2020 EXHIBITOR PROSPECTUS

CLEANPOWER
Denver, CO | June 1 - 4, 2020
www.cleanpowerexpo.org

Your new exhibition hub for utility-scale renewable energy

Home of WINDPOWER

AWEA
SOLAR AMERICA
ENERGY STORAGE AMERICA
WHAT IS CLEANPOWER?

We’ve welcomed multi-technology businesses at WINDPOWER for years. In 2020, we’re throwing the doors open, creating an even bigger opportunity for companies in wind, solar, storage and other clean energy technologies to learn and do business across the utility-scale power sector.

The WINDPOWER Conference and Exhibition will continue as the heart of CLEANPOWER, with the addition of exhibition space and conference programming for utility-scale solar, storage, and other clean energy technologies. By incorporating these technologies into a single exhibition hub, CLEANPOWER will create efficiencies for exhibitors and attendees with multi-technology business models. Pure play businesses will benefit from increased show traffic and opportunities to build beneficial partnerships across the clean tech industry.

WHO ATTENDS?

Top 2019 Attending Companies

2019 Attending Companies  Click to download

2019 Exhibitor List  Click to download

Leading Countries

*Based off number of employees/team members sent in 2019

2019 Attending Companies

Leading Countries

United States
Canada
Denmark
Germany
Mexico
United Kingdom

www.cleanpowerexpo.org  202-383-2550  exhibition@awea.org
WHY SHOULD YOU EXHIBIT?

WINDPOWER has always been the place to connect with major players in the U.S. wind energy industry and the CLEANPOWER hub will bring in new attendees from across the spectrum of utility-scale renewable industries. It is designed from the ground up for the diverse clean energy industry and supply chain professionals who are building the future.

While it’s rare for customers to commit to large deals over the phone or by email, exhibiting offers an opportunity for existing customers to share their long-term plans, express interest in new services and a potential to place big orders with you. Your presence will reinforce your position to your existing clients and your booth will become a meeting point for them too.

Exhibiting is a wonderful way to tell the industry that your company is serious, reliable, and large enough to afford its own presence at leading events and conferences. Build your brand recognition, because all of the major players and their products and services can be seen every year.

One of the greatest advantages of exhibiting is that it allows you to meet and connect with prospective customers in person instead of communicating with them over the phone. On the phone, you’re just another voice – in person, you become someone that they know, recognize, and want to connect with.

While your sales team uses the trade show as an opportunity to meet existing customers and connect with prospective ones, spend a moment looking at the other exhibitors to see what they’re doing differently from you. Great businesses are aware of their competitors, and trade shows are one of the best opportunities to connect with competitors and understand their sales strategy, their product positioning, and the reasons for their success.

Exhibiting doesn’t just give you the opportunity to make new sales and connect with existing customers – it gives you the chance to look at cutting edge developments in the industry and the opportunities they create. New products are introduced at the show because it is the one single event where all of the industry press and all of the major buyers are in attendance. It also gives you the setting to launch your new products and showcase them in front of the wind industry’s major players.

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2019 BY THE NUMBERS

75% of attendees are decision makers or make recommendations to the final decision maker.

Time in industry:
- 0 - 2 Years: 38%
- 2 - 5 Years: 26%
- 5 - 10 Years: 17%
- 10+ Years: 19%

42% of WINDPOWER 2019 exhibitors do business in other renewable segments. Of that 42%:
- 85% involved in solar
- 33% involved in energy storage
- 26% involved in hydropower
- 23% involved in other sectors

376,000 square foot exhibit hall
7,000 registered attendees
400+ exhibitors
50 states represented
40 countries represented

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7,000+ exhibitors
50 states represented
40 countries represented

BECOMING AN EXHIBITOR

Exhibition Pricing

<table>
<thead>
<tr>
<th></th>
<th>By 9/30/19</th>
<th>After 9/30/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>$37/sq ft</td>
<td>$39/sq ft</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$47/sq ft</td>
<td>$49/sq ft</td>
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Your booth includes:
- 8’ draped booth backdrop
- 3’ side rail dividers for in-line booths
- Minimum of 4 all access passes or more depending on booth size
- 7” x 44” identification sign for in-line booths
- Access to all education stations
- Listing on interactive floorplan
- Listing in the mobile app
- Listing on large maps throughout show floor

*Sources: Post-event attendee survey & attendee registration data

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VIEW LIVE FLOORPLAN
Click to view

RESERVE A BOOTH
Click to view
## SCHEDULE AT A GLANCE

<table>
<thead>
<tr>
<th>Thursday - Sunday May 28 - May 31</th>
<th>Monday, June 1</th>
<th>Tuesday, June 2</th>
<th>Wednesday, June 3</th>
<th>Thursday, June 4</th>
<th>Friday - Saturday June 5 - June 6</th>
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<tbody>
<tr>
<td>All Day Exhibitor move in</td>
<td>All Day Final move in</td>
<td>9:00 AM - 5:00 PM Exhibition open</td>
<td>9:00 AM - 5:00 PM Exhibition open</td>
<td>9:00 AM - 12:00 PM Exhibition open</td>
<td>All Day Exhibitor move out</td>
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<tr>
<td>1:00 PM - 5:00 PM Pre-Conference Seminars</td>
<td>4:00 PM - 5:00 PM Exhibit Hall Happy Hour</td>
<td>4:00 PM - 5:00 PM Exhibit Hall Happy Hour</td>
<td>11:00 AM - 12:00 PM Town Hall</td>
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<tr>
<td>5:00 PM - 7:00 PM Opening Reception</td>
<td>5:00 PM - 7:00 PM Extended Booth Reception</td>
<td>5:00 PM Open for Company Events</td>
<td>1:00 PM - 4:00 PM On the Road Learning Tours in Denver</td>
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<tr>
<td>7:00 PM - 9:00 PM WindPAC Reception</td>
<td>5:00 PM Open for Company Events</td>
<td></td>
<td>1:00 PM - 8:00 PM Exhibitor move out</td>
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<tr>
<td><strong>VISIT THE MILE HIGH CITY</strong></td>
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### PREMIUM DIGITAL PACKAGES

CLEANPOWER exhibitors have access to upgrade to a premium digital package. An upgrade increases online visibility and leads by as much as 121%! Elevate your opportunity for leads by including additions to your ebooth like product showcases, branded videos, press releases, and more.

- **Increase your online leads 3-4x**
- **Increase traffic to your ebooth 4-5x**
- **Promote your products & services 24/7/365**
- **Enhance web exposure & search engine performance**
- **Maximize ROI by generating high quality new leads**

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A NEW CHAPTER

For years, WINDPOWER has been a leading conference for emerging energy technologies and it will continue to be the heart of our next chapter as CLEANPOWER. Incorporating these technologies into a single exhibition hub will be more convenient for multi-tech businesses as well as companies specializing in wind or utility scale solar who will benefit from an efficient business development forum that attracts an exclusive audience of large-scale developers, corporate buyers and utilities. Join us for this exciting new chapter June 1 – 4 in Denver.

READY TO BOOK?

View Floorplan
Click to view

View Application
Click to view

Wade Barton
202-383-2550
exhibition@awea.org
www.cleanpowerexpo.org