EXHIBITING AT

SOLAR ENERGY
UK

8th – 10th October 2013
The NEC Birmingham, UK

- FORMERLY SOLAR POWER UK -
We have been at Solar Power UK for the second year running, most of the people here already know us as one of the market leaders in True DC Isolation, so being at the show is a great way to interact with our customers. Yet again it has been a great event, well organised and attended by a quality, industry audience. We will be back next year.

Garry Lewis, Marketing Manager, IMO Precision Controls Ltd

Visitors by country - Top 10

- United States: 88.7%
- United Kingdom: 0.4%
- The Netherlands: 0.4%
- Ireland: 0.4%
- Germany: 8.3%
- Switzerland: 0.5%
- France: 0.3%
- Spain: 0.7%
- Italy: 0.6%
- China: 0.4%
- United Kingdom: 2.7%
A review of Solar Power UK 2012

Solar Power UK 2012 saw over 4,700 attendees descend upon the NEC, all intent on ensuring that the market lives up to its 22GW ambitions.

The 2012 event featured 181 exhibitors, two live feature areas, a Green Deal Eco-house, three seminar halls and the UK’s first and only large-scale solar feature area.

More than just a solar exhibition, Solar Power UK brought together green energy solution providers from across the globe to network and discover the resilient strength of the market.

From photovoltaic options for commercial installations to smart metering and energy efficient technologies for the Green Deal, Solar Power UK offered companies the opportunity to put their brands in front of key decision makers.

We have exhibited at Solar Power UK since the very first show back in 2010. Over this time, the show has grown in size – even when faced with challenging market conditions – thanks to the fact that the organisers are attempting to help the industry, with information-rich feature zones and conference areas that mean visitors leave the show with answers to their questions. As an on-going exhibitor, we have benefited from a good quality and well attended event. This is our star exhibition for 2012.

Kamil Shah, Marketing Manager, Wagner Solar UK Ltd

81% of exhibitors are likely or VERY LIKELY to exhibit at SOLAR ENERGY UK 2013

4733 attendees from 32 nations across the globe

181 national and international exhibitors

85 high-profile speakers

Two live feature areas

3,200m² exhibition space, an increase of 50% from 2011

Installation companies made up 35% of the total audience

32% of visitors were C-level executives and decision makers

40% re-booking rate at the exhibition

The UK’s first large-scale and commercial feature areas

Three custom built seminar halls which attracted 562 delegates
What we saw at Solar Power UK 2012 were a lot of very good potential customers for a company like ours. We saw a lot of installers here who were looking for suppliers. It’s about the networking, it’s about meeting those potential customers. I think the show has been a big success for us.

Ben Hill, European Vice President of Trina Solar

Visitors - Breakdown by company activity

Visitors - Breakdown by job function
Solar Power UK 2012 exhibitor feedback

Asked why they participate at Solar Power UK, responses were as follows...

- Brand awareness (84%)
- Source leads (75%)
- Launch new products (44%)
- Reach wider audience (37%)
- Support clients (34%)
- Customer education (25%)

 Asked which areas they would like the 2013 event to develop into...

- Energy Storage (34%)
- Smart Grids (28%)
- End User Focus (21%)
- Other Renewables (16%)
- Off Grid (12%)

Assigning three days to the Solar Power UK fair and locating them in the middle of the week was an excellent decision. We had a good exhibition, meeting both known and new potential customers. Visitor numbers were high and there was barely a moment to sit back and relax.”

Frank Borchardt, Marketing, Emerson Solar

The Solar Power UK 2012 has proved impressively that our great efforts to establish Clenergy as a premium brand in the UK PV market in the last 18 months had been very efficient and successful. Customers do not only accept our high quality solutions but also our company as a serious and progressive partner in the PV business. From that point of view we were absolutely satisfied with the performance at the exhibition and with the feedback on our new solutions.

Charlie Greenaway, Clenergy Product Manager UK

CLICK HERE TO WATCH THE SOLAR POWER UK 2012 ROUNDUP.
In 2013 we are rebranding the UK’s leading solar show, Solar Power UK, and renaming it Solar Energy UK.

Why are we rebranding the event?
This is not merely a change of name but rather a recognition of the diversity of companies that were present at the exhibition in 2012 and who are committed to the generation, storage, use and transmission of solar energy in the UK.

With the recent announcement of the DECC Renewables Roadmap, the future for solar energy generation looks assured with good support mechanisms and a growing political commitment that will see the solar sector play an important part in the UK’s changing energy mix up to and beyond 2020.

New for 2013

Brand new focus areas
• Distributed Energy – moving low voltage electricity onto a high voltage grid and the associated products which enable this to happen
• Smart Grids – measuring electricity used within a facility
• Energy Storage – understanding the latest types of storage including fuel cells and battery storage
• Solar Thermal – production of hot water through the sun
• Energy Monitoring Controls – understand how to minimise energy costs by monitoring activities and usage
• BIPV – increase the aesthetics of your building by integrating the latest pv modules into the facade
• Whole Building Solutions – see how all the above technologies can work together

Feature areas
Practical PV and Large Scale return for 2013, alongside new areas dedicated to Solar Thermal and BIPV/Whole Building Solutions.

Solar Power Portal Awards
This year sees the launch of the inaugural Solar Power Portal Awards. They will be presented at a black tie gala awards dinner which will take place during Solar Energy UK 2013.

Target audience - who you’ll meet at Solar Energy 2013
• Developers
• EPCs
• Financial institutions
• Utility companies
• Government/local authorities
• Wholesaler/distributor
• Installers
• Landowners, land agents
• Facilities managers
• Builders, electricians, roofers, plumbers
• Architects

Our promotional campaign
Solar Media Ltd. is a diversified publishing and events business, servicing the global solar energy supply chain. With a portfolio consisting of print and digital publishing and a growing number of international conferences and exhibitions, Solar Media provides its clients with a comprehensive platform for international business within the solar energy sector.

We exhibit at a variety of major competitive events around the world and distribute our publications at these. Close cooperation with supporting associations, organisations and media partners forms a major part of our promotional campaigns, allowing us to reach out to our target audience groups through advertisements, newsletters and focused email shots. Partners we work with include:
Exhibiting at Solar Energy 2013 - Pricing

Space only
► 1 January 2013 to 31 March 2013 £280/m² + VAT
► 1 April 2013 onwards £320/m² + VAT

Space and Shell Scheme
Includes hard walling, carpet, fascia board, 2 spotlights and 1 500W socket per 9m²
► 1 January 2013 to 31 March 2013 - £350/m² + VAT
► 1 April 2013 onwards - £390/m² + VAT

Sponsorship opportunities
Why not increase your company’s visibility and be identified as a leader in one of the world’s top 10 solar markets with a tailored sponsorship package?

Our team are more than happy to talk through your requirements and come up with a package which suits your needs and budget.

With 40% rebooking on site, the following exhibitors are among those who have already confirmed their presence (for an up to date list see our website!):
To find out more and book your stand for Solar Energy UK 2013, contact a member of our sales team:

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**Meena Manthena**  
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