

Solar Success! For Start-ups

REGISTRATION IS REQUIRED

| *Solar Success! For Start-ups*

| *All Access Pass-Holders*

Breakfast, Lunch, & afternoon refreshment served both days

Monday, May 11, 2009

Hyatt Grand Ballroom

Start	End	Event
7:00 AM	10:00 AM	Registration & Badge Pickup - Hyatt Foyer
7:30 AM	8:15 AM	Breakfast
8:30 AM	6:00 PM	<p>The Nuts & Bolts of Residential Grid-Tie PV System Design and Installation (NABCEP) Get up to speed fast with Conergy's one-day, 8 hour Residential Grid Tie PV System Design and Installation course. You will learn component basics, effective site analysis for accurate system design and job costing, NEC requirements specific to photovoltaic systems, and best practices for system installation, wiring and commissioning. This training is targeted to the knowledgeable technical professional, and is appropriate for electrical contractors, journeyman electricians, and recent entrants into the solar industry who want to improve their skills and knowledge.</p> <p><i>Presenters: Dan Rice, Applications Engineer, Conergy Key Accounts & Phil Undercuffler, Conergy Off-Grid & Battery-Based Applications Director</i></p>
12:00 PM	1:00 PM	Lunch
3:00 PM	3:30 PM	Break

Tuesday, May 12, 2009

Hyatt Grand Ballroom

Start	End	Event
7:30 AM	8:15 AM	Breakfast
8:30 AM	6:00 PM	<p>Solar Industry in a Nutshell: Best Business Practices in a Dynamic Marketplace The solar business has many attributes unique to the utility industry due to the distributed nature of the technology, immense public support, a diverse array of incentives and policies, and rapidly expanding business models. In addition to understanding how to develop business with solar companies, participants learn how to research the industry and assess their own regional solar marketplace. This fast-paced and entertaining industry orientation reviews 6 core topics to achieve business success in the grid-tied PV industry: Analyzing what the industry value chain means for your business, building attractive proposals through economic analysis, understanding how policy drivers & regulatory structure define your target market, financial and operational considerations, using project financing to uncover new opportunities, and crafting a winning sales & marketing plan. This course is for professionals seeking to start a new solar photovoltaic company or add solar to their company's current services. A consumer-level knowledge of grid-tied PV is useful but not required.</p> <p><i>Presenters: Liz Merry, Verve Consulting, & John Marcarelli, Sales Director, Conergy</i></p>
12:00 PM	1:00 PM	Lunch
3:00 PM	3:30 PM	Break
7:30 PM	9:00 PM	ASES National Solar Conference Opening Reception - sponsored by Conergy Hyatt Regency Atrium

Solar Success! Fast Track

REGISTRATION IS REQUIRED

- | Solar Success! For Start-ups
- | All Access Pass-Holders
- | Solar Success! Fast Track

Breakfast, Lunch, & afternoon refreshment served both days

Wednesday, May 13, 2009

Buffalo Convention Center - Marquee Level

Room 101B

Room 101F

Room 101G

Room 101C

Room 101D

Start	End	Business Track	Potluck Track	Inverter Track	Mounting Systems Track	Battery-Based / Off-Grid Track	
7:30 AM	8:15 AM	Breakfast - Buffalo Convention Center - Marquee Level, Rooms 106 A-B					
8:30 AM	10:30 AM	Public Relations as a Sales & Marketing Tool	NEC Code-Compliant Grid-Tie PV System Design & Installation - Bill Brooks (NABCEP)	Fronius IG Plus Residential Grid-Tie Inverters (NABCEP)	Unirac RapidRack Flat Roof Mounting System	OutBack Power Systems Product Overview and System Design (NABCEP)	
10:30 AM	12:30 PM	Conergy-CPF Tools: Manage Customers & Deliver Fast Accurate Solar PV Quotes			Unirac Pitched Roof Mounting System *NEW* Product Introduction		
12:30 PM	1:30 PM	Lunch - Buffalo Convention Center - Marquee Level, Banquet Room					
1:30 PM	3:30 PM	Big Marketing Impact on a Small Business Budget	Wiley Grounding Application for Commercial and Residential Installations (NABCEP)	Xantrex GT Grid-Tie Residential & Small Commercial Applications (NABCEP)	Conergy SolarGiant Commercial Ground Mount Hands-on Training (NABCEP)	Flooded Lead-Acid Batteries in Off-Grid Applications - Rolls Battery Engineering (NABCEP)	
3:30 PM	4:00 PM	Break	Break			Break	
4:00 PM	6:00 PM	Economics of PV Overview for Selling to the Residential Grid-Tied Market	SANYO HIT Technology			Conergy Solar Water Pumping Solutions: Real World Design & Applications (NABCEP)	
7:00 PM	10:00 PM	Solar Success! Networking Reception - Pearl Street Grill & Brewery					

Important ASES National Solar Conference Special Dates:

Conference Opening Reception - included in registration sponsored by Conergy
 Tuesday, May 12, 7:30pm - 9:00pm, Hyatt Regency Atrium

Industry Leaders' Spotlight - included in registration featuring Kim McLawhorn, CEO, Conergy Americas
 Thursday, May 14, 8:30am - 10:30am, Exhibit Hall

Women in Solar Luncheon - ticket required
 Friday, May 15, 12:30pm to 2:00pm, Ballroom

An Evening at the Falls - ticket required
 Friday, May 15, 6:30 - 10:30pm, busses leave from Convention Center

Thursday, May 14, 2009

Buffalo Convention Center - Marquee Level						
		Room 101B	Room 101F	Room 101G	Room 101C	Room 101D
Start	End	Business Track	Potluck Track	Inverter Track	Mounting Systems Track	Battery-Based / Off-Grid Track
7:30 AM	8:15 AM	Breakfast - Buffalo Convention Center - Marquee Level, Rooms 106 A-B				
8:30 AM	10:30 AM	Brand Building, Lead Generation and Customer Education through the ASES National Solar Tour	Fronius IG Plus Residential Grid-Tie Inverters (NABCEP)	Introduction to SMA Products	Conergy SunTop Pitched-Roof Mounting System + QuickMount PV Code-Compliant Mounting & Waterproof Flashing (NABCEP)	Magnum Energy Products and Applications
10:30 AM	12:30 PM	Sizing Up: Mid-Scale Commercial PV Systems (30-500kW)				Morningstar Charge Controller Application, Configuration & Data Monitoring
12:30 PM	1:30 PM	Lunch - Buffalo Convention Center - Marquee Level, Banquet Room				
1:30 PM	3:30 PM	Conergy Commercial Finance Program Selling Strategies	SANYO HIT Technology (NABCEP)	Introduction to SMA Products	Unirac Pitched Roof Mounting System *NEW* Product Introduction	Xantrex Off-Grid Product for Residential, Small Commercial & 3 Phase Applications (NABCEP)
3:30 PM	4:00 PM	Break	Break		Break	
4:00 PM	6:00 PM	Baking up a Solar Market - Market Research Insights & Industry Outlook	S-5! Standing Seam Mounting System		DPW PowerTube CRS Flat Roof Solution	
8:30 AM	10:00 AM	Industry Leaders' Spotlight - ASES Conference Session featuring Kim McLawhorn, CEO, Conergy Americas Exhibit Hall				