

Windpower 2009

RELOCATES IN LIGHT
OF RECORD GROWTH



It's not too often a trade show so far surpasses organizers' expectations for size that it must be relocated. This was just the dilemma the American Wind Energy Association (AWEA) faced with the Windpower 2009 Conference and Exhibition, which was originally scheduled to take place in Minneapolis, but will now be held at McCormick Place, Chicago.

"Subsequent to our initial decision to go to Minneapolis, there was an unprecedented explosion in demand for Windpower exhibition space and

hotel rooms, which superseded even our association's aggressive planning for growth," says Randall Swisher, executive director of AWEA. "This was caused in part by the recent dramatic increase in interest in wind power by both government and business sectors. AWEA had planned for annual expansion of 20 percent to 40 percent based on growth over the past five years, but for Windpower 2008, attendance and the number of exhibiting companies were 85 percent higher than in 2007. The demand for show floor space for

2009, almost one year before the event, exceeds the entire available exhibition space in the Minneapolis Convention Center."

By August, exhibition space sold for the show already exceeded the entire scope of Windpower 2008. Attendance grew from 1,000 attendees at the 2001 event to 13,000 last year. At this size, only a handful of U.S. convention centers are large enough to host the show at all.

The event features over 776 exhibitors, 13,000 wind energy

professionals, a day of pre-conference sessions, three days of conference sessions and—of course—endless networking opportunities.

Attendees span every area of the wind industry including project developers and operators, turbine manufacturers, component and accessory equipment suppliers, construction and transportation companies, government agencies, academic institutes and non-profit organizations. Gear-related companies with booths to visit include Columbia Gear Corp., Winergy Drive Systems, Moventas, AGMA, The Gear Works-Seattle, Bonfiglioli, Brad Foote (Broadwind Energy), Centa Corp., Comer Industries, Emerson Power Transmission, Oerlikon Fairfield and Jahnelt-Kestermann Getriebewerke. Last but not least, don't forget to stop by the Gear Technology booth, number tktk.

The conference program features over 300 speakers and moderators, 150 poster presentations and 50 sessions on wind energy topics focusing on policy, business and technical subjects. The 2009 conference theme is Wind Power: Securing America's Energy Future.

Several day-long pre-conference seminars are offered in a range of subjects for more detailed technical education. As of press time, these topics had not yet been released, but last year's pre-conference seminars included the fundamentals of wind energy, what makes the development process successful, wind energy forecasting and safety.

"We are excited to be coming back to Chicago," Swisher says—Windpower 2004 was in Chicago. "The 'windy city' offers an ideal mix of hospitality and exhibition facilities in a vibrant downtown setting. We're excited to hold this event in a state that ranked in the top five for new wind project construction in 2007, and where new manufacturing jobs are being created thanks to this technology's rapid expansion."

Illinois legislation requires that 25 percent of all power for residential and small commercial customers be provided from renewable energy resources. Illinois investment in new wind projects is expected to hit \$8 billion by 2025, according to the AWEA.

Windpower 2009 Conference and Exhibition takes place May 4–7 2009 at McCormick Place, Chicago. For more information on exhibit space, email exhibition@awea.org or visit www.windpowerexpo.com.

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