research and Development (ST)	318	3.9	4.1
Testing Institutes (ST)	447	5.5	5.7
Trade Publications, Publishers (ST)	40	0.5	0.5
Education, Training (ST)	730	9.0	9.4
Financing, Promotion (ST)	718	8.9	9.2
Organizations, Associations (ST)	607	7.5	7.8
Software (ST)	526	6.5	6.7
Other (ST)	337	4.2	4.3
TOTAL VISITOR RESPONSES	62,799		
<b>Total Visitors Identified by Product/Technology Category of Interest</b>	<b>7,804</b>	<b>96.6</b>	
<b>Total Visitors Not Identified by Product/Technology Category of Interest</b>	<b>276</b>	<b>3.4</b>	
<b>TOTAL VISITORS</b>	<b>8,080</b>	<b>100.0</b>	

\*Percent of total based on 8,080 visitors.

\*\*Percent identified by Product/Technology Category of Interest based on 7,804 visitors.

**5. AUDITED GEOGRAPHIC BREAKOUT OF VISITORS**

REGION & STATES	TOTAL VISITORS	PERCENT OF TOTAL
<b>NEW ENGLAND</b>	<b>171</b>	<b>2.1</b>
Maine (ME)	2	
New Hampshire (NH)	12	
Vermont (VT)	4	
Massachusetts (MA)	121	
Rhode Island (RI)	3	
Connecticut (CT)	29	
<b>MIDDLE ATLANTIC</b>	<b>313</b>	<b>3.9</b>
New York (NY)	167	
New Jersey (NJ)	93	
Pennsylvania (PA)	53	
<b>EAST NO. CENTRAL</b>	<b>323</b>	<b>4.0</b>
Ohio (OH)	70	
Indiana (IN)	30	
Illinois (IL)	105	
Michigan (MI)	84	
Wisconsin (WI)	34	
<b>WEST NO. CENTRAL</b>	<b>88</b>	<b>1.1</b>
Minnesota (MN)	46	
Iowa (IA)	3	
Missouri (MO)	29	
North Dakota (ND)	-	
South Dakota (SD)	1	
Nebraska (NE)	1	
Kansas (KS)	8	
<b>SOUTH ATLANTIC</b>	<b>277</b>	<b>3.4</b>
Delaware (DE)	10	
Maryland (MD)	33	
Washington, DC	22	
Virginia (VA)	22	
West Virginia (WV)	4	
North Carolina (NC)	38	
South Carolina (SC)	15	
Georgia (GA)	65	
Florida (FL)	68	

REGION & STATES	TOTAL VISITORS	PERCENT OF TOTAL
<b>EAST SO. CENTRAL</b>	<b>37</b>	<b>0.5</b>
Kentucky (KY)	15	
Tennessee (TN)	10	
Alabama (AL)	10	
Mississippi (MS)	2	
<b>WEST SO. CENTRAL</b>	<b>142</b>	<b>1.8</b>
Arkansas (AR)	4	
Louisiana (LA)	5	
Oklahoma (OK)	4	
Texas (TX)	129	
<b>MOUNTAIN</b>	<b>419</b>	<b>5.2</b>
Montana (MT)	3	
Idaho (ID)	9	
Wyoming (WY)	2	
Colorado (CO)	96	
New Mexico (NM)	51	
Arizona (AZ)	182	
Utah (UT)	22	
Nevada (NV)	54	
<b>PACIFIC</b>	<b>5,391</b>	<b>66.7</b>
Alaska (AK)	1	
Washington (WA)	61	
Oregon (OR)	100	
California (CA)	5,197	
Hawaii (HI)	33	
<b>UNITED STATES</b>	<b>7,161</b>	<b>88.6</b>
Canada	149	
Mexico	35	
<b>NORTH AMERICA</b> (Includes US, Canada & Mexico)	<b>7,345</b>	<b>90.9</b>
<b>INTERNATIONAL (SEE BREAKOUT BELOW)</b>		
<b>CARIBBEAN</b> (Includes: Bahamas, Dominican Republic, Guatemala, Jamaica, Martinique, & Virgin Islands)	<b>12</b>	<b>0.1</b>
<b>ASIA</b> (Includes: Bangladesh, China, Hong Kong, India, Israel, Japan, Kazakhstan, Lebanon, Macau, Malaysia, Mongolia, Nepal, North Korea, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Taiwan, Thailand, Turkey, United Arab Emirates, & Vietnam)	<b>343</b>	<b>4.2</b>
<b>SOUTH PACIFIC</b> (Includes: Australia & French Polynesia)	<b>24</b>	<b>0.3</b>
<b>EUROPE</b> (Includes: Austria, Belgium, Czech Republic, Denmark, France, Germany, Greece, Italy, Lithuania, Netherlands, Norway, Portugal, Romania, Russia, Slovenia, Spain, Switzerland, & United Kingdom)	<b>312</b>	<b>3.9</b>
<b>SOUTH AMERICA</b> (Includes: Brazil, Chile, Columbia, Ecuador, & Uruguay)	<b>22</b>	<b>0.3</b>
<b>AFRICA</b> (Includes: Algeria, Egypt, Niger, Nigeria, South Africa, & Sudan)	<b>8</b>	<b>0.1</b>
Visitors not Identified by a Geographic Region	14	0.2
<b>TOTAL VISITORS</b>	<b>8,080</b>	<b>100.0</b>



