

POST SHOW REPORT 2014



PHOTO: Good atmosphere at the most important Brazilian solar event: Intersolar South America 2014.

INTER SOLAR SOUTH AMERICA 2014: FROM 2,288 TO MORE THAN 9,000 VISITORS

Intersolar South America's second edition took place from August 26–28, 2014 at the Expo Center Norte in Sao Paulo. The exhibition and conference was co-located with ENIE – a trade fair for electrical installations. This co-location was ideal for installers, engineers, electric utilities and service companies.

In 2015, as already in 2013, Intersolar South America will be held as a stand-alone event – only focused on photovoltaics, solar thermal technologies, manufacturing and electrical energy storage – at the yellow pavilion at Expo Center Norte.

The following numbers and statistics are collected from the visitor and conference attendee registration evaluation as well as the exhibitor (95% returns), visitor (20% returns) and conference attendee (18% returns) survey.

Organizers



Co-Organizer



17

conference sessions

71

international speakers

75

exhibiting companies

500+

conference attendees

9,125

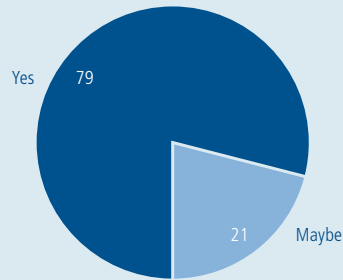
international visitors

11,000

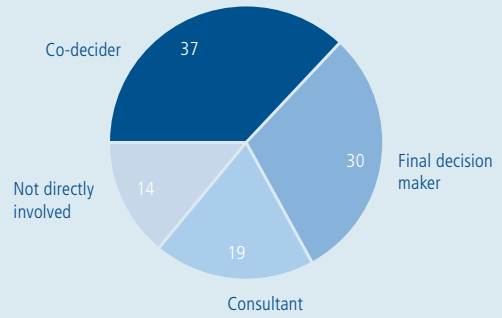
total attendance

VISITOR SURVEY RESULTS

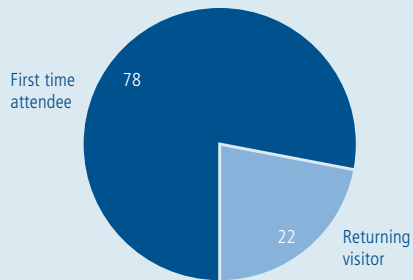
Would you attend a future Intersolar South America? (in %)



What is your level of purchasing authorization? (in %)



How many times have you attended Intersolar South America? (in %)



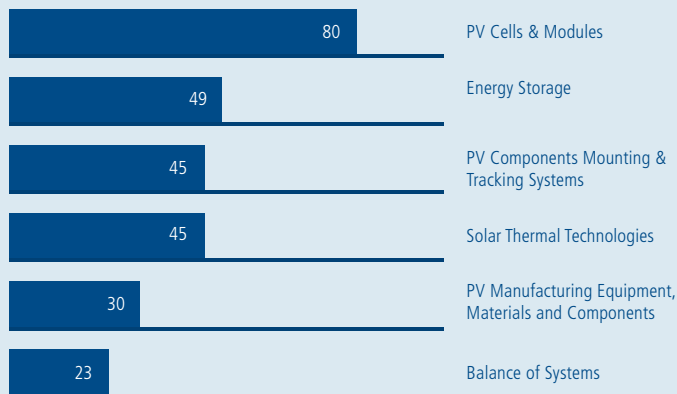
RECOMMENDATION

76% will recommend attending the event to colleagues and business partners.

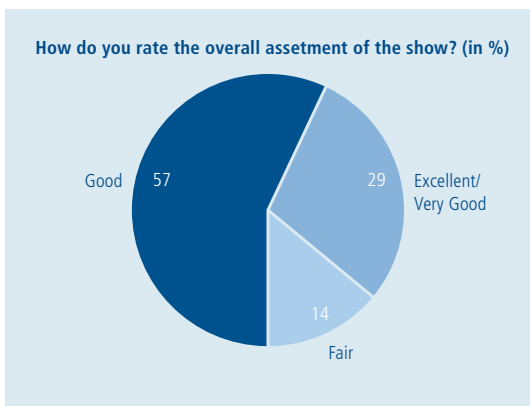
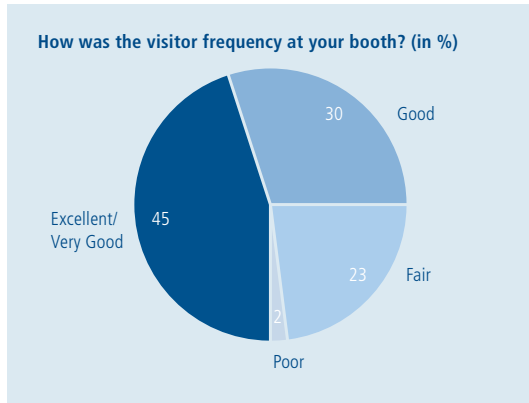
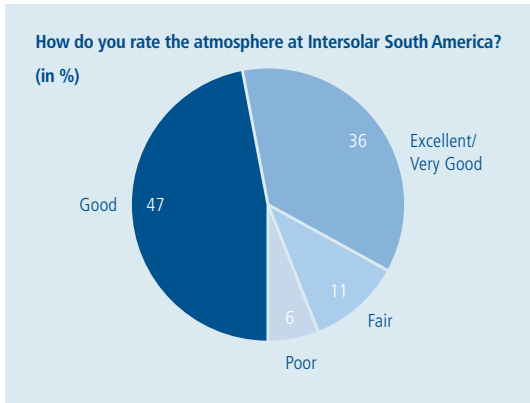
INTERNATIONALITY

32 different nations visited Intersolar South America.

Which product segments did you visit? (in %)



EXHIBITOR SURVEY RESULTS



INTERNATIONALITY

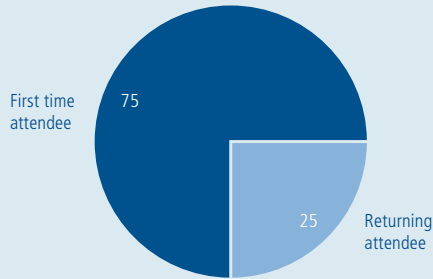
10
different nations exhibited at Intersolar South America.

RE-BOOKING

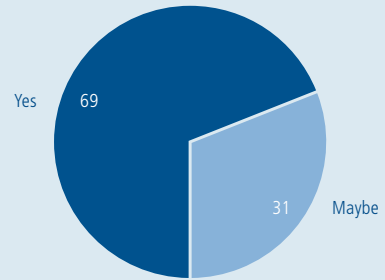
96%
plan to exhibit again in 2015.

CONFERENCE SURVEY RESULTS

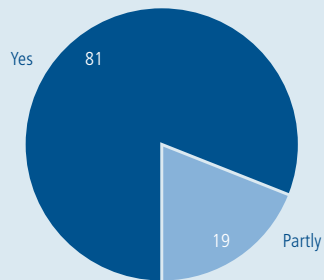
How many times have you attended Intersolar South America conference? (in %)



Do you plan to attend this conference again next year? (in %)



Did the conference fulfill your reason for attending? (in %)



VISITING

96%
of the conference attendees visited the exhibition.

RECOMMENDATION

84%
would recommend the Intersolar South America to colleagues.

