

## EXHIBITOR INFORMATION 2017



### YOUR CHANCE TO JOIN ...

With more than 11,500 visitors and over 1,500 conference attendees at Sao Paulo's Expo Center Norte, Intersolar South America 2016 attracted more than double its expected attendance, making it South America's largest solar exhibition and conference.

180 exhibitors showcased their products in 2016 – an increase of 60% over 2015 again, as already in the year before. Combining local and international expertise, Intersolar South America

brings together the PV and ST sector to discuss the current status and trends strategic to Latin American PV markets, as well as technology innovations and new business opportunities.

The event is an important meeting ground for professionals along the entire photovoltaic and solar thermal value chain. Especially now, as an increasing number of distributed generation projects are scheduled to become operational. Overall, DG is driving momentum in the

Brazilian market, in particular since the sale of surplus power has been exempted from taxes in now 21 states across Brazil.

In 2016, Intersolar South America was co-located with ENIE, Brazil's largest exhibition for electrical installations. In 2017, Intersolar South America will attract again as stand-alone the entire solar industry from Brazil and worldwide. Become a mover yourself and exhibit at the largest solar industry platform in LATAM!

### EXHIBITION QUICK FACTS

Dates	August 22–24, 2017
Location	São Paulo, Brazil
Venue	Expo Center Norte, White Pavilion
Areas of Focus	Photovoltaics, PV Production Technology Energy Storage, Solar Heating & Cooling Technologies
Booth Pricing	Re-Booking €220/sqm until December 31, 2016
	Early Bird Rate €235/sqm until March 31, 2017
	Member Rate €250/sqm
	Regular Rate €260/sqm
Application	→ <a href="http://www.intersolar.net-br">www.intersolar.net-br</a> → For Exhibitors → Applications
Floor Plan	→ <a href="http://www.intersolar.net-br">www.intersolar.net-br</a> → For Exhibitors → Exhibition Hall
Facts and Figures	12,000+ visitors (expected)
	1,500+ conference attendees (expected)
	240 exhibitors (expected)



Download the application form and brochure

#### Supporters 2016



## LATAM SOLAR INDUSTRY PROSPECTS

- In Brazil, distributed generation is driving market momentum, especially now that 21 of the 27 Brazilian states have declared the sale of surplus power as tax-exempt.
- To address the risk of potential mismatches between generation and transmission, the Ministry for Mines and Energy has released new transmission guidelines. These should make the process of adding capacity more transparent, mainly by staggering the deadlines.
- One continuing hindrance to new installations in South America is finding affordable finance.
- The countries expected to experience the largest installation volumes before 2020 are Mexico and Brazil.

These are exciting times for the LATAM solar energy market. The next Intersolar South America will take place on August 2017, by which time all experts agree further new installations will be in the pipeline.

## INTERSOLAR MARKET POLL 2016

After Brazil's government announced to postpone the reserve auction planned for July 29<sup>th</sup>, for which gigawatts of solar PV projects were registered, to December, Intersolar South America 2016 webinar attendees were asked "Does this influence your investment decisions?" 42% said "Yes, it does a bit" However, a total of 40% said that the postponement will probably not or not at all influence their investment decisions.

Asked whether Chile, Mexico, Argentina or Brazil will be Latin America's PV leader by 2020 an astonishing 69% of the poll participants voted for Brazil, 15% for Chile and Mexico respectively, and only 2% for Argentina.

→ [www.intersolarglobal.com](http://www.intersolarglobal.com) → webinars

Stay tuned for the 2017 LATAM Webinars. Sign in for our Newsletter at

→ [www.intersolar.net.br](http://www.intersolar.net.br) → Newsletter (footer)

## TESTIMONIALS 2016

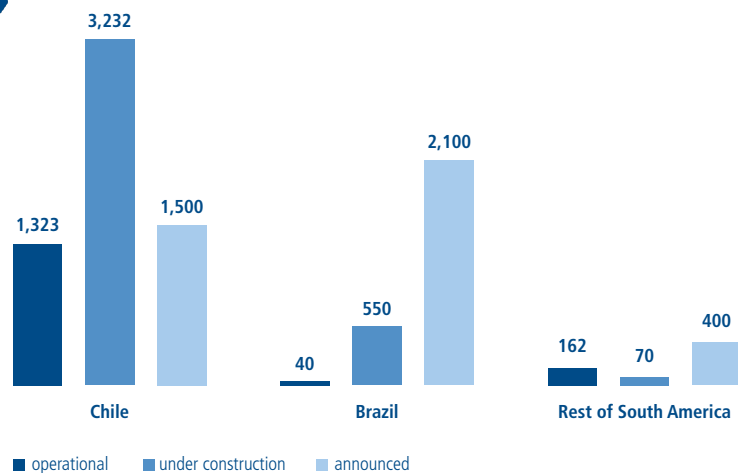
"We closed approximately R\$5 million in business in these three days, some right here and others who had already started off the show. We enjoyed the event and next year we will return again, but in a larger booth." **Leonardo Curioni, CEO of SICES Brazil**

"Congratulations! The event was a great success! Even for Meyer Burger it was great and we have already booked a bigger booth for next year." **Rodolfo Meyer, CEO of Portal Solar and Marketing Manager at Meyer Burger**

"This was our third year at the event and for sure we will return in 2017. This edition was spectacular with a great audience." **Rodolfo de Sousa Pinto, CEO of Solar Araxa**

"Intersolar brought the panorama of the photovoltaics sector, debate and most importantly, showed the potential of this segment for potential investors." **Prof. Ricardo Rütter, Intersolar conference chairman, Board member at ABENS and insituto ideal**

"Each country has its own peculiarities and operate differently, but something that is being noticed in common is the growth in the number of solar projects in the auctions. Brazil, for example, in its last auction had 63% of projects for this industry." **Manan Parikh, senior analyst at GTM Research**



Source: GTM Research Latin America PV Project Tracker

## | BECOME AN EXHIBITOR!

Download and complete your application form online and submit it via fax or email. The information you provide (type of products & services) will be the basis for your booth placement at Intersolar South America. We do our best to position your booth as you request. Booth locations are given on a first-come first-served basis. Make sure you don't wait too long!

→ [www.intersolar.net-br](http://www.intersolar.net-br) → For Exhibitors → Application

## | MEMBERSHIP PROGRAM

The Intersolar Membership Program rewards your long-standing partnership with us. This membership program is free of charge and allows you to accumulate loyalty points for your company by participating in Intersolar events, buying sponsorship packages or based on your booth size. Depending on points collected, your company is eligible for numerous extra exhibition services.

→ [www.intersolarglobal.com](http://www.intersolarglobal.com) → membership

## | INTERSOLAR AWARD AND EES AWARD 2017

Tell us your success story! If you have an innovative product or have been part of an outstanding solar project, enter for the annual Intersolar AWARD. The media activities and award ceremonies have just one aim in mind: to give the effort you put into developing first-class products and services the international recognition it deserves. Make your company stand out from competitors. → [www.intersolarglobal.com](http://www.intersolarglobal.com) → award

## | SPONSORSHIP OPPORTUNITIES

When potential new customers make a purchase decision, it's important they are familiar with the brand and have confidence in it. Seize the opportunity to present yourself to the international solar industry as a reliable partner: give your brand exposure through one of the Intersolar South America sponsorships and customize your exhibition participation.

→ [www.intersolar.net-br](http://www.intersolar.net-br) → For Exhibitors

→ exhibition planning

## | A SPECIAL THANKS TO OUR 2016 SPONSORS

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## REASONS TO EXHIBIT AT INTERSOLAR SOUTH AMERICA

### The Perfect Platform

Present the latest trends and innovations to an audience of 12,000 solar professionals and decision makers.



### Global Network

With events spanning four continents, Intersolar is the world's leading exhibition for the solar industry and its partners.

### The Largest Solar Event in LATAM

No other solar event has more exhibitors, more visitors, more conference attendees – and more dedication.



### Boom Market

Across Latin America, Mexico and Brazil are anticipated to witness the largest installation volumes through 2020.



### Networking at its Best

Discuss the latest developments of the solar industry and meet with customers, prospects and peers on Intersolar networking events.



### High-level Speakers

Listen to panelists from Ministério de Minas e Energia, Brasil, ANEEL, Instituto Nacional de Metrologia, giz, CADER America do Sol, and many more.

### Top-Notch Conference.

Learn from more than 100 internationally renowned speakers and get insights into the trends and policies shaping the solar market.



### Hot Topic

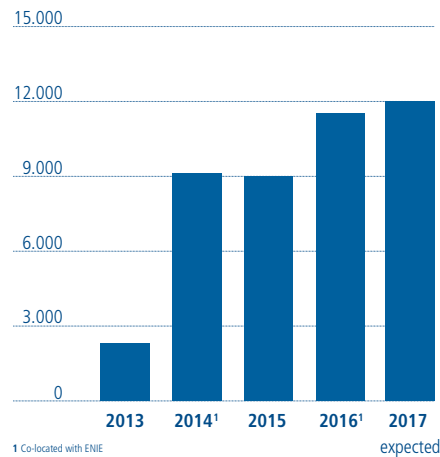
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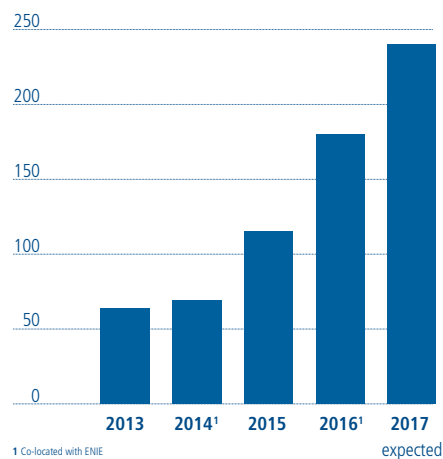
**INTERSOLAR SOUTH AMERICA HAS PROVEN AGAIN IN 2016 TO BE THE LARGEST AND MOST SUCCESSFUL SOLAR EVENT IN LATAM**



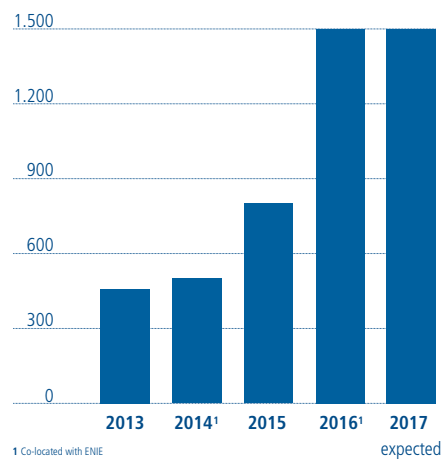
**Number of Visitors**



**Number of Exhibitors**



**Number of Conference Attendees**





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May 31–June 2, 2017  
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July 11–13, 2017  
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August 22–24, 2017  
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Dubai, UAE  
September 25–27, 2017  
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Mumbai, India  
December 5–7, 2017  
[www.intersolar.in](http://www.intersolar.in)



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