

Beat: Business

## Released Today - Official Launch of Solar Business Festival 2017

### Solar Business Festival 2017

Austin, 31.01.2017, 12:19 Time

**Global Attain Advancement** - We are pleased to officially launch the second edition of Solar Business Festival (SBF) - Texas Solar Business Week in Austin, Texas on Wednesday, November 29 & Thursday, November 30, 2017, at the Hilton Hotel Downtown.

To create the best possible experience for you, we have developed and formally engaged with several key partners to make SBF 2017 three times bigger than last year's event. SBF has evolved into 2 full days of activities including over 8 co-located events, which will make the show more valuable to you.

SBF 2017 will consist of 8 events under the umbrella of Texas Solar Business Week powered by Solar Business Festival. The 8 events included are Commercial Buildings Energy Forum, Sustainable Homes Forum, Sustainable Agriculture Forum, Energy Storage Forum, Clean Technology Forum, Smart Grid Forum, Texas International Solar Forum, and the Women in Solar Forum.

As an event that provides a significant business platform for knowledge sharing, connectivity, marketing, and sales, SBF 2017 will continue to provide leading content and topics that are relevant to the solar industry and appropriate for its many professionals. SBF will also continue to provide a gathering of energy leaders, the opportunity to meet movers and shakers, and the potential to meet clients and make solar energy deals! SBF is all about driving the Texas solar industry forward.

#### SBF 2017 ATTENDANCE PROJECTIONS

Attendance: 800+

Speakers: 90+

Exhibitors: 75+

#### SBF 2017 FLOOR SPACING

Exhibition Space: 29,244 Square Ft

Conference Space: 15,196 Square Ft

Co-located Events Space: 13,486 Square Ft

#### SBF 2017 TO HOST

Manufacturers & Sup

#### SBF 2017 WEBSITE LAUNCHING SOON!

In two weeks we will be launching SBF's new interactive website, which will be easy to navigate and contain everything to know about SBF 2017. The new website will now make it easy for you to navigate important information about the event such as conference information, speaker bios and topics, trade show information, sponsorship and advertisement opportunities. You will also find information about how you can get involved, planning your trip, and accommodations. Stay Tuned!

#### SBF 2017 CONFERENCE SEGMENT: WHAT HAS CHANGED?

SBF 2017 will now feature a wide variety of sessions on, microgrids & energy storage, project financing, sustainable buildings, smart grids, solar initiatives & innovations, utility integration, community solar projects, policies, incentives and goals, market growth opportunities, regulatory framework, international solar market opportunities/challenges, sustainable farming, and more.

We've created new conference packages so that you can take control of your SBF experience. Your conference pass will grant you access to all co-located events.

Register today to join us and save your spot.  
To sweeten the deal, register now and enjoy our Early Bird savings.

#### SBF 2017 TRADE SHOW SEGMENT: WHAT HAS CHANGED?

SBF 2017 trade show is a B2B, B2C, & B2G format in an exhibition hall which focuses on connecting exhibitors with potential clients, business networking, and marketing.

#### Key Changes in 2017:

Our exhibition space is now 3 times larger than last year's event (Occupying 29,244 Square Ft).  
Exhibitors now have the option to choose from a 10x10, 10x20, or 20x20 booth.  
Exhibitors now have the option to purchase a 10x10 and 20x20 custom booth.  
Exhibitors are now offered the opportunity to host workshops.  
We are now expecting to host 4 times more expo visitors.

Exhibitor registration is now open. Maximize your exposure by signing up NOW!

<https://sbf2017.eventbrite.com>

#### SBF 2017 VENUE: WHAT HAS CHANGED?

SBF will be hosted at the Hilton Hotel in downtown Austin again with spaces 3 times larger than before. The Hilton Austin has just completed a head-to-toe renovation that SBF 2017 participants will be able to enjoy. Hilton's updates include multiple tech savvy lounging areas that will make you feel at home while you're away from home. The Hilton Hotel is also located in the heart of downtown Austin making it a convenient location for those interested in exploring the city and having access to a variety of restaurants, entertainment activities, and shopping centers.

#### INTRODUCING TEXAS SOLAR PIONEERS AWARDS

The Texas Solar Pioneers Awards ceremony is a unique high-level celebration and dinner to honor the movers and shakers in the Texas Solar Industry. Each year, the awards ceremony will recognize the visionary leaders, industry partners, and dynamic individuals who push boundaries, pioneer new frontiers, and inspire others by their ability to create programs, and success in driving the advancement of solar energy, smart grid & energy storage, clean energy innovation, and policies incentives in Texas. It is an excellent opportunity for participants to entertain clients, network with peers, and brand their companies as industry leaders.

The 2017 Texas Solar Pioneers Awards ceremony will take place during the Solar Business Festival (SBF) - Texas Solar Business Week on Thursday, November 30, 2017, in Austin, Texas, and all winners will be inducted as members of the SBF Hall of Fame.

Register today to join us and save your spot.

<https://tspa2017.eventbrite.com>

#### INTRODUCING SOLAR ENERGY PLATINUM CLUB

Solar Energy Platinum Club is an exclusive membership club for solar energy executives, investors, and other influential and major players in the solar industry. The club provides a private environment for industry leaders to strengthen existing connections and forge

new ones. Onsite at SBF 2017, members of the club will have access to an exclusive lounge area to enjoy and relax in. The lounge area will provide a discreet setting that will allow industry decision-makers to exchange best practice and explore business opportunities. The club also provides members with an exclusive VIP experience that will offer customized assistance to help members navigate our exhibitions efficiently, connect with the right exhibitors who are offering project-relevant products and services, and it will also facilitate relationship building between members by providing valuable networking opportunities. Members will receive complimentary passes to enjoy the full conference and expo at SBF 2017 with priority access (Platinum Club badge to be recognized by exhibitors and attendees as an exclusive VIP hosted guest), 2 complimentary drink tickets for the exhibition reception, full access to all co-located events, and full access to the Texas Solar Pioneers Awards Ceremony 2017. Membership is valid for 12 months, and Member status extends across the other solar events organized by GAA.

Applicants must be accredited investors or must be working in the renewable energy industry and must possess a job title that is C-Suite, SVP or above. Please note that job titles below this level, will not be accepted. Contact us at [sepc@gaadvancement.com](mailto:sepc@gaadvancement.com) for more information.

SBF sponsorship packages offer a range of benefits including, increasing brand awareness, the enjoyment of high profile branding, attracting new customers, building relationships with the target audience, opportunities to participate in the speaker faculty, exhibiting booths to showcase your product or services, and VIP hospitality. There is no doubt that sponsoring SBF 2017 will guarantee that your company makes a real, long-lasting, and memorable impact. Regardless of your budget, we have a sponsorship package that will fulfill your requirements and ensure an excellent return on investment.

#### DOWNLOAD THE 2017 SBF SPONSORSHIP BROCHURE

We are ready to welcome you onboard as a new sponsor! We offer dedicated staff support to assist you in selecting the best package for your organization throughout the seasons leading up to the event. For questions and more information about sponsorship opportunities, please contact us at [sponsorship@gaadvancement.com](mailto:sponsorship@gaadvancement.com)

#### INTRODUCING RENEWABLE ENERGY WORKING GROUP (REWG)

The GAA Renewable Energy Working Group (REWG) is a volunteering platform that brings people together to collaborate and achieve a stated objective requiring their expertise or time. Members of REWG are chosen to produce deliverables (e.g., standards track technical reports, findings recommendations, and reviews of the deliverables of other groups, and creating a report). Members will be chosen based on their demonstrated accomplishments and skills that contribute to the REWG mission. REWG will be led by one or more appointed chairs to perform the administrative functions of the group. Some participants will be selected by REWG members, others will be appointed by the REWG Chair. REWG will c

#### INTRODUCING CECI GUEVARA, NEW CHIEF MARKETING OFFICER OF GLOBAL ATTAIN ADVANCEMENT

GAA welcomes Ceci Guevara, as the new Chief Marketing Officer (CMO) to lead the company's marketing activities locally and globally. Before joining Global Attain Advancement, Ceci was an established event planner that developed solid relationships with clients across different industries and produced an array of successful events including fundraisers, festivals, and performance showcases. Ceci earned her Bachelor of Arts in Communications from Southwestern University in Georgetown, TX. She is currently working on the Annual Solar Business Festival and will handle external relations with sponsors, advertisers, and exhibitors. Contact her at [ceci@gaadvancement.com](mailto:ceci@gaadvancement.com)

WE LOOK FORWARD TO HAVING YOU AT SBF 2017!

THE GAA/SBF TEAM

#### Article online:

<https://www.uspa24.com/bericht-10614/released-today-official-launch-of-solar-business-festival-2017.html>

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