

EXHIBITOR INFORMATION

EMPOWER

EUROPE

The International Exhibition for
Energy Management and Integrated Energy Solutions
MESSE MÜNCHEN, GERMANY

JULY
21–23
2021

www.EM-Power.eu



Part of

THEsmarter
EUROPE

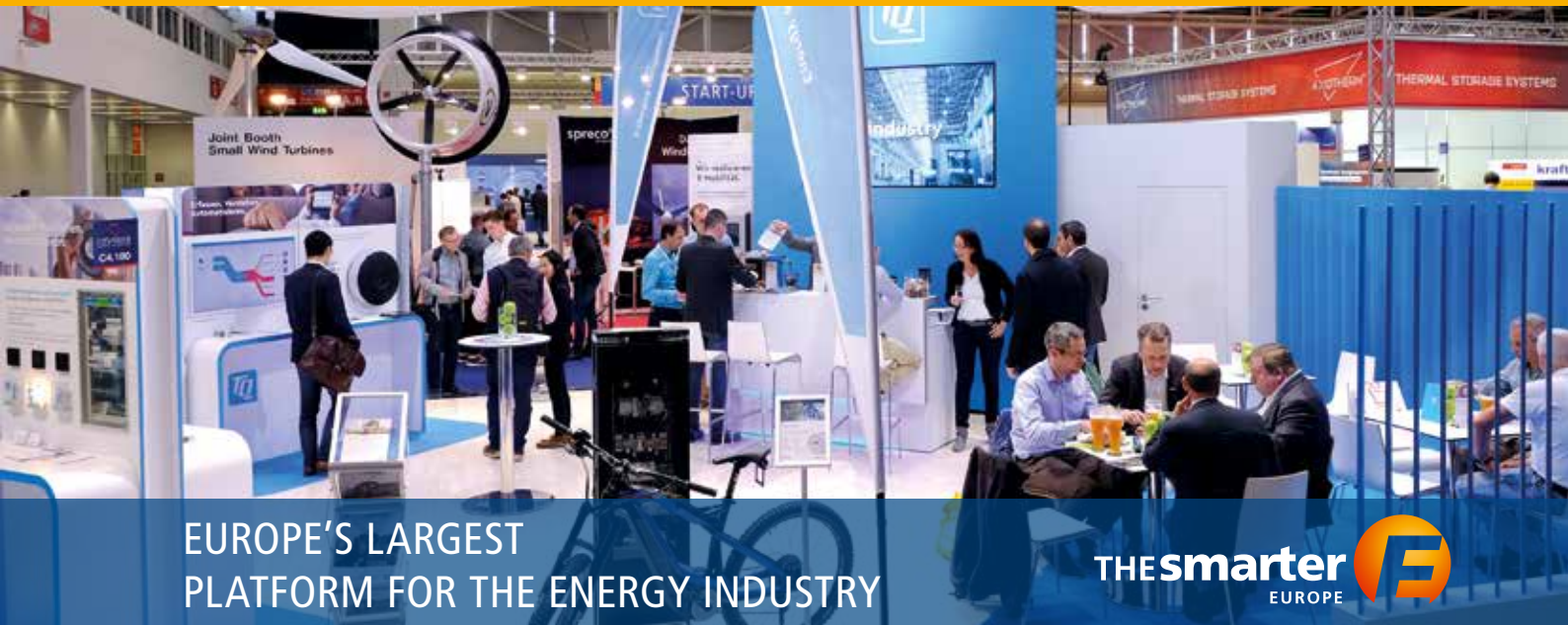




EM-POWER EUROPE: SHINING THE SPOTLIGHT ON SMART ENERGY MANAGEMENT

Intelligently connected concepts and solutions are shaping the new energy world. Decentralized, renewable and digitally connected systems are moving into the limelight. And EM-Power Europe – the international exhibition for energy management and integrated energy solutions – serves as the perfect stage to showcase them. In addition to professional energy customers and prosumers, the exhibition is also the place to meet decision makers from public and private utility companies and municipalities as well as energy managers,

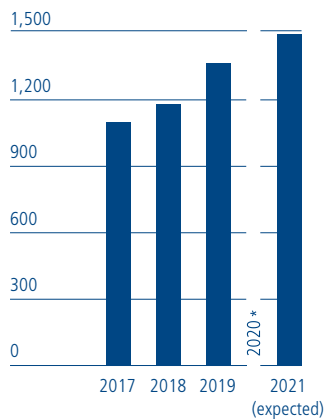
planners and consultants working in industry, commerce and real estate. Smart grids and the integration of renewable energy, grid infrastructure and system services, which had been featured at Intersolar Europe, will now be incorporated into the reorganized EM-Power Europe, expanding its range of topics surrounding energy services and smart energy use in industry, buildings and districts. EM-Power Europe is the perfect venue for companies with a focus on smart grids, smart buildings and energy services.



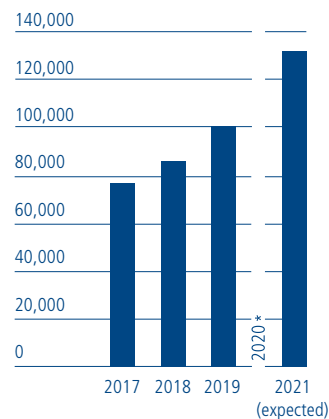
EUROPE'S LARGEST PLATFORM FOR THE ENERGY INDUSTRY

THE smarter
EUROPE

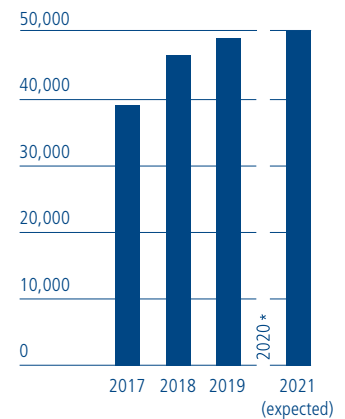
Exhibitor Numbers 2017–2021



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 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 EM-POWER 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

Comprehensive solutions for commerce & industry

Ganzheitliche Energielösungen für Industrie und Gewerbe



Security for your projects | Sicherheit bei Ihren Projekten

Always the best solutions for your next project
Immer die besten Lösungen für Ihr nächstes Projekt



| THIS IS THE RIGHT PLACE FOR YOU

From 2021 onwards, the expanded range of topics transforms EM-Power Europe into the international meeting point for energy management and integrated energy solutions. Do you offer solutions relating to smart grids, the integration of renewable energy, smart buildings, districts or energy management? Then you are exactly right with us. We bring together:

- Providers of products and solutions for the integration of renewable energies and grid system services
- Providers of energy management, monitoring and controlling as well as building automation and smart buildings
- Energy suppliers and municipal utilities
- Manufacturers of installations for efficient/renewable generation of power and heat
- Providers of software for energy management and for simulating energy systems
- Commercial and industrial energy service providers/traders
- Providers of auditing and certification

| MEET YOUR TARGET AUDIENCE

Renewable, decentralized, digital – and, above all, efficient. That is what modern energy supply 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:

- Operators and users of residential, commercial or industrial buildings
- Energy suppliers/municipal utilities
- Energy traders
- Energy managers, consultants, planners
- Building and facility managers
- Project developers/EPC contractors
- Planners for building services, construction engineers/managers
- Investors
- Public decision makers (federal/state/municipal level)

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 realize a positive post-show business
- 95% of exhibitors¹ deepen existing customer relationships
- 95% of exhibitors¹ benefit from the visitors' internationality



TARGET AUDIENCES ON-SITE

The exhibition is the place to meet professional energy customers and prosumers, public and private utility companies and municipalities as well as energy managers, planners and consultants working in the industry, commerce and real estate sectors.



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 EM-POWER 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 online events as digital formats complement the exhibition and provide international exposure.

¹ The figures refer to the exhibitors of The smarter E Europe 2019 in total.





INTENSIVE EVENT EXPERIENCE

EM-Power Europe Conference

The EM-Power Europe Conference presents innovative technologies and services for the integration of renewable energy sources into the energy system of the future. The focus is on the topics of power grids, digitalization and energy management as well as sector coupling in microgrids and districts. Experience concentrated expertise with just one ticket and also attend the other conferences in the context of The smarter E Europe: Intersolar Europe Conference, ees Europe Conference and Power2Drive Europe Conference.

→ www.EM-Power.eu → For Visitors → Conference

Innovation prize

Take advantage of The smarter E AWARD 2021 to establish yourself as a technology leader by entering your products, concepts and projects in the fields of sector coupling, grid infrastructure and digitalization. Place your innovations in the spotlight by submitting your entry to be considered for the coveted innovation prize of the new energy world between January 1 and March 31, 2021. The winner will be presented at The smarter E Europe 2021.

→ www.TheSmarterE-award.com

EM-Power Forum

The EM-Power Forum at the exhibition offers special sessions with practical solutions and best practice projects. It explores ways to achieve carbon-neutral companies, properties and districts, and also focuses on topics relating to the integration of renewable energies into smart grids, microgrids and districts.

→ www.EM-Power.eu → 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

Marketplace for climate neutral companies

This special area at EM-Power Europe offers decision makers and companies from various branches practical examples and solutions in specific areas of application for their path to climate neutrality. → www.EM-Power.eu → For Exhibitors

→ Climate Neutral Companies



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.

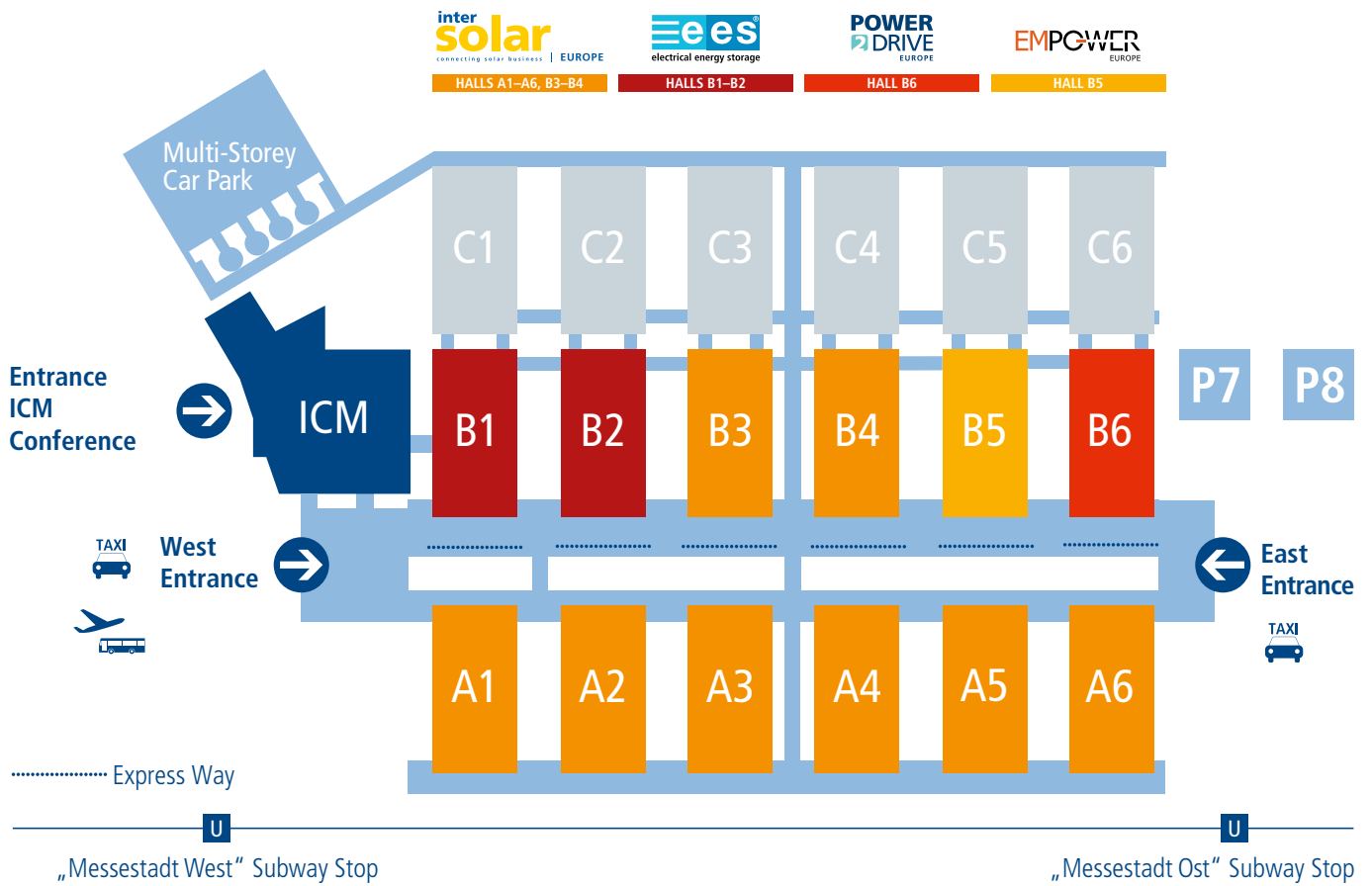
The wide range of The smarter E Europe topics turn into a (live) digital experience. Gain insights into the latest industry trends, market data, research results and product information from Intersolar, ees, Power2Drive and EM-Power Europe and make valuable contacts.

The topic-specific EM-Power Europe Newsletter, which is published once a month, has been a firm fixture in the industry for years now. Regular webinars with industry experts offer a deep understanding of the latest trends in renewable energy industry. The smarter E Podcast entertains and informs, giving a voice to the players of the new energy world. Become part of our digital conferences, seminars, Innovation Days 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 2019 + 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	150+ EM-Power Europe 230+ Providers with focus on EM-Power Europe specific topics (including the parallel exhibitions of The smarter E Europe) 1,480 The smarter E Europe
Exhibition Space	10,000 sqm (132,000 sqm The smarter E Europe)
Visitors	50,000+ The smarter E Europe
Online Application	→ www.EM-Power.eu → For Exhibitors → Become an Exhibitor
Exhibition Segments	→ www.EM-Power.eu → 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





BE PART OF

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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