INTERSOLAR NORTH AMERICA – QUICK FACTS

Exhibition
July 12–14, 2011
Venue
Moscone Center, West & Part of North Hall
Co-Located with SEMICON West
747 Howard Street
San Francisco, California 94103
Visitors
22,000+
Exhibitors
800
Hours
Tuesday, July 12 10:00am–6:00pm
Wednesday, July 13 10:00am–6:00pm
Thursday, July 14 10:00am–4:00pm
Set-Up Times
Thursday, July 7 to
Saturday, July 9 8:00am–8:00pm
Sunday, July 10 CLOSED
Monday, July 11 8:00am–8:00pm
Dismantling Times
Thursday, July 14 4:00pm–midnight
Friday, July 15 8:00am–8:00pm
Saturday, July 16 8:00am–4:00pm

EXHIBIT PLANNING PROCESS

- Log-in to the Intersolar’s Booth Space Selector Tool and request a booth space within your product segmentation. Fill out the exhibitor application and send it via email or fax within 48 hours of making your request. Note: Space requests will be forfeited if the application is not received within the given timeframe. You can also directly submit preferred booth wishes via the “Special Request Form” (page 3 of the application form)

- After submitting your application, you will receive an email confirming the acceptance of your application and space request.
- Final assignment of space will take place within ten (10) days after the confirmation is sent. Assignments begin in November.
- Once the final space assignment is confirmed, raw space fees will be invoiced in full, within 21 days. Invoicing begins in January 2011.
- Exhibitors will receive the login data to the Exhibitor Cockpit via an automated email. Within the cockpit, exhibitors can enter their company profile and product information as well as order services. The Exhibitor Cockpit opens on January 17, 2011. The deadline for Event Directory entries is May 6.

- Booth construction and technical services for exhibitor orders as well as the Exhibitor Services Manual will be available via Freeman OnLine in April 2011.

www.intersolar.us > Exhibitor Service
ORGANIZATIONAL TIMELINE AND IMPORTANT DEADLINES

Note: Exhibitors will be regularly informed of approaching deadlines and requirements via the Exhibitor Update e-Newsletter.

November 2010
- November 21: Exhibitor Hotel Reservations Open
- End: Booth Assignments Start
- End: Booth Space Selector Online
- End: Sponsorship and Marketing Opportunities Available

January 2011
- January 17: Exhibitor Cockpit Open
- January 20: Visitor Registration Open
- January 24: Visitor Housing Open

March 2011
- March 14: Exhibitor Staff Registration Open

April 2011
- April 1: Intersolar AWARD Deadline
- Beginning: Freeman OnLine® Open
- Middle: Exhibitor Services Manual Available
- Until April 15: 20% Cancellation Fee
- After April 16: 100% Cancellation Fee

May 2011
- May 6: Event Directory Entry Deadline
- May 6: Exhibitor Cockpit Closed (for print entries)
- May 27: Group Hotel Reservations Closed
- May 27: Exhibitor Staff Housing Lists Due

June 2011
- June 3: Early Bird Registration Deadline
- June 6–30: Shipments to Freeman Warehouse
- June: Innovation Exchange Deadline

July 2011
- July 5: Freeman OnLine® Closed
- July 11–14: Badges Picked-up at Moscone Center
- July 7–12: Late Shipments to Freeman Warehouse (costs apply)
- July 11–12: Direct Shipments to Moscone Center Storage (costs apply)

SHIPPING ADDRESSES

Freeman Warehouse
ACCESSIBLE STORAGE
Hold for: Intersolar North America 2011
Company Name, Hall & Booth #
c/o Freeman
Yellow Freight Systems
201 Haskins Way
South San Francisco, CA 94080, USA
1 Costs apply from July 7–12.

Moscone Center
ACCESSIBLE STORAGE
Hold for: Intersolar North America 2011
Company Name, Hall & Booth #
c/o Freeman
Moscone Center
747 Howard Street
San Francisco, CA 94103, USA
2 Costs apply from July 7–12.

PAYMENTS

Payments are due within 21 days of receiving the invoice (within 8 days after May 1, 2011). The raw space fee will be invoiced one time, in full, beginning in January 2011. The Event Organizers reserve the right to accept or reject exhibitor applications as necessary. Approval of applications received after May 31, 2011 will be determined within two weeks.
FREQUENTLY ASKED QUESTIONS

Pricing, Registration & Invoicing

1. What is included with the cost of raw space for exhibiting?
Intersolar North America offers exhibitors the raw space. Exhibitors of Intersolar Europe and Intersolar India as well as SEMI members qualify for the member rate. Raw space is only the rental of floor space and does not include any utilities, services, walls or furnishings. These must be ordered separately through the Exhibitor Services Manual, available in April 2011 via the Freeman OnLine® portal. Included with every 100 square feet of booth space are 10 exhibitor passes (for booth personnel), web listing with link to your company website, free listing in the Event Directory, one free press release on a national U.S. newswire, complimentary visitor brochures and posters as well as free visitor registration for your customers.

2. How can I register booth personnel? Can these registrations be changed should the need arise?
Registration for Intersolar North America exhibitor personnel will open on March 14, 2011. Exhibitors have direct access to the registration website from within the Exhibitor Cockpit. Company information will be pre-populated; however, you must register each staff member individually. Changes to staff registrations can be made and should be done within this same area in the Exhibitor Cockpit. Note: Every 100 square feet of booth space includes 10 exhibitor passes.

→ www.intersolar.us → Exhibitor Service

3. When and how will I be invoiced? To whom do I address my invoice questions?
Booth space fees must be paid in full within 21 days after receiving the invoice (within 8 days after May 1, 2011). Invoices for Intersolar North America will be distributed by Freiburg Management and Marketing International GmbH. Invoicing begins in January 2011.

For questions or clarification on invoices:
Peggy Pankalla, Tel.: +49 761 7037-511, peggy.pankalla@fwtm.freiburg.de
For questions or clarification on payments:
Kristin Zeiffer, Tel.: +49 761 3881-813, kristin.zeiffer@fwtm.freiburg.de

Available Services & Exhibit Planning Tools

1. What is the Exhibitor Cockpit and what can I do with it?
The Exhibitor Cockpit is an online exhibitor service center available to all registered exhibitors beginning January 17, 2011. The Exhibitor Cockpit is a password-protected area in which you can book various services and see all important event information in one place. Your personal access information will be automatically sent out to the main contact person for your company (as indicated on the application form) by January 17, 2011. Exhibitors who apply after this date will receive the login data after they have been assigned a booth.

→ www.intersolar.us → Exhibitor Service

- Create and edit your Event Directory entry (online and print) and for any co-exhibitors
- Define your product groups so visitors can easily find your data through the online search function
- Create and edit product descriptions (pictures, documents, links, etc.) for the online exhibitor index
- Register booth personnel
- Apply directly for an Innovation Exchange presentation slot
- Post available jobs at your company
- Upload one complimentary press release for distribution on a national newswire and on Intersolar North America website
- Invite your customers free of charge through the exclusive Exhibitor Invites™ service
- Order sponsorships and marketing opportunities
- Order on-site meeting room space
- Order complimentary visitor brochures and posters
- Add additional team members as recipients of the Exhibitor Update e-Newsletter
2. Are there marketing opportunities available to increase my company's exposure?
Yes. A complete overview of all marketing opportunities for Intersolar can be found in our Marketing & Sponsorships Brochure, available from November. Below is an overview of the services available to exhibitors.

Cost Free Opportunities
- Intersolar AWARD participation
- Exhibitor Invites™ – Customer Invite Tool (e-invitations to your database offering free exhibition entry)
- Press kit space in the press room (200+ journalists expected)
- One complimentary press release for distribution on a national newswire and feed on
  → www.intersolar.us
- Use of Intersolar logo, web banners and photos
  → www.intersolar.us → Press Service
- Intersolar advertising materials for promotion to customers (visitor brochures and posters)
- Company information included in the Exhibitor Index

Pre-Show Marketing Opportunities
- Leaderboard web banner in e-newsletter
- Website banner
- Pre-show direct mailing to registered visitors

On-Site & Post-Show Marketing Opportunities
- Innovation Exchange speaking opportunities
- Video advertisements (Intersolar TV, company profiles/interviews)
- Print advertisements in the Event Directory and Show Daily
- Hanging banners, escalator and carpet branding, etc.
- Job advertisements on the Intersolar North America website and on-site at the Job & Career Forum

Sponsorship Opportunities
- Comprehensive sponsorship packages for the exhibition and conference
- Individual sponsorship opportunities for exhibition and conference
- Global sponsorships for combined Intersolar events (Europe, North America, India and China)

Additional questions for marketing opportunities may be directed to: ExhibitorService@intersolar.us

3. Does Intersolar North America provide discounted exhibitor housing?
Yes. Intersolar North America, together with housing partner CMR, has an extensive list of hotels and room blocks to accommodate all housing requests. Reservations are available from November 2010. Rooms must be booked through our official housing page.
  → www.intersolar.us → Visitor Service

Rooms are available for all price ranges and budgets. Intersolar negotiates the lowest possible rates with its preferred hotels. In addition to the reduced rates, many hotels offer complimentary high-speed internet connection and business centers.

4. Can Intersolar help me obtain a visa to enter the United States for the event?
Yes. Intersolar will write an invitation letter on your behalf to explain the reason for your visit. Simply fill out the short, online form. Please note that you must complete the online form for each staff member who will be attending Intersolar North America. The letter will then be sent as a PDF for you to include with your visa application package.
  → www.intersolar.us → Visitor Service
Booth Construction and Shipping

1. Where, when and how can I order booth construction elements?
Services (i.e. utilities, services, walls or furnishings) must be ordered within the Exhibitor Services Manual available on the Freeman OnLine® portal in April 2011. The portal is only active after you receive your final booth assignment. The Exhibitor Services Manual is available online only.

→ www.myfreemanonline.com/store

2. Are there cost-effective turnkey packages available for exhibiting?
Yes. The cost-effective turnkey packages available for Intersolar North America exhibitors are the Pipe & Drape and Hardwall solutions. For detailed information, contact Freeman customer service (Tel.: +1 714 254-3410, intersolar@freemanco.com) or reference our Exhibitor Brochure.

→ www.intersolar.us → Exhibitor Service

3. Are there any restrictions to booth construction?
West Hall: The maximum floor load limit for all levels of Moscone Center West is rated at 125 lbs per square foot. If you are planning to exhibit heavy machinery as part of your booth display, please make sure that your equipment meets this restriction. Machinery may require steel plates for weight distribution. You may bring your own plates or arrange to rent them through Freeman.

- Maximum booth height is 20 feet including trusses for any hanging signs or design elements
- Exhibit levels 2 and 3 are permanently carpeted
- Forklift use is restricted on Levels 2 and 3 Elevator access restrictions are as follows:
  - Freight Elevator #3: 9’7”W x 18’L x 9’6”H; weight limit is 20,000 lbs. centered
  - Freight Elevator #4: 10’9”W x 27’10”L x 9’6”H; weight limit is 30,000 lbs. centered
  - Freight Elevator #7: 10’9”W x 18’L x 9’6”H; weight limit is 20,000 lbs. centered
  - Freight Elevator #8: 9’4”W x 18’L x 9’6”H; weight limit is 20,000 lbs. centered

North Hall: Height restriction is 20 feet. Exhibitors should consult the Exhibitor Services Manual (available in April 2011) for detailed information or contact Freeman directly if you have special requirements.

4. Are there cost-effective shipping options from Intersolar Europe (Munich) to San Francisco?
Yes. Schenker Deutschland AG is the official shipping logistics company of Intersolar. In accordance with Intersolar, Schenker provides a consolidated shipping fee for exhibition shipments from Intersolar Europe 2011 (June 8–10, 2011) in Munich to the advance warehouse for Intersolar North America 2011 (July 12–14) in San Francisco. Pricing available from December 2010. Exhibitors should consult Schenker directly with specific questions:
Tel.: +49 899 4924-315, barbara.auer@dbschenker.com

A complete list of exhibitor FAQs can be found online under the Exhibitor Service navigation point.
CONTACTS

General Event Inquiries
U.S./North America Contact
Mr. Mirko Wutzler
Tel.: +1 415 248-1257
Fax: +1 415 627-9169
wutzler@intersolar.us

Europe/Rest of World Contact
Tel.: +49 7231 58598-22
Fax: +49 7231 58598-28
ExhibitorService@intersolar.us

SEMICON PV Exhibitors
Ms. Rebecca Montoya
Tel.: +1 408 943-7048
rmontoya@semi.org

Advertising Inquiries (Print & Online)
Ms. Gaby Lajtkep
Tel.: +49 7231 58598-16
Fax: +49 7231 58598-28
lajtkep@intersolar.us

Booth Assignments
Tel.: +49 7231 58598-22
Fax: +49 7231 58598-28
ExhibitorService@intersolar.us

Booth Construction Inquiries (General)
Mr. Daniel Strowitzki
Tel.: +49 761 7037-104
Fax: +49 761 7037-112
daniel.strowitzki@fwtm.freiburg.de

Booth Construction, Logistics & Shipping
Freeman Exhibit Services
Tel.: +1 714 254-3410
intersolar@freemanco.com

Transportation Specialists
Tel.: +1 800 995-3579

Hours: 8:00am–8:00pm EST, Monday–Friday
9:00am–6:00pm EST, Saturday

Exhibitor Registration, Meeting Rooms & Visa Services
Mr. Mike Fehrenbach
Tel.: +49 761 7037-307
Fax: +49 761 7037-112
mike.fehrenbach@fwtm.freiburg.de

Invoicing Information
Ms. Peggy Pankalla
Tel.: +49 761 7037-511
Fax: +49 761 7037-112
peggy.pankalla@fwtm.freiburg.de

Marketing, Sponsorships & Conference Program
Ms. Diana Döppe
Tel.: +49 7231 58598-22
Fax: +49 7231 58598-28
doeppe@intersolar.us

Payment Information
Ms. Kristin Zeiffer
Tel.: +49 761 3881-813
Fax: +49 761 3881-890
kristin.zeiffer@fwtm.freiburg.de

Public Relations
Mr. Robert Frick
Tel.: +49 7231 58598-24
Fax: +49 7231 58598-28
frick@intersolar.us

Shipping Internationally from Intersolar Europe
Schenker Deutschland AG
Ms. Barbara Auer
Tel.: +49 89 94924-315
Fax: +49 89 94924-339
barbara.auer@dbschenker.com