

# SPI, ESI, and Smart Energy Week

*Who we are*



# About Solar Power Events

Presented by the Solar Energy Industries Association (SEIA) and Smart Electric Power Alliance (SEPA), Solar Power Events strives to keep the industry moving forward by offering cutting-edge events centered around the trends, technology, and research that power the industry.

Unlike other solar industry events, all proceeds support the expansion of the US solar energy market through SEIA's and SEPA's year-round research and education activities, as well as SEIA's advocacy efforts.

**SPI, ESI, and Smart Energy Week sets the standard for clean energy events** as the fastest growing and largest energy show in North America as recognized by *Trade Show Executive* and *Trade Show News Network*. SPI, ESI, and Smart Energy Week has also been among the Gold 100 for **ten years** running and named the 2017 **"Best Use of Technology"** and the 2016 **"Stickiest Show Floor"** by *Trade Show Executive* for the innovative ways in which attendees stay engaged. It's the only clean energy event to receive such a distinction.



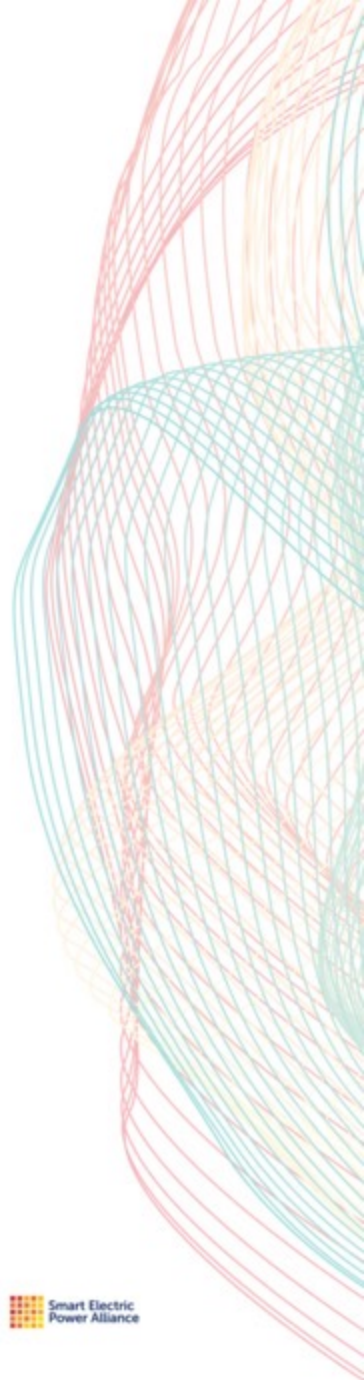
# Market Tours

*Flipping the Script*



# Idea behind Flipping the Script

- Anaheim indoors to Las Vegas outdoors
- Listening and leveraging our customers
- Safely connecting – outdoors & weather
- No charge fee structure for attendees



# What is a Market Tour?

- Outdoor roadshow style event
- Think of your local farmers market for the energy industry
- Back to basics
- Low cost for everyone including event organizer



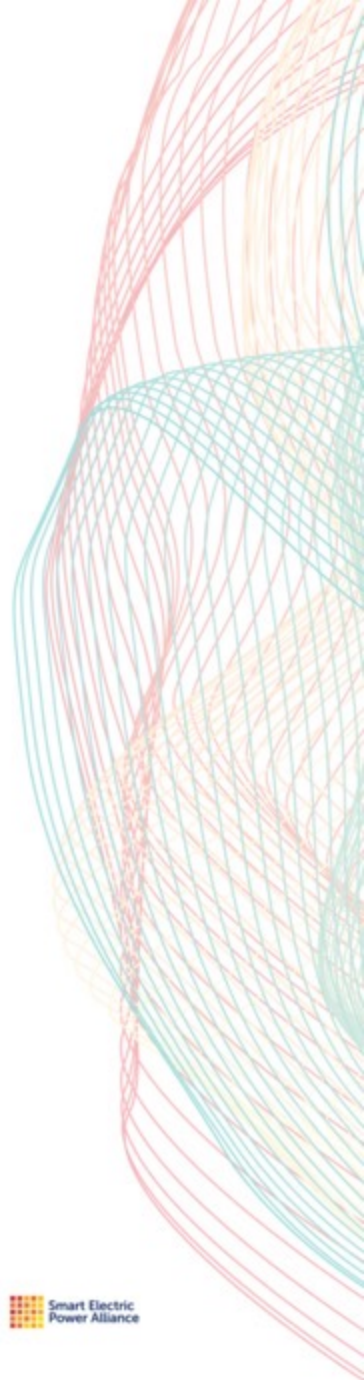
# Why a Market Tour?

- Commitment to helping the industry continue to do business in a safe way.
- Staying relevant to our customers
- Let us do the work
- Exclusive exposure



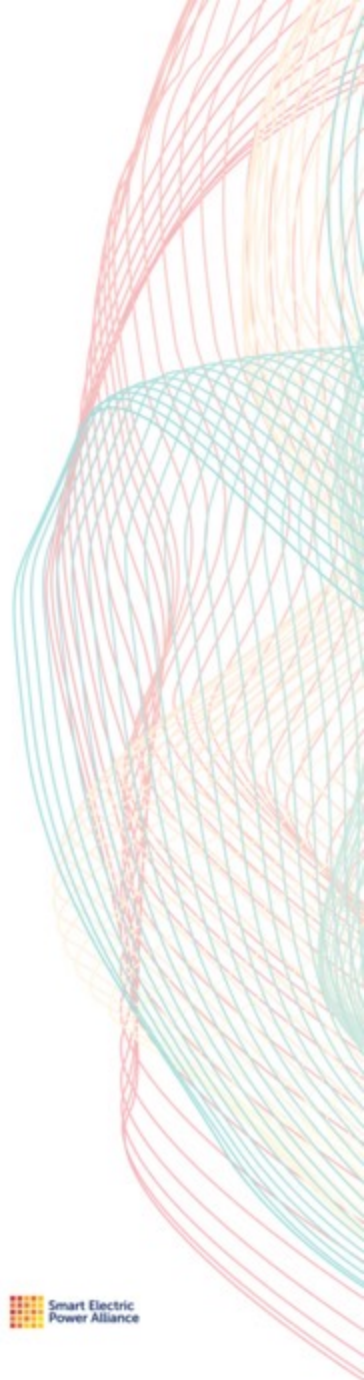
# Results

- **Two Market Tours – Florida & The Carolina's**
- **Florida -**
  - 4 stops in 5 days – 12:00-4:00 with a Food Truck
  - 17 to 23 Exhibitors, State sponsor & Host Sponsor
  - Overall Attendees – 241
- **Carolina's –**
  - 3 stops in 5 days – 11:00-3:00 with a Food Truck and Podcast Booth
  - 17 to 23 Exhibitors, State sponsor & Host Sponsor
  - Overall Attendees – 150



# Market Tour Best Practices

- KISS
- 1 Day – 4 hour Event
- Follow the weather
- Follow COVID-19 restrictions closely
- Leverage partners and customers
- Social media essential
- Entertainment a plus and Food Truck essential





# Q & A

- Thank you for this opportunity to share this event experience!
- If you would like any additional information, please feel free to contact me:

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