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For Immediate Release: October 27, 2009

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U.S. Solar Organizations SEIA and SEPA Form New Entity to Produce Trade Events That Drive Solar Industry Expansion

Solar Energy Trade Shows LLC Will Produce “Solar Power International”, “PV America” and Other B2B Events; Show Proceeds Will Continue to Support the Growth of the U.S. Solar Energy Industry

Washington, D.C. — Today the Solar Electric Power Association (SEPA) and Solar Energy Industries Association (SEIA) announced that they have formed a new jointly owned legal entity, Solar Energy Trade Shows LLC that will produce a portfolio of high-impact solar energy events designed to support the ongoing expansion of the U.S. solar energy industry. Solar Energy Trade Shows LLC will build upon SEPA and SEIA’s track record producing some of the world’s most successful solar industry events, and will continue to invest event proceeds toward the continued growth of the U.S. solar industry.

“Solar Energy Trade Shows LLC is a reflection of the strength of SEPA and SEIA as co-producers of B2B events like Solar Power International, North America’s largest and most-watched B2B solar trade event,” said Julia Hamm, executive director of SEPA. “Our effective collaboration paid dividends in the rapid growth of Solar Power International, which covers the full spectrum of solar technologies, attracts world-class industry experts and has become the premier gateway for global solar companies conducting business in the U.S.”

“With Solar Power International attracting more than 20,000 people from 90 countries, we felt it was the right time to create a new entity to produce this and other cutting-edge B2B events,” said Rhone Resch, president and CEO of SEIA. “This collaboration yields events targeted to the needs of the solar industry and allows SEPA and SEIA to focus on our separate but complementary missions to expand the U.S. solar energy market.”

Solar Energy Trade Shows LLC will continue SEPA’s and SEIA’s traditions of inviting solar business leaders to weigh in on event programming. The LLC will be governed by a Board of Managers comprising leadership from both SEPA and SEIA, which represents all aspects of the industry. The current board members include:

- Co-Chair Alex Kim, Director of Customer Innovations, San Diego Gas & Electric Co.
- Co-Chair Alex Marker, Regional Research and Development, SCHOTT Solar
- Roger Efird, President, Suntech America
- Ervin Hancock, Manager of Renewable & Green Strategies, Georgia Power
- Julia Hamm, Executive Director, SEPA
- Rhone Resch, President & CEO, SEIA
- Emily Easley, Director of Membership and Events, SEPA
- Shannon Watson, Director of Meetings, SEIA

“The Solar Energy Trade Shows LLC is an extension of SEPA’s educational mission, bridging the gap between electric utilities and the solar industry,” said Alex Kim, SEPA Board Member and Co-Chair of the new entity’s Board of Managers. “Utilities are a lynchpin in the future development of U.S. solar, and we believe the new LLC will provide numerous opportunities for utilities to learn from one another and work closely with solar companies, resulting in the continued integration of solar energy in the utility sector.”

“We recognize that high-quality B2B events like Solar Power International are critical to growing business, achieving consensus and raising public awareness during a turning point for solar energy in the U.S.,” said Alex Marker, SEIA Board Member and Co-Chair of the new entity’s Board of Managers. “The Solar Energy Trade Shows LLC will ensure that future events remain hotbeds of policy discussion, market growth and innovation.”

The first announced events to be produced by Solar Energy Trade Shows LLC will be PV America 2010, April 8-10 at the Washington DC Convention Center, and Solar Power International 2010, October 12-14 at the Los Angeles Convention Center.

Solar Electric Power Association: SEPA is comprised of over 700 utilities and solar industry members. From national events to one-on-one counseling, SEPA is the go-to resource for unbiased and actionable solar intelligence. Breaking down information overload into business reality, SEPA takes the time and risk out of implementing solar business plans and helps turn new technologies into new opportunities. www.solarelectricpower.org

Solar Energy Industries Association: Established in 1974, the Solar Energy Industries Association is the national trade association of solar energy industry. As the voice of the industry, SEIA works with its 1,000 member companies to make solar a mainstream and significant energy source by expanding markets, removing market barriers, strengthening the industry and educating the public on the benefits of solar energy. www.seia.org