CLEANP✦WER®

May 19-22, 2025 | Phoenix, AZ

STATE OF THE INDUSTRY: Q1 2025

7.4 GW
of new clean power online, representing $10 billion invested in the U.S. economy

184 GW+
Total capacity in the clean power pipeline

320 GW
U.S. clean power capacity, enough to power more than 80M American homes

CLEANPOWER 2025 AT-A-GLANCE

8,000	220	500	60+	600+
Total registrants	**Speakers**	**Exhibitors**	**Sponsors**	**Organizations in attendance**

ATTENDEES

75% of attendees are involved in final purchasing decisions at their organization

36% of attendees are first-time attendees

Fortune 500 Companies in Attendance

|		
Aecom	DTE Energy	NextEra
AES	Fidelity National Financial	Nucor
Amazon	GE Vernova	Quanta Services
American Electric Power	Goldman Sachs	S&P Global
Chevron	Honeywell	Tesla
Constellation Energy	MasTec	Xcel Energy
Dominion Energy	Morgan Stanley	

Top attending states:
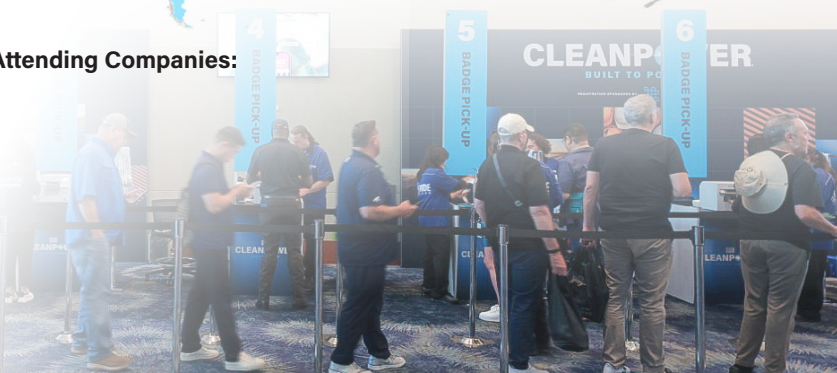**Texas, California, Arizona, Illinois, Colorado**

Top attending countries: (After the US)
Canada, Denmark, China, Germany, Mexico
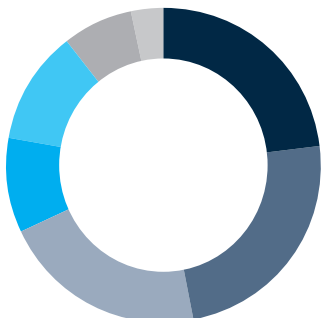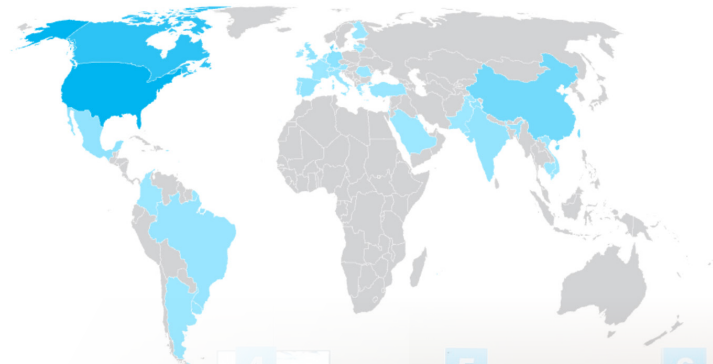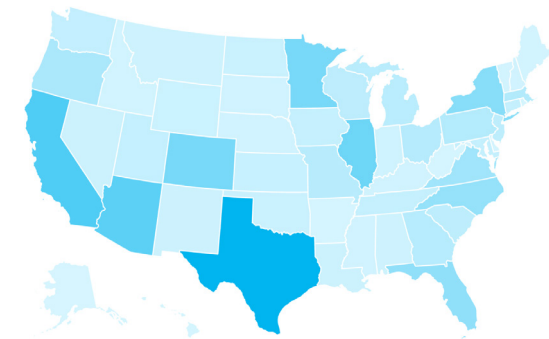
Generation Sources of Attending Companies:

- Utility-Scale Solar: 22%
- Energy Storage: 23%
- Land-Based Wind: 20%
- Offshore Wind: 9.3%
- Transmission: 11%
- Behind the Meter: 7%
- Other: 3%

AMERICAN CLEAN POWER

EXHIBITION HIGHLIGHTS

500

Exhibitors

Exhibitor Company/
Individual Attendee
Ratio: **1:16**

125,000 total visits to the online floorplan from **26,000** unique devices, **2x** the number in 2024

85% of exhibitors claimed to have met or made progress on their brand awareness goals

92% of exhibitors at least somewhat met their objectives for building and maintaining customer relationships

Top areas of attendee exhibition interest:

1 Energy Storage	7 Component Processing/ Manufacturing
2 Solar	
3 Construction	
4 EPC Contractor	8 Onshore Wind
5 Battery Manufacturer	9 Utility/Grid Operations
6 Operations & Maintenance	

SPONSORSHIP

Email Metrics

More than **800,000** contacts reached via email promotions

App Metrics

4,000+ mobile app downloads

13,000+ views to in-app floorplan

8,200+ networking messages sent through the app

Average sponsored push notification received **2,500+** views and **50+** clicks

Nearly **68,000** total views and **200** clicks to the app sponsor banner

DIGITAL IMPACT

Website & Social Media

427,000+ visits to the event website between registration launch and the event
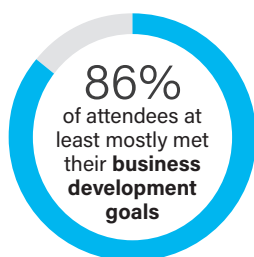
Average **40,000** impressions to online agenda ads

1,500 "I'm attending" posts on LinkedIn, 50% increase from 2024

Average **200** clicks to online agenda ads

NETWORKING HIGHLIGHTS

86% of attendees at least mostly met their **business development goals**

200+ 5K attendees

2,200 opening reception attendees

50 veterans reception attendees

150 women's meetup attendees

50 poster reception attendees

Most valued networking opportunities:

1 Opening reception
2 Private parties & events outside the convention center
3 Exhibit hall happy hour

PROGRAM HIGHLIGHTS

24 concurrent sessions across six show-floor stages	**220** speakers	**47** hours of content	**42** posters

EXHIBITOR RESOURCES

- **Custom marketing toolkits,** which allow exhibitors to maximize their ROI at CLEANPOWER by using personalized graphics, email templates, and a landing page.

- **15 "Exhibitor Weekly" newsletters** were distributed every Tuesday leading up to the conference and including deadlines and tips to plan for a successful show.

- **Upgraded exhibitor listings via Map Your Show packages.** This allows you to upload additional content to your online profile to increase visibility and to generate and access leads to schedule onsite meetings.

- **Exhibitor PowerCast** (webinar), which is held six weeks out from the show to provide you with all the helpful planning tips.

- Opportunity to download the **conference app** one week prior to the show to begin scheduling meetings with attendees who have opted in.

- **Sponsorship opportunities** are available at an additional cost. Those at the Event Sponsor level and above are provided with a weekly attendee list beginning three weeks out from the show.