



 **greentechmedia:**

 Prometheus Institute

 inter
solar North America

Tuesday, July 14, 2009
San Francisco, California

This event will bring together top market analysts, utilities, PV equipment suppliers, experts in project finance, PV integrators and developers to describe the new reality in the U.S. PV Market and make clear where the important new opportunities exist. Leveraging extensive market research into solar supply, demand, and electricity generation business models, Greentech Media and the Prometheus Institute for Sustainable Development continue their tradition of high-caliber seminars that provide actionable market intelligence in this fast changing market.

Growth Opportunities in the New PV Market will appeal to:

- ▶ PV Technology Suppliers
- ▶ Renewable Energy Integrators and Developers
- ▶ Venture Capitalists and Financiers
- ▶ Utilities
- ▶ Construction and EPC Professionals
- ▶ Legal and Accounting Professionals
- ▶ Government and Policy Professionals
- ▶ Consultants
- ▶ Business Press

Testimonials:

“The Greentech Media solar event avoided hype and gave the packed audience two strong days of informative panels and incisive analysis. It was great to be able to meet representatives from the entire solar eco-system.”

– Dan Rubin, Alloy Ventures

“Intersolar San Francisco 2008 more than delivered on its promise of attracting top quality renewable energy players from around the world, coupled with first rate seminars featuring industry leaders sponsored by Greentech Media. Overall, a winning event.”

– Bill Barnes, Cleantech America

9:00am–9:15am

Welcome and Introduction

Scott Clavenna, Greentech Media

Participating Companies

9:15am–9:45am

Redefining the PV Market

Travis Bradford, the Prometheus Institute



9:45am–10:30am

Solar Survivors in the Global PV Market

Julie Blunden, SunPower Corp.;
Andre Beebe, SunTech America;
Russ Kanjorski, Abound Solar;
Shyam Mehta, GTM Research



10:30am–11:00am

Networking Break

11:00am–11:45am

Public-Private Partnerships for PV Development

Arno Harris, Recurrent Energy
Laura Spanjian, San Francisco Public Utilities



11:45am–12:30pm

Utility-Owned Generation: A Disruptive New Business Model?

Daniel Englander, GTM Research



12:30pm–1:30pm

Lunch



1:30pm–2:15pm

Critical Issues in EPC and Project Development

Adrian Maynes, M+W Zander



2:15pm–3:00pm

Future of the Commercial Solar PPA

Paul Detering, CEO, Tioga Energy



3:00pm–3:30pm

Networking Break



3:30pm–4:15pm

A New Framework for Residential Solar

Jeffrey Wolfe, GroSolar;
Barry Cinnamon, Akeena Solar

4:15pm–5:00pm

Navigating the Solar Financing Storm

Nathan Campbell, Macquarie Capital Advisors;
Mark Zanolli, J.P. Morgan;
Pat Boylston, Stoel Rives LLP



5:00pm–6:30pm

Networking Reception



Platinum Sponsor



Event Partner



Contact Information

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PACKAGE OPTIONS

SIGNATURE SPONSOR: \$12,000

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 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 Logo Recognition on all Event Literature in the premiere position
- ▶ Sponsor Logo Recognition on all Event Signage in the premiere position
- ▶ Sponsor Logo Recognition on all Event Website pages in the premiere position
- ▶ Guaranteed Conference Speaker Participation
- ▶ Access to Event Registration List for one-time email use
- ▶ Distribute Promotional Materials / Tabletop
- ▶ Include sponsor collateral in conference attendee packs
- ▶ Up to 5 VIP passes to the conference for staff or clients
- ▶ 50 percent off any à la carte option

GOLD SPONSOR: \$7,500

Being a Gold Sponsor at Growth Opportunities in the New PV Market 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 Logo Recognition on all Event Literature
- ▶ Sponsor Logo Recognition on all Event Signage
- ▶ Sponsor Logo Recognition on all Event Website pages
- ▶ Access to Event Registration List for one-time email use
- ▶ Distribute Promotional Materials / Tabletop
- ▶ Up to 2 VIP passes to the conference for staff or clients
- ▶ 25 percent off any à la carte option

EVENT SPONSOR: \$3,500

Let your product shine in front of all the major corporate players and decision makers that attend Growth Opportunities in the New PV Market. Greentech Media is known for its high-profile attendees, regularly attracting C-level audiences.

- ▶ Sponsor Logo Recognition on all Event Literature
- ▶ Sponsor Logo Recognition on all Event Website pages
- ▶ Distribute Promotional Materials / Tabletop

À LA CARTE OPTIONS

All À La Carte Options Come With One VIP Pass to the Event

COCKTAIL RECEPTION SPONSOR: \$6,500

- ▶ 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: \$5,000

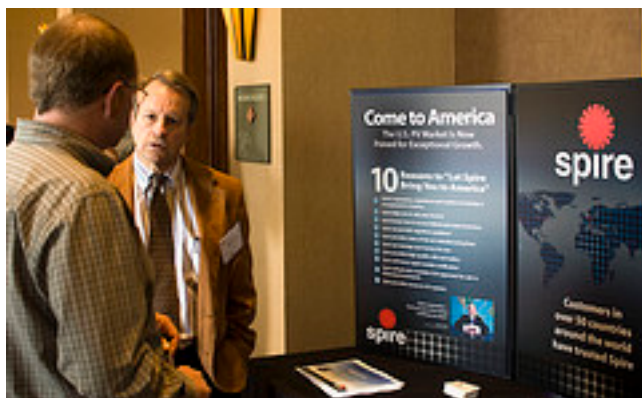
- ▶ Get more from your sponsorship than just one event by sponsoring a co-branded e-newsletter from Greentech Media and Intersolar. This weekly newsletter will include news on solar and smart grid and will go out to over 50,000 names. This package also includes co-branding on all event materials including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

INTERSOLAR CONFERENCE VIDEO PROFILE: \$2,500

- ▶ Greentech Media will produce a sponsored video from the event that includes a 2-3 minute interview with your company executive or spokesperson. The video will then be included in a post-show mailing to all Intersolar attendees and the Greentech Media solar industry audience. Total distribution is approximately 50,000. The video will also be made available to your company for posting on your own website and/or other promotional activities. Available to event sponsors only.

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.



Job Title	Company
Vice President + General Manager	1701 Energy Group
Business Development Manag	3M
	A&S Solar
	Acciona Solar Power
	Adonai Foundation
President	Adonai Foundation
Managing Director	AE Capital
	Akeena Solar
	Akeena Solar
Development	aleo solar AG
Director of Development	Allied Building Products Corp.
Partner	Alston & Bird LLP
Manager	AMAT
Senior Director Marketing	Amonix
Chairman	Amonix Inc.
Commercial Operation Manager	ANC Heating & Air Conditioning Inc.
President	ANC Heating & Air Conditioning Inc.
Marketing	AND Solar
Account Executive	Antenna Group
Vice President and General Manager	Applied Materials
Senior Marketing Manager	Applied Materials
Vice President Strategic Business Dev	Arise Technologies Corp
CEO	ASP Aton Sun Power AG
Director of IT	Benchmark Lending Group
Investment Associate	Bertram Capital
Project Manager	BG Investments, LLC
New Business Development	BSST LLC
Project Manager	Burns & McDonnell Engineering
Smith	Business Development Manager
Solar Energy Consultant	Butterfield Electric
President	Butterfield Electric, Inc.
Founder/CEO	Caliente Solar Company
	CAMBRIOS
CEO	CarbonFree Technology Inc.
Chairman	Carnegie Corporation Ltd
	Center of Internal Trade Development
Analyst	Centinela
	Citigroup Global Markets
	City of Berkeley
General Manager	Clean Power Solutions

CEO	Clean Solar
	Cleantech America Inc.
Vice President	Comerica Bank
	Concentrix Solar General Manager
Partner	CTI Capital
Base Civil Engineer	Davis-Monthan Air Force Base
	Deloitte
Director of Marketing	Di.S.P
Managing Director	DM Capital
Business Development	Dow Corning
	Draker Laboratories
Director	DTE Energy Services
Analyst	Eastern Advisors
Engineer	ECOM Engineering Inc.
Partner and Managing Director	EGORA Holding General Manager
Vice President Marketing	EI Solutions
	Electrogas Inc.
Director	Enbridge Inc.
	enXco
	Ernst & Young
Director of Marketing	eSolar
CEO	ET Solar Inc.
	EuPD Research
Vice President of Marketing	Fat Spaniel Technologies Inc.
Director of Business Development	Fat Spaniel Technologies Inc.
General Manager	Federal Prison Industries
Program Manager	Federal Prison Industries
Business Development	Flair Infra
Analyst	Franklin Global Advisers
	GALLEON GROUP
Managing Partner	Global Environment Fund
Owner	GoSunandWind, LLC
Vice President Development	Greenlight Sunstream Canada Inc.
Principal	Greenrock Capital
President	GreenSoldiers Inc.
Senior Vice President, Business Development	Hannon Armstrong Capital
Owner	HomeRite Renewable Energy Solutions Inc
Senior Vice President	HUB International of CA Insurance Services
Senior Vice President	Hunt Power L.P.
Execuective Director, Internal Business	IBC SOLAR AG
Director Corporate Project	IBC SOLAR AG

CEO	IBC Solar AG
CEO	IBC Solar Inc.
General Manager West Coast	IBC Solar Inc.
Project Director	ISol Ventures General ManagerbH / Younicos AG
Sales & Administration	JKB Solar
Director Solar Technology	Joyce/Dayton Corporation
Director	Kingspan
	Lehman Brothers
	Lehman Brothers
Managing Director	Macquarie Capital (USA) Inc.
CSP Development Engineer	Mainstream Renewable Power
Renewable Project Analyst	MAP
FinanceDirector	Matosantos Commercica ICorp
Senior Manager, Business Development	Maxtek Corporation
Consultant	McKinsey & Co.
Director, Business Development	MEMC Electronic Materials Inc.
	Milbank
President	Milford Development, LLC
	MMA Renewable Ventures
Biz Dev Manager	Morgan Solar Inc.
CoFounder & Vice President	Nanosolar
Editor Solar Outlook	Navigant Consulting
Senior Credit Analyst	New Resource Bank
	NextLight Renewable Power, LLC
Analyst	Nokomis Capital
	Oerlikon
Business Strategy	OptiSolar
Principal	Pacific Gas & Electric
President	Pacific Unlimited Inc.
Partner	Paul, Weiss, Rifkind, Wharton & Garrison
Vice President	PCG Asset Management LLC
Senior Vice President	Peak Sun Silicon
Director of R&D	Photon Synergy
Investment Relations Director	Photon Synergy
Director	Planet Carbon
Founder	PolyTECH Systems
Managing Director	Powerfin Partners, LLC
Chairman & CEO	PREMIER Ltd.
Senior Analyst	QVT
PV Project Engineer	Recurrent Energy
Vice President Information Technology	Recurrent Energy, Inc.

Vice President	RedShift Energy
Project Developer	RES Americas
Manager	Robert Bosch Co.
Resercher	RTS Corporation
	S Squared
CEO	S3 Technologies, Inc
Applications Engineer	SAES Getters USA, Inc.
	San Francisco Public Utilities Commission
Principal	Seaside Energy Management Inc.
Cleantech MGeneral Managert Consultant	SGS
Director of Project Sales	Sharp - Solar Energy Solutions Group
Associate	Siliken Modules S.L.U.
Vice President	Siliken Renewable Energy Inc.
General Manager	Siliken SA
Strategic Operations Manager	Skyline Solar
Director	Skyline-Solar
Director of Sales	SMA America Inc.
Vice President-Strategic Development	SoCore Energy
President	SoCore Energy
Managing Partner	Solana Energy
Director	Solar Energy Pioneers in Africa-SEPIA
Senior Vice President, Finance	Solar Universe Inc.
	SolarCity
CFO	SolarCraft
International Business US	SOLARIG
President	Solarmax Technology, Inc.
Executive Vice President	Solarmax Technology Inc.
CFO	Solarmax Technology Inc.
Vice President of Operations	SolarWorld Industries America
COO	SolEquity Inc.
Business Development Manager	Solon America Corp
Partner	SolPoint (Kamal)
President	SOLUTIONS INTERNATIONAL
Sales Manager	Southwire OEM Division
CEO	Standard Solar Inc
	Stanford Group Co.
Research Analyst	Stanford Group Company
Business Architect	Stanford University
	Stuart L. Smits & Assoc.
	Sun Run
Nexus	Sun s Free Solar

COO	Sunday
Product Management	SunPower
	SunPower Corp.
	SunPower Corp.
CEO/President	Synergy
Consultant	The Garrett Group
Director	The Green Wave Group
CEO	Toreson Industries Inc.
Senior Associate	Trident Capital
Venture Partner	Trident Capital
Senior Vice President	Trillion Science Inc.
Director of Operations	Trimark Associates Inc.
Analyst	Two SiGeneral Managera Investments
Solar Coordinator	University of Pennsylvania
Director	UPC Solar
MBA Graduate	USC Marshall School of Business
President	Verengo
Vice President	Vista Solar Inc.
Sales Representative	Vista Solar Inc.
Sales Representative	Vista Solar Inc.
Senior Vice President	Wells Fargo Commercial Bank
Executive Vice President	Wells Fargo Commercial Bank
Vice President	Wells Fargo Commercial Bank
CEO	Wireless Innovation Network Group
Business Development	WirINet Energy
Vice President Renewable Energy	WRB Enterprises Inc.