



electrical energy storage

co-located with



connecting solar business | NORTH AMERICA



North America's Ultimate Hot Spot for Energy Storage Solutions  
MOSCONE CENTER, SAN FRANCISCO



LARGEST ENERGY STORAGE EVENT IN NORTH AMERICA

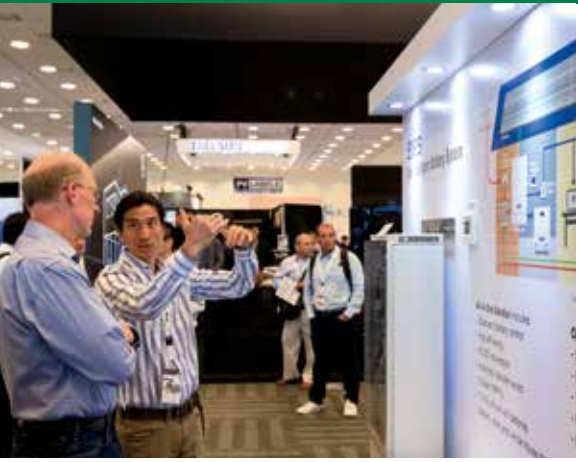
ees North America covers the entire value chain of innovative battery and energy storage technologies. It's the ideal platform to make business connections that matter in the rapidly growing energy storage market. The U.S. energy storage industry will continue to grow with solar playing a crucial role in overall market success. According to GTM Research, the U.S. solar-plus-storage market grew by 390% in 2016, industry's biggest year-over-year growth. In 2017, the healthy pace continues and will cross the billion (USD) mark in 2018 with a compounded annual growth rate of 49% from 2016-2022, reaching \$4.4 billion by 2022.

2017 EVENT HIGHLIGHTS

- White Paper Release: GTM Research published a free White Paper → [www.ees-northamerica.com](http://www.ees-northamerica.com) → News & Press → White Paper
- Speed Networking: Exhibitors and installers met up to make valuable contacts
- Pavilions: 7 country and theme Pavilions were present on the show floors
- ees stage: Industry experts spoke about the latest trends, developments and product innovations
- World-class conference program: 70 speakers gave talks in 10 sessions dedicated exclusively to energy storage topics
- Summerfest at AT&T Park: ees, Intersolar and SEMICON West attendees and exhibitors celebrated a memorable Summerfest at an extraordinary location

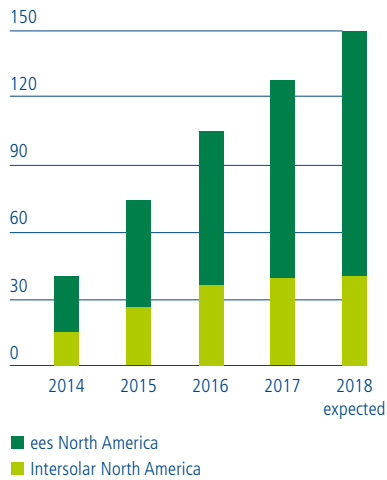


<sup>1</sup> ees and Intersolar North America



## EXHIBITION SNAPSHOT

### Energy Storage Exhibitors at the Co-located ees and Intersolar North America



### Sample of the 2017 Energy Storage Exhibitors

Battery Systems Inc. | Demand Energy | Dynapower Company LLC | Eaton | EEMB Energy Power Co., Ltd. | EnerSys | EnSync Energy Systems | ESS Inc. | Geli (Growing Energy Labs Inc.) | Green Charge Networks | GS Battery (USA) Inc. | Ideal Power Inc. | Lockheed Martin Energy | Mercedes Benz Energy Americas LLC | Mersen | MK Battery | New York Battery and Energy Storage Technology Consortium | NH Research, Inc. | Parker Hannifin - Energy Grid Tie Division | Pika Energy, Inc. | Rolls Battery Engineering | SimpliPhi Power, Inc. | Socomec Inc. | SolarMax Renewable Energy Provider, Inc. | sonnen, Inc. | Sunxtender Batteries | Tabuchi Electric Company of America Limited | Trojan Battery Co., LLC | UL, LLC



Find the complete 2017 exhibitor list online

### ees Exhibitors Say...



"GS Battery has been an exhibitor and conference attendee at ees/Intersolar for the last 5 years. Over that time, it's been great to feel the growing excitement around energy storage and to watch the energy storage portion of the event grow from a handful of exhibitors to one of the larger product categories. It's the opportunity to tap into this excitement and growth that keeps ees/Intersolar a centerpiece event on the GS Battery marketing calendar. This is where we come to launch new products, deliver new technical papers and announce breaking ground on new projects. We know that if we are part of the conversation at ees, we are part of the global energy storage conversation." – Eric Gallant, Director of Business Development, GS Battery USA



"ees/Intersolar provided SimpliPhi Power a dynamic setting to raise awareness and educate the entire industry on innovation in both solar and energy storage, especially around safety and the lithium battery industry. In my talks, I covered information about how to understand the differences between lithium battery chemistries, what to look for, and why these differences matter in both the performance and cost of a battery system. This year's technical sessions provided educational opportunities that were just as valuable as the exhibition in order to stay ahead of the burgeoning storage market.." – Jordan Little, Applications Engineer at SimpliPhi Power



"ees North America was a great platform for Ideal Power's power conversion technologies. Our booth was well-placed and served as an excellent driver for important introductions to potential customers, partners, and media." – John Merritt, Director of Applications Engineering, Ideal Power



## I VISITOR PROFILE AND FEEDBACK

### Exhibitors Reach Target Groups

Energy storage experts meet at ees North America in San Francisco each July. Registration analysis shows ees North America attracts both downstream and upstream energy storage professionals from every segment of the industry.

### Internationality

10% of visitors came from abroad representing more than 80 countries, with the highest representation from Germany, Canada, China, Mexico and Japan.

### Top 10 Areas by Attendee Interest<sup>1</sup>

Batteries, Fuel Cells	50%
Energy Storage Stationary Systems	30%
Smart Grid Technologies, Grid Management	28%
Smart Home/Smart Buildings	25%
Financing, Promotion	24%
Electric Vehicles	23%
Energy Storage Manufacturing Equipment, Materials & Components	23%
E-Mobility Charging Infrastructure	22%
Electricity Trading & Marketing	19%
Energy Storage Systems for Mobile Applications	19%

Source: Visitor Registration Data 2017

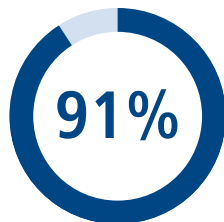
<sup>1</sup> Attendees may self select multiple business activities.

### Attendees by State

California	71,2%
Arizona	2,5%
Texas	2,4%
New York	2,2%
Colorado	2,1%
Massachusetts	1,7%

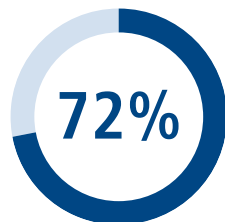
Source: Visitor Registration Data 2017

### Attendee Loyalty



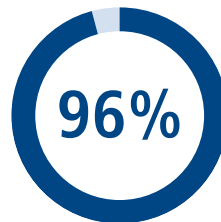
91% of attendees will definitely or likely attend a future show

### Influential Buyers



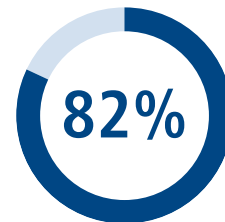
72% of attendees had influence on buying decisions

### Innovation



96% of attendees stated that gaining information about new technologies and market developments was their main reason for attending

### Exhibition Venue



82% of attendees liked the venue – Moscone Center in San Francisco



## | EES CONFERENCE 2017

In a survey of ees North America Conference delegates, 98% of the delegates stated their reason for participating the conference had been fully satisfied. Supported by a dedicated, expert conference committee, the conference program covered a wide range of energy storage subjects including technology, applications, markets, case studies, and financing, as well as the compatible, synergistic connection to solar, smart renewable energy and energy storage.

### Conference Key Facts

- 1,300 Delegates<sup>1</sup>
- 70 Speakers
- 10 Sessions
- 6 Committee Members

<sup>1</sup> ees & Intersolar North America

### TOP 5 Conference Sessions

- E-mobility: Battery and Fuel Cells
- Energy Storage in the Golden State
- Storage & Standards
- Energy Storage Safety and Reliability
- Islands, Mini-Grids, Microgrids and Energy Storage

## | MEDIA ROUND-UP 2017

The ees and Intersolar North America exhibition and conference attracted media from around the world. Reporters covered onsite discussions surrounding the key factors driving solar and energy storage market development as well as the latest cutting-edge technologies. 122 journalists from various trade, top-tier, regional and international publications generated over 260 articles covering highlights of ees North America.

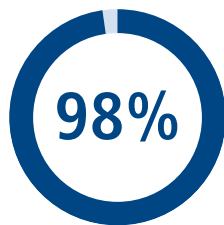
### Top Media

- |                          |                            |
|--------------------------|----------------------------|
| ■ Bloomberg News         | ■ PV Magazine              |
| ■ Energy Storage Journal | ■ RenewableEnergyWorld.com |
| ■ Greentech Media        | ■ Solar Industry Magazine  |
| ■ IHS Markit             | ■ Solar Novus Today        |
| ■ Navigant               | ■ Solar Power World        |
| ■ Nikkei                 | ■ Utility Dive             |

### From the Media:

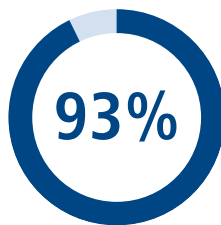
“Attendees and exhibitors were optimistic, as they engaged in meaningful conversations about the best approaches for sustained market success, despite a year of industry consolidation and trade policy uncertainty” – [RenewableEnergyWorld.com](http://RenewableEnergyWorld.com)

### Satisfied Attendees



of attendees felt that the conference fulfilled their reason for attending

### Recommendation



of attendees would recommend the conference to others