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“Collaborate with colleagues and peers—innovators, thought leaders and policy makers—as you chart wind energy’s course into the future.”

Could you tell us about WINDPOWER 2014’s “Transformation in Motion” theme?

Wind power is rapidly emerging as a key player in the new energy dynamic, and WINDPOWER 2014 puts you at the center of it all. Professionals from all over the world come here to network, learn and advance their organizational missions. Collaborate with colleagues and peers—innovators, thought leaders and policy makers—as you chart wind energy’s course into the future. Modern energy demands modern solutions and everything that propels wind energy forward is assembled here. Be a part of the transformation.

What are your general expectations for this year’s event?

This year’s event not only includes all of the great things attendees have come to expect from WINDPOWER, but also some exciting new aspects as well. The additions like TIM talks and the industry segment roadmaps were created to

enhance the value of the event for attendees and exhibitors alike!

How does this year’s planned event compare with those in years past?

We’ve never hosted WINDPOWER in Las Vegas and we found a great location in Mandalay Bay. One key difference from past events is that all of our registrants will be housed in the same complex between Mandalay Bay and the connected Luxor hotel. So we won’t need to bus people all around a city to 25–30 hotels like in years past. I think people will find that this greatly enhances their networking opportunities and ability to meet new people in all of the restaurants, outlets, even the elevators!

How can exhibitors and attendees alike benefit from the event?

With everything hosted in the Mandalay Bay complex, it will allow attendees, and exhibitors to

interact more and many exhibitors are taking advantage of the wide range of venues within the building to host their own client dinners, receptions and parties – making it much easier for attendees to continue their experience after the official show activities are over for the day.

Could you tell our readers a little about the networking opportunities at WINDPOWER 2014?

In addition to all of the special events discussed below, we’ve extended last year’s wildly successful Leadership Power Hour, from one to two hours on Thursday morning from 10:30–12:30 local time. The Leadership Power Hour(s) are when top executives from the exhibiting companies will be available in their booths to talk with attendees. Another networking opportunity for registrants with conference passes are the Knowledge Hubs which occur directly following the concurrent educa-

tional sessions, where attendees can stay and chat with presenters over a cup of coffee.

What are the “TIM Talks?”

This is one of the new aspects we added this year to provide more opportunities for knowledge sharing and education, conveniently on the show floor. Transformation in Motion (TIM) talks are dedicated areas where exhibitors can present information on the latest innovations and technologies. Another feature on the show floor is in-booth demonstrations which we will help market to registrants so they can be in the right place at the right time to see some excellent product demos.

Tell us a little about the special events surrounding WINDPOWER 2014.

There are several special events planned for this year. In lieu of the Conference dinner and to take advantage of the wonderful shows in Vegas, we created a special ticketed event by pairing the newest Cirque du Soleil Michael Jackson ONE show with a post-show networking reception on Wednesday evening. Additionally, the 5K race and Golf Open have returned and for the first time DOE's Collegiate Wind Competition is co-located at WINDPOWER. And we kick everything off with the Opening Reception which will be held Monday night at the House of Blues.

What do you hope will be the takeaways for event participants?

The key is this year's theme “Transformation in Motion.” The wind industry is growing and changing and WINDPOWER creates opportunities to facilitation that transformation.

One notable addition for this year's event is the smartphone app. Could you address that resource?

In addition to Attendee Con-

nect, the online tool that allows registrants to maximize their experience by connecting with other attendees and scheduling meetings at the show, we are adding a mobile app as well. More details will be shared when we go

live with the tool, but we know that attendees are more tech-savvy than in years past, which is also why we will be offering not only a printed Show Directory but also a digital version for those who would prefer it. ↵

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