

# EVENT CALENDAR

CONFERENCE	TRADE SHOW	DATE	EVENT NAME	LOCATION	EXHIBITORS	PAST ATTENDEES	EXPECTED ATTENDEES	CONFERENCE FEE	RAW BOTH SPACE M <sup>2</sup>	BOOTH	EUROPE	AMERICAS	ASIA	MEA / AFRICA
<b>MARCH 2010</b>														
●		2 - 4	Power & Electricity World Australia	Perth, Australia										●
		3	Power GEN India & Central Asia 2010	New Delhi, India										●
●	●	3 - 5	25th Photovoltaic Symposium	Bad Staffelstein, Germany							●			
●		3 - 5	World Sustainable Energy Days 2010	Wels, Austria			900	275 Euro			●			
●	●	3 - 5	PV EXPO 2010; 3rd International Photovoltaic Power Generation Expo	Tokyo, Japan	550		43,000	US\$ 275						●
●		4	Solar Thermal Materials Equipment & Technology Conference	Berlin, Germany				395 euro			●			
●	●	4 - 6	PV+Solar India Expo 2010	Mumbai, India	NEW				193 Euro					●
●		7 - 9	Photovoltaic Fab Managers Forum	Berlin, Germany			200-400	TBD			●			
●	●	9 - 11	Renewtech India 2010	Pune, India	31		3481		194 Euro					●
●		10 - 11	Renewable Energy Finance Forum Central & Eastern Europe	Prague, Czech Republic							●			
●	●	11 - 14	Günes Enerjisi'10	Istanbul, Turkey	114		17,293		175 Euro		●			
●		15 - 18	Clean Technology World Africa 2010	Johannesburg, SA				1497 Euro						●
●		15 - 19	Power & Electricity World Africa	Johannesburg, SA				1,666 euro						●
●		16 - 18	CIPV EXPO 2010	Beijing, China										●
●	●	16 - 18	Solarcon China 2010	Shanghai, China	300 +		40,000	\$ 300 - 500	US\$ 310					●
●		16 - 18	CNEE CHINA2010	Beijing, China	400		20,000		US\$ 280					●
●		17 - 18	2nd Thin Film Solar Summit	Berlin, Germany			450	1,495 euro			●			
●	●	17 - 19	ENEREXPO Vietnam 2010	Hanoi, Vietnam	150				210 Euro					●
●	●	18 - 20	WRETC-2010	New Delhi, India				279 Euro	193 Euro					●
●		22 - 23	2nd German American Energy Conference	Berlin, Germany							●			
●	●	22 - 23	PV Solar Energy: Getting down to Business	Thailand, Bangkok										●
●		23 - 24	Wall Street Green Trading Summit	New York, USA				US\$ 1,695				●		
●	●	25 - 27	Impianti Solari Expo	Parma, Italy					110 Euro		●			
●	●	25 - 28	EVER MONACO'10		26			600	290 Euro		●			
●		30 - 31	Greentech Media's Solar Summit 2010	Phoenix, Arizona, US			200	636 euro				●		
●	●	30 - Apr 1	5th AsiaSolar PV Industry Exhibition & Forum	Shanghai, China	700		35,000	US\$ 250	US\$ 300					●
<b>APRIL 2010</b>														
●		5 - 9	Power & Electricity Asia 2010	Singapore				2539 Euro						●
●	●	7 - 10	ENERSOL Expo 2010	Tunis, Tunisia					150 Euro					●
●	●	7 - 9	International Green Energy Expo Korea 2010	Daegu, Korea	400		40,000	US\$ 200	US\$ 222					●
●	●	13 - 14	Photovoltaics Beyond Conventional Silicon Europa 2010	Dresden, Germany	73		1042	577 Euro			●			
●	●	14 - 16	6th Int.Congress & Ex. Energy Efficiency & Renewable Energy Sources	Sofia, Bulgaria	124		4500	250 Euro per day	145 Euro		●			
●		15 - 16	2nd PV Summit Asia	Beijing China			200							●
●		20 - 22	Polymers in Photovoltaics 2010	Cologne, Germany							●			

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<b>APRIL 2010</b>												
●		20 - 23	European Energy Conference	Barcelona, Spain			600 euro		●			
●		21 - 22	Solar Leadership Summit	San Ramon, California			US\$ 388 / US\$ 476			●		
●		22	The Solar Future II	Solar Plaza, The Netherlands			595 euro		●			
●		22 - 23	Thin Film Industry Forum 2010	Berlin, Germany	450		895 euro		●			
●	●	22 - 25	3rd ECOTECH - Environmental Technologies	Athens, Greece	185	14,000	FREE	150 Euro	●			
●		28 - 30	Organic Photovoltaics 2010	Philadelphia, USA						●		
●	●	29 - 30	PHOTON's Photovoltaic Technology Show (Eur)	Stuttgart, Germany	294		1620 euro	260 Euro	●			
●		29 - 30	5th European PV-Hybrid & Mini-Grid Conference	Tarragona/Barcelona			780 Euro		●			
<b>MAY 2010</b>												
●	●	5 - 7	<b>SNEC (2010) PV Power Expo</b> <b>IPVEA SUPPORTED EVENT</b>	Shanghai, China	1,032	80,000		257 Euro				●
●	●	5 - 7	11th Solarexpo: Renewable Energy & Distr. Generation	Verona, Italy	1,060	68,000	450 Euro	130 Euro	●			
●		11	German PV Market Executive Briefing 2010	Frankfurt, Germany			750 Euro		●			
●		11 - 12	5th Renewable Energy Finance Forum – China	Beijing, China							●	
●	●	12 - 13	Greenex 2010	Johanesberg, South Africa		4200		\$ 230				●
●	●	17 - 22	Solar 2010	Phoenix, Arizona, USA		5,000		US\$ 270		●		
●	●	19 - 20	Genera 2010	Madrid, Spain				124 euro				
	●	19 - 21	Semicon Singapore 2010	Singapore	113	5740					●	
●		24 - 26	PV America	Washington DC, USA				US\$ 310		●		
<b>JUNE 2010</b>												
●	●	2 - 3	Glass Performance Days (GPD) China	Beijing, China	38	848						●
●	●	3 - 5	PV Power Sri Lanka	Colombo, Sri Lanka	200							●
●		7 - 8	Power Electrics German Photovoltaics Seminar	Munich, Germany					●			
●	●	8 - 10	Renewable Energy World Europe	Amsterdam, The Netherlands	452	11,500	865 Euro	405 euro	●			
●	●	9-11	Intersolar	Munich, Germany	1500	60,000	VARIES	156 Euro	●			
●	●	9-11	Solar Taiwan 2010	Taipei, Taiwan	358	35,318		US\$ 250			●	
●	●	14-16	Semicon Russia 2010	Moscow, Russia	200+	1000+	TBD		●			
	●	16 - 18	Renewable Energy Exhibition 2010	Paris, France					●			
●		20 - 25	35th IEEE Photovoltaic Specialists Conference	Honalulu, Hawaii			reistration opens 3/22	US\$ 270		●		
●	●	21 - 25	Clean Technology 2010	Anaheim, CA, USA	400	5000		248 Euro		●		
●		28 - July 2	Silicon for the Chemical and Solar Industry X	Ålesund, Norway	5	150	TBD		●			
●	●	30 - July 2	PV Japan 2010	Yokohama, Japan	303	50,779		342 Euro				●

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<b>JULY 2010</b>												
●	●	13 - 15	SEMICON West 2010	San Francisco, USA	683	17,801				●		
●	●	13 - 15	Intersolar North America	San Francisco, USA	444	17,801		304 euro		●		
●	●	16 - 18	Renewable Energy Exhibition	Paris, France					●			
●	●	28 - 30	Solarcon India 2010	Hyderabad India	70	2,482					●	
<b>AUGUST 2010</b>												
●	●	18 - 21	Energia Renovável 2010	Sao Paulo, Brazil	444	17,000				●		
●	●	26 - 29	Soltec Solar Fair 2010	Hamelin, Germany				140 Euro	●			
<b>SEPTEMBER 2010</b>												
●	●	8 - 10	SEMICON Taiwan	Taipei, Taiwan	500	30,000						●
●	●	8 - 10	PV Rome Mediterranean 2010	Rome, Italy	170	25,400		175 Euro	●			
●	●	6 - 9	25th European Photovoltaic Solar Energy Conference and Exhibition + 5th World Conference on Photovoltaic Energy Conversion IPVEA SUPPORTED EVENT	Valencia, Spain	1000+	40,000+	820 Euro		●			
●	●	12 - 16	WEC Montréal 2010	Montréal, Canada						●		
●	●	25 - 30	World Renewable Energy Congress XI and Exhibition	Abu Dhabi, UAE		880 (for Conf)	400 Euro					●
●	●	28 - Oct 1	Glasstec 2010	Dusseldorf, Germany	1300	55,000			●			
●	●	28 - Oct 1	Solarpeq - International Trade Fair for Solar Production Equipment	Dusseldorf, Germany	200	55,000	250 Euro	174 Euro	●			
<b>OCTOBER 2010</b>												
●	●	7 - 10	RENEXPO Austria 2010	Trade Fair Center Augsburg, Germany	100	4000	8-12 Euro	100 Euro	●			
●	●	7 - 8	Spanish Solar Industry Conference 2010	Madrid, Spain			495 Euro		●			
●	●	12 - 14	Solar Power International 2010 IPVEA SUPPORTED EVENT	Los Angeles, USA	1000+	25,000	\$ 495-795	US\$ 330		●		
●	●	14 - 16	PV Power Bangladesh 2010	Bangladesh	900							●
●	●	19 - 21	Semicon Europe 2010	Dresden, Germany					●			
●	●	27 - 29	Delhi International Renewable Energy Conference (DIREC) 2010	Greater Noida, Delhi			403 Euro	222 Euro				●
<b>NOVEMBER 2010</b>												
●		9	3rd EPIA International Thin Film Conference	Munich, Germany	300				●			
●		11 - 12	11th Forum Solarpraxis	Berlin, Germany			795 Euro		●			
●		16	Invex 2010 - Inverter Day	Rho, Italy					●			
●	●	17 - 19	EnerSolar 2010	Milan, Italy	200	26,180		140 Euro	●			
●	●	17-19	PV TECH	Milan, Italy	150	10,000	NONE	175 Euro	●			
●	●	18 - 20	The 11th China Solar PV Conference and Exhibition	Nanjing, China			279 Euro	256 Euro				●

Event information sourced from / supplied by multiple parties other than IPVEA. IPVEA accepts no responsibility as a result of any incorrect information. Please check individual event websites for updated / detailed data and the IPVEA website for latest calendar.

# Successful Exhibiting in the United States

by **Linda Lizardi Rubin**, Shepard Exposition Services

One of the most important things to remember when exhibiting in the United States is to NOT expect it to be the same as it is in your country. It doesn't matter if your homeland is Europe, Asia or anywhere in the world – the US exhibition industry is very unique. We are governed by regulations and rules, unions, industry variances, cultural differences and very cost driven.

Your knowledge of these areas will help the experience of participating in a US-based trade show a much more successful and pleasant experience. Pre-planning is crucial for the most successful participation. Allow plenty of time for the process, as you will be working with multiple companies – one for the stand, another for purchasing utilities like electricity or Internet, another for hospitality or food services.

In addition to the variety of suppliers with who you will need to coordinate, you'll have much less time to set up your exhibit than in most countries. Typically, move-ins are done in two or three days. And US exhibitions are usually no more than three days long.

## Tips to Remember:

- Expect US exhibitions to be different than others you may have attended.
- Understand the rules & regulations of the event you are participating.
- Planning is critical for optimum success.
- Different people provide different services; know the right person to call to get what you need.

## Who's Who

Here are the typical people you will likely meet or work with at a trade show:

- **Show Organizer** – Sells the booth space and promotes the exhibition to attract attendees
- **Exhibitor** – Companies and people that participate in the exhibition
- **General Service Contractor** - A company the organizer has hired to provide services and supplies for the exhibition to exhibitors as well as to the organiser. For example, registration areas, Internet cafes, custom stand rentals, carpeting, etc.
- **Facility Manager** – The building where the exhibition is, also usually provides all utilities exclusively such as electricity, air, water and Internet.
- **Union Worker** – Depending on the city and the facility where the show is held, one or more unions may have jurisdiction over the work done in a trade show. Many cities have very strong union rules, others not so rigid.
- **Facility Catering** – Most exhibitions will not allow you to bring in outside food, beverages or liquor. The permits required to provide and serve food and liquor are stringent and you must purchase all your food and beverages through approved catering companies of the building.

This is just a sampling of some of the basics players at a trade show. In future columns, we'll go into more detail regarding setting up your displays, renting versus purchasing displays for use in an exhibition, shipping and customs details, marketing to US consumers, and any other questions you may have.

If you would like to receive an e-mailed version of the International Association of Exhibitions and Events (IAEE) Rules & Regulations, please contact: [lrubin@shepardes.com](mailto:lrubin@shepardes.com)



*Linda Lizardi Rubin is a 30-plus year veteran of the United States exhibition industry. She has worked as a custom-stand builder, a show organiser, and in various operations positions for general contractors. She currently is Director of Exhibit Solutions at Shepard Exposition Services, a leading US General Service Contractor. She holds certification in expositions from IAEE, and is a merit award winner.*