

37th IEEE Photovoltaic Specialist Conference
Conference: June 19-24, 2011
Exhibits: June 20-23, 2011
Washington Convention Center
Seattle, WA
www.ieee-pvsc.org



Dear Industry Partner:

Take advantage of the momentum created at IEEE's 35th Annual Photovoltaic Specialists Conference this past June in Honolulu, and join industry leaders in exhibiting at the 37th Annual PVSC at the Washington Convention Center in Seattle, Wash. A record-breaking crowd enjoyed educational seminars and an exhibits floor stocked with innovative products and services from companies serious about staking a presence in the PV field. PVSC-37 is poised to capitalize on the excitement generated in Honolulu and to provide exhibitors with the year's "can't miss" exhibition opportunity June 20-23, 2011 in Seattle. In addition, this conference represents the 50th anniversary of the first PVSC. This is a birthday party you won't want to miss.

The 37th Annual PVSC is the signature event in the burgeoning solar power technology and market sector. The PVSC brings together both technological leadership from industry, academia and government paired with noted researchers and scientists. Combined with a content-laden conference program and educational poster sessions this meeting ensures an exhibits floor ripe with activity for PV vendors.

PVSC-37 is an ideal place to bring your sales force in contact with the PV scientific community. PVSC-37 strives to be the industry's premiere technical conference and in doing so provides an unparalleled networking opportunity for both exhibitors and attendees. The Opening Reception kicks off exhibit hours and scheduled breaks and poster sessions throughout the duration of the conference draw the key attendees that exhibitors count on seeing on the show floor.

The success of PVSC-35 confirmed that our focused approach to enlist the manufacturers of specialized PV characterization, test, and measurement equipment maximizes everyone's benefit, exhibitor and attendee alike. The addition of this industry sector offers a unique and valuable complement to the solar cell and PV-related product technology offered by manufacturers that attend the conference and present technical papers in addition to participating as exhibitors. Technologists and exhibitors alike benefit from the depth and breadth of the PV industry that PVSC conferences annually attract.

We are proud to offer your company this valuable opportunity to exhibit and perhaps become a sponsor of the conference. The exhibition hall is a valuable addition to the most respected technical conference specializing in photovoltaic technologies. PVSC-37 is the ideal forum for companies serious about their role in the industry.

"In my twenty years of attending symposia for Keithley, I have never seen the level of excitement and participation that we experienced in our booth during the opening reception at PVSC 35."
-Lee Stauffer, Keithley Instruments, Inc

"This was a stellar show for OneLight to introduce our novel PV characterization technology to the broader PV community. As newcomers we felt it was a very welcoming and stimulating environment!"
-David Todd, OneLight Corp.

"Each PVSC I've attended - I learn more, meet new people and advance the efforts of my company within the industry - as for PVSC 35 it was well organized to provide food, fun and levity into the technical proceedings and exhibits - much appreciated!"
-Adi Gildor, Entegris

With a proven record of bringing vendors and decision makers together, industry insiders know the most effective way to meet with PV leaders is to exhibit at PVSC-37.

We look forward to seeing you in Seattle!

Sincerely,

John Martin
PVSC-37 Exhibits Chair
johnemartin@qioptiq-space.com
Office: 805-484-6061
Mobile: 805-302-4646

Information on the PV Specialists Conference Exhibition

Conference Dates:

June 19-24, 2011

Exhibit Dates:

June 20-23, 2011

The Annual PV Specialists Conference is the premier event in the burgeoning Solar Power Technology and Market Sector. The PV Specialists Conference brings together both technological leadership from industry, academia and government paired with noted researchers and scientists. These key business and financial decision makers, make the PV Specialists Conference the MUST EXHIBIT opportunity of the year for those companies who are serious about Renewable Power Solutions.

The PV Specialists Conference strives to be the premiere technical conference for photovoltaics. As such, the PV Specialists Conference Exhibition provides a unique opportunity for companies to get their sales people in touch with PV Specialists. The conference is structured to enhance this by having the Exhibition co-located with the technical conference, the poster sessions and the coffee breaks within the Exhibit Hall.

Combined with a content-laden conference program and educational poster sessions this meeting ensures an exhibits floor ripe with activity for PV vendors. Last year in 2010, over 1400 persons attended the Conference from more than 40 countries.

Booth Location

Whenever possible, requested space assignments will be made by Show Management in accordance with location preference indicated on exhibit space application. Show Management, however, reserves the right to make the final determination of all space assignments, which are in the best interest of the exposition.

Payments

To be considered for exhibit space, all booth applications must be accompanied with a deposit of \$500 (payable in U.S. funds and drawn on a U.S. bank) per 100 sq. ft. of the total space rental charges (minimum deposit is \$500). The balance of the space rental charge will become due and payable on March 28, 2011. Applications received after this date must include full payment.

Exhibit Service Manual

A comprehensive Exhibitor Service Manual will be available approximately 90 days prior to the Conference and will include information on show rules and regulations (also printed on the reverse side of the exhibit space application), exhibit installation and dismantling, utilities, and all appropriate order forms.

For Exhibit Information Please Contact:

David Gerhardt, Exhibits Sales Manager

david@corcexpo.com

Corcoran Expositions, Inc.

Office: 312-541-0567 x664

Fax: 312-541-0573

EXHIBIT SPACE COSTS

Exhibit Space Costs per 10'x10' booth (100 ft²)

Value Booth Package: \$3,000.00 per Exhibit Booth

- Exhibit Space
- One (1) 6ft. x 30 inch skirted table
- Two (2) chairs
- Booth carpet
- 1 standard electrical drop
- Your company's listing in the Program Guide and online
- Four (4) exhibitor badges per 100ft²
- Opportunity to purchase one (1) discounted (IEEE Rate) meeting registration
- One (1) copy of the Onsite Program Guide
- Opportunity to purchase attendee mailing list
- Free Job Postings on Conference Site

Standard Booth Package - \$2,700 per Exhibit Booth

- Exhibit Space
- Your company's listing in the Program Guide and online
- Four (4) exhibitor badges per 100ft²
- Opportunity to purchase one (1) discounted (IEEE Rate) meeting registration
- One (1) copy of the Onsite Program Guide
- Opportunity to purchase attendee mailing list
- Free Job Postings on Conference Site

Table Top Package – 8x10 (80 ft²) – Limit one per organization

Investment: \$2,000

This unique opportunity is limited to non-profit organizations, publications with trade agreements and small businesses. The complete package comes ready for you to have a presence on the floor without the added cost a booth. The package includes:

- One (1) table top space
- One (1) 6ft. x 30 inch skirted table
- Two (2) chairs
- Your company's listing in the Program Guide and online
- Two (2) exhibitor badges
- Opportunity to purchase one (1) discounted (IEEE Rate) meeting registration
- One (1) copy of the Onsite Program Guide
- Opportunity to purchase attendee mailing list
- Free Job Postings on Conference Site

All Exposed Corners are an additional \$250 per corner

Past PVSC Exhibitors

<p>Abet Technologies AIXTRON AJA INTERNATIONAL, INC. Alcatel Vacuum Products Alpha-Omega Power Technologies, LLC ASYS INC. ATK Space Systems Berger Lichttechnik Caerus Systems Colorado State University Dark Field Technologies, Inc. Despatch Industries DuPont Microcircuit Materials Emcore Corporation Entegris EpiWorks EPV SOLAR, Inc. Evans Analytical Group Ferro Electronic Materials Freiberg Instruments GmbH Gebr. Schmid GmbH + Co. GT Solar Incorporated Gyrotron Technology Inc. Hamilton Precision Metals HelioVolt Corporation Heraeus Thick Film Division Heraeus Noblelifth HORIBA Jobin Yvon Isovolta AG J.A. Woollam Co., Inc. JDSU Keithley Instruments Koontz and Associates Lambda Americas Left Coast Instruments, Inc. Motech Industries, Inc. National Renewable Energy Laboratory</p>	<p>NaREC Naval Research Laboratory Newport Corp. National Renewable Energy Laboratory OAI OneLight Corp OTB Solar PANalytical Photo Emission Tech, Inc. Photon Europe and Photon USA PHOTON International Protoflex Corporation PV Measurements, Inc. Qioptiq Space Technology RASIRC Reis Robotics USA, Inc. Rohm and Haas San Diego Gas & Electric/E Semilab Co., Ltd Sinton Consulting, Inc. Solar Energy Industries Association Solar Industry Soleras Ltd. SolFocus SOMONT GmbH Spectrolab, INC Spire Semiconductor, LLC State Energy Office of Hawaii Stevens Urethane Sunpower The Photovoltaic Testing Laboratory Trina Solar Ltd. T.S. Space Systems Veeco Wiley Blackwell William Advanced Materials Xtreme Power Solutions</p>
---	---

SPONSORSHIP OPPORTUNITIES

Your company's exhibit experience can be enhanced through a variety of image-building marketing opportunities. Take advantage of our unique and high profile sponsorships. Sponsorships will not only help you to increase your visibility but also build brand awareness and drive more traffic to your booth. These high impact items will give you a competitive edge to stand out and get noticed. We look forward to working with you and helping you maximize your marketing goals.

Mary Michalik, Sponsorship Director

mary@corcexpo.com

Corcoran Expositions Inc.

Office: 312-265-9650

Fax: 312-541-0573

SOLAR CONTRIBUTOR – limit 6

Investment: \$30,000

- Six Complimentary Exhibit Booths: Island located at the front of the exhibit hall (\$19,000 value)
 - Note: All other exhibitors are limited to 4 booths maximum this includes Carpet and Electrical
- Four Complimentary Conference Registrations (\$3,400 value)
- Opportunity to register up to four additional conference attendees at the IEEE discount rate (\$600 value)
- Recognition on all major Exhibits signage as a Solar Contributor (\$2,500 value)
- Recognition on the Society's Website as a Solar Contributor (Exclusive benefit)
- Complimentary one-page full color marketing ad in the exhibitor program (\$3,000 value)
- A link to your corporate site from the PVSC website
 - Includes corporate logo link and company brief
- Complimentary copy of the attendee mailing list (Exclusive to contributing sponsors)
- Priority options on other promotional opportunities
- Free Job Postings on Conference Site
- **Solar Contributors' Shared Benefits:**
 - Company logo on conference lanyards/badge holders
 - Company logo on Conference Bags
 - The registration bag is distributed to all attendees and is utilized throughout the meeting and beyond. The Solar Contributors' logos will be printed on the bag along with the IEEE PVSC logo.
 - Company logo on Sheraton Hotel room keycards

PREMIER CONTRIBUTOR

Investment: \$12,000

- Two Complimentary Exhibit Booths on a Corner Location (\$6,500 value)
 - Includes Carpet, Electrical and Drape
- Two Complimentary Conference Registrations (\$1,700 value)
- Opportunity to register up to two additional conference attendees at the IEEE discount rate (\$300 value)
- Recognition on the Society's Website as a Premier Contributor (Exclusive benefit)
- Complimentary one-page full color marketing ad in the meeting program (\$3,000 value)
- A link to your corporate site from the PVSC website (with corporate logo link and company brief)
- Complimentary copy of the attendee mailing list (Exclusive to contributing sponsors)
- Free Job Postings on Conference Site

CORPORATE CONTRIBUTOR

Investment: \$6,000

- One Complimentary Exhibit Booth on a Corner Location (\$3,250 value)
 - Includes Carpet, Electrical and Drape
- One Complimentary Conference Registration (\$850 value)
- Opportunity to register one additional conference attendee at the IEEE discount rate (\$150 value)
- Recognition on the Society's Website as Corporate Contributor (Exclusive benefit)
- Complimentary one-page full color marketing ad in the meeting program (\$3,000 value)
- A link to your corporate site from the PVSC website
 - Includes corporate logo link and company brief
- Complimentary copy of the attendee mailing list (Exclusive to contributing sponsors)
- Free Job Postings on Conference Site

***ADDITIONAL SPONSORSHIP OPPORTUNITIES CONTINUED
ON THE FOLLOWING PAGES***

PROMOTIONAL SPONSORSHIPS

WiFi Cloud

Investment: \$15,000 (Exclusive)

Provide wireless Internet for all attendees and develop a completely unique way to interact with attendees. Your logo on welcome page/signage throughout, hyperlink to company website, and recognition in conference program.

Cyber Café

Investment: \$8,000 (Exclusive)

Our attendees love to stay connected! The on-site Cyber Café is where attendees converge to check email, confirm flights and connect with their home and office throughout the conference. Located in a high traffic area on the exhibit hall floor, your logo will be seen repeatedly by attendees throughout the conference.

Conference Pen/Highlighter

Investment: \$5,000

Attendees will need a pen as they take notes in the educational sessions and throughout the conference. Your logo will be imprinted on the pen/highlighter given to all conference attendees in their conference bag they receive at registration. This is a great opportunity for exposure both during and after the conference.

Hand Sanitizer Stations

Investment: \$5,000

Conference attendees will be grateful for the easy access to these protective products within and around the exhibit hall. Your company logo and message will be displayed on signage at each of these stations throughout the conference and exhibition. One station can be placed near the location of your booth.

Hotel Door Drop

Investment: \$5,000

Extend your marketing reach by delivering your promotional item directly to doors of the PVSC attendees in the major hotels of the PVSC room block. By delivering your message to more buyers, it will enable you to market your products and services more effectively.

Benefits:

- Your company piece delivered to all PVSC attendees in the Sheraton Hotel
- Sponsor recognition in advance and onsite printed promotion

Conference Water Bottles

Investment: \$5,000

Distributed to all conference attendees, the water bottles are a refreshing way to get your name out to attendees. The water bottles are imprinted with the conference information, and the sponsoring company's name and logo is prominently printed at the top of each bottle.

Conference Note Pad

Investment: \$5,000

Logo notepads provide a unique promotional opportunity beyond the conference. Attendees will not only use the notepad in the sessions but back at the office for others to see as well. The note pads are imprinted with the conference information

and the sponsoring organization name and logo is prominently printed at the top of each pad.

Aisle Signs

Investment: \$4,000 (Exclusive)

Increase awareness of your company by exclusively displaying your company logo and booth number on all double-sided aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look for any aisle number

Carpet Logos

Investment: \$3,500 (Max Total 11)

Carpet logos are approximately 10' x 10', 1-color with cut-in logo. Carpet logos will be strategically positioned in the main aisle in the center of the exhibits floor.

Custom Floor Decals

Investment: \$2,000 (12 decals)

These 24" floor decals are strategically placed to draw your customers from the main aisles to your booth. Decals are an affordable way to greatly improve your visibility on the floor.

Standing Sign Boards

Investment: \$2,500

Placed in high traffic areas on the Exhibits level of the convention hall, the Standing Sign Boards are an excellent way to promote your company's product or service. The standing signs measure 1 meter wide by 8 feet high, are double sided and free standing, giving you double the visibility.

Tote Bag Insert

Investment: \$1,000

Instantly deliver your company's message to all conference attendees. Your insert can be up 8 1/2" x 11" or smaller, single or double sided, color or b/w. It will be inserted into all conference bags distributed at registration.

Logo Promotional Items

Add to your visibility by providing a logo item such as a pen or writing pad with your company's logo. Your company may provide logo items or you may order items through Quirk Studios at a 10% conference discount. See a partial listing of logo items available at Quirk Studios directly:

Website: <http://pvsc37.swagodelic.com>

Email: swagchik@sbcglobal.net

EVENT SPONSORSHIPS

Opening Reception, Monday June 20

Investment: \$20,000

The opening reception is held in conjunction with the opening of exhibits. Traditionally this has been the most attended social event of the conference. Your company's support will be acknowledged on our exhibits signage as well as a public thank you from the Conference Chair, Dave Wilt as he opens the event. Your company will also receive four (4) Conference Registrations and a complimentary full-page color ad in the Exhibitor Program. Your logo will be placed on the PVSC website with a link to your company web page as well.

High School Science Fair

Investment: \$2,500 (Exclusive)

Education is an integral part of the IEEE society and the High School program is a tradition with PVSC. Become a corporate sponsor to keep this program alive as local high school students compete with innovative and fun PV projects that ensure the future of photovoltaics by promoting the future scientists of the world.

Coffee/Refreshment Breaks

Investment: \$2,500 (Limited opportunities)

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company!

Power Snack Breaks

Investment: \$5,000

Increase your visibility at a reasonable price by sponsoring the Power Breaks. Let attendees see your company message as they recharge for their next Session. Benefits include signage and acknowledgement on the PVSC website with a link to your company website.

Breakfast Café (3 available)

Investment: \$10,000

Reach attendees first thing every morning as they start their day and prepare for the Sessions ahead. Benefits include signage and acknowledgement on the PVSC website with a link to your company website as well as two (2) complimentary Conference Registration and a full page B/W ad in the Exhibitor Program.

Poster Session Networking Receptions

Investment: \$25,000 (Exclusive)

Reinforce your presence at the Conference by placing your name and logo in front of attendees and presenters as they interact during the poster sessions. The poster sessions will be held in the late afternoon and will be accompanied by beverages and light refreshments. Your sponsorship will be acknowledged on signage in the Poster Sessions. You will also receive four (4) Conference Passes and a complimentary full-page color ad in the Exhibitor Program. Your sponsorship will include table tents and napkins at each reception station and a reception station will be placed in close proximity to your booth on the exhibit floor. Your logo will be placed on the PVSC website with a link to your company web page as well.