

POWER DRIVE EUROPE

International Exhibition for
Charging Infrastructure and E-Mobility
MESSE MÜNCHEN, GERMANY

JUNE 09–11 2021

www.PowerToDrive.de



Part of
THEsmarter
EUROPE





MOBILITY TRANSITION: EFFICIENCY AND SUSTAINABILITY THROUGH E-MOBILITY

Europe is experiencing a boom in e-mobility unlike in any other industry. According to the European Automobile Manufacturers' Association (ACEA), the market share of chargeable electric vehicles grew by 53 percent in the second quarter of 2020 as compared to the second quarter of 2019, with nearly 130,000 electric cars added to the market. The market ramp-up is in full swing; the share of e-cars in new EU registrations tripled in the same period from 2.4 to 7.2 percent. According to the European Alternative Fuels Observatory, as of August 2020 there are over 190,000 public charging points in Europe (normal and fast charging). This represents an increase of 18 percent compared to the previous year.

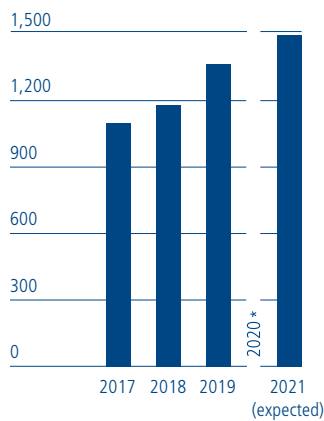
From batteries and fuel cells to charging infrastructure and mobility services to electric vehicles: e-mobility has many facets. Power2Drive Europe is the international exhibition for charging infrastructure and e-mobility and the ideal stage for manufacturers, suppliers, distributors, fleet managers and other industry stakeholders looking to develop new business models, explore technologies and present solutions. Power2Drive Europe, which is part of The smarter E Europe, enables the e-mobility industry to create an efficient and successful network with the sectors of the renewable, decentralized and digital energy industry.



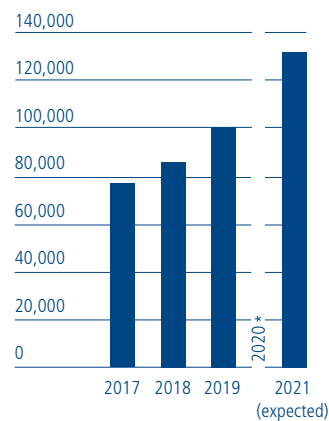
EUROPE'S LARGEST PLATFORM FOR THE ENERGY INDUSTRY

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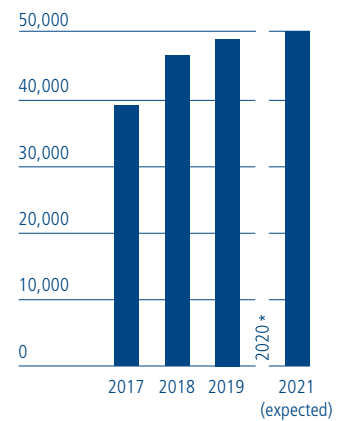
Exhibitor Numbers 2017–2021



Exhibition Area (gross) 2017–2021



Visitor Numbers 2017–2021



* No figures are available for 2020 as the event was canceled on account of the coronavirus.
The cumulative figures for the years up to 2017 are for the exhibitions Intersolar and ees Europe, from 2018 for The smarter E Europe.

THE INNOVATION HUB FOR THE NEW ENERGY WORLD

Decision makers present their pioneering solutions for a sustainable energy industry. New structures and networks are being established, new stakeholders are enjoying the opportunity to distinguish themselves from the rest, and long-term investment decisions are being made. The finance industry has also taken action already, distancing itself from investments in fossil fuel energy. This development demands cross-sector, intelligently connected concepts and solutions for the efficient generation, storage, distribution

and use of energy. And this demand is greater than ever before, making it the perfect time to establish the relevant contacts. The smarter E Europe brings together a total of four energy exhibitions: Intersolar Europe, ees Europe, Power2Drive Europe and EMPOWER Europe. Under the motto "Creating the new energy world," these exhibitions give players from around the world – from start-ups to international market leaders – a platform to showcase their latest developments.

intersolar
connecting solar business | EUROPE

ees
electrical energy storage

**POWER
2DRIVE**
EUROPE

EMPOWER
EUROPE



I FROM SMART CHARGING SOLUTIONS TO ELECTRIC VEHICLES

Intelligent e-mobility

The integration of e-mobility solutions into the overall energy system is an increasingly important element which requires sustainable and efficient solutions within the scope of a decentralized, renewable and digitally connected energy world. This calls for the right contacts across the industry, and they can all be found at Power2Drive Europe, the international exhibition for charging infrastructure and e-mobility.

According to our slogan "Charging the future of mobility," Power2Drive Europe puts the focus on sustainable transportation sector by illustrating its overall potential and addressing the dynamic market of e-mobility for a successful transition related to renewable energies in mobility.

Meet your target audience

Renewable, decentralized, digital – and, above all, intelligent. That's what modern mobility looks like. Do you have the solutions? We have the customers! Benefit from The smarter E Europe's cross-sector exhibition concept and enjoy contact with international trade visitors from all sectors of the new energy world. But even more importantly, this is the place to meet the right target audience for your products and innovations:

- Automotive industry (engineers, suppliers and purchasers)
- Commercial users & authorities (fleet managers, public transportation, tourism, government representatives)
- Energy supply (municipal utilities and private energy supply companies, grid operators, planners)
- Systems integrators (planners, project developers, installers, distributors)

» The future of the European car industry look brighter than it did only two years ago. Now there is a real will to embrace the electric future.



Espen Hauge, President of the European Association for Electromobility (AVERE)

BOOSTING YOUR COMPANY'S GROWTH



INTERNATIONAL COVERAGE

Driving the internationalization of your company: 50,000+ industry professionals from over 160 countries, 1,480 exhibitors from 50 countries and more than 580 international journalists from 30 countries and around 10,000 media reports.



BUSINESS OBJECTIVES IN FOCUS

- 92% of exhibitors¹ benefit from the visitors' internationality
- 91% of exhibitors¹ deepen existing customer relationships
- 83% of exhibitors¹ realize a positive post-show business



TARGET AUDIENCES ON-SITE

Meet project developers, systems integrators, wholesalers, utility companies, grid operators and professional users of the innovative energy industry.



YOUR LOYALTY WILL BE REWARDED

The free Membership Program of The smarter E increases your company's visibility and rewards you with a range of benefits each time you take part in an exhibition or book a sponsorship package (e.g. discounts on booth rental fees).

→ www.PowerToDrive.de → For Exhibitors

→ [Reasons to Exhibit](#) → [Membership Program](#)



TOGETHER WITH POWER2DRIVE EUROPE

From efficient energy generation and storage to distribution to consumption, you can benefit from the cross-sector combination of four energy exhibitions at The smarter E Europe.



MORE THAN JUST AN EXHIBITION

Throughout the year, conferences, workshops, forums, webinars, podcasts, newsletters and other events as digital formats complement the exhibition and provide international exposure.

¹ The figures refer to the exhibitors of Power2Drive Europe 2019.





I INTENSIVE EVENT EXPERIENCE

Power2Drive Europe Conference

Don't miss our interactive event and enjoy the chance to speak with experts, established players and new pioneers of the evolving mobility world. The event has the answers to all of your questions surrounding charging solutions and infrastructure as well as grid integration. Use the same ticket to access a whole wealth of expert knowledge by visiting the other The smarter E Europe Conferences: The Intersolar Europe Conference, ees Europe Conference and EM-Power Europe Conference. → www.PowerToDrive.de → [Conference](#)

Power2Drive Forum

Don't miss the opportunity to speak at or hear from this three-day exhibition forum to hear from industry insiders as they present the latest innovations or business models for the successful transition to sustainable mobility. Free of charge for all exhibitors! → www.PowerToDrive.de → [For Visitors](#) → [Exhibition Program](#) → [Exhibition Forums](#)

Start-ups

The Start-up Stage and matchmaking tools complement the joint booths for start-ups, offering them a range of opportunities to network with new companies, the industry and investors – putting the future of the industry at the heart of the program. → www.TheSmarterE.de → [Participation](#) → [Start-ups](#)

Test Drive

Turn your product into an experience. Exhibit your newest electric vehicles at Power2Drive Europe and let your product convince visitors by testing it. Give your business partners the opportunity to feel the exhilaration of everything e-mobility has to offer up close and personal.

→ www.PowerToDrive.de → [For Exhibitors](#) → [Participation](#) → [Power2Drive Specials](#)

Guided Tours

Thematic exhibition tours provide information on industry innovations, with a focus on charging systems, mobility services and electric vehicles. → www.PowerToDrive.de → [For Exhibitors](#)

→ [Participation](#) → [Power2Drive Specials](#)

Innovation awards

Take advantage of The smarter E AWARD to establish yourself as a technology leader by entering your innovative technologies, products and projects in the fields of sector coupling, e-mobility and charging solutions. Place your innovations in the spotlight by submitting your entry to be considered for one of the coveted innovation awards of the new energy world between January 1 and March 31, 2021. The winners will be presented at The smarter E Europe 2021.

→ www.TheSmarterE-award.com



I THE SMARTER E: 24/7, 365 DAYS A YEAR

As platform for the new energy world, we concentrate on sharing information on energy industry topics and providing a networking opportunity for global industry players – now also with an increasing number of additional digital formats. Because the innovation platform The smarter E Europe and its four energy exhibitions are more than a one-off event.

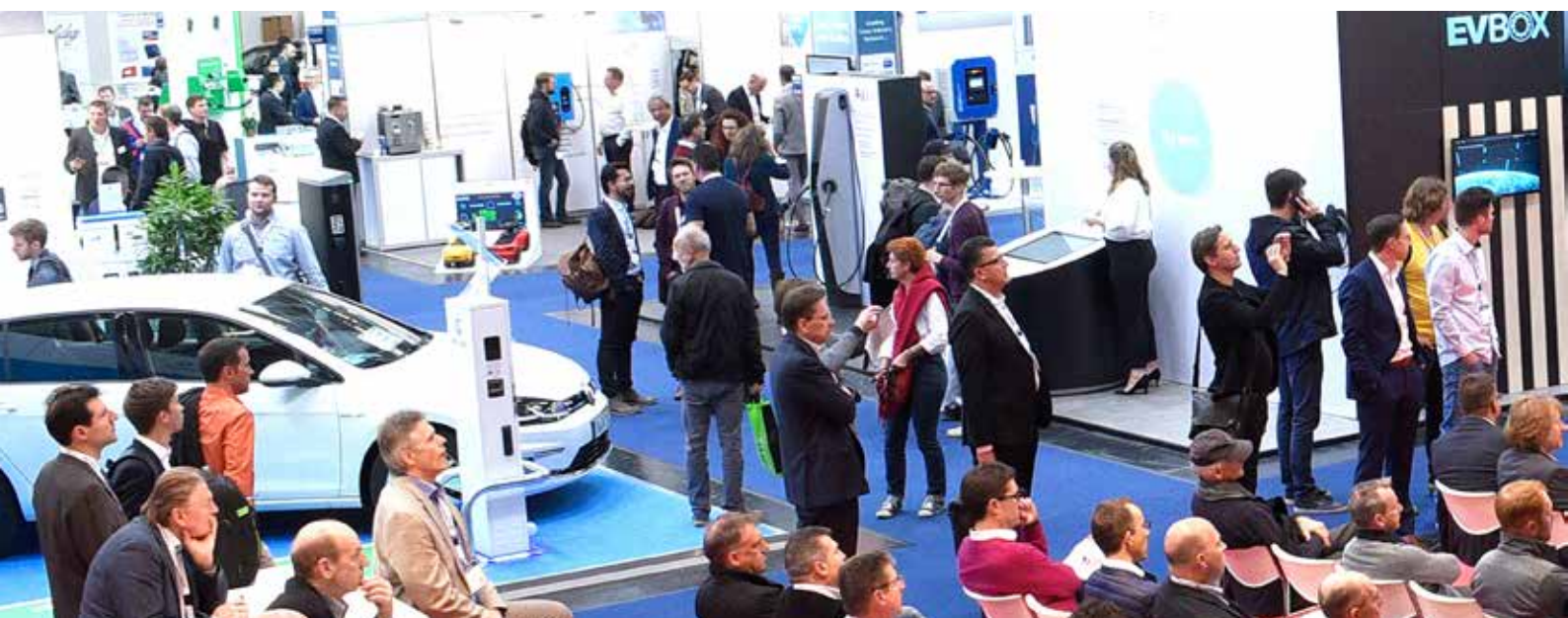
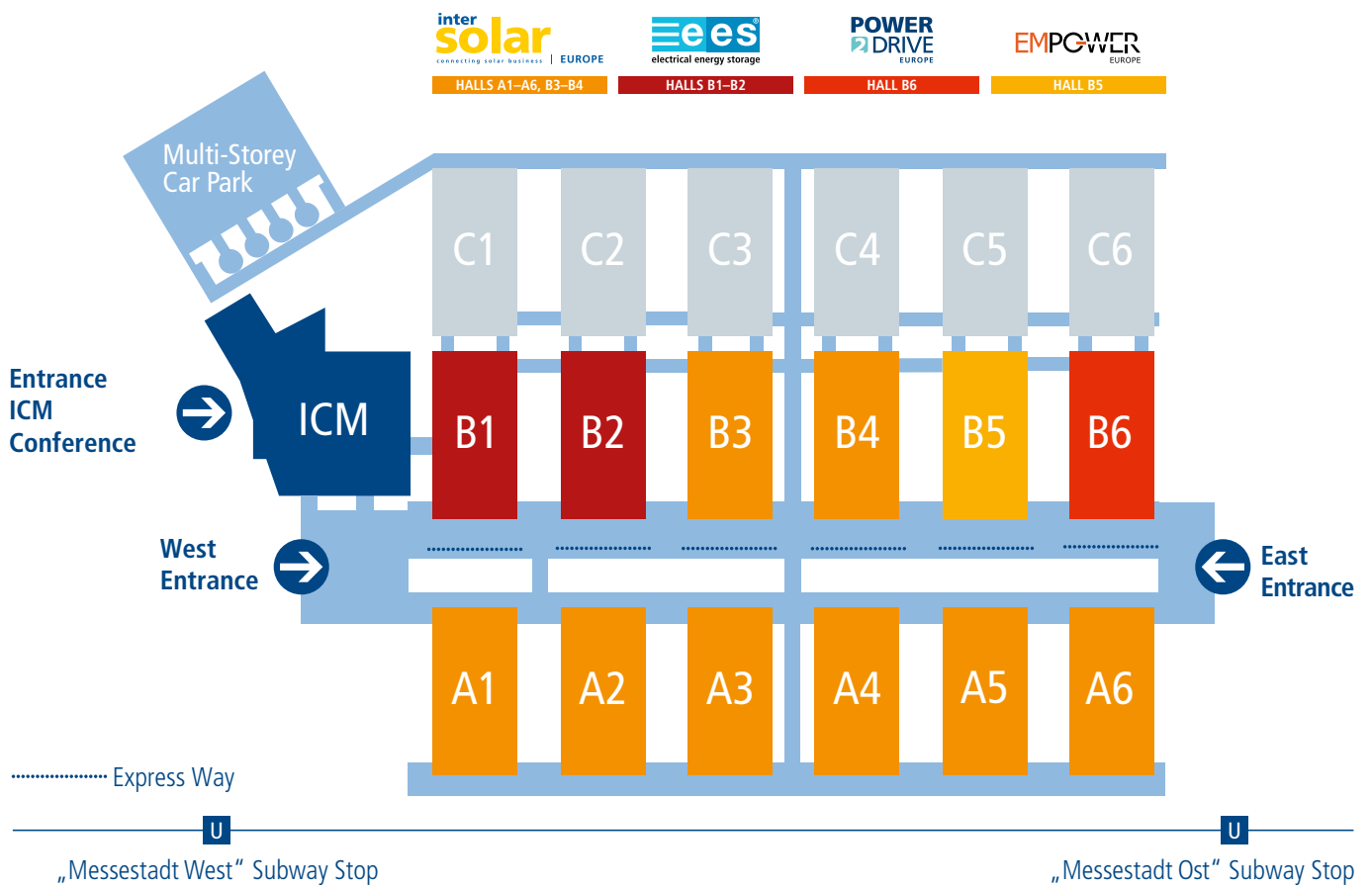
The wide range of The smarter E Europe topics turn into a (live) digital experience. Gain insights into the latest industry trends, market data, research results and product information from Intersolar, ees, Power2Drive and EM-Power Europe and make valuable contacts.

Our regular webinars with industry experts offer a deep understanding of the latest trends in the new energy world and provide an overview of important research results and practical market figures. The smarter E Podcast entertains and informs, giving a voice to the players of the new energy world. Listen to exciting conversations and panel discussions, and get background information – anytime and anywhere – or become a part of our digital conferences, seminars, showrooms and many other online events for sharing knowledge, presenting brand new market solutions and forging new contacts using interactive networking tools.

Find out more at: → www.TheSmarterE.com



EXHIBITION SITE PLAN THE SMARTER E EUROPE 2021



A1 Intersolar Europe

- PV Cell and Module Manufacturers

A2 Intersolar Europe

- PV Cell and Module Manufacturers

A3 Intersolar Europe

- PV Cell and Module Manufacturers
- PV Production Technologies, Materials, Components and Accessories

A4 Intersolar Europe

- PV System Providers, PV Distributors, PV Products, Services, Solar Thermal Technologies

A5 Intersolar Europe

- PV System Providers, PV Distributors, PV Products, Services, Solar Thermal Technologies
- Off-Grid Power
- PV Mounting Systems
- PV Tracking Systems

A6 Intersolar Europe

- PV Mounting Systems
- PV Tracking Systems

B1 ees Europe

- Stationary Battery and Energy Storage Systems
- Battery Manufacturing Technologies, Materials, Components and Accessories
- Battery Testing/Research

B2 ees Europe

- Stationary Battery and Energy Storage Systems
- Power-to-Gas, Hydrogen, Fuel Cells

B3 Intersolar Europe

- PV Inverters
- PV Monitoring, Measurement & Control Technologies

B4 Intersolar Europe

- PV Inverters
- PV Monitoring, Measurement & Control Technologies

B5 EM-Power Europe

- Smart Grids & Integration of Renewable Energies
- Smart Buildings & Districts
- Commercial & Industrial Energy Services
- Start-up Area The smarter E Europe

B6 Power2Drive Europe

- Charging Infrastructure
- Electric Mobility, Mobility Services
- Solar Carports and Bikeports

CHARGING THE FUTURE OF MOBILITY



WILL YOU BE THERE?



Excerpt from the exhibitor list The smarter E Europe 2020 at the time of cancellation in March 2020 due to the COVID-19 pandemic.



EXHIBITION QUICK FACTS

Dates	June 9–11, 2021
Venue	Messe München, Germany
Exhibitors	150+ Power2Drive Europe 300+ Providers from the topic area of Power2Drive Europe (including the parallel exhibitions of The smarter E Europe) 1,480 The smarter E Europe
Exhibition Space	11,000 sqm (132,000 sqm The smarter E Europe)
Visitors	50,000+ The smarter E Europe
Online Application	→ www.PowerToDrive.de → For Exhibitors → Participation → Application
Exhibition Segments	→ www.PowerToDrive.de → For Exhibitors → Participation → Overview → Exhibition Segments

BOOTH SPACE RENTAL PRICES

per sqm	Members ¹	Regular price
Row booth	€225	€245
Corner booth	€239	€260
Peninsula booth	€249	€270
Island booth	€258	€280

¹ Membership Rate: Companies qualify for the member rate if the company applied for the membership program and an Intersolar or ees or Power2Drive or EM-Power exhibition within the past 12 months of application submission. Please be aware: A retroactive discount is not possible.

CONFERENCE QUICK FACTS

Dates	June 8–9, 2021
Hours	9:00am–6:00pm
Venue	ICM – Internationales Congress Center München, Messe München, Germany
Attendees	1,800 expected

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Organizers



Supporters





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THE SMARTER E EUROPE

→ www.TheSmarterE.de

INTERSOLAR EUROPE

→ www.intersolar.de

EES EUROPE

→ www.ees-europe.com

POWER2DRIVE EUROPE

→ www.PowerToDrive.de

EM-POWER EUROPE

→ www.EM-Power.eu

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Membership



Certification



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