

# AWEA Wind Power Supply Chain Workshop

September 12 –13, 2011 ▶ Des Moines, IA

## Get In-Depth Insights into the Wind Turbine Manufacturing & Supply Chain Sectors

### Diversify, Increase Revenue, and Grow Your Company

In this struggling economy, companies are realizing the need to diversify to increase revenue, keep employees, and maintain or grow their businesses. Each wind turbine assembly contains over 8,000 components; manufacturers and service providers are recognizing that wind power is a strong opportunity to diversify their business. The AWEA Wind Power Supply Chain Workshop will provide strategies for entering, advancing, and thriving in the wind energy industry supply chain. Join us and network with your peers, learn from proven best practices and success stories, and stay well-informed of the latest industry innovations.

### Register TODAY for this workshop and learn:

- ▶ Forecasts for wind turbine deployment and manufacturing prospects in 2012 and beyond
- ▶ Manufacturing policies and incentives update from Washington, DC and the need for policies to drive demand in the wind energy industry
- ▶ Proven strategies for how to enter the wind energy industry and more importantly, how to stay in it
- ▶ A sector-by-sector review of wind turbine manufacturing, following by roundtable, networking discussions with the presenters from each session
- ▶ Each of the major wind turbine major component sectors and the current status of domestic manufacturing in the U.S.

### New program, more networking, greater opportunities:

- ▶ Peer-led educational programming
- ▶ Case studies and lessons learned
- ▶ Unparalleled networking opportunities with your peers and potential customers - over seven hours devoted to networking!
- ▶ Connect with fellow attendees, meet new people and share your experiences
- ▶ Registered attendees can maximize networking opportunities with AWEA's new event-specific professional networking website

### Don't Miss Out! If you're a...

- ▶ Component Supplier
- ▶ Wind Turbine Manufacturer
- ▶ Construction / Installation Company
- ▶ Transportation and/or Logistics Company
- ▶ Consulting Service Provider
- ▶ Economic Development Agency
- ▶ Manufacturer or Fabricator
- ▶ Project Developer
- ▶ Services Company
- ▶ Wind Project Operator

### AND, if you are, or want to be, active in the

- ▶ AWEA Transportation & Logistics Working Group
- ▶ AWEA Manufacturing Working Group

### you MUST attend this event!

Special, Co-Located Event:

## AWEA Economic Development Summit

*Separate registration is required to attend and can be added during AWEA Wind Power Supply Chain Workshop registration.*

### Program Chair:

Dan Radomski, Partner, Kinetik Partners

**On Wednesday, September 14, AWEA will host its first Economic Development Summit. The half-day summit will focus on:**

- ▶ The key role economic development organizations play in advancing the U.S. wind industry
- ▶ Successes and challenges in both wind project development and wind turbine manufacturing in selected U.S. states
- ▶ How economic development organizations are key players in growing manufacturing facilities



# Why is this Workshop Important?

## **Demand**

Installations over the past 5 years have increased significantly with nearly 35% average annual growth. By the end of 2010, over 40,000 megawatts (MW) of wind capacity were installed in the U.S.; up from less than 10,000 MW at the end of 2005. While installations grew more than 10,000 MW in a single year in 2009, the year 2010 saw the market drop to just over 5,000 MW of new wind capacity due to slow recovery of the economy – and power demand – as well as continued uncertainty looming around national renewable policy. However, 2010 still saw 15% growth and maintained the double-digit growth trend seen over the past several years. This growth has spurred enormous demand for domestic manufacturing capacity, and has resulted in a significant shift toward domestic component sourcing. The wind energy industry remains on track to supply 20% of the nation's electricity by 2030 and over 40,000 MW have been installed to date. Another 260,000 MW will need to be installed, representing an additional 80,000 wind turbines, between now and 2030.

## **Components**

In the past five years, the domestic market for wind turbine components has experienced remarkable growth – an average of nearly 35% per year through 2010. Prior to 2005, approximately 25% of the turbine and component value was domestically sourced. Today AWEA estimates that 50% of the turbine value is sourced in the U.S. due to strong growth and investment in domestic manufacturing.

While many component sectors have been built-out over the past five years, there remains much opportunity for growth within U.S. based manufacturing, fabricating, and service companies. This shift to domestic production has been further advanced by the domestic sourcing goals of turbine manufacturers. There are more than 8,000 separate components and piece parts in a large-scale wind turbine - including mechanical and electrical components, structural components, consumables, and other commodities – making a typical wind turbine dependent on a range of industries.

## **Exceptional Educational Programming**

### **Program Chair | Ed Weston, Global Wind Network (GLWN)**

AWEA reinvests its events' profits directly into the wind energy industry, unlike competing events that take profits out of the industry and put them into private company hands. With AWEA events, your dollars are used to promote federal and state wind energy policies, to support and grow your business, and advance the wind industry as a whole.

## **Networking**

With over seven hours of networking opportunities, you're bound to leave this workshop with an empty box of business cards! In addition to the networking reception and lunches, the program includes two NEW Interactive Networking Discussions: Navigating the Wind Energy Industry Supply Chain; and Policy Support for Wind Turbine Manufacturing in the U.S. Use these networking discussions to meet with your peers, discuss important industry issues, and to share your war stories and experiences with those up-and-coming in the industry.

## **Dedicated & Reliable Legislative Support**

AWEA events offer a forum for sharing and examining the latest legislative and regulatory updates, ultimately ensuring the progress of wind energy. No other organization is uniquely dedicated to, or does more to support, the wind industry from a legislative and regulatory standpoint.

Working in conjunction with members of Congress, state legislators, federal agencies, utility regulators, the media, and others, AWEA increases the presence of wind power in the U.S, delivers official and timely updates, and ensures that wind energy interests are addressed in relevant legislation and regulatory processes. Only AWEA employs an experienced policy team that utilizes a variety of grassroots programs, including WindPAC, AWEA's political action committee, to support the entire wind energy industry. Attendees of the AWEA Wind Power Supply Chain Workshop will have a unique opportunity to meet with and discuss the latest industry issues with senior representatives from AWEA's legislative and grassroots teams.

**Greatest Savings!**  
**Register by August 22**  
**and Save!**



**“Excellent speakers,  
 topics, format = A+”**

– AWEA 2010 Supply Chain Attendee

## Location & Accommodations

### Event Location

**Iowa Events Center**  
**730 Third Street**  
**Des Moines, IA 50309**

### Housing Options

**Des Moines Marriott Downtown**  
**700 Grand Ave | Des Moines, IA**

AWEA Rate: \$134.00  
 Distance to Center: 0.91 miles

**Quality Inn & Suites**  
**929 3rd Street | Des Moines, IA**

AWEA Rate: \$99.95  
 Distance to Center: 0.91 miles

**Holiday Inn Downtown**  
**Mercy Campus**  
**1050 6th Ave | Des Moines, IA**

AWEA Rate: \$109.95  
 Distance to Center: 0.80 miles

*The information and pricing listed above is provided as a service by AWEA but is subject to change.*

### For Reservations

There are several easy ways to secure your hotel rooms through The AWEA Housing Bureau for the AWEA Wind Power Supply Chain Workshop:

- ▶ Visit [www.housingweb.net](http://www.housingweb.net) / Use Convention ID # 10059
- ▶ Phone or Email: Call our housing bureau, at **800.451.2625** or [mbiggerstaff@desmoinescvb.com](mailto:mbiggerstaff@desmoinescvb.com) with questions.

### Housing deadline: August 26, 2011

A limited number of discounted rooms have been arranged for workshop attendees. The discounted rate will be available while group rooms remain until August 26, 2011. Once the discounted rooms are sold out or after August 26 (whichever comes first), the hotel may continue to accept reservations at the discounted rate on a space-available basis; however, they could be at a higher prevailing room rate.

## Workshop Registration

Registration Type	Early Bird Discount by Aug. 22	Regular Price by Sept. 9	On-Site Price after Sept. 9
AWEA Business Member*	\$345	\$375	\$425
AWEA Advocate OR Non-Member	\$395	\$425	\$475
Government Agency	\$225	\$250	\$300
Full-Time Student/Faculty or Non-Profit**	\$150	\$150	\$200
Speaker/Moderator	\$100	\$100	\$100
Optional Post Workshop Seminar: (additional fee) \$100			

\*If you are unsure of your AWEA membership status, contact [membership@awea.org](mailto:membership@awea.org) or 202.383.2518.

\*\* Non-Profit registrations require pre-approval by AWEA. Contact [conference@awea.org](mailto:conference@awea.org) for details.

### Your Workshop Registration Includes:

A networking reception on the evening of September 12, continental breakfast and lunch on September 13, access to the speaker presentations, plus invaluable education from experts in the wind energy community and critical networking opportunities.

### Discounted registration rates end August 22

After 3:00 pm ET on September 9 you may no longer register by mail or fax. After this date, you must register on-site at the hotel.

## Competitive Pricing

With AWEA events, you get the most comprehensive program at the best price. As the U.S. wind industry's official trade association, AWEA keeps event costs reasonable so that you can get the most information at the least expense to you and your company.

## Exhibiting and Sponsoring

If you're already working in the wind energy industry supply chain, exhibiting at and/or sponsoring this event is a great way to reach your target market, increase brand recognition, and promote your company's products and services. If you're just entering the wind market, an exhibit or sponsorship could provide the perfect opportunity to launch into this sector and meet your future customers. Contact the AWEA Exhibition team at [exhibition@awea.org](mailto:exhibition@awea.org) for more information. You must be an AWEA Business Member to exhibit; if you are not a member and want to learn more about AWEA membership, visit [www.awea.org/MemberCenter](http://www.awea.org/MemberCenter).



1501 M St. NW, Suite 1000 | Washington, DC 20005

## Upcoming AWEA Fall 2011 Events:

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Small and Community WINDPOWER 2011  
Conference & Exhibition  
**September 15 – 17, 2011** ▶ **Des Moines, IA**

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AWEA Offshore WINDPOWER 2011  
Conference & Exhibition  
**October 11 – 13, 2011** ▶ **Baltimore, MD**

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AWEA Wind Energy Fall Symposium  
**November 2 – 4, 2011** ▶ **Carlsbad, CA**

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AWEA Wind Resource & Project Energy Assessment  
Workshop  
**December 14 – 15, 2011** ▶ **Seattle, WA**

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AWEA WINDPOWER® 2012 Conference & Exhibition  
**June 3 – 6, 2012** ▶ **Atlanta, GA**



*“Being new to the industry and a student in wind technology, the information and sessions were a wealth of information. The flow of the workshop enhanced the information being presented and was well paced for the amount of topics discussed.”*

– AWEA 2010 Supply Chain Attendee

Part of the AWEA Educational Workshop Series

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