

2025 Spotlight Country



ABOUT RE+

RE+ brings the modern energy industry together to foster a cleaner future. 2024 marked its 20th year as the largest and most comprehensive event in North America for the clean energy industry. What began as Solar Power International (SPI) has evolved into RE+, uniting an extensive alliance of renewable energy leaders for multiple days of programming and networking opportunities. Today, RE+ incorporates business opportunities and education content across the clean energy industry, including solar, energy storage, hydrogen, microgrids, EV charging and infrastructure, and wind energy.

With over 40,000 attendees and 1,300 exhibitors, RE+ provides unmatched business opportunities and cutting-edge education, bringing together a wide array of industries within the energy sector.

Developed by the United States' leading clean energy organizations, the Smart Electric Power Alliance (SEPA) and the Solar Energy Industries Association (SEIA), RE+ reflects an ongoing entrepreneurial approach to renewing best practices across the clean energy landscape as the marketplace evolves. Our primary mission is to deliver on the missions of both SEIA and SEPA in a way that strengthens the industry domestically and globally through networking and education and by creating an energetic and engaging marketplace to connect buyers and suppliers.



RE+ BY THE NUMBERS

40,000+

ATTENDEES

1,300+

EXHIBITORS



SPOTLIGHT COUNTRY AT RE+

The RE+ Spotlight Country program highlights the international scope of the clean energy sector, offering countries a unique platform to showcase their innovations, economic advantages, and investment opportunities to the RE+ audience. The program began in 2023 with Canada as the inaugural Spotlight Country, with Germany following in 2024. Participating in the Spotlight Country program at RE+ 25 as an exhibitor or sponsor can help you reach your goals. It's time to elevate your status as a global leader in renewable energy, forge powerful trade connections, and unlock new opportunities to expand your partnerships.



RE+ BY THE NUMBERS

 **20%**
FROM 115 COUNTRIES

INTERNATIONAL ATTENDEES

 **550+**

INTERNATIONAL EXHIBITORS

PREVIOUS SPOTLIGHT COUNTRIES

2024 Germany

RE+ 24 in Anaheim, CA featured Germany as the Spotlight Country. Over 25 German companies exhibited with more than a dozen residing within the Spotlight Country Pavilion for three days of exhibiting followed by a busy international networking reception filled with great conversations and German-inspired food and beverages.

Numerous industry partners supported the Spotlight Country Pavilion, including the German American Chamber of Commerce, EUPD Research, Fraunhofer ISE Germany Trade & Invest, ISC, and VDMA.

2023 Canada

Canada was featured as RE+ Spotlight Country 2023 in Las Vegas, Nevada, which boasted more than 30 companies exhibiting with an exceptionally well-attended international networking reception.

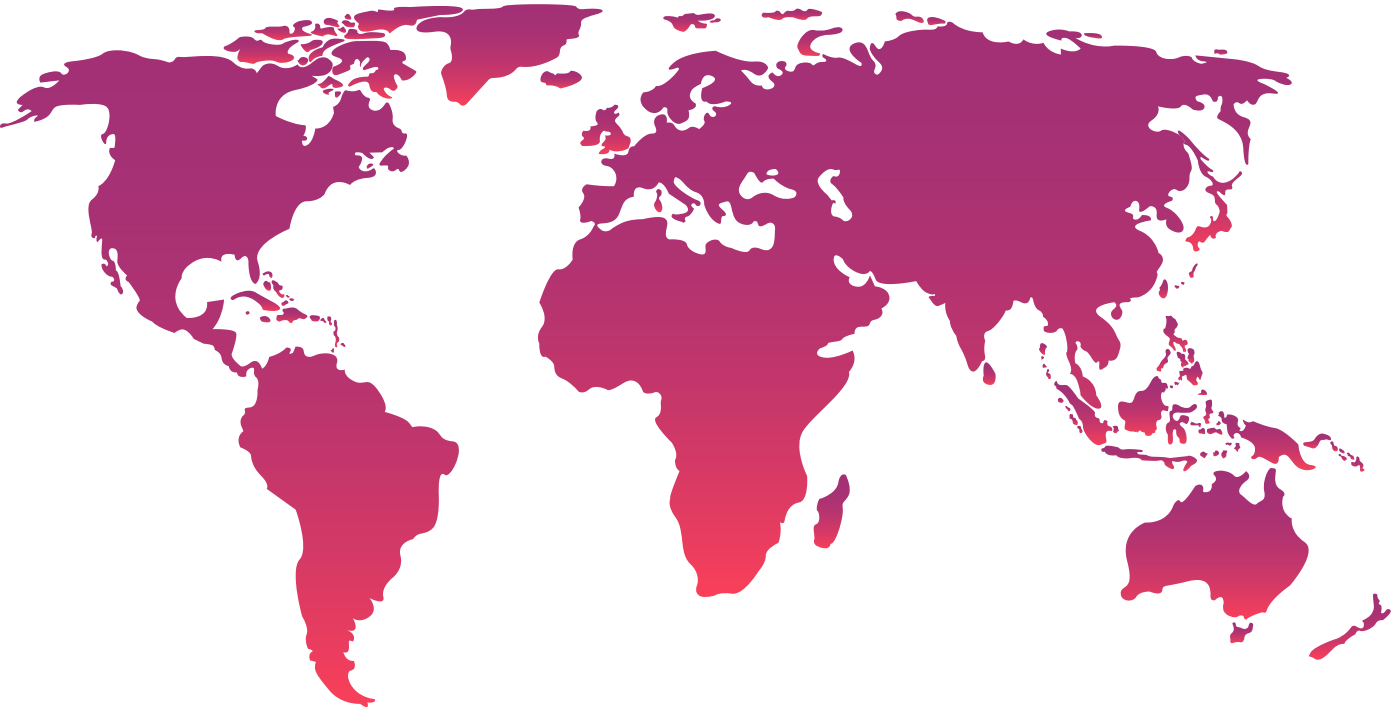
Partners who supported the Spotlight Country Pavilion consisted of the Canadian Renewable Energy Association, the Canadian government, and Energy Storage Canada.



A REVIEW OF RE+

Attendees from around the world

At RE+, you will have the chance to connect with professionals across the clean energy industry.



Top 10 U.S. States

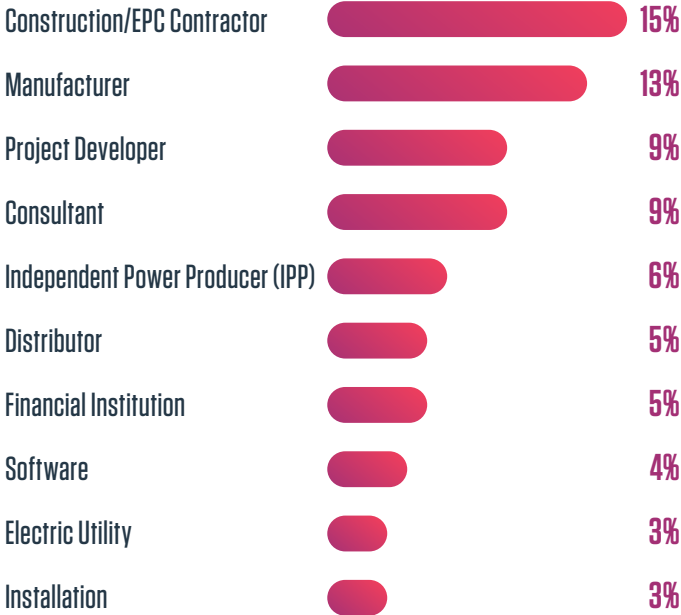
California.....	37%	Colorado.....	3%
Texas.....	10%	Massachusetts.....	3%
New York.....	4%	North Carolina.....	3%
Florida.....	3%	Illinois.....	3%
Arizona.....	3%	Pennsylvania.....	2%

Top 10 international countries*

China.....	46%	Spain.....	2%
Korea (the Republic of).....	4%	Germany.....	2%
India.....	4%	United Kingdom.....	2%
Mexico.....	4%	Canada.....	1%
Turkey.....	3%	Brazil.....	1%

*percentage based off total of international audience

Top industry segments



GLOBAL BUYERS PROGRAM

RE+ partners with the U.S. Department of Commerce's (USDOC) International Trade Administration (ITA) to offer the Global Buyers Program. The Global Buyers Program offers business-to-business (B2B) matchmaking, business-to-government (B2G) matchmaking, international market consulting, and an industry-specific Global Markets Summit.

Meet with U.S. Embassy and Consulate energy specialists worldwide to receive the following, customized to their company's business profile:

- » Briefing on potential market opportunities and sales prospects for your product or service
- » Connection point to other networking and foreign buyer opportunities
- » Analyze in-country business trends, best prospects, and market intelligence
- » Develop a follow-up plan to pursue new or additional partners in the market using the program's global network



EXHIBIT OR SPONSOR

Reach an audience of 40,000 attendees by participating in the Spotlight Country through exhibition or sponsorship and put your brand at the forefront of international innovation.

Exhibitor benefits

- » Designated location at RE+ 25 for companies inside the Spotlight Country Pavilion.
- » Thought leadership opportunity in the Global Markets Summit and Innovation Stage.
- » Collaborate at an exclusive networking reception on the show floor.
- » Marketing promotion to the RE+ Events network.

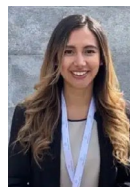
Sponsor benefits

- » Premier brand visibility within the Spotlight Country Lounge.
- » Significant company presence at the International & Spotlight Country receptions.
- » Collaborate and network at exclusive coffee breaks at the Spotlight Country Lounge.
- » Amplify your brand in front of hundreds of attendees during the jam-packed day for the Global Market Summit.



**For partnerships,
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**For companies interested in exhibiting or sponsoring,
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