



electrical energy storage

Europe's Largest and Most International Exhibition
for Batteries and Energy Storage Systems
MESSE MÜNCHEN, GERMANY

JULY
21–23
2021

www.ees-europe.com



Part of

THEsmarter
EUROPE





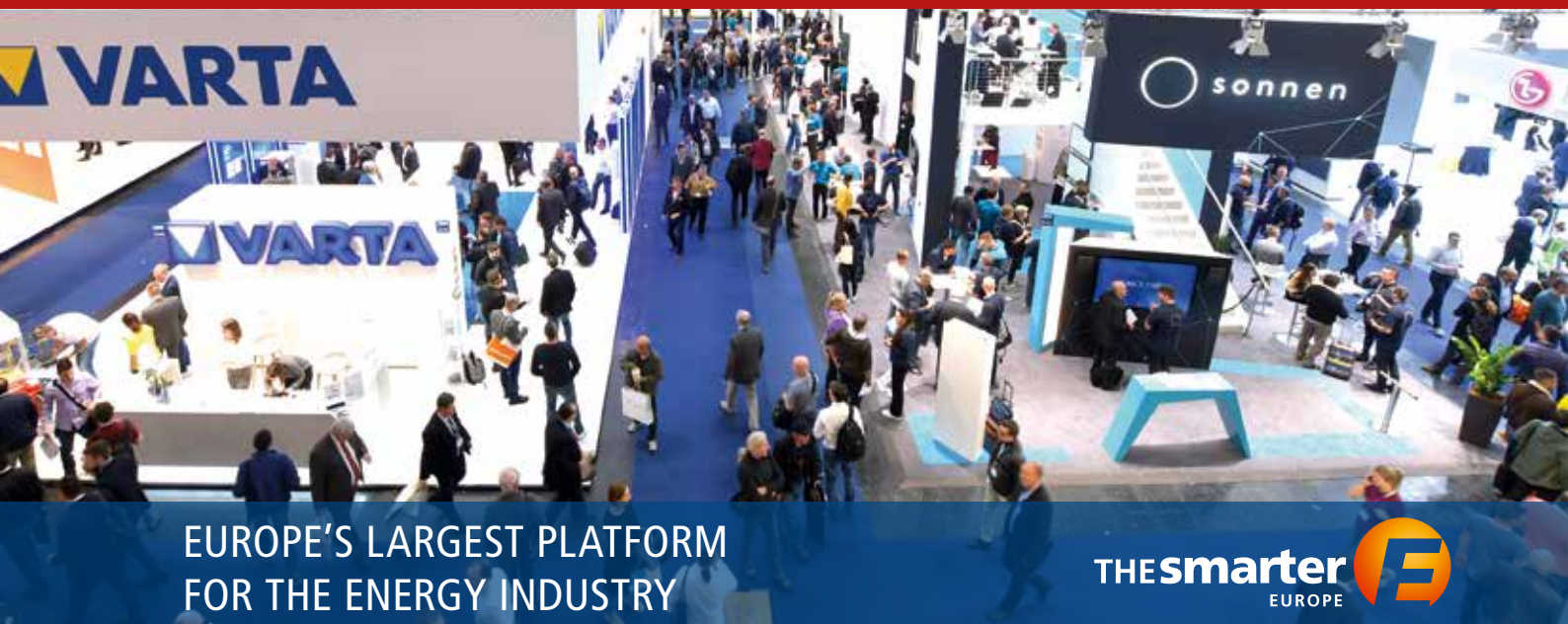
INNOVATING ENERGY STORAGE

| EES EUROPE - INNOVATIVE TECHNOLOGIES AND SOLUTIONS FOR THE STORAGE WORLD

The battery and energy storage industry is experiencing dynamic change. New players offering innovative battery technologies and energy storage systems of various sizes are entering the market. At the same time, future-oriented solutions for storing renewable energies such as hydrogen and Power-to-Gas technologies are taking center stage. ees Europe is Europe's largest and most international exhibition for batteries and energy storage systems and the right place to connect suppliers, manufacturers and distributors of solar storage systems, commercial storage systems and grid storage systems with

project developers, systems integrators and professional users within the innovative energy industry. ees Europe, which is part of The smarter E Europe, enables the storage industry to create an efficient and successful network with other sectors of the renewable, decentralized and digital energy industry.

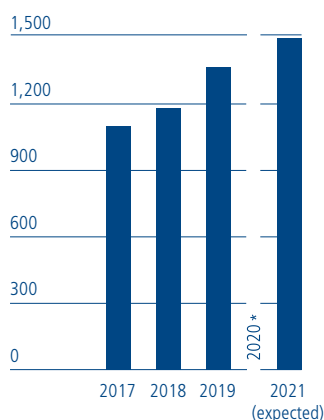
Get a head start into the growing energy storage market and become part of ees Europe in Munich – Leading companies such as BYD, CATL, E3/DC, LG Chem, SENEK, Solarwatt and VARTA will be there, too!



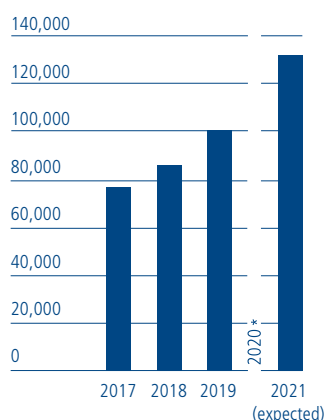
EUROPE'S LARGEST PLATFORM FOR THE ENERGY INDUSTRY

THE **smarter** 
EUROPE

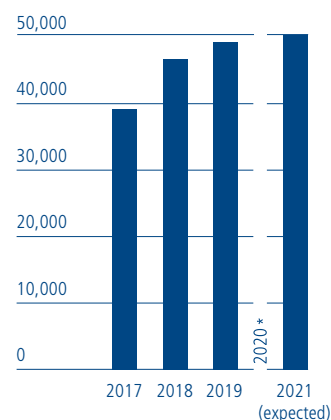
Exhibitor Numbers 2017–2021



Exhibition Area (gross) 2017–2021



Visitor Numbers 2017–2021



* No figures are available for 2020 as the event was canceled due to the COVID-19 pandemic.
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.

inter solar
connecting solar business | EUROPE

ees
electrical energy storage

**POWER
DRIVE**
EUROPE

EMPOWER
EUROPE



I EES EUROPE – STRONG FOCUS ON FUTURE TOPICS

Battery production technologies

Affordable batteries are essential for a successful switch to a renewable energy system and climate-friendly transportation. Over the last decade, e-mobility in particular has led to a sharp rise in the demand for lithium-ion batteries. Growing production volumes, dropping prices and clear political guidelines make for great prospects for the industry.

Whether you offer solutions for battery production, production line set-up, process development or the latest battery technologies, materials and components, the Battery Production Technologies joint booth in hall B1 at ees Europe is the ideal place to showcase the storage industry's latest trends, meet factory planners, decision makers and battery manufacturers, and make international contacts. Seize this opportunity and meet your future customers at your own exhibition booth in Munich!

Hydrogen, fuel cells & Power-to-Gas

As the energy system transitions to renewables, everyone is excited about hydrogen, fuel cells and Power-to-Gas technologies as an essential complement to battery systems. Hydrogen is indispensable for the long-term storage of renewable energy in combination with battery storage systems and it offers great commercial potential for manufacturers of electrolyzers, hydrogen fueling stations and fuel cells.

In hall B2, ees Europe offers you the ideal opportunity to present your innovative solutions for the hydrogen economy and the infrastructure that goes with it. Meet utility companies, decision makers and project developers from all around the world and win new customers. If you would like to learn more about the topic, the Green Hydrogen Conference on July 22, 2021, is the place for you.

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.TheSmarterE.com → Membership



TOGETHER WITH EES 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 ees Europe 2019.





I INTENSIVE EVENT EXPERIENCE

ees Europe Conference

At the ees Europe Conference you will learn everything there is to know about what's going on in the energy storage industry, including topics such as market information, project financing and bankability, best practices and future technologies as well as Power-to-X. Use the same ticket to access a whole wealth of expert knowledge by visiting the other The smarter E Europe Conferences: Intersolar Europe Conference, Power2Drive Europe Conference and EM-Power Europe Conference.

→ www.ees-europe.com → For Visitors → Conference

Innovation awards

Take advantage of the ees AWARD or The smarter E AWARD to establish yourself as a technology leader by entering your innovative technologies, products and projects in the fields of energy storage, grid infrastructure and sector coupling. 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.ees-award.com | www.TheSmarterE-award.com

ees Forum

Visit the exhibition forum to learn more about business models for private and commercial storage systems, the impressive products developed by the ees AWARD finalists and market-ready storage systems ranging from lithiumion and redox flow batteries to hydrogen and fuel cells.

→ www.ees-europe.com → For Visitors → Accompanying Program

Guided Tours

Thematic exhibition tours provide information on industry innovations. The focus is on storage systems for various applications as well as innovations in battery production technologies.

→ www.ees-europe.com → For Visitors → Accompanying Program

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 → For Exhibitors → Start-ups



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.

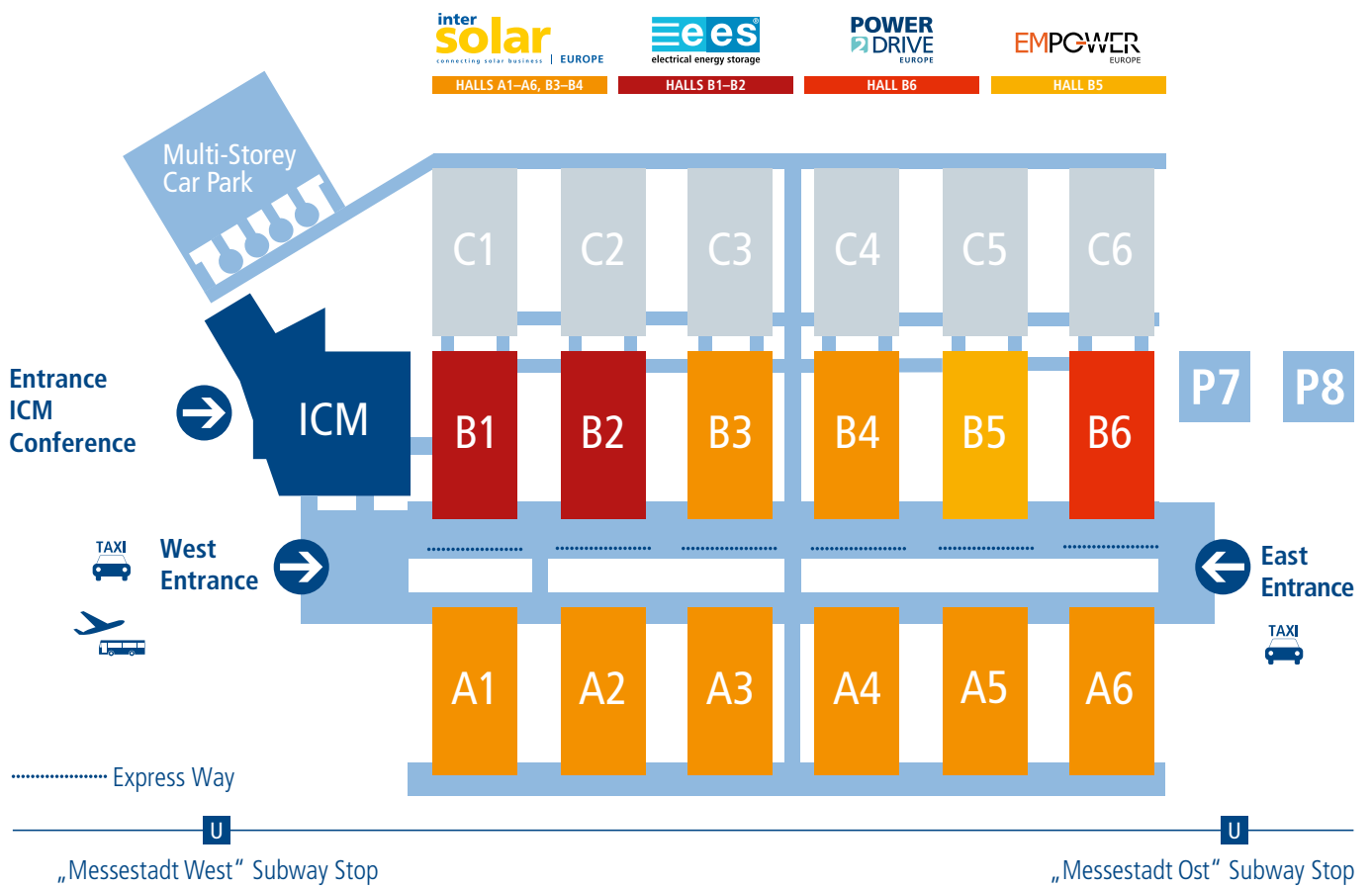
The wide range of The smarter E Europe topics turn into a (live) digital experience. Gain insights into the latest industry trends, market data, research results and product information from Intersolar, ees, Power2Drive and EM-Power Europe and make valuable contacts.

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 & Microgrids/Smart Metering
- Monitoring/Yield Forecasts & Integration of Renewable Energies
- Virtual Power Plants/Flexibility Management
- Energy Management & Building Automation
- Decentralized & Renewable Energy Supply
- Energy Services/CO₂ Auditing
- Start-Up Area The smarter E Europe

B6 Power2Drive Europe

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



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	July 21–23, 2021
Venue	Messe München, Germany
Exhibitors	280+ ees Europe 470+ Providers with focus on ees Europe specific topics (including the parallel exhibitions of The smarter E Europe) 1,480 The smarter E Europe
Exhibition Space	22,000 sqm (132,000 sqm The smarter E Europe)
Visitors	50,000+ The smarter E Europe
Online Application	→ www.ees-europe.com → For Exhibitors → Become an Exhibitor
Exhibition Segments	→ www.ees-europe.com → For Exhibitors → Exhibition Info

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	July 20–21, 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

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POWER2DRIVE EUROPE

→ www.PowerToDrive.de

EM-POWER EUROPE

→ www.EM-Power.eu

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Membership



Certification

