

# THE smarter EUROPE



The Innovation Hub for New Energy Solutions  
MESSE MÜNCHEN, GERMANY

JUNE  
09–11  
2021

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# THE NEW ENERGY WORLD IN FOCUS

## THE SMARTER E WEBINARS

### Insights with Industry Experts

- Valuable content regarding current trends and developments in a renewable, decentralized and digital energy industry
- Diverse topic coverage from solar and energy storage to e-mobility and charging infrastructure to energy management and sector coupling
- Live FAQ, participant discussions and polls for increased value and learning success
- Innovations, trends and market developments presented by leading industry experts



# THE SMARTER E WEBINARS

## QUICK FACTS

- Frequency: Tuesdays, fortnightly
- Language: German and English (usually alternating)
- Fee: Free of charge for participants
- Participants: Ø 130
- Platform: The smarter E via GoToWebinar
- Listen to: [www.TheSmarterE.com/en/home/webinars/past-webinars](http://www.TheSmarterE.com/en/home/webinars/past-webinars)

# THE SMARTER E WEBINARS

## SPONSORSHIP

### Your Benefits

- **Digital success:** Benefit from the successful development of the webinar as a digital channel in a professional environment
- **Extensive company placement:** Use the webinar as a backdrop for your own marketing initiative – before, during, and after the webinar
- **365 days a year:** Be visible throughout the year by placing your advertising message within the webinar as part of the Webinar Collection
- **Attention of your target group:** Create added value for the participant by placing your individual advertising message (e.g. new innovations, product teasers or white papers) within the webinar

# THE SMARTER E WEBINARS: SPONSORSHIP OPPORTUNITIES

	QUARTER PACKAGE (CROSS-EXHIBITION)	EXHIBITION PACKAGE (5 EPISODES/EXHIBITION)
<b>PUBLICATION</b>		
Promotion of the webinar on The smarter E website (TheSmarterE.com)	✓	✓
Recording and presentation of the webinar on The smarter E website (TheSmarterE.com) > Year-round on-demand content	✓	✓
<b>PRESENCE WITHIN THE WEBINAR</b>		
Advertisement within the webinar (1 PowerPoint slide)	✓	✓
Placement of your company message by the moderator (pre-roll)	✓	✓
<b>PRESENCE AROUND THE WEBINAR</b>		
Logo on website of sponsored webinar (on TheSmarterE.com)	✓	✓
Logo on overview website of all webinars (on TheSmarterE.com)	✓	✓
Logo or name in social media posts	✓	✓
Logo or name in the follow-up newsletter	✓	✓
<b>ADDITIONAL BENEFITS</b>		
Exclusive sponsorship (only one sponsor per webinar)	✓	✓
Exclusive sponsorship (only one sponsor per exhibition Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power Europe)		✓
Exclusive sponsorship (only one sponsor per quarter)	✓	
<b>PRICE</b>	<b>€4,500</b>	<b>€3,750</b>

# THE SMARTER E WEBINARS: CONTENT PLAN 2021

	INTERSOLAR EUROPE		EES EUROPE		POWER2DRIVE EUROPE		EM-POWER EUROPE		THE SMARTER E EUROPE		
Q1	EU Market Outlook for Solar Power 2020-2024	EN			Electric Vehicle Outlook 2021	EN					6 W.
	EEG 2021	DE	Green Hydrogen EU Market	EN							
							Business Models for Municipal Utilities in the New Energy World	DE	4 Wins: CHP, PV, Storage and E-Mobility in the Apartment Building	DE	
Q2	A Rising Star: PV Market Poland	EN	Technology Benchmark for Residential Storage Systems	EN							6 W.
					E-Fleet Solutions: Best Practices	EN	Paths to a Climate-Neutral Company	DE			
			Interim review of the national hydrogen strategy	DE					Start-ups as Drivers of the New Energy World	DE	
Q3	Innovations of Solar Cells	DE	Battery and Energy Storage Technology Highlights	EN							6 W.
					E-Mobilität in der neuen Energiewelt	EN	Are European Grids Smart Enough for the Future?	EN			
					European Market Overview Charging Systems	EN			PV, Storage & E-Mobility: In Triad for Grid Stability!	DE	
Q4	Agri PV as Win-Win Solution	EN	Battery storage within power grid	DE							6 W.
					Smart Charging Solutions	DE	Trading of flexibilities in the electricity market	DE	Green Buildings and Districts	EN	
							Stable and Secure Energy Supply with Renewables 24/7	EN			
	5 Webinare		5 Webinare		5 Webinare		5 Webinare		4 Webinare		

We reserve the right to make changes to the schedule and the choice of topics and languages.



## BE PART OF

### THE SMARTER E EUROPE

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### INTERSOLAR EUROPE

→ [www.intersolar.de](http://www.intersolar.de)

### EES EUROPE

→ [www.ees-europe.com](http://www.ees-europe.com)

### POWER2DRIVE EUROPE

→ [www.PowerToDrive.de](http://www.PowerToDrive.de)

### EM-POWER EUROPE

→ [www.EM-Power.eu](http://www.EM-Power.eu)

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