



# 2024

# POST-SHOW REPORT

Intersolar & Energy Storage North America provided an unmatched experience for solar, storage, and EV charging infrastructure professionals to source quality products, make impactful connections, gain critical insights—and have fun.

**Take a look at the highlights from the 2024 event and start making your plans to join us at the next edition on February 25-27, 2025!**

# WELCOME

📍 SAN DIEGO CONVENTION CENTER / SAN DIEGO, CA

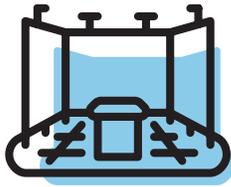
Produced by: **diversified**  
COMMUNICATIONS

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# 2024 FACTS AND FIGURES



**507**

Exhibiting Companies



**9,500**

Attendees

**50**

U.S. States  
(plus Puerto Rico, Guam,  
& Washington D.C.)  
represented

**80+**

Countries  
represented



**120+**

Speakers



**6**

Technical  
Workshops



**23**

Expert-Led  
Conference  
Sessions



**15**

Engaging Hub  
Presentations



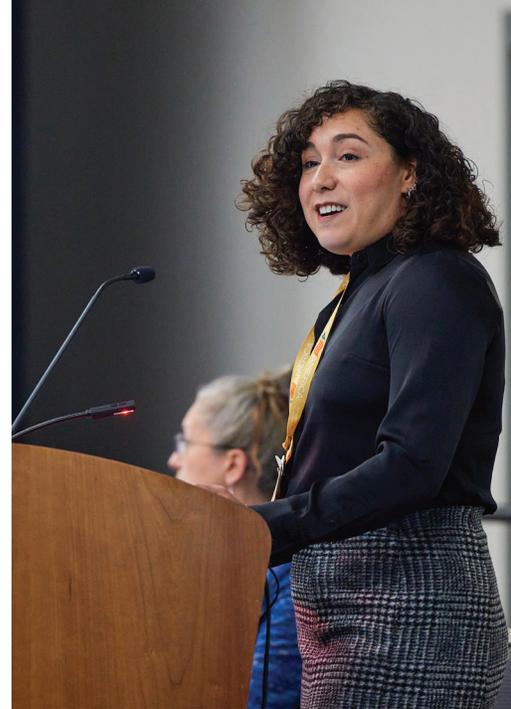
**4**

Inspiring  
Keynotes



**1**

Site Tour



## Attending Media Included:

ABC 10  
Bloomberg News  
Clean Power Hour  
Cleantechnica.com  
enerG  
EnergyTech  
Forbes  
Latitude Media  
North American Clean Energy  
POWER Magazine  
PV Magazine  
Renewable Energy World  
Smart Energy Decisions  
Solar Builder Magazine  
Solar Power World  
Solar Surge  
SolarReviews  
Suncast Media

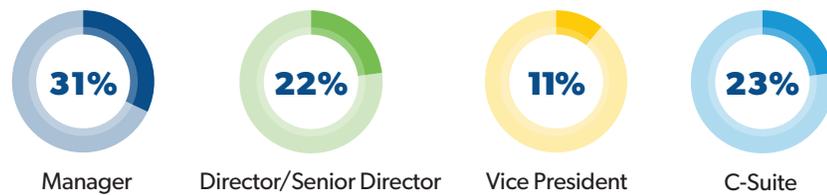
*Sample list of verified media in attendance*

# ATTENDEE PROFILE

## Attendees' Top 10 Business Types

1. Construction/EPC Contractor
2. Consulting Services
3. Installer/Contractor
4. Developer
5. Distributor
6. Energy Storage - Technology Manufacturer
7. Energy Storage - System Integrator
8. Engineering Firm
9. Solar Supplier
10. Finance

## Top Job Levels Represented



## Top Objectives For Attending

See new products & innovations



Industry networking

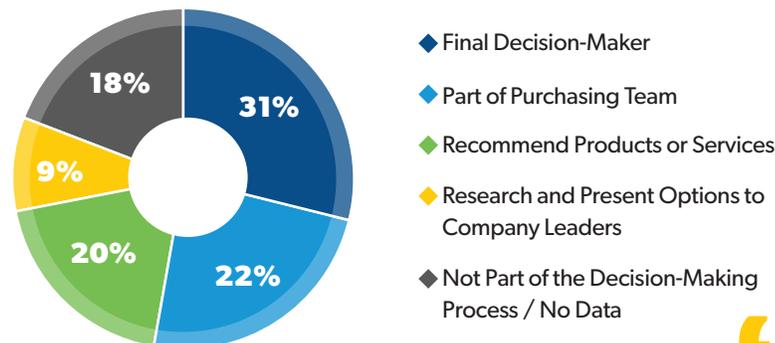


Keep up-to-date with market trends



## Purchasing Authority

82% of attendees were involved in decision-making, purchasing, recommendations, and research.



**68% of attendees are from companies with 10+ employees**

The conference was amazing. I met so many incredible, talented, interesting people, ranging from developers, manufacturers, EPCs, utilities — you name it. I think it is a perfect hub to meet people that are relevant in the industry and that are driving the energy transition.”

- Sylvia Leyva Martinez, Principal Analyst, Senior Research Manager, Wood Mackenzie (2024 Speaker)

## Top 10 States Represented

1. California
2. Texas
3. Arizona
4. Colorado
5. Florida
6. New York
7. Washington
8. Illinois
9. Utah
10. New Jersey



## Top 10 Countries Represented

1. United States
2. China
3. Canada
4. Mexico
5. India
6. Korea
7. Turkey
8. Germany
9. Spain
10. United Kingdom

## 2024 Attending Companies (Sample List)

- ABB Inc.
- Ameresco
- Array Technologies
- Elevation Home Energy Solutions
- Freedom Solar
- Green Home Systems
- GRID Alternatives
- LG
- Mortenson
- New Energy Equity
- Nexamp
- NextEra Energy
- Palmetto Solar
- Siemens
- SunPower
- SunRun

SEE MORE  
2024  
ATTENDING  
COMPANIES  
[ONLINE](#)



# EXHIBITOR PROFILE

## EXHIBITOR TESTIMONIALS:

### 2024 Exhibitor Snapshot

- ABC Supply
- Adaptiphy Energy
- Aurora Solar
- Baja Carports
- Boviet Solar
- Briggs & Stratton Energy Solutions
- Built Robotics
- CE LINK LIMITED
- Chiko USA
- Chint Power Systems
- Energate
- ESS Inc.
- Fluence
- FranklinWH
- Geneverse Energy Inc.
- IronRidge
- Jinko Solar
- Nevados
- Nucor
- Power Electronics
- REC Americas
- Rolls Battery Engineering
- Roof Tech Inc.
- Sol-Ark
- Solar4America
- Solar Data Pros Inc.
- SPAN
- Unirac, Inc.
- Victron Energy
- VON ARDENNE North America, Inc.
- Waaree Energies Limited
- Yotta Energy Inc.

EXPLORE THE FULL LIST OF 2024 EXHIBITORS ONLINE 



This event has been crucial in helping us get our brand and name out—increasing brand recognition.”

- Caleb Karpowitz, Sales & Marketing Manager Energate Solar (2024 Exhibitor)



The energy was amazing. We saw so many people, and everybody was excited to be here. They were very engaged, and we had a great turnout.”

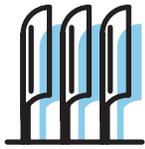
- Jordan Ortloff, Events Planning Manager, EG4 Electronics (2024 Exhibitor)



It’s been great talking to customers. We see customers from all segments of the industry, from residential, commercial, industrial, and utility-scale customers as well.”

- Will White, Solar Application Specialist, Fluke (2024 Exhibitor)

### Featured Exhibit Areas:



Start-Up Pavilion



EV Charging Infrastructure Pavilion



Outdoor Exhibit Space

### Top Objectives For Exhibiting



Generating new sales leads



Increasing awareness of brands/products/services



Meeting/selling to current customers



**85%**

of 2024 exhibiting companies re-signed onsite during the booth renewal process



# THE SOLAR GAMES



**SOLAR  
GAMES**

The fourth annual Solar Games competition brought excitement and top talent to the Solar Games Stadium on the exhibit hall floor at the San Diego Convention Center.

The industry's only installer competition, the Solar Games tasked eight teams from across the U.S. with building residential solar + storage systems—live in a stadium setting. Competing teams were judged on installation quality, safety, speed, and other criteria.

## COMPETING TEAMS

All Energy Solar SAINT PAUL, MN

Aloha Solar Power ENCINITAS, CA



DEFENDING  
2023  
CHAMPIONS

Castaways Energy, LLC ORLANDO, FL

GRID Alternatives OAKLAND, CA

Huston Solar LAFAYETTE, IN

Michigan Solar Solutions COMMERCE, MI

Northwest Electric and Solar KENMORE, WA

Sun Valley Solar Solutions CHANDLER, AZ



**CASH  
PRIZES**

1ST  
**\$10,000**

2ND  
**\$3,500**

3RD  
**\$2,500**

SCAN TO  
LEARN MORE



Equipment used in the Solar Games is donated to Twende Solar, a nonprofit that empowers economically marginalized communities with sustainable energy.

# THE SOLAR GAMES

## COMPETITION SCHEDULE

There were seven matchups in the 2024 tournament, each lasting 90 minutes. The first round was a grid-tied installation; the winners from round one's matchups moved on to the semi-finals. The semifinal matchups were another grid-tied installation. The winners from those rounds competed in the championship round, which was an off-grid installation.

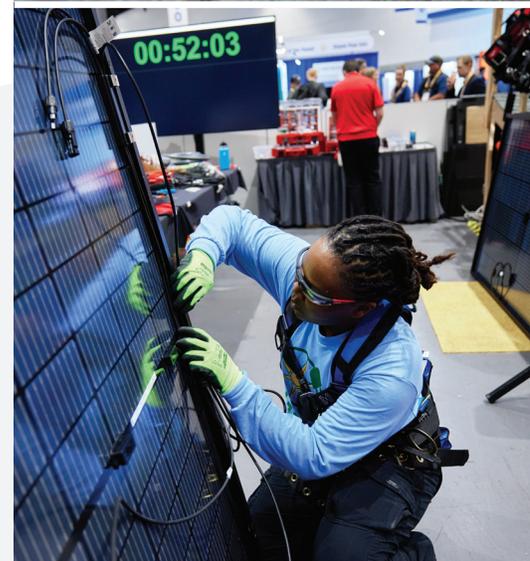
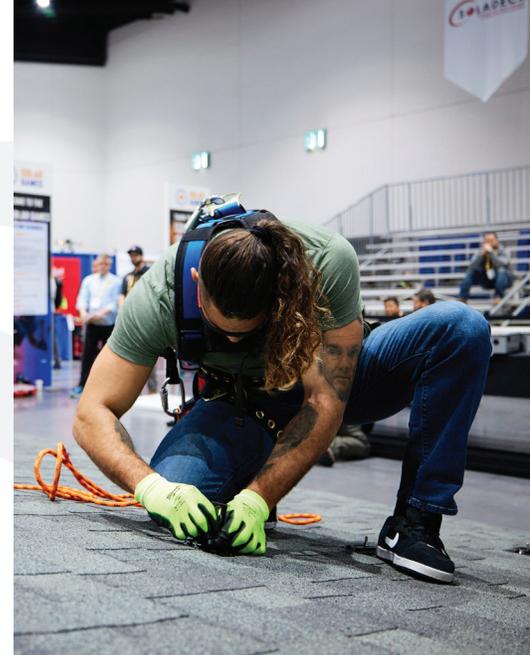
After battling it out in the championship round against Michigan Solar Solutions, our returning champions from Aloha Solar Power walked away with the first-place prize for the second year in a row—\$10,000! Runner-ups Michigan Solar Solutions took home \$3,500, while third place competitors Huston Solar received \$2,500.

WEDNESDAY	THURSDAY	FRIDAY
<p>ALL ENERGY VS aloha SOLAR POWER</p> <p>GRID VS Northwest Electric &amp; Solar</p> <p>SUN VALLEY SOLAR VS Michigan Solar Solutions</p>	<p>10:30 AM HUSTONSOLAR VS castaways</p> <p>1:15 PM aloha SOLAR POWER VS GRID ALTERNATIVES SEMI-FINAL 1</p> <p>4:00 PM Michigan Solar Solutions VS HUSTONSOLAR SEMI-FINAL 2</p>	<p>11:00 AM aloha SOLAR POWER VS Michigan Solar Solutions CHAMPIONSHIP ROUND</p> <p>FINAL RESULTS</p> <p>1ST PLACE/ CHAMPIONS aloha SOLAR POWER</p> <p>2ND PLACE Michigan Solar Solutions</p> <p>3RD PLACE HUSTONSOLAR</p>



“The experience I had competing in the Solar Games was like no other. It was exciting, full of suspense, and really brought the camaraderie to our team and our entire company.”

- Karl Hercula, Vice President Field Operations, Michigan Solar Solutions (2024 Solar Games Runner Up)



## ARE YOU AN INSTALLER? COMPETE IN THE 2025 SOLAR GAMES!

We're seeking qualified installer teams from across the United States to participate in our next tournament. Spots fill fast! This is your opportunity to compete for a chance to win \$10,000 and the title of Solar Games Champion!

SCAN HERE  
TO LEARN  
MORE & APPLY



# THE SOLAR GAMES

## ADVISORY BOARD

Thank you to the clean energy leaders who make up our advisory board and helped guide the 2024 competition.



**Johan Alfsen**  
K2 Systems  
Senior Director of Training



**Travis Genatossio**  
ReVision Energy  
Operations / Commercial  
Project Manager



**Jeff Myles**  
Rolls Battery Engineering  
Marketing Manager



**Rudy Saporite**  
Institute for Building  
Technology and Safety  
Program Director of Energy  
& Sustainability



**Robin Swanhuysen**  
Twende Solar  
Executive Director



**Sam Vanderhoof**  
Solar Cowboyz  
President

## THANK YOU TO OUR 2024 EQUIPMENT SPONSORS & PARTNERS!

Generous exhibitors donated the following important equipment for the Solar Games: APSystems donated PV module rapid shutdown devices, GME Supply donated safety gear, and HellermannTyton donated small components.

### EQUIPMENT SPONSORS:



### PARTNERS:



I love that the Solar Games brings people back to the root of what this industry is all about. It connects installers, manufacturers, salespeople, and everyone in between to a physical real-world application of solar and reminds us all why we're so passionate about this industry. It's so exciting to see how it brings everyone together."

- Robin Swanhuysen  
Twende Solar  
Executive Director



## ARE YOU A SOLUTIONS PROVIDER? SPONSOR THE SOLAR GAMES!

With opportunities to sponsor equipment, participating teams, the solar games stadium, and more, exhibitors can shine a high-impact spotlight on their product and brand.

SCAN HERE TO LEARN MORE & CONTACT US!



# EDUCATION

## WORKSHOPS

The pre-conference workshops provided technical training and deep-dive conversations from industry-leading experts and organizations. Many workshops offered CEUs applicable to recertification of NABCEP credentials.

2024 workshops included:

[NEC, PV, Energy Storage and Interconnections](#)

[Inspecting PV](#)

[Powering Long-Duration Energy Storage: Creating Capacity for a Flexible Energy Future](#)

[Community Engagement and Benefits Sharing: New Best Practices for Project Success](#)

[Sizing, Programming & Troubleshooting for Lithium Battery Technologies](#)

[IEEE 1547 Automated Testing Workshop](#)

See the full list of workshops and presenters [HERE](#)



Located in the exhibit hall, The Hub is the only educational space open to all event attendees.

The Hub featured 20-minute educational presentations covering real-world applications and solutions. The 2024 presentations included:

### 2023 NEC Notable Changes

[All Charged Up: Inside the World of Energy Storage](#)

[Battery Management System Impacts on Energy Storage](#)

[Developing a V2G Strategy: Standards, Charging Considerations & More](#)

[Examining Efficiency Over Time: An Analysis of 80,000 PV Systems](#)

[How Iron Flow Batteries & LDES Can Shape the Global Energy Transition](#)

[How to Prevent Thermal Runaway in Li-Ion Batteries](#)

[Industry Insights: Demystifying Solar Warranties](#)

[Intelligence in Integration: Energy Sources Must Work Together for Homeowners](#)

[Smart EV Charging: A Client's Journey with Intelligent Energy Management](#)

[Meeting the Moment: U.S. Gigafactories to Scale U.S. Battery Production](#)

[The Real World Impact of AI on Solar: What You Need to Know](#)

[Three Surprisingly Connected Problems in the Battery Value Chain](#)

[Using App-Based Commissioning to Simplify ESS Installations](#)

[What is Data Risk and Why Should You Care?](#)

See the full list of presentations and speakers [HERE](#)



## SITE TOUR

New in 2024, 100 event attendees visited San Diego Gas & Electric for an exclusive tour of California's first utility-scale **Vanadium Redox Flow (VRF) battery and microgrid**. The site tour was presented by Sumitomo Electric Industries and San Diego Gas & Electric.



# EDUCATION

## Conference Sessions

Conference sessions examined policy, technology, and market developments in solar, storage, clean energy systems integration, and EV charging infrastructure.

- Beyond the Meter: How Fortune 50 Companies Measure Solar Health
- Challenges and Opportunities to the Deployment of Energy Storage on the Distribution Grid
- Democratizing Solar Information for a Brighter Future
- Demystifying the Federal Funding Landscape
- Distributed Solar and Storage in California: Policy Outlook and Market Implications
- Energy Markets Moving Forward: US Solar and Storage Outlooks Post-IRA
- Energy Resilience in a Changing Climate – the Role of Microgrids
- EV Charging and Vehicle-to-Home/Grid Integration: Opportunities For Market Expansion
- Expanding Access to Solar: Exploring New Market Opportunities
- Launching Clean Tech Innovation in San Diego and Beyond
- Long Duration Energy Storage: The Missing Link in America’s Decarbonization Pathway
- Modernizing a Century-Old Grid: How to Tackle Supply Chain Issues to Speed Up Progress
- Safety Issues Related to Solar PV & Storage Systems, Plus the Role of the Sustainable Energy Action Committee (SEAC)
- Second-Life EV Batteries: Opportunities and Challenges
- Securing the Distributed Energy Grid in 2024: A Role for Owners and Operators
- Solar Trade Law and Policy Developments: The View from Washington
- Storage Safety: Improving Policies and Perceptions
- The Inflation Reduction Act’s Workforce Requirements: Maintaining Compliance to Maximize Tax Benefits
- The Innovation Imperative: Unlocking the Full Financial Value of DERs
- The State of the Community Solar industry: Today, California’s promise, and 2030 Vision.
- Transforming JFK’s New Terminal One: From Airport to Solar + Storage Microgrid
- Understanding the Complicated Nature of Permitting and Interconnection Processes for Solar and Storage
- Using AI & Machine Learning to Predict Safety, Lifetime, and Performance of Grid-Scale Storage

See the full list of conference speakers on pages 11 and 12



**CLICK HERE**

for full session descriptions

## KEYNOTES

Thank you to the following industry leaders for being our Keynote presenters and sharing their knowledge and insight!



### Opening Remarks

**Miguel Romero**  
San Diego Gas & Electric Company  
Chief Commercial Officer



### The Grid We Need to Decarbonize America

**Jesse Jenkins**  
Princeton University  
Associate Professor



### Navigating Turbulence in the Energy Transition

**William Walsh**  
Southern California Edison  
VP of Energy Procurement & Management



**Rob Gramlich**  
Grid Strategies LLC  
Founder and President



**Eric Hsieh**  
U.S. Department of Energy  
Deputy Assistant Secretary for Energy Storage



**Anne Hoskins**  
Generac Power Systems, Inc.  
SVP Policy and Market Development, Energy Technology



### Building a Domestic Supply Chain: Can the U.S. Compete?

**John Zahurancik**  
Fluence Energy  
President, Americas

# EDUCATION

## Speakers

The 2024 event welcomed speakers from around the world to share their experience and expertise with program attendees.

Speakers included:



**William Acker**  
NY-BEST



**Cristina Aguirre**  
Alliant Consulting



**Darren Aguon**  
Alliant Consulting



**Maeve Allsup**  
Latitude Media



**Jason Anderson**  
Cleantech San Diego



**Broderick Bagert**  
Together Louisiana



**Roger Balyon**  
Amazon



**Rylan Beisner**  
Alliant Consulting



**Stephen Branscum**  
Walmart



**Timothy Brightbill**  
Wiley Rein LLP



**Bill Brooks**  
Brooks Engineering



**Sean Burke**  
Entelligent



**Toyah Callahan**  
Interstate Renewable Energy Council (IREC)



**Terrence Chambers**  
University of Louisiana at Lafayette



**Jeff Cramer**  
Coalition for Community Solar Access (CCSA)



**Eric Culkin**  
Sumitomo SHI-FW



**Bernadette Del Chiaro**  
California Solar & Storage Association (CALSSA)



**Sergio Dueñas**  
Strategen



**Ryan Franks**  
TWAICE



**Susan Gladwin**  
U.S. Department of Energy



**Vallerie Gonzalez-Byrum**  
Center for Sustainable Energy®



**Daniel Han**  
Energy Vault



**Sara Harari**  
Connecticut Green Bank



**Brad Heavner**  
California Solar & Storage Association



**Steve Higgins**  
Rolls Battery Engineering



**Utopia Hill**  
Reactivate



**Joshua Hovet**  
Agilias Energy



**Ted James**  
ACCURE Battery Intelligence



**Steve Jones**  
UL Solutions



**Damon Kachur**  
SecureG



**Carrie Kaplan**  
DNV



**Sarah Kirtz**  
University of California Merced



**Millie Knowlton**  
CPower



**Enrico Ladendorf**  
Battalion Energy

Speakers continued on next page



# EDUCATION

## Speakers, Continued



**Elizabeth Laine**  
Clearway Energy Group



**Sylvia Leyva Martinez**  
Wood Mackenzie



**Nick Matthes**  
Midwest Renewable Energy Association



**Adam Miller**  
Sunnova Energy



**Xavier Moreau**  
Nuvve



**Gabe Murtaugh**  
LDES Council



**James Nagel**  
HelioVolta



**Marc D. Nickel**  
McGuireWoods LLP



**Jin Noh**  
Malta



**Jon Norman**  
Hydrostor Inc.



**Bill Oberkehr**  
New York State Energy Research and Development Authority



**Joseph Paolino**  
Advanced Energy United



**Jennie Potter**  
Strategen



**Steve Pullins**  
AlphaStruxure



**Dr. Justin W. Raade**  
EPRI



**Bhaskar Ray**  
QCELLS USA Corp.



**Amit Rikhy**  
CAG Holdings



**Richard Riley**  
New Energy Risk



**Leah Rubin Shen**  
Advanced Energy United



**Isabel Sepulveda**  
U.S. Department of Energy



**Hadia Sheerazi**  
Rocky Mountain Institute



**Larry Sherwood**  
Interstate Renewable Energy Council (IREC)



**Gurmesh Sidhu**  
Moment Energy



**David J. Smith**  
Burns Engineering



**Steph Speirs**  
Solstice



**James Strange**  
U.S. DOE



**Tom Tansy**  
DER Security Corp



**Larry Truong**  
Toshiba Mitsubishi-Electric Industrial Systems Corporation



**Cici Vu**  
DNV Energy Systems



**Eric Watson**  
Energy Dome



**Sean White**  
HeatSpring / White House Energy



**Ross Williams**  
HES Solar



**Rob Windle**  
Strategy, CPower



**Vanessa Witte**  
Wood Mackenzie

### Speakers not pictured

Ralph Adams, BorgWarne  
Frances Bell, Bidirectional Energy  
Michael Gray, Origami Solar  
Jamie Swezey, Footprint Project  
Mark Thompson, Form Energy  
Eugene Yeh, Google



# NETWORKING OPPORTUNITIES

**Intersolar and Energy Storage North America provides an unmatched onsite experience, facilitating networking opportunities throughout the three-day event.**

## The Networking Breakfast

Attendees joined us for breakfast and insights into workforce development and Diversity, Equity, and Inclusion during this panel discussion led by **Maeve Allsup** (Latitude Media) and featuring **Elizabeth Laine** (Clearway Energy Group), **Hadia Sheerazi** (RMI), and **Steph Speirs** (Solstice).

## The Connection Lounge

New in 2024, the Connection Lounge is a dedicated space for 20-minute meetings onsite. Attendees and exhibitors were able to find connections and book the meeting rooms using the Matchmaking Tool.

## The Block Party Bash

It wouldn't be an edition of Intersolar and Energy Storage North America without a celebration! Hundreds of attendees and exhibitors celebrated and networked during Thursday night's Block Party Bash. Party goers enjoyed food, drinks, entertainment, live music, and lawn games. Custom air-brushed t-shirts and photos and videos from the 360° photo booth were the perfect souvenirs.

## Happy Hours

Generous sponsors hosted various happy hours throughout the event—both on the show floor and in the Solar Games Stadium.



**FIND MORE PHOTOS AND  
EVENT HIGHLIGHTS [HERE](#)**



# THANK YOU TO OUR 2024 PARTNERS

## PLATINUM PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS



## BRONZE PARTNERS



## CONFERENCE PROGRAM PARTNERS



## Thank You to the 2024 Advisory Board

The Advisory Board provides expertise and thought leadership to help develop the most engaging, thoughtful, and educational event program in the clean energy industry.



**Dr. William P. Acker**  
Executive Director  
New York Battery and  
Energy Storage Technology  
Consortium (NY-BEST)



**Bernadette Del Chiaro**  
Executive Director  
CALSSA



**Anne Hoskins**  
SVP Policy and Market  
Development, Energy Technology  
Generac Power Systems, Inc.



**Eugene Hunt**  
Principal and Co-founder  
Trevi Communications



**Kate Johnson**  
Engagement Director  
Advanced Energy United



**Gabe Murtaugh**  
Storage Sector Manager  
California ISO



**Jennie Potter**  
Director of Regulatory Innovation  
Strategen

# MARK YOUR CALENDAR!

## INTERSOLAR & ENERGY STORAGE NORTH AMERICA (IESNA)

will bring solar, energy storage, and EV charging infrastructure professionals together again to source innovative products, build professional relationships, and gain key insights.

BEST-IN-CLASS EXHIBITORS, KEYNOTES, CONFERENCE SESSIONS,  
NETWORKING EVENTS & MORE!

**NEW!**

### IESNA Texas

November 19-20, 2024



Austin Marriott Downtown  
Austin, TX

[Intersolar.us/Texas](https://Intersolar.us/Texas)

### IESNA 2025

February 25-27, 2025



San Diego Convention Center  
San Diego, CA

[Intersolar.us](https://Intersolar.us)

### Interested in Exhibiting?

Contact our team to get started.



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**Peter Andersen**  
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