

Solar Power International

Barometer of an industry



Challenge

- Amid heightened competition for solar conventioners, position Solar Power International as the premier solar event in North America and one of the most influential solar events in the world.
- Attract national, top-tier media to attend the conference and produce in-depth coverage of the industry.



Strategic Approach

- Embark on a thought leadership campaign leading up to the conference. Leverage industry news being announced at the event to engage the media and stimulate coverage of key issues in the solar industry.

Powerful Idea

- Create opportunities for media and exhibitors to engage with one another throughout the conference program, by conducting press conferences, conference sessions and special events like an exclusive industry Salon Dinner.

Results

- Conference leadership are now frequently sought after by the media for comment on industry issues, and Solar Power International is now seen as a barometer of the U.S. solar industry.
- Media coverage increased by 100 percent between 2007 and 2008, and has continued to increase year-over-year since then.
- The annual Salon Dinner event brings together top solar industry CEOs, demand-side executives in utility and housing sectors, government leadership, the leadership of SEPA and SEIA, and a strong contingent of top-level media including Reuters, Bloomberg, The New York Times, Dow Jones and more.

