

ADVANCED ENERGY INDUSTRIES INC

Form DEF 14A

March 16, 2011

**Table of Contents**

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934 (Amendment No. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**ADVANCED ENERGY INDUSTRIES, INC.  
(Name of Registrant as Specified In Its Charter)**

**(Name of Person(s) Filing Proxy Statement, if other than the Registrant)**

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
  - (1) Title of each class of securities to which transaction applies:
  - (2) Aggregate number of securities to which transaction applies:
  - (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
  - (4) Proposed maximum aggregate value of transaction:
  - (5) Total fee paid:
- Fee paid previously with preliminary materials.

Edgar Filing: ADVANCED ENERGY INDUSTRIES INC - Form DEF 14A

- o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

---

**TABLE OF CONTENTS**

NOTICE OF ANNUAL MEETING OF STOCKHOLDERS To Be Held May 4, 2011

GENERAL

PROPOSAL NO. 1

PROPOSAL NO. 2 RATIFICATION OF APPOINTMENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

PROPOSAL NO. 3 ADVISORY VOTE ON EXECUTIVE COMPENSATION

PROPOSAL NO. 4 ADVISORY VOTE ON THE FREQUENCY OF FUTURE ADVISORY VOTES ON EXECUTIVE COMPENSATION.

SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT EXECUTIVE COMPENSATION

---

**Table of Contents**

**NOTICE OF ANNUAL MEETING OF STOCKHOLDERS  
To Be Held May 4, 2011**

To Our Stockholders:

The 2011 Annual Meeting of Stockholders of Advanced Energy Industries, Inc. ( Advanced Energy or the Company ) will be held on Wednesday, May 4, 2011, at 10:00 a.m. Mountain Daylight Time, at Advanced Energy s corporate offices, 1625 Sharp Point Drive, Fort Collins, Colorado 80525. At the meeting, you will be asked to vote on the following matters:

1. Election of eight (8) directors.
2. Ratification of the appointment of Grant Thornton LLP as Advanced Energy s independent registered public accounting firm for 2011.
3. Advisory vote on executive compensation.
4. Advisory vote on the frequency of future advisory votes on executive compensation.
5. Any other matters of business properly brought before the meeting.

Each of the matters 1 through 4 is described in detail in the accompanying proxy statement, dated March 16, 2011.

If you owned common stock of Advanced Energy at the close of business on Monday, March 7, 2011, you are entitled to receive this notice and to vote at the meeting.

All stockholders are cordially invited to attend the meeting in person. If you do not plan to attend the meeting and vote your shares of common stock in person, please authorize a proxy to vote your shares in one of the following ways:

Use the toll-free telephone number shown on your proxy card (this call is toll-free, if made in the United States or Canada);

Go to the website address shown on your proxy card and authorize a proxy via the Internet; or

Mark, sign, date and promptly return the enclosed proxy card in the postage-paid envelope.

Any proxy may be revoked at any time prior to its exercise at the annual meeting.

By Order of the Board of Directors,

Thomas O. McGimpsey  
*Senior Vice President, General Counsel & Corporate Secretary*

Fort Collins, Colorado  
March 16, 2011

**YOUR VOTE IS IMPORTANT**

---

**Table of Contents**

Date: March 16, 2011  
To: Our Owners  
From: Hans Georg Betz  
Subject: Invitation to Our 2011 Annual Meeting of Stockholders

Please come to our 2011 Annual Meeting of Stockholders to learn about Advanced Energy, what we have accomplished in the last year and our plans for 2011. The meeting will be held:

Wednesday, May 4, 2011  
10:00 a.m. Mountain Daylight Time  
Advanced Energy's Corporate Offices  
1625 Sharp Point Drive  
Fort Collins, Colorado 80525

This proxy statement describes the matters that management of Advanced Energy intends to present to the stockholders for approval at the annual meeting. Accompanying this proxy statement are Advanced Energy's 2010 Annual Report to Stockholders and a form of proxy. All voting on matters presented at the annual meeting will be by proxy or by ballot in person, in accordance with the procedures described in this proxy statement. Instructions for voting are included in the proxy statement. Your proxy may be revoked at any time prior to the meeting in the manner described in this proxy statement.

I look forward to seeing you at the meeting.

Hans Georg Betz  
Chief Executive Officer

This proxy statement and the accompanying proxy card are first being sent to stockholders on or about March 16, 2011.

---

**Table of Contents**

**GENERAL**

This proxy statement and the accompanying materials are being sent to stockholders of Advanced Energy as part of a solicitation for proxies for use at the 2011 Annual Meeting of Stockholders. The Board of Directors of Advanced Energy (the Board of Directors or the Board ) is making this solicitation for proxies. By delivering the enclosed proxy card by any of the methods described on the card, you will appoint each of Hans Georg Betz and Thomas O. McGimpsey as your agent and proxy to vote your shares of common stock at the meeting. In this proxy statement, proxy holders refers to Dr. Betz and Mr. McGimpsey in their capacities as your agents and proxies.

Advanced Energy's principal executive offices are located at 1625 Sharp Point Drive, Fort Collins, Colorado 80525. The telephone number is (970) 221-4670.

**Proposals**

We intend to present four (4) proposals to the stockholders at the meeting:

1. Election of eight (8) directors.
2. Ratification of the appointment of Grant Thornton LLP as Advanced Energy's independent registered public accounting firm for 2011.
3. Advisory vote on executive compensation.
4. Advisory vote on the frequency of future advisory votes on executive compensation.

We do not know of any other matters to be submitted to the stockholders at the meeting. If any other matters properly come before the meeting, the proxy holders intend to vote the shares they represent as the Board of Directors may recommend.

**Record Date and Share Ownership**

If you owned shares of Advanced Energy common stock in your name as of the close of business on Monday, March 7, 2011, you are entitled to vote on the proposals that are presented at the meeting. On that date, which is referred to as the record date for the meeting, 43,499,787 shares of Advanced Energy common stock were issued and outstanding and were held by approximately 540 stockholders of record, according to the records of American Stock Transfer & Trust Company, Advanced Energy's transfer agent.

**Voting Procedures**

Each share of Advanced Energy common stock that you hold entitles you to one vote on each of the proposals that are presented at the annual meeting. The inspector of the election will determine whether or not a quorum is present at the annual meeting. A quorum will be present at the meeting if a majority of the shares of common stock entitled to vote at the meeting are represented at the meeting, either by proxy or by the person who owns the shares. Advanced Energy's transfer agent will deliver a report to the inspector of election in advance of the annual meeting, tabulating the votes cast by proxies returned to the transfer agent. The inspector of election will tabulate the final vote count, including the votes cast in person and by proxy at the meeting.

If a broker holds your shares, this proxy statement and a proxy card have been sent to the broker. You may have received this proxy statement directly from your broker, together with instructions as to how to direct the broker concerning how to vote your shares. Under the rules for Nasdaq-quoted companies, brokers cannot vote on certain matters without instructions from you. If you do not give your broker instructions or discretionary authority to vote your shares on such matters and your broker returns the proxy card without voting on a proposal, your shares will be recorded as "broker non-votes" with respect to the proposals on which the broker does not vote.

Broker non-votes and abstentions will be counted as present for purposes of determining whether a quorum is present. If a quorum is present, directors will be elected by a plurality of the votes present and each of the other matters described in this proxy statement will be approved by a majority of the votes cast on the proposal. Broker non-votes and abstentions will have no effect on the outcome of any of the matters described in this proxy statement.

**Table of Contents**

The following table reflects the vote required for each proposal and the effect of broker non-votes and abstentions on the vote, assuming a quorum is present at the meeting:

<b>Proposal</b>	<b>Vote Required</b>	<b>Effect of Broker Non-Votes and Abstentions</b>
Election of eight(8) directors	The eight nominees who receive the most votes will be elected	No effect
Ratification of the appointment of Grant Thornton LLP as Advanced Energy's independent registered public accounting firm for 2011	Majority of the shares present at the meeting (by proxy or in person) and voting For or Against the proposal	No effect
Advisory vote on executive compensation	This is an advisory vote which is not binding.	No effect
Advisory vote on the frequency of future advisory votes on executive compensation.	This is an advisory vote which is not binding.	No effect

If any other proposals are properly presented to the stockholders at the meeting, the number of votes required for approval will depend on the nature of the proposal. Generally, under Delaware law and the By-laws of Advanced Energy, the number of votes that may be required to approve a proposal is either a majority of the shares of common stock represented at the meeting and entitled to vote, or a majority of the shares of common stock represented at the meeting and casting votes either for or against the matter being considered. The enclosed proxy card gives discretionary authority to the proxy holders to vote on any matter not included in this proxy statement that is properly presented to the stockholders at the annual meeting.

**Costs of Solicitation**

Advanced Energy will bear the costs of soliciting proxies in connection with the annual meeting. In addition to soliciting your proxy by this mailing, proxies may be solicited personally or by telephone or facsimile by some of Advanced Energy's directors, officers and employees, without additional compensation. We may reimburse our transfer agent, American Stock Transfer & Trust Company, our proxy agent, Mediant Communications, brokerage firms and other persons representing beneficial owners of Advanced Energy common stock for their expenses in sending proxies to the beneficial owners.

**Delivery and Revocability of Proxies**

You may vote your shares either by (i) marking the enclosed proxy card and mailing it in the enclosed postage prepaid envelope, (ii) voting online at [www.proxypush.com/aeis](http://www.proxypush.com/aeis), or (iii) voting by telephone at (866) 390-9955. If you mail your proxy, please allow sufficient time for it to be received in advance of the annual meeting.

If you deliver your proxy and change your mind before the meeting, you may revoke your proxy by delivering notice to our Corporate Secretary at Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, Colorado 80525, stating that you wish to revoke your proxy or by delivering another proxy with a later date. You may vote your shares by attending the meeting in person but, if you have delivered a proxy before the meeting, you must revoke it before the meeting begins. Attending the meeting will not automatically revoke your previously-delivered proxy.

**Delivery of Documents to Stockholders Sharing an Address**

If two or more stockholders share an address, Advanced Energy may send a single copy of this proxy statement and other soliciting materials, as well as the 2010 Annual Report to Stockholders, to the shared address, unless Advanced Energy has received contrary instructions from one or more of the stockholders sharing the address. If a single copy has been sent to multiple stockholders at a shared address, Advanced Energy will deliver a separate proxy card for each stockholder entitled to vote. Additionally, Advanced Energy will send an additional copy of this proxy statement, other soliciting materials and the 2010 Annual Report to Stockholders, promptly upon oral or written request by any stockholder to Investor Relations, Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, Colorado 80525; telephone number (970) 221-4670. If any stockholders sharing an address receive multiple copies of this proxy statement, other soliciting materials and the 2010 Annual Report to Stockholders and would prefer in the future to receive only one copy, such stockholders may make such request to Investor Relations at the same address or telephone number.

Table of Contents**PROPOSAL NO. 1****ELECTION OF DIRECTORS**

A board of eight (8) directors is to be elected at the annual meeting. The Board of Directors has nominated for election the persons listed below. Each of the nominees is currently a director of Advanced Energy. In the event that any nominee is unable to or declines to serve as a director at the time of the meeting, the proxy holders will vote in favor of a nominee designated by the Board of Directors, on recommendation by the Nominating and Governance Committee to fill the vacancy. We are not aware of any nominee who will be unable or who will decline to serve as a director. The term of office of each person elected as a director at the meeting will continue from the end of the meeting until the next Annual Meeting of Stockholders (expected to be held in the year 2012), or until a successor has been elected and qualified or until such director's earlier resignation or removal.

**NOMINEES**

<b>Name</b>	<b>Age</b>	<b>Director Since</b>	<b>Principal Occupation and Business Experience</b>
Douglas S. Schatz	65	1981	Douglas S. Schatz is a co-founder of Advanced Energy and has been its Chairman since its incorporation in 1981. From 1981 through July 2005, Mr. Schatz also served as our Chief Executive Officer. From 1981 through July 1999 and from March 2001 through July 2005, he also served as our President. Mr. Schatz is chairman of the board of Abound Solar (fka AVA Solar), a thin-film solar panel manufacturer, and served as interim CEO of Abound from June 2009 to January 2010. Mr. Schatz is currently on the boards of several additional private companies and organizations, both for-profit and non-profit.
Frederick A. Ball (1)	48	2008	Frederick A. Ball is the Chief Financial Officer of Webroot Software, a leading provider of software security solutions, a position he has held since June 2008. From August 2004 to November 2007, Mr. Ball was the Senior Vice President and Chief Financial Officer of BigBand Networks, a provider of digital video networking platforms. From September 2003 until May 2004, Mr. Ball served as Chief Operating Officer of CallTrex Corporation, a provider of customer service solutions. Prior to his employment with CallTrex, he was employed with Borland Software Corporation, a provider of enterprise software development solutions, from September 1999 until July 2003. Prior to his employment with Borland, Mr. Ball served as Vice President, Mergers and Acquisitions for KLA-Tencor, a supplier of process control and yield management solutions for the semiconductor and

related microelectronics industries, and prior to that as its Vice President of Finance. Mr. Ball was an accountant with PriceWaterhouseCoopers for over 10 years. Mr. Ball has been a director of Electro Scientific Industries, Inc. since 2003 and is a member of its audit committee.

**Table of Contents**

<b>Name</b>	<b>Age</b>	<b>Director Since</b>	<b>Principal Occupation and Business Experience</b>
Richard P. Beck (1,2)	77	1995	Richard P. Beck joined Advanced Energy in March 1992 as Vice President and Chief Financial Officer and became Senior Vice President in February 1998. In October 2001, Mr. Beck retired from the position of Chief Financial Officer, but remained as a Senior Vice President of the Company until May 2002. Mr. Beck was chairman of the board of Applied Films Corporation, a publicly held manufacturer of flat panel display equipment, until August 2006 when it was acquired by Applied Materials, and he had served on Applied Films' audit and nominating and governance committees. He has been a director of TTM Technologies, Inc., a publicly held manufacturer of printed circuit boards, since 2001. He serves as a member of TTM Technologies' nominating and governance committee and is chairman of its audit committee. Mr. Beck is a director of SemiLEDs, Inc., a publicly held manufacturer of LED chips, and is the chairman of its audit committee and chairman of its nominating and governance committee. Mr. Beck was a director of Photon Dynamics, Inc., a publicly held manufacturer of semiconductor test equipment, from September 2000 to October 2004 and was chairman of its audit committee.
Hans Georg Betz	64	2004	Hans Georg Betz has served as our Chief Executive Officer since August 2005. From August 2005 through December 2009, he also served as our President. From August 2001 until August 2005, Dr. Betz served as chief executive officer of West Steag Partners GmbH, a German-based venture capital company focused on the high-technology industry. In his over 30-year career in the electronics industry, Dr. Betz also served as chief executive officer of STEAG Electronic Systems AG and a managing director at Leybold AG. Dr. Betz has served as a director of Mattson Technology, Inc., a publicly held supplier of advanced process equipment used to manufacture semiconductors since 2001, and serves as chairman of its compensation committee.

**Table of Contents**

<b>Name</b>	<b>Age</b>	<b>Director Since</b>	<b>Principal Occupation and Business Experience</b>
Trung T. Doan (1,3)	52	2005	<p>Trung T. Doan re-joined the Board of Directors of Advanced Energy in November 2005. He had previously served on the Board from July 2000 to January 2004. Mr. Doan is the chairman and chief executive officer of SemiLEDs Corporation, a manufacturer of high-brightness light emitting diodes. Prior to founding SemiLEDs in 2005, Mr. Doan was the corporate vice president of the Applied Global Services product group at Applied Materials, a semiconductor equipment company. Prior to Applied Materials, Mr. Doan held various management and executive positions at a number of technology companies, including Intel Corp., Honeywell International, Micron Technology, Inc. where he had worked from 1988 to 2003 and last held the position of Vice President of Process Development, and Jusung Engineering, Inc., a semiconductor and LCD equipment company based in Korea.</p>
Edward C. Grady (2,3)	63	2008	<p>Edward C. Grady has been consulting on a part-time basis as Chairman &amp; CEO of REEL Solar, Inc., an early stage privately funded company, since May 2010. Mr. Grady retired in October 2007, from his position as President and Chief Executive Officer of Brooks Automation, a provider of automation solutions to the global semiconductor and other complex manufacturing industries, including clean tech and data storage. Prior to joining Brooks Automation in February 2003, he ran multiple divisions at KLA-Tencor and had served as Chief Executive Officer of Hoya Micro Mask Inc., a supplier of photo masks and services to the semiconductor industry. Mr. Grady began his career as an engineer for Monsanto/MEMC and, during his 14 years with the company, rose to the position of Vice President of Worldwide Sales for EPI, a division of MEMC. Mr. Grady currently serves on the boards of directors of the following publicly held companies: Evergreen Solar, Inc., a developer and manufacturer of solar panels and other solar energy products; Verigy Ltd., a provider of automated test systems for the semiconductor industry; and Electro Scientific Industries, Inc., a supplier of production equipment for micro-engineering applications. Mr. Grady also served on the board of directors of Brooks Automation from February 2003 to March 2008.</p>



**Table of Contents**

<b>Name</b>	<b>Age</b>	<b>Director Since</b>	<b>Principal Occupation and Business Experience</b>
Terry Hudgens (2,3)	56	2010	Terry Hudgens has been a special advisor to Iberdrola Renewables, Inc., a leading provider of renewable energy, since November 2008. From April 2007 until his retirement in November 2008, Mr. Hudgens served as president and chief executive officer of Iberdrola Renewables U.S. and Canadian energy businesses. Mr. Hudgens joined Iberdrola in connection with Iberdrola's acquisition of PPM Energy, the U.S. subsidiary of Scottish Power plc, an electricity distributor and wind power producer, where he had served as President and Chief Executive Officer since May 2001. Prior to joining PPM Energy, Mr. Hudgens served in various management and operations positions with a number of utilities and energy companies, including PacifiCorp and Texaco Inc.
Thomas M. Rohrs (1,3)	60	2006	Thomas M. Rohrs has been the Chief Executive Officer of Skyline Solar since June 2010. Mr. Rohrs had been an advisor and consultant to a number of companies, both public and private, including renewable energy companies from February 2009 to June 2010. From April 2006 to February 2009, Mr. Rohrs served as Chief Executive Officer and Chairman of the Board of Electroglas, Inc., a supplier of wafer probers and software solutions for the semiconductor industry. In July 2009, Electroglas filed a voluntary petition under Chapter 11 of the U.S. Bankruptcy Code, citing the dramatic decline in semiconductor manufacturing equipment resulting from the global economic recession. In August 2009, Mr. Rohrs began serving as Interim Chief Executive Officer of Electroglas, which subsequently has sold substantially all of its assets. From December 2004 to March 2011, Mr. Rohrs served as a director of Electroglas. From 1997 to 2002, Mr. Rohrs was with Applied Materials, Inc., a semiconductor equipment company, most recently as Senior Vice President of Global Operations, and served as a member of Applied's executive committee. Mr. Rohrs serves on the board of directors of Magma Design Automation, Inc., an electronic design automation software and design services company, Vignani Technologies Pvt. Ltd., a engineering services company and Intevac, Inc., a leading supplier of magnetic media processing systems and Seque Manufacturing Services, a private manufacturing services company. Mr. Rohrs served on the board of

directors of Ultra Clean Holdings, Inc. from 2003 to 2008 and was a member of its compensation and nominating committees. Mr. Rohrs served as a director of Ion Systems, Inc., an electrostatic control company, from 2003 until January 2006 when Ion Systems was sold.

- (1) Member of the Audit and Finance Committee.
- (2) Member of the Nominating and Governance Committee.
- (3) Member of the Compensation Committee.

## **Table of Contents**

The Board of Directors has determined that each of the nominees, other than Douglas S. Schatz and Hans Georg Betz, is an independent director within the meaning of the Nasdaq Stock Market rules. To be considered independent, the Board must affirmatively determine, among other things, that neither the director nor any immediate family member of the director has had any direct or indirect material relationship with the Company within the last three years. The Board of Directors has made an affirmative determination that none of the independent directors has had any relationship with Advanced Energy or with another director that would interfere with the exercise of his independent judgment in carrying out his responsibilities as a director. In making this independence determination, the Board considered the potential effects of two of our directors concurrently providing management and consulting services to a company other than Advanced Energy, two of our directors concurrently serving on the board of directors of a company other than Advanced Energy and a proposed joint research effort between a company affiliated with one of our directors and Advanced Energy. The independent directors, if all of them are elected at the annual meeting, will constitute a majority of the Board of Directors. There is no family relationship amongst any of the directors and executive officers of the Company. The Company's executive officers serve at the discretion of the Board.

## **Qualifications**

The Board respects its responsibility to provide oversight, counseling and direction to the management of the Company in the interest and for the benefit of the stockholders. Accordingly, it seeks to be comprised of directors with diverse skills, experience, qualifications and characteristics. It is critical that directors understand the markets in which the company operates, particularly in the semiconductor capital equipment and solar equipment industries. It is equally important that, collectively, the directors have successful experience in each of the primary aspects of our business, including engineering, research and development, finance and audit, product strategy and development, customer relations, supply chain management and sales and marketing. The following are qualifications, experience and skills for Board members which are important to the Company's business and its future:

*Senior Leadership Experience.* Directors who have served in senior leadership positions are important to the Company, as they bring experience and perspective in analyzing, shaping, and overseeing the execution of important operational and policy issues at a senior level. These directors' insights and guidance, and their ability to assess and respond to situations encountered in serving on our Board, may be enhanced if their leadership experience has been developed at businesses or organizations that operated on a global scale, faced significant competition, and/or involved technology or other rapidly evolving business models.

*Public Company Board Experience.* Directors who have served on other public company boards can offer advice and insights with regard to the dynamics and operation of a board of directors; the relations of a board to the CEO and other management personnel; the importance of particular agenda and oversight matters; and oversight of a changing mix of strategic, operational, and compliance-related matters.

*Industry and Technical Expertise.* Because the Company is a global leader in innovative power solutions for emerging, renewable-energy and IT markets, experience in relevant technology is useful in understanding the Company's research and development efforts, competing technologies, the various products and processes the Company develops, the manufacturing and assembly-and-test operations and the market segments in which the Company competes.

*Global Expertise.* Because the Company is a global organization with research and development, manufacturing, assembly and test facilities, and sales and other offices in many countries, directors with global expertise can provide a useful business and cultural perspective regarding many significant aspects of our business.

*Financial Expertise.* Knowledge of financial markets, financing and funding operations, and accounting and financial reporting processes is important because it assists the directors in understanding, advising and overseeing the Company's capital structure, financing and investing activities, financial reporting and internal control of such activities.

Douglas S. Schatz, our chairman, co-founder and former chief executive officer, brings to the Board significant experience in and a deep understanding of the thin-film equipment markets and of the Company itself. Additionally,

**Table of Contents**

his more recent involvement in the solar equipment industry provides the Board with insight to this market and the technologies being developed. The Board and senior management also benefit from Mr. Schatz's technological and engineering perspective and understanding. In addition to his technical qualifications, Mr. Schatz's experience as Chief Executive Officer and President of the Company provides expertise in senior leadership and financial management. As chairman of the board of a solar panel manufacturer, Mr. Schatz also provides experience as a director on other boards.

Hans Betz, our chief executive officer, brings to the Board an extensive technical background, as well as broad experience in senior management and as a venture capitalist in the electronics and other technology industries. Dr. Betz also has particular skills and experience in engineering, research and development, product strategy and development, customer relations and doing business in Europe. Dr. Betz's experience as the Chief Executive Officer of a German-based venture capital company provides global expertise in the high-technology industry.

Fred Ball brings to the board his extensive experience in senior management, operations, finance and auditing, as he is currently the Chief Financial Officer of a software security solutions provider and has served as Chief Financial Officer, Chief Operating Officer and Senior Vice President of various software providers. Mr. Ball's 10 years of expertise as an accountant with PriceWaterhouseCoopers also provides finance and accounting expertise. In addition, he also serves on another public company board and its audit committee. Mr. Ball's balance of experience enables him to work very productively with both the board and senior management, particularly on strategic, finance and audit and executive compensation matters.

Richard Beck brings to the Board significant knowledge of the Company's history and operations as he has been with the Company for 18 years. Mr. Beck served initially as our chief financial officer and remaining as a director following his retirement. Mr. Beck also has significant experience serving on other public company boards, as chairman of one as well as audit committee chair and nominations and corporate governance committees. Within the past several years, Mr. Beck has attended a number of corporate governance conferences and other educational programs. He has led the Board in establishing policies and procedures that have greatly improved the organization and functioning of the committees and the Board.

Trung Doan brings to the Board managerial experience in both start-up companies and leading, established technology companies. He shares with the Board and senior management his deep understanding of technology and engineering and how they relate to product strategy and development. Mr. Doan also has extensive experience doing business in Asia, which has been and continues to be important to the Company's transition of high volume manufacturing to, and increasing supply chain and customer base in, Asia.

Edward Grady brings to the Board his knowledge and experience in both the semiconductor capital equipment and solar equipment industries, as he currently serves on a part-time basis as Chairman and Chief Executive Officer of an early stage solar equipment company, and has served as Chief Executive Officer of two companies providing services to the semiconductor industry. He shares with the Board and senior management the insight and understanding he has developed from his leadership at several companies, including in the areas of product strategy and development, service and organizational development. Mr. Grady also currently serves on the board of three technology companies, providing cross-board experience.

Thomas Rohrs brings to the Board executive management and operations experience in the semiconductor capital equipment industry, particularly in the areas of research and development, supply chain management and product development. The Board and senior management benefit from his strategic thinking and continued involvement in the semiconductor capital equipment and solar equipment industries. Mr. Rohrs also has significant experience serving on several other public company boards, where he has been Chairman of the Board, as well as a member of the compensation and nominating committees.

Terry Hudgens, brings to the Board a wealth of experience in the renewable energy and utility industries. He provides the Board and senior management with insight in respect of these industries, including doing business with regulated entities in the U.S. and Europe. Mr. Hudgens also brings senior leadership experience, having served as President and Chief Executive Officer of a renewal energy company, in addition to various management and operations positions with a number of utilities and energy companies.

**Table of Contents**

**Required Vote**

The eight (8) nominees will be elected to the Board upon receipt of a favorable vote (**FOR**) of a plurality of the votes cast at the meeting. Stockholders do not have the right to cumulate their votes for the election of directors. Unless otherwise instructed, the proxy holders will vote the proxies received by them FOR each of the eight (8) nominees. Votes withheld from a nominee will be counted for purposes of determining whether a quorum is present, but will not be counted as an affirmative vote for such nominee.

**The Board of Directors recommends a vote FOR the election of each of the nominees named above.**

**Director Compensation**

Director compensation for the fiscal year ended December 31, 2010 was as follows:

\$20,000 annual retainer paid in equal quarterly installments in July, October, February and April;

An additional \$50,000 annual retainer for the Chair of the Board, paid in equal quarterly installments in July, October, February and April;

\$3,000 per day for each full Board meeting, whether such meeting is held in person or telephonically;

\$4,000 per Audit and Finance Committee meeting for such committee's Chair and \$1,750 per meeting for each other committee member, whether such meeting is held in person or telephonically;

\$2,000 per Compensation Committee or Nominating and Governance Committee meeting for such committee's Chair and \$750 for each other committee member, whether such meeting is held in person or telephonically;

15,000 restricted stock units to each non-employee director upon initial election or appointment to the Board; and

6,000 restricted stock units annually to each non-employee director on the date of his re-election at the annual meeting.

Restricted stock units awarded to non-employee directors will vest as to 25% of the underlying shares on each annual anniversary of the grant date until fully vested on the fourth anniversary of the grant date.

In October 2010, the Compensation Committee reviewed an analysis of director compensation prepared by its compensation consultant. Based on benchmark data and after carefully considering the requirements of Board members, the Compensation Committee recommended and the Board approved changes from an activity-based to a role-based compensation structure effective for directors in 2011 as follows:

\$45,000 annual retainer paid in equal quarterly installments in July, October, February and April;

An additional \$50,000 annual retainer for the Chair of the Board, paid in equal quarterly installments in July, October, February and April;

The elimination of Board meeting fees;

Edgar Filing: ADVANCED ENERGY INDUSTRIES INC - Form DEF 14A

Annual retainer fees of \$26,000, \$15,000 and \$10,000 for the chairs of the Audit & Finance, Compensation and Nominating and Governance Committees, respectively;

Annual retainer fees of \$13,000, \$7,500 and \$5,000 for committee members of the Audit & Finance, Compensation and Nominating and Governance Committees, respectively;

10,000 restricted stock units to each non-employee director upon initial election or appointment to the Board, which units vest as to 25% of the underlying shares on each annual anniversary of the grant date until fully vested on the fourth anniversary of the grant date; and

8,000 restricted stock units annually to each non-employee director on the date of his re-election at the annual meeting, which units vest as to 100% of the underlying shares on the anniversary of the grant date.

**Table of Contents**

The Compensation Committee established a guideline that (i) directors hold equity for a period of three (3) years subject to extraordinary events or departure from the board, and (ii) that a director should target a stock ownership guideline of three (3) times his or her annual cash retainer.

The following table shows director compensation information for 2010.

**2010 Director Compensation**

Name	Fee Earned or Paid in Cash (\$)	Stock Awards (\$)(4)	Option Award (\$)	Change in Pension Value and Nonqualified Non-Equity Incentive Plan Compensation		All Other Compensation (\$)	Total (\$)
				Deferred Earnings (\$)			
Douglas S. Schatz	98,500						98,500
Frederick A. Ball	65,000	85,380					150,380
Richard P. Beck	63,250	85,380					148,630
Hans Georg Betz(1)							
Trung T. Doan	56,750	85,380					142,130
Edward C. Grady	51,500	85,380					136,880
Thomas M. Rohrs	65,575	85,380					150,955
Elwood Spedden(2)	21,250					26,000(5)	47,250
Terry Hudgens(3)	25,750	213,450					239,200

(1) Dr. Betz serves as the Company's Chief Executive Officer and, as an employee of the Company, is not eligible for compensation as a director.

(2) Mr. Spedden did not stand for re-election and his term ended effective as of the 2010 Annual Meeting of Shareholders.

(3) Mr. Hudgens was elected to the Board at the 2010 Annual Meeting of Shareholders.

(4) The amounts in this column reflect the grant date fair value of awards granted in 2010. Mr. Schatz did not receive equity compensation as a director in 2010. In December 2010, the Compensation Committee recommended, and the Board approved, a change in policy to allow Mr. Schatz to be eligible for equity compensation as a director commencing in 2011.

(5) Reflects compensation expense related to advisory services provided during 2010.

## **Board of Directors Meetings**

The Board of Directors held 10 meetings in 2010. In 2010, the Board of Directors had an Audit and Finance Committee, a Nominating and Governance Committee and a Compensation Committee. In 2010, each incumbent director attended at least 75% of the aggregate number of meetings of the Board of Directors (held during the period for which he was a director) and the committees (held during the period for which he served on such committees) on which he served.

Members of the Board of Directors are welcomed and encouraged, but not required, to attend the Company's annual stockholder meetings. The annual meeting of the Company's stockholders held on May 4, 2010 was attended by 3 members of the Board, Messrs. Betz, Grady and Doan.

## **Audit and Finance Committee**

### *Composition and Meetings*

The Company has a separately-designated standing audit committee established in accordance with section 3(a)(58)(A) of the Securities Exchange Act of 1934, as amended. In 2010, the Audit and Finance Committee consisted of Messrs. Ball (Chairman), Beck, Doan and Rohrs. The Board determined that each of

## **Table of Contents**

the members of the Audit and Finance Committee is independent in accordance with the Nasdaq Stock Market rules and the Securities Exchange Act of 1934, as amended. The Board of Directors has evaluated the credentials of Messrs. Beck and Ball and determined that they are audit committee financial experts as defined under the SEC rules. The Audit and Finance Committee met 5 times in 2010.

### ***Policy on Audit and Finance Committee Approval of Audit and Permissible Non-Audit Services of the Independent Registered Public Accounting Firm***

The Audit and Finance Committee approves all audit and permissible non-audit services provided by the independent registered public accounting firm. These services may include audit services, audit related services, tax services and other services. Approval is provided on a service-by-service basis. In 2010, the Audit and Finance Committee approved all of the audit services provided by Advanced Energy's independent registered public accounting firm.

### ***Audit and Finance Committee Charter and Responsibilities***

The Audit and Finance Committee is governed by a written charter, which is available on our website at [www.advancedenergy.com](http://www.advancedenergy.com). The Audit and Finance Committee is responsible for, among other things:

selecting Advanced Energy's independent registered public accounting firm;

approving the scope, fees and results of the audit engagement;

determining the independence and evaluating the performance of Advanced Energy's independent registered public accounting firm and internal auditors;

approving in advance any audit and non-audit services and fees charged by the independent registered public accounting firm;

evaluating comments made by the independent registered public accounting firm with respect to accounting procedures and internal controls and determining whether to bring such comments to the attention of Advanced Energy's management;

reviewing the internal accounting procedures and controls with Advanced Energy's financial and accounting staff and approving any significant changes;

reviewing and approving related party transactions; and

establishing and maintaining procedures for, and a policy of, open access to the members of the Audit and Finance Committee by the employees of and consultants to Advanced Energy to enable the employees and consultants to report to the Audit and Finance Committee concerns held by such employees and consultants regarding the financial reporting of the corporation and potential misconduct.

The Audit and Finance Committee also conducts financial reviews with Advanced Energy's independent registered public accounting firm prior to the release of financial information in the Company's Forms 10-K and 10-Q.

Management has primary responsibility for Advanced Energy's financial statements and the overall reporting process, including systems of internal controls. The independent registered public accounting firm audits the annual financial statements prepared by management, expresses an opinion as to whether those financial statements fairly present the financial position, results of operations and cash flows of Advanced Energy in conformity with accounting principles

generally accepted in the United States and discusses with the Audit and Finance Committee any issues they believe should be raised.

***Report of the Audit and Finance Committee***

The Audit and Finance Committee has reviewed Advanced Energy's audited financial statements, and met together and separately with both management and Grant Thornton LLP, the Company's current independent registered public accounting firm, to discuss Advanced Energy's quarterly and annual financial statements and

**Table of Contents**

reports prior to issuance. In addition, the Audit and Finance Committee has discussed with the independent registered public accounting firm the matters outlined in Statement on Auditing Standards No. 61, as amended (Communication with Audit Committees), to the extent applicable and received the written disclosures and the letter from the independent registered public accounting firm required by the applicable requirements of the Public Company Accounting Oversight Board. The Audit and Finance Committee has also discussed with the independent registered public accounting firm the independent accountant's independence.

Based on its review and discussion of the foregoing matters and information, the Audit and Finance Committee recommended to the Board of Directors that the audited financial statements be included in Advanced Energy's 2010 Annual Report on Form 10-K. The Audit and Finance Committee has recommended the appointment of Grant Thornton LLP as the Company's independent registered public accounting firm for 2011.

**The Audit and Finance Committee**

Frederick A. Ball, Chairman  
Richard P. Beck  
Trung T. Doan  
Thomas M. Rohrs

**Nominating and Governance Committee**

***Composition and Meetings***

The Nominating and Governance Committee consists of Messrs. Beck (Chairman), Grady and Hudgens. Each of the members of the Nominating and Governance Committee was and is an independent director within the meaning of the Nasdaq Stock Market rules. The Nominating and Governance Committee met 3 times in 2010.

***Nominating and Governance Committee Charter and Responsibilities***

The Nominating and Governance Committee is governed by a written charter and Corporate Governance Guidelines that are available on our website at [www.advancedenergy.com](http://www.advancedenergy.com).

The Nominating and Governance Committee is responsible for:

- ensuring that a majority of the directors will be independent;
- establishing qualifications and standards to serve as a director;
- identifying and recommending individuals qualified to become directors;
- considering any candidates recommended by stockholders;
- determining the appropriate size and composition of the Board;
- ensuring that the independent directors meet in executive session quarterly;
- reviewing other directorships, positions and business and personal relationships of directors and candidates for conflicts of interest, effect on independence, ability to commit sufficient time and attention to the Board and other suitability criteria;

sponsoring and overseeing performance evaluations for the Board as a whole, conducting director peer evaluations, coordinating evaluations of the other committees with the other committees chairpersons;

developing and reviewing periodically, at least annually, the corporate governance policies and guidelines of Advanced Energy, and recommending any changes to the Board;

considering any other corporate governance issues that arise from time to time and referring them to the Board;

if the Board requests, developing appropriate recommendations to the Board; and

overseeing the Company's insider trading policies and procedures.

## **Table of Contents**

### ***Director Nominations***

The Nominating and Governance Committee evaluates and interviews potential director candidates. All members of the Board may interview the final candidates. The Nominating and Governance Committee of the Board considers candidates for director nominees proposed by directors and stockholders, as described in more detail below. This committee may retain recruiting professionals to assist in identifying and evaluating candidates for director nominees. The Nominating and Governance Committee has no stated specific or minimum qualifications that must be met by a Board candidate. However, as set forth in the Company's Board Governance Guidelines, the Nominating and Governance Committee strives for a mix of skills and diverse perspectives (functional, cultural and geographic) that is effective for the Board. In selecting nominees, the Board assesses the independence, character and acumen of candidates. The Board also endeavors to establish a number of areas of collective core competency of the Board. Therefore, the Board assesses whether a candidate possesses skills including business judgment, leadership, strategic vision and knowledge of management, accounting, finance, industry, technology, manufacturing, international markets and marketing. Additional criteria include a candidate's personal and professional ethics, integrity and values, as well as his or her willingness to devote sufficient time to prepare for and attend meetings and participate effectively on the Board.

The Corporate Governance Guidelines provide that the Nominating and Governance Committee is responsible for reviewing with the Board from time to time the appropriate skills and characteristics required of Board members in the context of the current make-up of the Board. This assessment should include issues of diversity in numerous factors such as age; understanding of and experience in manufacturing, technology, finance and marketing; and international experience. These factors, and others as considered useful by the Board, are reviewed in the context of an assessment of the perceived needs of the Board at a particular point in time.

The Nominating and Governance Committee will consider any and all director candidates recommended by our stockholders. The Nominating and Governance Committee will apply the same processes and criteria in evaluating director candidates recommended by stockholders as it applies in evaluating director candidates recommended by directors, members of management or any other person. If you are a stockholder and wish to recommend a candidate for nomination to the Board of Directors, you should submit your recommendation in writing to the Nominating and Governance Committee, in care of the Corporate Secretary of Advanced Energy at 1625 Sharp Point Drive, Fort Collins, Colorado 80525. Your recommendation should include your name and address, the number of shares of Advanced Energy common stock that you own, the name of the person you recommend for nomination, the reasons for your recommendation, a summary of the person's business history and other qualifications as a director of Advanced Energy and whether such person has agreed to serve, if elected, as a director of Advanced Energy. Please also see the information under "Proposals of Stockholders" on page 38 of this proxy statement.

### **Compensation Committee**

#### ***Composition and Meetings***

The Compensation Committee consists of Messrs. Rohrs (Chairman), Doan, Grady and Hudgens. Each of the members of the Compensation Committee is a non-employee director within the meaning of Rule 16b-3 under the Securities Exchange Act of 1934, as amended, an outside director within the meaning of Section 162(m) under the Internal Revenue Code and an independent director within the meaning of the Nasdaq Stock Market rules. The Compensation Committee met 5 times in 2010.

#### ***Committee Charter and Responsibilities***

The Compensation Committee is governed by a written charter, which is available on our website at [www.advancedenergy.com](http://www.advancedenergy.com). The Compensation Committee is responsible for recommending salaries, incentives and other compensation for directors and officers of Advanced Energy, administering Advanced Energy's incentive compensation and benefit plans and recommending to the Board of Directors policies relating to such compensation and benefit plans. The Compensation Committee has also, from time to time, retained an independent compensation consultant to assist and advise the Compensation Committee in fulfilling these responsibilities.

**Table of Contents**

***Board Governance Structure***

The Corporate Governance Guidelines set forth the Board's policy that the positions of Chairman of the Board and Chief Executive Officer should be held by separate persons as an aid in the Board's oversight of management. The Company believes this board leadership structure is most appropriate for the Company because it provides the Board with increased independence.

Senior management manages material risks and reports directly to the Board. As part of its general oversight role, the Board reviews business reports from management that routinely outlines operational risks that may exist from time to time. In addition, for risks related more specifically to the financial operations of the Company, such as credit risk and liquidity risk, the Audit Committee examines reports from management and reviews such risks in light of the Company's business operations.

**Table of Contents****PROPOSAL NO. 2****RATIFICATION OF APPOINTMENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM**

On February 28, 2011, the Audit and Finance Committee approved the continued appointment of Grant Thornton LLP for 2011 as the Company's independent registered public accounting firm. If the stockholders fail to ratify the appointment of Grant Thornton LLP, the Audit and Finance Committee will reconsider its selection. Even if the selection is ratified, the Audit and Finance Committee, in its discretion, may direct the appointment of a different independent registered public accounting firm at any time during the year if the Audit and Finance Committee feels that such a change would be in the best interests of Advanced Energy and our stockholders.

A representative of Grant Thornton LLP is expected to be present at the meeting and will have an opportunity to make a statement if he or she so desires. Moreover, the representative is expected to be available to respond to appropriate questions from the stockholders.

**Audit Fees**

The following table presents fees paid by Advanced Energy for professional services rendered by Grant Thornton, LLP for 2009 and 2010. We did not pay any fees to Grant Thornton, LLP for tax compliance, tax advice, tax planning or other services during 2009 or 2010. All of the fees in the following table were approved by the Audit Committee in conformity with its pre-approval process. Pre-approval generally is provided for up to one year, and any pre-approval is detailed as to the particular service or category of services and generally is subject to a specific budget. The independent registered public accounting firm and Advanced Energy's management are required to periodically report to the Audit Committee regarding the extent of services provided by the independent registered public accounting firm in accordance with this pre-approval, including the fees for the services performed to date. In addition, the Audit Committee also may pre-approve particular services on a case-by-case basis, as required.

<b>Fee Category</b>	<b>2009</b>	<b>2010</b>
	<b>(In thousands)</b>	
Audit Fees	\$ 1,102	\$ 838
Audit Related Fees		59
Total Fees	\$ 1,102	\$ 897

**Audit Fees** consisted of fees for (a) professional services rendered for the annual audit of Advanced Energy's consolidated financial statements and internal controls over financial reporting, (b) review of the interim consolidated financial statements included in quarterly reports, and (c) services that are typically provided by the independent registered public accounting firm in connection with statutory and regulatory filings or engagements.

**Audit-Related Fees** consisted of fees for assurance and related services that were reasonably related to the performance of the audit or review of Advanced Energy's consolidated financial statements and are not reported under Audit Fees.

**Required Vote**

Ratification of the appointment of Grant Thornton LLP as the independent registered public accounting firm for Advanced Energy for 2011 requires the affirmative (**FOR**) vote of a majority of the shares of common stock cast on the matter. For purposes of determining the number of votes cast on the matter, only those cast For or Against are included. Abstentions and broker non-votes are not included.

**The Board of Directors recommends a vote FOR the ratification of the appointment of Grant Thornton LLP as Advanced Energy's independent registered public accounting firm.**

**Table of Contents**

**PROPOSAL NO. 3**

**ADVISORY VOTE ON EXECUTIVE COMPENSATION**

We are providing our stockholders an opportunity to indicate whether they approve of our named executive officer compensation as disclosed pursuant to Item 402 of Regulation S-K, including the Compensation Discussion and Analysis, the compensation tables and narrative discussion in this proxy statement. The proposal is required pursuant to Section 14A of the Securities Exchange Act of 1934, as amended. Although this vote is advisory and is not binding on the Company, the Compensation Committee of the Board will take into account the outcome of the vote when considering future executive compensation decisions. Accordingly, stockholders are being asked to vote **FOR** the following resolution:

RESOLVED, that the compensation paid to the Company's named executive officers, as disclosed pursuant to Item 402 of Regulation S-K, including the Compensation Discussion and Analysis, compensation tables and narrative discussion, is hereby APPROVED.

This advisory vote, commonly referred to as **say on pay**, is not intended to address any specific item of compensation, but instead relates to the Compensation Discussion and Analysis, the tabular disclosures regarding named executive officer compensation, and the narrative disclosure accompanying the tabular presentation. These disclosures allow you to view the trends in our executive compensation program and the application of our compensation philosophies for the years presented.

Advanced Energy's compensation program is designed and administered by the Compensation Committee, which is composed entirely of independent directors. We carefully consider many different factors, as described in the Compensation Discussion and Analysis, in order to provide appropriate compensation for our executives. Our executive compensation program is intended to attract, motivate and reward the executive talent required to achieve our corporate objectives and increase stockholder value. The Compensation Committee has designed our compensation program to be competitive with the compensation offered by those peers with whom we compete for executive talent. Targets for base salaries, annual cash incentive and long-term incentive awards for executives factor in competitive data. A large proportion of our executive officers' total potential compensation is performance-based in order to align their interests with those of our stockholders and place more of their compensation at risk and emphasize a long-term strategic view. The Compensation Committee deliberately designs compensation objectives in order to allocate a significant percentage of each of our named executive officers' compensation to performance-based measures. As discussed in the Compensation Discussion and Analysis beginning on page 22 of this proxy statement, we believe that our executive compensation program properly links executive compensation to Company performance and aligns the interests of our executive officers with those of our stockholders. For example:

We structure our executive compensation programs within a framework that measures performance using a variety of financial and non-financial metrics. We do this to promote and reward actions that strengthen the company's long-term health while promoting strong annual results.

We make annual compensation decisions based on an assessment of each executive's performance against goals that promote the company's success by focusing on our shareholders, customers and employees. We focus not only on results but on how results were achieved.

We structure our executive compensation programs to be consistent with and support sound risk management. We have reviewed the design and controls in our incentive compensation program to assess the effectiveness of the program and our compensation practices in controlling excessive risk.

**Required Vote**

The votes on Proposal No. 3 are advisory in nature and, therefore, are not binding on Advanced Energy. For purposes of determining the number of votes cast on the matter, only those cast For or Against are included. Abstentions and broker non-votes are not included.

**Table of Contents**

Unless otherwise indicated, properly executed proxies will be voted in favor of Proposal No. 3 to approve the compensation of Advanced Energy's named executive officers as disclosed in the Compensation Discussion and Analysis, the compensation tables, and the related disclosure contained in this proxy statement set forth under the caption "Executive Compensation" of this proxy statement.

**The Board of Directors recommends a vote FOR the Approval of the compensation of Advanced Energy's named executive officers, as disclosed pursuant to Item 402 of Regulation S-K, including the Compensation Discussion and Analysis, the compensation tables and narrative discussion.**

**Table of Contents**

**PROPOSAL NO. 4**

**ADVISORY VOTE ON THE FREQUENCY OF FUTURE ADVISORY VOTES ON EXECUTIVE COMPENSATION.**

We are seeking an advisory vote on the frequency with which say-on-pay votes, similar to Proposal 3 in this proxy statement, should be held in the future. This advisory vote is commonly referred to as say on frequency or say when on pay. This proposal is required pursuant to Section 14A of the Securities Exchange Act of 1934, as amended. Because this proposal is advisory, it will not be binding on the Company, and the Board and the Compensation Committee may determine to hold an advisory vote on executive compensation more or less frequently than the option selected by our stockholders. However, the Board values our stockholders' opinions, and the Board will consider the outcome of the vote when determining the frequency of future advisory votes on executive compensation. Stockholders may vote to indicate their preference for conducting a say-on-pay vote:

every year;

every two years; or

every three years.

Stockholders may also abstain from voting on this proposal.

The Board believes that a three-year advisory vote on executive compensation is the best approach for Advanced Energy based on a number of considerations, including the following:

Our compensation program is designed to induce and reward performance over a multi-year period;

A three-year cycle will provide investors sufficient time to evaluate the effectiveness of our short- and long-term compensation strategies and the related business outcome of the Company;

Many large stockholders rely on proxy advisory firms, which evaluate the compensation programs of over 12,000 public companies, for vote recommendations. We believe holding a vote every three (3) years, rather than annually, helps proxy advisory firms provide more detailed and thorough analyses and recommendations;

A three-year vote cycle gives the Board of Directors and the Compensation Committee sufficient time to thoughtfully respond to stockholders' sentiments and to implement any necessary changes to our executive compensation policies and procedures;

Rules of Nasdaq require the Company to seek stockholder approval for new employee equity compensation plans and material revisions thereto. This requirement provides our stockholders with the opportunity to provide additional feedback on important matters involving executive compensation even in years when a vote does not occur; and

The Board of Directors will continue to engage with our stockholders on executive compensation during the period between stockholder votes. As discussed under Corporate Governance Matters, the Company provides stockholders an opportunity to communicate directly with the Board of Directors, including on issues of executive compensation.

**Required Vote**

The votes on Proposal No. 4 are advisory in nature and, therefore, are not binding on Advanced Energy. For purposes of determining the votes cast on the matter, abstentions and broker non-votes are not included. In addition, since shareowners have several voting choices, it is possible that no single choice will receive a majority or plurality of the votes cast. In light of the foregoing, the Board will consider the outcome of the vote when determining the frequency of holding the say on pay vote. While the Board is making a recommendation with respect to this proposal, shareowners are being asked to vote on the choices specified above, and not whether they agree or disagree with the Board's recommendation.

Unless otherwise indicated, properly executed proxies will be voted on Proposal No. 4 to include an advisory vote on the compensation of Advanced Energy's named executive officers pursuant to Section 14A of the Securities Exchange Act of 1934, as amended, every 3 years.

**The Board of Directors recommends that you vote to hold an advisory vote on executive compensation every three (3) years.**

**Table of Contents****SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT**

The following table sets forth the beneficial ownership of Advanced Energy common stock as of February 1, 2011 by:

each person known to us to beneficially own more than five percent (5%) of the outstanding common stock;

each director and nominee for director;

each named executive officer identified on page 29; and

the current directors and executive officers as a group.

Name of Stockholder	Shares Beneficially Owned	Percent Owned
Douglas S. Schatz, Chairman of the Board of Directors	4,294,352(1)(2)(8)	9.9%
T. Rowe Price Associates, Inc.	3,785,210(3)	8.7%
Invesco Ltd.	3,200,062(4)	7.4%
BlackRock, Inc.	3,126,719(5)	7.2%
Royce & Associates, LLC	2,916,192(6)	6.7%
Hans Georg Betz, Director, Chief Executive Officer	513,571(2)(7)	1.2%
Lawrence D. Firestone, former Executive Vice President and Chief Financial Officer	139,997(2)(7)(11)	*
Yuval Wasserman, President and Chief Operating Officer	91,040(2)(7)	*
John McMahon, Principal Financial Officer	14,978(2)(7)(13)	*
Danny C. Herron, Executive Vice President and Chief Financial Officer	0(12)	*
Richard P. Beck, Director	60,708(2)(8)	*
Trung T. Doan, Director	33,500(2)(8)	*
Thomas M. Rohrs, Director	21,500(8)	*
Terry Hudgens, Director	20,000(14)	*
Frederick A. Ball, Director	9,000(8)	*
Edward C. Grady, Director	9,000(8)	*
All executive officers and directors, as a group (12 persons)	5,207,646(8)(9)(10)	12.0%

(1) Includes 3,821,484 shares held by the family trust of Mr. Schatz and his wife, and 245,168 shares held by a charitable foundation of which Mr. Schatz and members of his immediate family are the trustees. Mr. Schatz may be deemed to share with the other trustees voting and dispositive power with respect to the charitable foundation's 245,168 shares. Mr. Schatz disclaims beneficial ownership of the 245,168 shares held by the charitable foundation. Mr. Schatz's address is c/o Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, Colorado 80525.

(2) Includes beneficial ownership of the following numbers of shares that may be acquired within 60 days of February 1, 2011 pursuant to stock options granted or assumed by Advanced Energy:

Douglas S. Schatz	227,700
-------------------	---------

Hans Georg Betz	464,372
Lawrence D. Firestone	138,125
Yuval Wasserman	88,776
John McMahon	14,373
Richard P. Beck	22,500
Trung T. Doan	15,000

- (3) Information as to the amount and nature of beneficial ownership was obtained from the Schedule 13 filed with the SEC on February 10, 2011 by T. Rowe Price Associates, Inc. reports dispositive power over 3,785,210 shares, or 8.7%. The address for T. Rowe Price Associates, Inc. is 100 E. Pratt Street, Baltimore, Maryland 21202.

**Table of Contents**

- (4) Information as to the amount and nature of beneficial ownership was obtained from the Schedule 13 filed with the SEC on February 11, 2011 by Invesco Ltd. reports dispositive power over 3,200,062 shares, or 7.4%. The address for Invesco Ltd. is 1555 Peachtree Street NE; Atlanta, GA 30309. Invesco's Schedule 13 indicates that Invesco Advisers, Inc. holds 3,082,165 shares directly, Invesco Powershares Capital Management holds 112,841 shares directly and Van Kampen Asset Management holds 5,056 shares directly.
- (5) Information as to the amount and nature of beneficial ownership was obtained from the Schedule 13 filed with the SEC on February 3, 2011 by BlackRock, Inc., amending the Schedule 13 previously filed by Barclays Global Investors, N.A., reports dispositive power over 3,126,719 shares, or 7.2%. The address for BlackRock, Inc. is 55 East 52nd Street, New York, New York 10055.
- (6) Information as to the amount and nature of beneficial ownership was obtained from the Schedule 13 filed with the SEC on January 11, 2011 by Royce & Associates, LLC reports dispositive power over 2,916,192 shares, or 6.7%. The address for Royce & Associates, LLC is 745 Fifth Avenue, New York, New York 10151.
- (7) Includes beneficial ownership of the following numbers of shares that will be acquired within 60 days of February 1, 2011 pursuant to stock awards (also called restricted stock units) granted or assumed by Advanced Energy:

Hans Georg Betz	49,199
Lawrence D. Firestone	1,872
Yuval Wasserman	2,264
John McMahon	503

- (8) The shares reported in the table do not include awards that will be granted to each non-employee director if such person is reelected to the Board of Directors at the annual meeting.
- (9) The shares reported in the table include 970,846 shares that the 12 executive officers and directors collectively have the right to acquire within 60 days of February 1, 2010 pursuant to stock options granted by Advanced Energy.
- (10) The shares reported in the table include 53,335 shares that the 12 executive officers and directors collectively will acquire within 60 days of February 1, 2011 pursuant to stock awards granted by Advanced Energy.
- (11) Mr. Firestone resigned as the Company's Executive Vice President and Chief Financial Officer on August 10, 2010.
- (12) Mr. Herron became the Company's Executive Vice President and Chief Financial Officer on September 1, 2010.
- (13) Mr. McMahon was appointed the Company's Principal Financial Officer from August 18, 2010 until August 31, 2010.
- (14) Mr. Hudgens was elected to the Board at the 2010 Annual Meeting of Shareholders.

\* Less than 1%

**Pledged Shares**

In November 2002, Douglas S. Schatz, our Chairman of the Board, his wife and the family trust of Mr. Schatz and his wife entered into a revolving line of credit with Silicon Valley Bank. The family trust pledged Advanced Energy common stock under a pledge and security agreement as collateral for the line of credit. Since November 2002, the credit limit on the line of credit has fluctuated and has been secured by the same pledge and security agreement. During 2010, the number of shares subject to the pledge and security agreement has fluctuated from 4.03 million to 5.64 million and other affiliates of Mr. Schatz have pledged certain real estate assets as additional collateral. As of March 8, 2011 the number of shares subject to the pledge and security agreement is 4,034,642 million shares, approximately 9.3% of the Advanced Energy common stock currently outstanding. The credit line, currently outstanding in the amount of \$2.1 million, is renewable from year to year.

**Table of Contents**

**EXECUTIVE COMPENSATION**

***Compensation Discussion and Analysis***

***Overview of 2010 Compensation***

A significant portion of the compensation for executive officers varies with Company performance. In addition, the value of a portion of the compensation for executive officers is tied to the price of Company stock.

The Compensation Committee evaluates risks and rewards associated with the Company's overall compensation philosophy and structure. Management discusses with the Compensation Committee the practices that have been put in place to identify and mitigate, as necessary, potential risks.

The Compensation Committee has been monitoring the ongoing economic conditions. For 2010, the Compensation Committee decided to restore compensation that had been reduced in 2009.

***Compensation Philosophy and Objectives***

Our Company's long-term success depends on our ability to fulfill the expectations of our customers in a competitive environment and deliver value to stockholders. To achieve these goals, it is critical that we are able to attract, motivate, and retain highly talented individuals at all levels of the organization who are committed to the Company's values and objectives.

The Company strives to provide compensation that is (a) linked to shareholder value creation, (b) reflective of the overall performance of the Company and each individual executive, and (c) considerate of the competitive market levels of compensation needed to continuously drive executive behaviors and recruit, retain and motivate top executive talent, while remaining consistent with the other objectives.

The Company's executive compensation program is based on the same objectives that guide the Company in establishing all of its compensation programs:

Compensation should foster the long-term focus required for the Company's success. While many Company employees receive a mix of both annual and longer-term incentives, employees at higher levels have a larger proportion of their potential compensation tied to longer-term performance because they are in a greater position to influence longer-term results.

Compensation should be based on the level of job responsibility, individual performance, and Company performance. As employees progress to higher levels in the organization, an increasing proportion of their pay should be linked to Company performance and stockholder returns because those employees are more able to affect the Company's results.

Compensation should reflect the value of the job in the marketplace. To attract and retain a highly skilled workforce, we must remain competitive with the pay of other premier employers who compete with us for talent.

To be effective, employees must be able to understand how performance-based compensation programs affect their pay, both directly through individual performance accomplishments and indirectly through the Company's achievement of its strategic and operational goals.

While compensation programs and individual pay levels will always reflect differences in job responsibilities, geographies and marketplace considerations, the overall structure of the compensation and benefit programs should be broadly similar and egalitarian across the organization.

***Overview of Executive Compensation Program***

*The Compensation Committee*

In 2010, the Compensation Committee consisted of Messrs. Rohrs, Doan, Grady and Hudgens. Each of the members of the Compensation Committee was and is a non-employee director within the meaning of Rule 16b-3 under the Securities Exchange Act of 1934, as amended, an outside director within the meaning of Section 162(m)

**Table of Contents**

under the Internal Revenue Code and an independent director within the meaning of the Nasdaq Stock Market rules. The Compensation Committee met 5 times in 2010.

The Compensation Committee has responsibility for establishing, implementing and monitoring adherence with the Company's compensation philosophy. Accordingly, the Compensation Committee strives to develop and maintain competitive, progressive programs that attract, retain and motivate high-caliber employees, foster teamwork, and maximize the long-term success of Advanced Energy by appropriately rewarding our employees for their achievements. Pursuant to the Compensation Committee Charter, the Compensation Committee may form and delegate authority to subcommittees when appropriate.

The Compensation Committee has the authority to engage independent advisors to assist in making determinations with respect to the compensation of executives and other employees. In 2008, the Compensation Committee engaged Compensation Strategies Inc. to conduct a competitive review of executive compensation, analyzing the primary elements of compensation for the officers of the Company. In 2010, the Compensation Committee engaged Radford, an AON Consulting company, to conduct a competitive review of executive compensation, analyzing the primary elements of compensation for the officers of the Company. Information regarding the competitive review is provided below under the heading *Benchmarking Against Peer Companies*. The Radford review also included competitive information in connection with the hiring of Danny C. Herron as Chief Financial Officer and the promotion of Yuval Wasserman to President and Chief Operating Officer. Neither Compensation Strategies nor Radford has provided any other services to the Company or the Compensation Committee and neither has received compensation other than with respect to the services provided to the Compensation Committee.

*Role of Executive Officers in Compensation Decisions*

The Compensation Committee meets with the Company's Chief Executive Officer and other senior executives in order to obtain recommendations with respect to the Company's compensation programs and practices for executives and other employees. The Chief Executive Officer annually reviews the performance of each executive officer, other than himself. The Chief Executive Officer's performance is reviewed by the Compensation Committee which makes recommendations to the full Board.

With support from market compensation data, performance reviews and other information, management makes recommendations to the Compensation Committee on the base salaries, bonus targets and equity compensation for the executive officers and other employees. The Compensation Committee takes management's recommendations into consideration, but is not bound by management's recommendations with respect to executive compensation.

While management attends certain meetings of the Compensation Committee, the Compensation Committee also holds executive sessions not attended by any members of management or by non-independent directors. The Compensation Committee makes all compensation decisions in respect of the executive officers and approves recommendations regarding equity awards to all employees of the Company.

*Benchmarking Against Peer Companies*

One factor that the Compensation Committee considers when making compensation decisions is the compensation paid to executives of a peer group of companies. The Compensation Committee also considers, and generally relies more heavily upon, other factors discussed below under the heading *Components of Executive Compensation*. Because the comparative compensation information is just one of several factors used to determine executive compensation, and such information is not collected every year, the Compensation Committee has broad discretion as to the extent to which it uses such information.

In initially setting 2010 compensation for our executive officers, the Compensation Committee reviewed the comparative analysis provided by Compensation Strategies in October 2008. The Compensation Committee also reviewed the Radford analysis in setting compensation for the newly appointed President and Chief Operating Officer as well as the newly appointed Chief Financial Officer. Further, the Compensation Committee reviewed the comparative analysis provided by Radford in July and October of 2010 to assess the compensation to our executive

**Table of Contents**

officers as compared to executive officers in comparable positions at companies that the Compensation Committee, in consultation with Radford, considered to be our peers, although no adjustments were made to 2010 compensation following this review.

The peer companies utilized for the comparative review were chosen to represent direct competitors of Advanced Energy, companies in the semiconductor and electronic equipment industries and companies with which Advanced Energy competes for executive talent. The peer companies consist of the following 21 publicly traded companies from the semiconductor, electronic equipment and solar industries of roughly similar size to Advanced Energy:

American Superconductor Corporation	Energy Conversion Devices, Inc.	LTX-Credence Corporation
ATMI, Inc.	EnerNOC, Inc.	MKS Instruments, Inc.
Axcelis Technologies, Inc.	Entegris, Inc.	Photronics, Inc.
Brooks Automation, Inc.	Evergreen Solar, Inc.	Power-One, Inc.
Coherent, Inc.	FEI Company	Rudolph Technologies, Inc.
Cymer, Inc.	FormFactor, Inc.	Varian Semiconductor Equipment Associates, Inc.
Electro Scientific Industries, Inc.	Kulicke & Soffa Industries, Inc.	Veeco Instruments, Inc.

The peer group has been updated significantly from the 2008 Compensation Strategies peer group to reflect Advanced Energy's growing business. The Radford analysis indicated that, on average, Advanced Energy's executive officers are compensated in the 50th percentile among the peer group. The Compensation Committee has determined that, beginning in 2011, it will consider compensation paid at the 50th percentile of the peer group, for each component of executive officer compensation, as a factor in setting compensation for the Advanced Energy's executive officers. The Compensation Committee continues to retain broad discretion as to the extent to which it uses such information.

***Components of Executive Compensation***

For 2010, the principal components of compensation for named executive officers were: (1) Base Salary, (2) Performance-Based Incentive Compensation, (3) Long-Term Equity Incentive Compensation, (4) Personal Benefits, and (5) Other Compensation. In determining the amount and relative allocation among each component of compensation for each named executive officer, the Compensation Committee considered, among other factors, the Company's and each executive officer's performance during 2009, historical rates of executive compensation, data obtained from management's recruitment activities, the comparative review provided by Compensation Strategies in October 2008, the analysis by Radford with respect to the President and Chief Operating Officer as well as the Chief Financial Officer positions and alignment with the Company's overall compensation philosophy.

***Base Salary***

Base salaries are set at levels that the Compensation Committee deems to be sufficient to attract and retain highly talented executive officers capable of fulfilling the Company's key objectives. Base salaries are also set with the goal of rewarding executive officers on a day-to-day basis for their time and services while encouraging them to strive for performance-based and long-term incentives.

For 2010, the Compensation Committee decided to restore base salary levels that had been reduced in 2009. The 2010 base salary for each of our executive officers was not adjusted from the restored 2009 levels after reviewing each officer's historical compensation, individual performance, the scope of his responsibilities and experience, an internal

review of the executive's current total compensation, both individually and relative to other executive officers; and the financial performance of the Company during the prior year. A base salary was established for the new position of President and Chief Operating Officer of \$374,000 based on the same factors used to set the other executive officers' compensation, including his historical compensation as Executive Vice President and Chief Operating Officer, his historical performance as Executive Vice President and Chief Operating Officer and his increased responsibilities in his new position. A base salary was established for the newly appointed Chief Financial Officer of \$305,000 based on factors similar to those used to set the other executive officers' compensation, including historical compensation levels of the position, market rates and the executive's past experience. The Chief Executive Officer's 2010 base salary was \$573,000, although he received a lower actual

**Table of Contents**

salary as the salary restoration took effect in the first quarter of 2010. Base salaries paid to our executive officers in 2010 were, on average, at approximately the 50th percentile in relation to the peer companies according to the Radford analysis.

*Annual Performance-Based Incentive Compensation*

In 2010, the executive officers were eligible to participate in the Leadership Corporate Incentive Plan ( LCIP ), under which incentive awards were distributed from a bonus pool based upon the Company s operating results in 2010 and each executive officer s individual performance. Under the LCIP, the Company funded a bonus pool equal to nineteen percent (19%) of the Company s 2010 operating income because 2010 annual operating income thresholds had been met. The bonus pool was shared between the LCIP and the Company s Employee Corporate Incentive Plan, in which the Company s executive officers do not participate.

In March 2011, in consideration of the applicable performance objectives, the Compensation Committee approved the amount of bonus award recommended by the Chief Executive Officer with respect to the bonus payments for the President and Chief Operating Officer and the Chief Financial Officer. Accordingly, the Compensation Committee determined to award a bonus of \$392,700 to the President and Chief Operating Officer and a bonus of \$91,000 to the Chief Financial Officer. Additionally, the Compensation Committee recommended and the Board determined to award a bonus of \$773,550, to the Chief Executive Officer. These bonus awards represent 150% of the executive officers target bonuses. The Chief Financial Officer s bonus was prorated to reflect the partial year served.

The Compensation Committee sought to provide relatively high incentive compensation opportunities that reward goal achievement but that also take into consideration business cyclicality. After considering the proposed amounts of base salary, equity incentive and other compensation as well as the stockholder value that would be created upon achievement of the performance targets of the LCIP, the Compensation Committee determined to maintain the target bonuses for the executive officers in 2010 at their 2009 levels and establish a target bonus for the newly created position of President and Chief Operating Officer as follows:

Chief Executive Officer 90% of base salary

President and Chief Operating Officer 70% of base salary

Executive Vice Presidents including Chief Financial Officer 60% of base salary

Upon funding of the bonus pool, individual performance objectives applicable to each participant were considered to determine the amount of the bonus payable to each executive officer. Individual performance objectives are set to reward exceptional individual performance with bonus modifiers based on the individual s performance above target amounts, up to a maximum of one hundred fifty percent (150%) of such participant s target bonus. In accordance with the goal of retaining key talent, an executive was required to be employed by the Company through the end of the fiscal year to be eligible for any award under the LCIP. In accordance with the goal of rewarding individual performance, an executive was required to be employed in the eligible role as of October 1 of the fiscal year to be eligible for any award under the LCIP.

Individual performance objectives for the Company s executive officers are set by the Compensation Committee based upon the perceived needs and goals of the Company. The individual performance objectives for the named executive officers are based upon each named executive officer s individual contributions to the Company s overall execution of its initiatives in the categories of (1) revenue growth, (2) long-term strategic planning and execution, (3) organizational development and succession planning, (4) business and financial process development and (5) management of acquisitions or divestitures. The Chief Executive Officer also had individual performance

objectives with respect to investor relations, enhancing stockholder return and maintaining quality controls. In addition, for 2010, the Chief Executive Officer and President and Chief Operating Officer each had individual performance objectives with respect to year-over-year revenue growth. The revenue growth performance objectives exceeded the revenue growth anticipated in the 2010 annual operating plan and, accordingly, were deemed to be very difficult to meet at the time they were set, particularly in light of general economic circumstances. The Chief Executive Officer also had individual performance objectives with respect to broadening of the Company's solar inverter product line, generation of cash from operations and executive succession planning.

## **Table of Contents**

The President and Chief Operating Officer also had an individual performance objective with respect to the launch of a one megawatt Solaron inverter. At the time the objectives were set, the Board believed the Chief Executive Officer's and President and Chief Operating Officer's other performance objectives to be difficult to meet, with some of the obstacles being at least in part beyond the executive's control, but potentially achievable. The Compensation Committee maintained the discretion to evaluate each executive officer's performance against these objectives.

On October, 15, 2010, certain employees of the Company, including Yuval Wasserman, received spot bonuses for the successful completion of the disposition of the Company's Mass Flow Controller product line. Mr. Wasserman was awarded a \$10,000 bonus. The Compensation Committee considered the additional efforts required by these employees in connection with the disposition, which were not anticipated at the time the initial compensation structure was established.

### *Long-Term Equity Incentive Compensation*

The Company grants stock options and restricted stock units to the executive officers under the Company's 2008 Omnibus Incentive Plan, as long-term incentives in order to align the executive officers' performance with the interests of the Company's stockholders and also encourage retention. At the beginning of 2010, the Compensation Committee determined an equity incentive compensation target for each executive officer, with equity awards granted in equal quarterly installments. The Compensation Committee retains the discretion to change the amount of any installment, based upon any factors it deems to be appropriate, including the Company's or individual officer's performance.

Previously, the Compensation Committee had aimed to set the executive officers' equity incentive compensation targets between the 60th and 70th percentile of the equity incentive compensation for similarly situated officers at the peer companies. Once the amount of equity incentive compensation targets are determined, the Compensation Committee generally awards approximately 70% of such equity in the form of stock options and approximately 30% of such equity in the form of restricted stock units. The Compensation Committee chose this mix of equity awards to provide a combination of retention value and incentive to executive officers to increase shareholder value. Grants are made on a pre-determined, quarterly schedule.

For 2010 awards, the Compensation Committee considered the proposed amounts of base salary, annual incentive compensation potential and other compensation for each executive officer, his individual performance and accomplishments, Company performance and global economic conditions. Based upon such considerations, the Compensation Committee left the equity incentive compensation of the executive officers unchanged from 2009. Accordingly, in 2010, the Chief Executive Officer was awarded 15,000 restricted stock units and 105,000 options in respect of shares of common stock; the President and Chief Operating Officer was awarded 9,000 restricted stock units and 63,000 options in respect of shares of common stock; and each of the other executive officers was awarded 7,500 restricted stock units and 52,500 options in respect of shares of common stock. Such awards were, on average, at approximately the 60th percentile from a value perspective and below the 50th percentile from a percentage of equity perspective in relation to the peer companies.

### *Personal Benefits*

As U.S. employees, the executives were eligible to participate in health and welfare benefits, as offered to our U.S. workforce, designed to attract and retain a skilled workforce in a competitive marketplace. These benefits help ensure that the Company has a healthy and focused workforce through reliable and competitive health and other personal benefits. These benefits were considered in relation to the total compensation package, but did not materially impact decisions regarding other elements of executive officer compensation.

All U.S. employees of the Company, including the executive officers, are eligible to participate in the Company's 401(k) savings plan and are eligible to receive matching contributions by the Company of fifty percent (50%) of the first six percent (6%) of compensation contributed to the plan by the employee. In 2010, the Compensation Committee determined to reinstate the Company's matching contributions under the 401(k) savings plan which had been discontinued in January 2009.

## **Table of Contents**

All U.S. employees of the Company, including the executive officers, are eligible to participate in the Company's Employee Stock Purchase Plan ( ESPP ), which allows for employees to purchase shares of the Company's common stock with funds withheld directly from their pay. The ESPP also provides participants with a right to purchase a limited number of shares of common stock of the Company at a purchase price equal to the lesser of eighty five percent (85%) of the fair market value of the stock on either the opening or closing date of an offering period under the plan. In 2010, the Company determined to reinstate this discount and look-back under the ESPP, which had been discontinued in February 2009.

### *Other Compensation*

The Company is party to a change in control ( CIC ) agreement with each of the executive officers, entered into the later of 2008 or the time of the executive officer's hire. The CIC agreements provide each of the executive officers with severance payments and certain benefits in the event of a termination without Cause (as defined in the CIC agreements) or other involuntary termination following an actual or during a pending change in control. The Company entered into the CIC agreements and established the payment amounts thereunder in order to keep management focused on the Company's stated corporate objectives irrespective of whether the achievement of such objectives makes the Company attractive for acquisition, and to avoid the distraction and loss of key management that could occur in connection with a rumored or actual change in corporate control.

Under the CIC agreements, in the event of an executive's termination without cause following an actual or during a pending change in control, the executive is entitled to receive: (a) all then accrued compensation and a pro-rata portion of executive's target bonus for the year in which the termination is effected, (b) a lump sum payment equal to the executive's then current annual base salary plus his or her target bonus for the year in which the termination is effected (or in the case of the Chief Executive Officer, two times such amount), (c) continuation of insurance and other benefits for 18 months following the date of termination, (d) an amount equal to the contributions that would have been made to the company's retirement plans on behalf of executive, if the executive had continued to be employed for twelve (12) months following the date of termination, (e) reimbursement, up to \$15,000, for outplacement services, and (f) full vesting and right to exercise all stock options and other equity awards then held by the executive so terminated. The terms of the CIC agreements were determined by the Compensation Committee based on consideration of marketplace benchmark data and the Company's retention objectives.

### *Tax and Accounting Implications*

Section 162(m) of the Internal Revenue Code of 1986 generally limits to \$1 million the corporate deduction for compensation paid to certain executive officers, unless the compensation is performance-based (as defined in Section 162(m)). Each of the members of the Board of Directors and the Compensation Committee carefully considers the potential impact of the limitation on executive compensation and considers it to be in the best interests of Advanced Energy and the stockholders to seek to qualify as tax deductible virtually all executive compensation. The Board of Directors and the Compensation Committee also recognize the need to consider factors other than tax deductibility in making compensation decisions and thus reserve the flexibility to award compensation that is not necessarily performance-based. During 2010, none of the executive officers of the Company had non-performance-based compensation in excess of \$1,000,000.

### **Compensation Committee Interlocks and Insider Participation**

The current members of the Compensation Committee are Messrs. Rohrs (Chairman), Doan, Grady and Hudgens. None of such directors is or has been an officer or employee of Advanced Energy. There are no interlocking relationships as defined in the applicable SEC rules.

During 2010, no executive officer of Advanced Energy served as a member of the board of directors or compensation committee of another company that has any executive officers or directors serving on Advanced Energy's Board of Directors or its Compensation Committee.

**Table of Contents**

**Compensation Committee Report**

*The information contained in this report shall not be deemed to be soliciting material or filed with the SEC or subject to the liabilities of Section 18 of the Exchange Act, except to the extent that the Company specifically incorporates such information by reference in a document filed under the Securities Act or the Exchange Act.*

The Compensation Committee of the Board has reviewed and discussed with management the Compensation Discussion and Analysis for fiscal year 2010. Based upon the review and discussions, the Compensation Committee recommended to the Board, and the Board has approved, that the Compensation Discussion and Analysis be included in the Company's Proxy Statement for its 2011 Annual Meeting of Stockholders.

This report is submitted by the Compensation Committee.

Thomas M. Rohrs, Chairman  
Trung T. Doan  
Edward C. Grady  
Terry Hudgens

**Table of Contents****Management**

<b>Name</b>	<b>Age</b>	<b>Position</b>	<b>Principal Occupation and Business Experience</b>
Hans Georg Betz	64	Chief Executive Officer	Dr. Betz has been our Chief Executive Officer since August 2005 and a director since July 2004. From August 2005 until December 2009, he also served as the Company's President. Prior to August 2005, he served as chief executive officer of West Steag Partners GmbH, a German-based venture capital company focused on the high-technology industry. Previously, he was chief executive officer of STEAG Electronic Systems AG from 1996 to 2001 after having served as a member of its Management Board since 1992, and a managing director at Leybold AG from 1987 to 1992. Dr. Betz serves as a director of Mattson Technology, Inc., a publicly held supplier of advanced process equipment used to manufacture semiconductors, and serves as a member of its compensation committee.
Danny C. Herron	56	Executive Vice President and Chief Financial Officer	Mr. Herron joined us in September 2010 as Executive Vice President and Chief Financial Officer. He was chief financial officer of Sundrop Fuels, Inc., a solar gasification-based renewable fuels company, from October 2009 through August 2010. From May 2009 through October 2009, Mr. Herron was a consultant at Tatum LLC, a financial consulting business, providing interim chief financial officer and financial consulting services. Mr. Herron served VeraSun Energy Corporation, a corn based ethanol company, from 2006 through 2008 first as senior vice president and chief financial officer and later as president and chief financial officer. From 2002 through 2006, Mr. Herron was executive vice president and chief financial officer at Swift & Company, a beef and pork producer acquired from Conagra Foods, Inc. Prior to that, Mr. Herron served as division chief financial officer of Conagra Foods, Inc. Beef Division.
Yuval Wasserman	56	President and Chief Operating Officer	Mr. Wasserman joined Advanced Energy in August 2007 as Senior Vice President, Sales, Marketing and Service. In October 2007 he was promoted to Executive Vice President, Sales, Marketing and Service. In April 2009, he was promoted to Executive Vice President and Chief Operating Officer of the Company. As of January 1, 2010, he is our President and Chief Operating Officer. Beginning in May 2002, Mr. Wasserman served as the president, and later as

chief executive officer, of Tevet Process Control Technologies, Inc., a semiconductor metrology company, until July 2007. Prior to that, he held senior executive and general management positions at Boxer Cross (a metrology company acquired by Applied Materials, Inc.), Fusion Systems (a plasma strip company that is a division of Axcelis Technologies, Inc.), and AG Associates (a semiconductor capital equipment company focused on rapid thermal processing). Mr. Wasserman started his career at National Semiconductor, Inc., where he held various process engineering and management positions. Mr. Wasserman joined the board of Synchroness, Inc., an outsourced engineering and product development company, in 2010.

John McMahon

45 Principal Financial Officer; Vice President and Corporate Controller

Mr. McMahon has been Vice President and Corporate Controller of the Company since August 2008. From August 19, 2010 until August 31, 2010, he also served as principal accounting officer and principal financial officer of the Company, when the Company s previously announced appointment of Danny C. Herron as executive vice president and chief financial officer took effect. Previously, Mr. McMahon served at Danka Office Imaging from June 2005 through July 2008, where he held the position of vice president of internal audit until 2007 when he was promoted to senior vice president and corporate controller.

**Table of Contents****Summary Compensation**

The following table shows compensation information for fiscal 2008, 2009 and 2010 for the named executive officers.

Name and Principal Position	Year	Salary (\$)	Bonus (\$)	Stock Awards (\$)(6)	Option Awards (\$)(7)	Change in Pension Value and Nonqualified Non-Equity Incentive Compensation		All Other Compensation (\$)	Total (\$)
						(\$)	(\$)		
George Betz, Chief Executive Officer(1)(8)	2010	569,419	773,550	225,938	914,109			10,217	2,493,233
	2009	495,414		148,575	618,752			1,289	1,264,030
	2008	561,804			838,986			6,900	1,407,690
Frederic D. Firestone, Executive Vice President and Chief Financial Officer(2)(9)	2010	293,164	176,758	85,781	349,029			110,821	1,015,553
	2009	255,057		74,288	309,376			221	638,942
	2008	289,191			524,366			5,856	819,413
Wayne C. Herron, Executive Vice President and Chief Financial Officer(3)(8)	2010	88,956	91,000	27,188	108,025			3,300	318,470
	2010	211,050	129,780	45,188	182,822			5,593	574,433
Michael Wasserman, President and Chief Operating Officer(5)(8)	2010	368,857	402,700(10)	135,563	548,465			9,263	1,464,848
	2009	255,057		74,288	309,376			387	639,108
	2008	285,071			524,366			6,900	816,337

- (1) As of January 1, 2010, Mr. Betz is Chief Executive Officer of the Company.
- (2) Mr. Firestone resigned as the Company's Executive Vice President and Chief Financial Officer on August 10, 2010.
- (3) Mr. Herron became the Company's Executive Vice President and Chief Financial Officer on September 1, 2010.
- (4) Mr. McMahon was appointed the Company's Principal Financial Officer from August 19, 2010 until August 31, 2010.
- (5) As of January 1, 2010, Mr. Wasserman is President and Chief Operating Officer of the Company.
- (6) Stock awards consist only of performance shares (also called restricted stock units). Amounts shown reflect the full grant date fair values in accordance with FASB ASC Topic 718. Amounts for 2008 have been recomputed.

under the same methodology in accordance with SEC Rules. The assumptions used to calculate the value of stock awards are set forth under Note 12 of the Notes to Consolidated Financial Statements included in Advanced Energy's Annual Report on Form 10-K for fiscal year 2010 filed with the SEC on March 2, 2011.

- (7) Amounts shown reflect the full grant date fair values in accordance with FASB ASC Topic 718. The assumption used to calculate the value of option awards are set forth under Note 12 of the Notes to Consolidated Financial Statements included in Advanced Energy's Annual Report on Form 10-K for fiscal 2010 filed with the SEC on March 2, 2011.
- (8) All other compensation consists of 401(k) match.
- (9) All other compensation consists of 401(k) match, a restrictive covenant payment under the Master Executive Separation Agreement between the Company and Mr. Firestone, Cobra payments and placement assistance.
- (10) Includes a \$10,000 spot bonus for completion of the disposition of the Company's Mass Flow Controller product line on October 15, 2010.

**Table of Contents****Grants of Plan-Based Awards**

The following table shows all plan-based awards granted to the named executive officers during 2010. The option awards and the unvested portion of the stock awards identified in the table below are also reported in the Outstanding Equity Awards at 2010 Year-End Table on the following page.

**2010 Grants of Plan-Based Awards**

Name	Grant Date	Estimated Future Payouts Under			Estimated Future Payouts Under Equity Incentive Plan Awards	All Other Stock Awards: Number of Shares of Stock or Underlying Options (#)	All Other Option Awards: Number of Securities	Exercise or Base Price (\$/Sh)	Grant Date Fair Value of Stock Option Awards (\$)(2)
		Threshold (\$)	Target (\$)	Maximum (\$)					
Hans Georg Betz			515,700	773,550					
	2/16/2010				3,750	26,250	15.65	298,718	
	4/20/2010				3,750	26,250	16.25	310,404	
	7/20/2010				3,750	26,250	13.85	260,499	
	10/26/2010				3,750	26,250	14.50	270,426	
Lawrence D. Firestone(3)			177,000	265,500					
	2/16/2010				1,875	13,125	15.65	149,359	
	4/20/2010				1,875	13,125	16.25	155,202	
	7/20/2010				1,875	13,125	13.85	130,250	
Danny C. Herron(4)			183,000	274,500					
	10/26/2010				1,875	13,125	14.50	135,213	
John McMahon(5)			86,520	129,780					
	2/16/2010				750	5,250	15.65	59,744	
	4/20/2010				750	5,250	16.25	62,081	
	7/20/2010				750	5,250	13.85	52,100	
	10/26/2010				750	5,250	14.50	54,085	
Yuval Wasserman			261,800	392,700					
	2/16/2010				2,250	15,750	15.65	179,231	
	4/20/2010				2,250	15,750	16.25	186,243	

7/20/2010	2,250	15,750	13.85	156,299
10/26/2010	2,250	15,750	14.50	162,255

- (1) Amounts shown are estimated payouts for 2010 under the Company's incentive compensation plan. These amounts are based on the individual's 2010 base salary and position. The maximum amount shown is 1.5 times the target bonus amount for each of the named executive officers, plus an individual modifier and an additional incentive for the achievement of certain target goals. Actual bonuses received by these named executive officers for 2010 are reported in the Summary Compensation Table under the column entitled "Non-Equity Incentive Plan Compensation." Target and maximum estimates were calculated using base salary as of December 31, 2010.
- (2) The value of a stock award or option award is based on the fair value as of the grant date of such award determined pursuant to FASB ASC Topic 718. Stock awards consist only of performance shares (also called restricted stock units). The exercise price for all options granted to the named executive officers is 100% of the fair market value of the shares on the grant date. The option exercise price has not been deducted from the amounts indicated above. Regardless of the value placed on a stock option on the grant date, the actual value of the option will depend on the market value of the Company's common stock at such date in the futures when the option is exercised. The proceeds to be paid to the individual following this exercise do not include the option exercise price.
- (3) Mr. Firestone resigned as the Company's Executive Vice President and Chief Financial Officer on August 10, 2010.
- (4) Mr. Herron became the Company's Executive Vice President and Chief Financial Officer on September 1, 2010.
- (5) Mr. McMahon was appointed the Company's Principal Financial Officer from August 19, 2010 until August 31, 2010.

**Table of Contents****Outstanding Equity Awards**

The following table shows all outstanding equity awards held by the named executive officers at the end of 2010. The following awards identified in the table below are also reported in the Grants of Plan-Based Awards Table on the previous page.

Name	Option Awards				Option Expiration Date(1)	Stock Awards			
	Number of Exercisable Securities Underlying Unexercised Options (#)	Number of Unexercisable Securities Underlying Unexercised Options (#)	Equity Incentive Plan Awards: Number of Securities Underlying Unexercised Options (#)	Exercise Price (\$)		Number of Shares or Units of Stock That Have Not Vested (#)	Market Value of Shares or Units of Stock That Have Not Vested (\$)	Equity Incentive Awards: Number of Units or Other Rights That Have Not Vested (#)	Market Payout Value of Units or Other Rights That Have Not Vested (\$)
Hans Georg Betz	15,000			\$ 12.80	7/20/2014	26,252	\$ 358,077		
	5,000			\$ 10.90	5/4/2015				
	140,000			\$ 9.56	8/1/2015				
	100,000			\$ 16.13	2/15/2016				
	22,500	7,500		\$ 20.19	2/21/2017				
	22,500	7,500		\$ 24.21	4/27/2017				
	22,500	7,500		\$ 22.47	7/24/2017				
	22,500	7,500		\$ 14.93	10/26/2017				
	15,000	15,000		\$ 12.19	2/15/2018				
	15,000	15,000		\$ 13.70	4/22/2018				
	15,000	15,000		\$ 14.02	7/29/2018				
	15,000	15,000		\$ 8.95	10/28/2018				
	6,562	19,688		\$ 7.69	2/19/2019				
	6,562	19,688		\$ 7.95	4/24/2019				
	6,562	19,688		\$ 11.21	7/21/2019				
	6,562	19,688		\$ 12.77	10/27/2019				
		26,250		\$ 15.65	2/16/2020				

Edgar Filing: ADVANCED ENERGY INDUSTRIES INC - Form DEF 14A

	26,250		\$ 16.25	4/20/2020		
	26,250		\$ 13.85	7/20/2020		
	26,250		\$ 14.50	10/26/2020		
Lawrence D. Firestone(2)					11,253	\$ 153,491
	80,000		\$ 17.12	9/26/2016		
	14,063	4,687	\$ 20.19	2/21/2017		
	14,063	4,687	\$ 24.21	4/27/2017		
	14,063	4,687	\$ 22.47	7/24/2017		
	14,063	4,687	\$ 14.93	10/26/2017		
	9,375	9,375	\$ 12.19	2/15/2018		
	9,374	9,376	\$ 13.70	4/22/2018		
	9,374	9,376	\$ 14.02	7/29/2018		
	9,374	9,376	\$ 8.95	10/28/2018		
	3,281	9,844	\$ 7.69	2/19/2019		
	3,281	9,844	\$ 7.95	4/24/2019		
	3,281	9,844	\$ 11.21	7/21/2019		
	3,281	9,844	\$ 12.77	10/27/2019		
		13,125	\$ 15.65	2/16/2020		
		13,125	\$ 16.25	4/20/2020		
		13,125	\$ 13.85	7/20/2020		

Table of Contents

Name	Option Awards				Stock Awards					
	Number of Exercisable Securities Underlying Unexercised Options (#)	Number of Unexercisable Securities Underlying Unexercised Options (#)	Equity Incentive Plan Awards: Number of Securities Underlying Unexercised Options (#)	Exercise Price (\$)	Option Expiration Date(1)	Number of Shares or Units of Stock That Have Not Vested (#)	Equity Incentive Plan Awards: Number of Units or Other Rights That Have Not Vested (\$)	Market Payout Value of Unearned Shares, Units or Other Rights That Have Not Vested (\$)	Number of Shares, Units or Other Rights That Have Not Vested (#)	Value of Unearned Shares, Units or Other Rights That Have Not Vested (\$)
Danny C. Herron(3)		13,125	\$ 14.50	10/26/2020	1,875	\$ 25,575				
John McMahon(4)	3,124	3,126	\$ 8.95	10/28/2018	5,252	71,637				
		8,625	\$ 7.69	2/19/2019						
	2,875	8,625	\$ 7.95	4/24/2019						
	2,875	8,625	\$ 11.21	7/21/2019						
	1,312	3,938	\$ 12.77	10/27/2019						
		5,250	\$ 15.65	2/16/2020						
		5,250	\$ 16.25	4/20/2020						
		5,250	\$ 13.85	7/20/2020						
		5,250	\$ 14.50	10/26/2020						
Yuval Wasserman					14,628	\$ 199,526				
	26,250	8,750	\$ 14.93	10/26/2017						
	9,375	9,375	\$ 12.19	2/15/2018						
	9,374	9,376	\$ 13.70	4/22/2018						
	9,374	9,376	\$ 14.02	7/29/2018						
	9,374	9,376	\$ 8.95	10/28/2018						
	3,281	9,844	\$ 7.69	2/19/2019						
	3,281	9,844	\$ 7.95	4/24/2019						
	3,281	9,844	\$ 11.21	7/21/2019						
	3,281	9,844	\$ 12.77	10/27/2019						
		15,750	\$ 15.65	2/16/2020						
		15,750	\$ 16.25	4/20/2020						
		15,750	\$ 13.85	7/20/2020						
		15,750	\$ 14.50	10/26/2020						

- (1) All options in the table expire 10 years following the date of issuance. Options issued from 2005 to 2010 vest twenty five percent (25%) per year over four (4) years. Options issued from 1999 to 2004 vest 25% after one (1) year and six and one quarter percent (6.25%) per quarter over the following three (3) years.
- (2) Mr. Firestone resigned as the Company's Executive Vice President and Chief Financial Officer on August 10, 2010.
- (3) Mr. Herron became the Company's Executive Vice President and Chief Financial Officer on September 1, 2010.
- (4) Mr. McMahon was appointed the Company's Principal Financial Officer from August 19, 2010 until August 31, 2010.

**Table of Contents****Option Exercises and Stock Vested**

The following table shows all stock options exercised and value realized upon exercise, as well as all stock awards vested and value realized upon vesting, by the named executive officers during 2010.

**Option Exercises and Stock Vested for 2010**

Name	Option Awards		Stock Awards	
	Number of Shares Acquired on Exercise (#)	Value Realized on Exercise (\$)	Number of Shares Acquired on Vesting (#)	Value Realized on Vesting (\$)(4)
Hans-Georg Betz			11,248(5)	151,357
Lawrence D. Firestone(1)			1,872(6)	28,174
Danny C. Herron(2)				
John McMahon(3)			748(7)	11,257
Yuval Wasserman			1,872(8)	28,174

- (1) Mr. Firestone resigned as the Company's Executive Vice President and Chief Financial Officer on August 10, 2010.
- (2) Mr. Herron became the Company's Executive Vice President and Chief Financial Officer on September 1, 2010.
- (3) Mr. McMahon was appointed the Company's Principal Financial Officer from August 19, 2010 until August 31, 2010.
- (4) The value realized equals the market value of the Company's common stock on the release date, multiplied by the number of shares that vested.
- (5) Of this amount, 3,553 shares were withheld by the Company to cover tax withholding obligations.
- (6) Of this amount, 638 shares were withheld by the Company to cover tax withholding obligations.
- (7) Of this amount, 640 shares were withheld by the Company to cover tax withholding obligations.
- (8) Of this amount, 254 shares were withheld by the Company to cover tax withholding obligations.

**Pension Benefits**

Advanced Energy's named executive officers neither received nor accrued any benefits in 2010 from the Company under defined pension or defined contribution plans other than the tax-qualified 401(k) Plan. Advanced Energy does not maintain any plan that provides for payments or other benefits at, following, or in connection with retirement other

than the tax-qualified 401(k) Plan.

**Nonqualified Deferred Compensation**

Advanced Energy does not maintain a non-qualified deferred compensation plan.

**Table of Contents****Potential Payments upon Termination or Change in Control**

The following table describes the potential payments and benefits under the Company's compensation and benefit plans and arrangements to which the named executive officers would be entitled upon termination of employment.

Name	Benefits	Change in Control Termination w/o Cause or for Good	Voluntary Termination	Death (\$)	Long-Term
		Reason(1)(2) (\$)			Disability (\$)
Hans George Betz	Prorated target bonus	859,500(3)		286,500(9)	286,500(9)
	Severance	1,146,000(4)			
	Outplacement services	15,000(6)			
	Continuation of insurance	20,873(7)			
Danny C. Herron(10)	Prorated target bonus	274,500(3)		152,500(8)	152,500(9)
	Severance	305,000(5)			
	Outplacement services	15,000(6)			
	Continuation of insurance	19,650(7)			
Yuval Wasserman	Prorated target bonus	392,700(3)		187,000(8)	187,000(9)
	Severance	374,000(5)			
	Outplacement services	15,000(6)			
	Continuation of insurance	35,735(7)			

- (1) Pursuant to the Company's Executive Change in Control Severance Agreement, Cause means any of the following: (i) the executive's (A) conviction of a felony; (B) commission of any other material act or omission involving dishonesty or fraud with respect to the Company or any of its affiliates or any of the customers, vendors or suppliers of the Company or its affiliates; (C) misappropriation of material funds or assets of the Company for personal use; or (D) engagement in unlawful harassment or unlawful discrimination with respect to any employee of the Company or any of its subsidiaries; (ii) the executive's continued substantial and repeated neglect of his duties, after written notice thereof from the Board of Directors, and such neglect has not been cured within 30 days after the executive receives notice thereof from the Board of Directors; (iii) the executive's gross negligence or willful misconduct in the performance of his duties hereunder that is materially and demonstrably injurious to the Company; or (iv) the executive's engaging in conduct constituting a breach of his written obligations to the Company in respect of confidentiality and/or the use or ownership of proprietary information.
- (2) Pursuant to the Company's Executive Change in Control Severance Agreement, Good Reason means any of the following: (i) a material reduction in the executive's duties, level of responsibility or authority, other than (A) reductions solely attributable to the Company ceasing to be a publicly held company or becoming a subsidiary or division of another company, or (B) isolated incidents that are promptly remedied by the Company; (ii) a reduction in the executive's base salary, without (A) the executive's express written consent or (B) an

increase in the executive's benefits, perquisites and/or guaranteed bonus, which increase(s) have a value reasonably equivalent to the reduction in base salary; (iii) a reduction in the executive's target bonus, without (A) the executive's express written consent or (B) a corresponding increase in the executive's base salary; (iv) a material reduction in the Benefits, taken as a whole, without the executive's express written consent; (v) the relocation of the executive's principal place of business to a location more than thirty-five (35) miles from the executive's principal place of business immediately prior to the change in control, without the executive's express written consent; or (vi) the Company's (or its successor's) material breach of the Company's Executive Change in Control Severance Agreement.

- (3) Assumes December 31, 2010 termination date. Executive to receive a pro rata portion of target bonus.
- (4) Executive to receive a lump sum payment equal to two (2) times his then current annual base salary.
- (5) Executive to receive a lump sum payment equal to one (1) time his then current annual base salary.
- (6) Executive may be reimbursed for up to \$15,000 in outplacement services.

## **Table of Contents**

- (7) Executive to receive: (a) continuation of insurance and all other benefits for eighteen (18) months following the date of termination, and (b) an amount equal to the contributions that would have been made to the Company's retirement plans on his behalf if he had continued to be employed for eighteen (18) months following the date of termination.
- (8) Executive to receive a lump sum payment equal to six (6) months salary less the proceeds of any life insurance policy carried by the Company with respect to the Executive.
- (9) Executive to receive a lump sum payment equal to six (6) months salary less the proceeds of any long-term disability insurance policy carried by the Company with respect to the Executive.
- (10) Mr. Herron became the Company's Executive Vice President and Chief Financial Officer on September 1, 2010.

## **Policies and Procedures with Respect to Related Party Transactions**

The Board is committed to upholding the highest legal and ethical standards of conduct in fulfilling its responsibilities and recognizes that transactions with the Company involving related parties can present a heightened risk of potential or actual conflicts of interest. Accordingly, as a general matter, it is the policy of the Company to avoid related party transactions.

The Company's policy in respect of related party transactions is evidenced in the charters and guidelines of the committees of the Board referenced in our proxy statement and Code of Ethical Conduct. The types of transactions covered by the policy are (1) those transactions as described under Accounting Standards Codification Topic 850 or required to be disclosed in the Company's financial statements or periodic filings with the SEC, (2) any monetary engagement between a Board member and the Company or an officer and the Company and (3) business or personal relationships between Board members. As a general matter, it is the policy of the Company to avoid related party transactions. Any related party transaction that does arise must be reviewed and approved by both the Nominating and Governance and Audit and Finance Committees. All of the members of these committees are independent directors. Such committees, in determining whether to approve the transaction, review the facts and circumstances in respect of the transaction for conflicts of interest, any anticipated effect on a Board member's independent decision-making or judgment in respect of matters affecting the Company, any anticipated effect on a Board member's ability to commit sufficient time and attention to the Board and other standards deemed appropriate by the committee members in light of the particular transaction being reviewed.

In addition, the Audit and Finance Committee is responsible for reviewing and investigating any matters pertaining to the integrity of management, including conflicts of interests and adherence to the Company's Code of Ethical Conduct. Under the Code of Ethical Conduct, directors, officers and all other members of the workforce are expected to avoid any relationships, influence or activity that would cause or even appear to cause a conflict of interest.

## **Certain Relationships and Related Transactions**

Advanced Energy leases its executive offices and certain manufacturing facilities in Fort Collins, Colorado from Prospect Park East Partnership and Sharp Point Properties, LLC. On May 4, 2010, Advanced Energy and Sharp Point Properties entered into a Lease Amendment with respect to its executive offices, effective as of April 26, 2010, which extends the expiration of the term of the lease from September 1, 2010 to December 31, 2015. The amendment also provides for base rent of \$32,500 per month, triple net, plus annual Consumer Price Index increases of at least 3% and no more than 3.25%, for the period from September 1, 2010 through December 31, 2015. On August 20, 2010, Advanced Energy and Sharp Point Properties, LLC entered into a Lease Amendment with respect to its office and

research and development facilities, effective as of August 19, 2010, which extends the expiration of the term of the lease from February 1, 2011 to December 31, 2015. The amendment also provides for base rent of \$35,418 per month, triple net, plus annual Consumer Price Index increases of at least 3% and no more than 6%, for the period from February 1, 2011 through December 31, 2015.

Aggregate payments under such leases for 2010 totaled approximately \$2.8 million. Douglas S. Schatz, Chairman of the Board of Advanced Energy, holds a 26.67% membership interest in each of these leasing entities. Mr. Schatz did not participate in the negotiations of these leases and amendments. Future minimum lease payments related to these properties is \$11.6 million.

**Table of Contents**

SiTiZn Holdings, a German-based company, and its subsidiary Solayer are customers of Advanced Energy. Douglas S. Schatz, Chairman of the Board of Advanced Energy, holds a direct controlling equity interest in SiTiZn and is a board member. Since January 1, 2010, SiTiZn and Solayer have ordered approximately \$712,000 of our power products and training services. All sales to SiTiZn and Solayer have been made in the ordinary course of business on arms-length terms, and Mr. Schatz has not personally participated in these transactions on behalf of either SiTiZn, Solayer or Advanced Energy.

**SECTION 16(a) BENEFICIAL OWNERSHIP REPORTING COMPLIANCE**

Section 16(a) of the Securities Exchange Act of 1934, as amended, requires Advanced Energy's executive officers and directors and persons who own more than ten percent (10%) of the outstanding common stock (reporting persons) to file with the Securities and Exchange Commission an initial report of ownership on Form 3 and changes in ownership on Forms 4 and 5. The reporting persons are also required to furnish Advanced Energy with copies of all forms they file. Based solely on its review of the copies of forms received by it and written representations from the reporting persons, Advanced Energy believes that each of the reporting persons timely filed all reports required to be filed in 2010 or with respect to transactions in 2010.

**Table of Contents**

**CORPORATE GOVERNANCE MATTERS**

**Codes of Conduct and Ethics**

Advanced Energy has adopted Codes of Ethical Conduct that apply to the Board of Directors and employees. These Codes of Ethical Conduct are available on our website at [www.advancedenergy.com](http://www.advancedenergy.com). Any waivers of, or amendments to, our Codes of Ethical Conduct will be posted on our website.

**Communications with Directors**

The Board of Directors has established a process to receive communications from stockholders and other interested parties. Stockholders and other interested parties may contact any member, or all members, of the Board of Directors electronically or by mail. Electronic communications should be addressed to [boardmembers@aei.com](mailto:boardmembers@aei.com). Mail may be sent to any director or the Board of Directors in care of Advanced Energy's corporate office at 1625 Sharp Point Drive, Fort Collins, CO 80525. All such communications will be forwarded to the full Board of Directors or to any individual director to whom the communication is addressed unless the communication is clearly of a marketing or inappropriate nature. It is the Board of Directors' practice to encourage all board members to attend the Company's annual stockholder meeting, although no written policy has been adopted in that regard.

**PROPOSALS OF STOCKHOLDERS**

Proposals, including director nominations, that a stockholder desires to have included in Advanced Energy's proxy materials for the 2012 Annual Meeting of Stockholders of Advanced Energy in accordance with Rule 14a-8 under the Securities Exchange Act of 1934, as amended, must be received by the Secretary of Advanced Energy at its principal office (1625 Sharp Point Drive, Fort Collins, Colorado 80525) no later than November 16, 2011 and must otherwise comply with the requirements of Rule 14a-8 in order to be considered for inclusion in such proxy materials. The proxy solicited by management of Advanced Energy for the 2011 Annual Meeting of Stockholders will confer discretionary authority to vote on any stockholder proposal presented at that meeting, unless Advanced Energy was provided with notice of the proposal no later than January 30, 2011.

In order for proposals of stockholders made outside the processes of Rule 14a-8 under the Securities Exchange Act of 1934, as amended, to be considered timely for purposes of Rule 14a-4(c) under the Securities Exchange Act 1934, as amended, the proposal must be received by the Secretary of the Company at the principal executive offices of the Company not later than January 30, 2012. Additionally, stockholder proposals made outside the processes of Rule 14a-8 under the Securities Exchange Act of 1934, as amended, must be received at the Company's principal executive offices, in accordance with the requirements of the By-laws, between the close of business on February 4, 2012 and the close of business on March 5, 2012; provided, however, that in the event that the 2012 Annual Meeting of Stockholders is called for a date that is not within 30 days before or after the date of the 2011 Annual Meeting of Stockholders, notice by stockholders in order to be timely must be delivered not earlier than the close of business on the 90th day prior to the date of the 2012 Annual Meeting of Stockholders and not later than the 60th day prior to the date of the 2012 Annual Meeting of Stockholders. In the alternative, if the first public announcement of the date of the 2012 Annual Meeting of Stockholders is less than 70 days prior to the date of such annual meeting, notice by stockholders must be delivered no later than the 10th day following the day on which public announcement of the date of such meeting is first made by the Company in order to be timely. In no event shall any adjournment or postponement of an annual meeting or the announcement thereof commence a new time period for the giving of a stockholder's notice as described above. Stockholders are advised to review the By-laws, which contain additional requirements with respect to advance notice of stockholder proposals and director nominations.

**FORM 10-K**

A copy of Advanced Energy's 2010 Annual Report on Form 10-K is included in the 2010 Annual Report to Stockholders accompanying this proxy statement. You can request an additional copy of the 2010 Annual Report on

**Table of Contents**

Form 10-K by mailing a request to the Secretary of Advanced Energy at 1625 Sharp Point Drive, Fort Collins, Colorado 80525.

**REPRESENTATION AT THE ANNUAL MEETING**

It is important that your stock be represented at the meeting, regardless of the number of shares that you hold. You are therefore urged to execute and return, at your earliest convenience, the accompanying proxy card in the envelope that has been enclosed or vote your shares by telephone or Internet as described on the proxy card. Instructions as to how to deliver your proxy are included in this proxy statement under the caption "Delivery and Revocability of Proxies" on page 3 and on the proxy card.

**THE BOARD OF DIRECTORS**

Dated: March 16, 2011  
Fort Collins, Colorado

**Table of Contents**

Advanced Energy Industries, Inc. Advanced Energy Industries, Inc. ANNUAL MEETING OF ADVANCED ENERGY INDUSTRIES, INC. Annual Meeting of Advanced Energy Industries, Inc. to be held on Wednesday, May 4, 2011 for Holders as of March 7, 2011 This proxy is being solicited on behalf of the Board of Directors Date: May 4, 2011 Time: 10:00 A.M. (Mountain Daylight Time) Place: 1625 Sharp Point Drive, Fort Collins, Colorado 80525 See Voting Instruction on Reverse Side. Please separate carefully at the perforation and return just this portion in the envelope provided. Please make your marks like this: Use dark black pencil or pen only VOTED BY: INTERNET TELEPHONE Board of Directors Recommends a Vote FOR proposals 1, 2 and 3 and for EVERY THREE YEARS for proposal 4. 1: Election of Eight Directors Call Go To [www.proxypush.com/aeis](http://www.proxypush.com/aeis) Cast your vote online. View Meeting Documents. 866-390-9955 \*Vote For All Except Withhold Vote From All Nominees Vote For All Nominees Use any touch-tone telephone. Have your Voting Instruction Form ready. Follow the simple recorded instructions. OR For 01 Douglas S. Schatz 02 Frederick A. Ball 03 Richard P. Beck 04 Hans Georg Betz 05 Trung T. Doan 06 Edward C. Grady 07 Terry Hudgens 08 Thomas M. Rohrs MAIL For Mark, sign and date your Voting Instruction Form. Detach your Voting Instruction Form. Return your Voting Instruction Form in the postage-paid envelope provided. For OR For For For For For By signing the proxy, you revoke all prior proxies and appoint Hans Georg Betz and Thomas O. McGimpsey, and each of them acting in the absence of the other, with full power of substitution to vote your shares on matters shown on the Voting Instruction form and any other matters that may come before the Annual Meeting and all adjournments. All votes must be received by 5:00 P.M., Eastern Time, May 3, 2011. \* INSTRUCTIONS: To withhold authority to vote for any nominee, mark the Exception box and write the number(s) in the space provided to the right. Directors Recommend For Against Abstain 2: Ratification of the appointment of Grant Thornton LLP as Advanced Energy s independent registered public accounting firm for 2011. For 3: Advisory vote on executive compensation. For PROXY TABULATOR FOR ADVANCED ENERGY INDUSTRIES, INC. P.O. BOX 8016 CARY, NC 27512-9903 Every Every 3 2 Every Years Years Year Abstain Every 3 Years 4: Advisory vote on the frequency of future advisory votes on executive compensation. To attend the meeting and vote your shares in person, please mark this box. Authorized Signatures This section must be completed for your Instructions to be executed. EVENT # CLIENT # OFFICE # Please Sign Here Please Date Above Please Sign Here Please Date Above Please sign exactly as your name(s) appears on your stock certificate. If held in joint tenancy, all persons should sign. Trustees, administrators, etc., should include title and authority. Corporations should provide full name of corporation and title of authorized officer signing the proxy.

---

**Table of Contents**

Revocable Proxy Advanced Energy Industries, Inc. Annual Meeting of Shareholders May 4, 2011, 10:00 A.M. (Mountain Daylight Time) This Proxy is Solicited on Behalf of the Board of Directors The undersigned hereby constitutes and appoints Hans Georg Betz and Thomas O. McGimpsey, and each of them, his, her or its lawful agents and proxies with full power of substitution in each, to represent the undersigned, and to vote all of the shares of common stock of Advanced Energy Industries, Inc. which the undersigned may be entitled to vote at the Annual Meeting of Stockholders of Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, Colorado on Wednesday, May 4, 2011 at 10:00 a.m., local time, and at any adjournment or postponement thereof, on all matters coming before the meeting. This proxy is revocable and will be voted as directed. However, if no instructions are specified, the proxy will be voted: FOR the nominees for directors specified in Item 1, FOR each of Items 2 and 3 and for EVERY THREE YEARS in Item 4. (CONTINUED AND TO BE SIGNED ON REVERSE SIDE) Please separate carefully at the perforation and return just this portion in the envelope provided.