

Solar Power International

Not just a conference but a lasting experience



- Objectives
 - Amidst new competition for the solar audience, position the Solar Power International Conference and Expo as the established premier solar event in North America
 - Increase conference coverage by 20 percent from 2007 and set high bar for top media to attend
- Strategies
 - Embark on a thought leadership campaign leading up to the conference to stimulate dialogue on key issues in the solar industry and engage media early on to be a part of the program to guarantee attendance and deeper engagement
 - Develop a variety of informational incentives for media and exhibitors
 - Create a number of opportunities for press to engage directly with the conference program
- Results
 - Increased conference coverage by 100 percent
 - Salon Dinner brought together top solar industry CEOs, demand-side executives in utility and housing sectors, government leadership such as the lieutenant governor of California and Sen. Maria Cantwell, the leadership of SEPA and SEIA and a strong contingent of top-level media
 - SEPA and SEIA leadership are sought after by media for comment

