



Best in show State-side

As exhibition season dawns in a new post-pandemic era with all that it may still entail, there's a packed programme of events to look forward to. Our first show preview comes from New Orleans, where plans for Solar Power International, Energy Storage International and Smart Energy Week 2021 are in full swing.



Solar Power International (SPI), Energy Storage International (ESI), and Smart Energy Week 2021 returns September 20 through 23 with an in-person program, as well as a virtual program on September 28 and 29. The in-person event will be held at the New Orleans Ernest N. Morial Convention Center in New Orleans, Louisiana, USA with hundreds of exhibitors and thousands of attendees.

Powered by North America's leading clean energy industry associations, Solar Energy Industries Association (SEIA) and Smart Electric Power Alliance (SEPA), this portfolio of expo, education, and networking opportunities will be the first major in-person industry event of the year. All

proceeds from the event go directly back to these organizations, supporting research and education for the clean energy industry, as well as SEIA's advocacy work. This year, proof of vaccination or a negative PCR Covid test result will be required for the event, as well as bars and restaurants around the city of New Orleans.

In addition to Solar Power International, the anchor event of Smart Energy Week, the show has evolved with the expansion and diversification of the industry to bring together leaders from across the spectrum of the clean energy landscape – this year's events in New Orleans include the solar, storage, wind, EVs and EV infrastructure, microgrids, and hydrogen and fuel cell segments of the industry.

The 2021 convention will include the major hallmarks that past attendees have come to expect a full expo hall, multiple rooms for conference education sessions, networking events such as the welcome reception, opportunities for new companies to gain visibility at Startup Alley, the Technical Symposium, and more.

Participants can engage with hundreds of exhibitors on the show floor for extensive networking opportunities and live demonstration sessions of new technologies. This is the place to share critical information with hundreds of education sessions led by the industry's leading minds – attendees will hear the latest trends, forecasts, and deep dives into specific interests they can get nowhere else.

Solar Power International (SPI)

Smart Energy Week's flagship event, is the premier solar industry gathering in North America, attracting thousands of attendees annually. In 2020, SPI was once again honored as a Trade Show Executive 'Gold 100' event, the only solar industry trade show to be recognized, and a distinction it has garnered for the past ten years running.

This year, solar professionals will gather in New Orleans to discuss the latest trends, showcase new product innovations and technologies, and network with attendees across the clean energy spectrum. Solar Power International affords attendees the opportunity to connect with exhibiting companies from the entire solar supply chain, including investors, installers, developers, contractors, utility companies, manufacturers, software, operations and maintenance, and others.

In addition to show floor networking and demonstrations, SPI presents thought-leading education sessions guided by SEIA, SEPA, and this year's diverse and forward-thinking education committee. This year's education offerings feature discussions on topics such as Diversity and Equity in the Clean Energy Workforce; Aligning Clean Energy Goals with Effective Transmission;

Distribution & Interconnection Planning, Equity in Financing Structures; Climate Change, Weather and Force Majeure Events; Designing Solar Plants for Extreme Weather; and DER Aggregation Implementation.

Energy Storage International (ESI)

As a dominant part of the event, and a growing industry, energy storage was a primary interest for a majority of attendees at the 2019 Smart Energy Week conference and made up over 30% of the show floor. By capturing power and releasing it on-demand where it is needed, whether on the grid or behind the meter, both utilities and project developers can take advantage of declining energy costs.

ESI recognizes energy storage's place as a key component of the clean energy puzzle with an engaging show floor, dedicated education programming, and thousands of attendees focused on the applications of energy storage technologies. Some of the featured education opportunities at ESI include the following sessions: Energy Storage Safety: Protecting Personnel and Property as Storage Scales Up; The True Cost of Solar O&M; Opportunities for Long Duration Storage; Securing the Grid: Protecting our Energy Access, and Domestic Clean Energy Manufacturing for a Circular Economy. This is North America's must-attend energy storage event.

The Smart Energy Week umbrella also covers Smart Energy Marketplace + Microgrid, Hydrogen + Fuel Cells International, Wind Energy International, and Electric Vehicle International. The Smart Energy Marketplace + Microgrid demonstrates how multiple facets of the industry all tie together, from storage to distributed resources to energy security.

The marketplace features a fully-functioning 'live' microgrid, power conversion equipment, energy management systems, building and home smart energy products, electric vehicle charging stations, energy storage systems, and solar energy products—ultimately making the connection between solar, energy storage, hydrogen fuel cells, distributed wind, and smart energy.

Hydrogen + Fuel Cells International is the premier gathering for green hydrogen and fuel cells technology professionals in North America, showcasing the versatility of renewable hydrogen and fuel cell applications for utilities, microgrids, vehicles, and more. This event offers exclusive show floor education from leading companies in the space.

Electric Vehicle International (EVI) is the newest addition to the Smart Energy Week portfolio. EVI explores the future of electric vehicles and the integration of charging solutions and other EV technologies into the modern energy grid. Research compiled by the Smart Electric Power Alliance (SEPA)



shows that EVs will be a critical part of the carbon-free conversation. DERs, vehicle-to-grid integration, and managed charging will all be important technologies supporting the sustainable growth of EVs as a part of the clean energy future.

Wind Energy International (WEI) is an important part of Smart Energy Week, especially as the cost of wind and energy storage technologies continues to fall and more companies are adding these technologies to their portfolio to meet customer demand for clean energy. Education sessions focused on wind energy include: Climate Change, Weather, and Force Majeure Events, The Evolving Needs for Bulk Connected DER, Ensuring Grid Reliability, The Value of Certification, and Raising the Bar for Responsible Land Use and Justice-Centered Siting Decisions.

The Technical Symposium at Smart Energy Week offers academic, R&D, technical, and scientific communities the opportunity to come together and present innovative research in photovoltaics, energy storage, and other smart energy technologies to business and policy leaders in the energy space. This is the best place for collaboration to move the industry forward by sharing the latest scientific research with the biggest business decision-makers in North America. The symposium features two days of scientific content including poster and keynote presentations.

Smart Energy Week’s Startup Alley on the expo floor is an exciting opportunity for emerging companies in the clean energy space. This program offers a chance for

young start-ups to present their products, technologies, and services to a large, established audience of attendees, media outlets, and other key players.

The city of New Orleans is ready to welcome attendees with some precautions. The city has instituted a vaccine mandate, which requires people attending restaurants, bars, gyms, and entertainment venues to provide proof of inoculation or a negative Covid-19 test.

For attendees eager to get back to business in person, SPI, ESI, and Smart Energy Week offers multiple networking events, including a welcome reception.

The entire week of events is bolstered by Solar Power Events’ Safely Connecting Initiative, crafted with guidance from local health authorities and recommendations from the U.S. Centers for Disease Control and Prevention (CDC) for large group meetings and events. This includes a requirement that all attendees show proof of vaccination or a negative PCR Covid-19 test, in line with city requirements. Masks must be worn during the event as well.

Additional pillars of this initiative include touchless registration, more space and fewer touchpoints at exhibitor booths, and an emphasis on clean air and surfaces throughout the facilities. Additionally, the Global Biorisk Advisory Council (GBAC), which helps organizations and businesses prepare for, respond to, and recover from biological threats and biohazard situations has designated both the Ernest N. Morial Convention Center and the Louis Armstrong New Orleans International Airport as accredited GBAC STAR Facilities, keeping to

the industry’s highest standards of cleanliness. For more information about the Safely Connecting Initiative, current regulations put in place by the city of New Orleans, and updates about travel and in-person events, please visit www.solarpowerinternational.com/safely-connecting-initiative.

For would-be attendees who are not yet able to travel to New Orleans, there will be a supplementary Digital Education offering after the in-person event with both live sessions and on-demand content, on September 28th and 29th. And attendees both in-person and virtual can access a Digital Expo Hall to connect, chat with exhibitors, and view demonstrations at any time.

The clean energy industry is stronger and more effective when it works together for an integrated and modernized grid. SPI, ESI, and Smart Energy Week is the only event where attendees can see each of the technologies comprising the clean energy industry working together to create a sustainable future. This integration is what makes Smart Energy Week a pivotal event. SPI, ESI, and Smart Energy Week 2021 takes place at the New Orleans Ernest N. Morial Convention Center from September 20th through 23rd. For registration and housing information, a list of exhibitors, education session information, a full conference schedule, and more, visit www.smartenergyweek.com