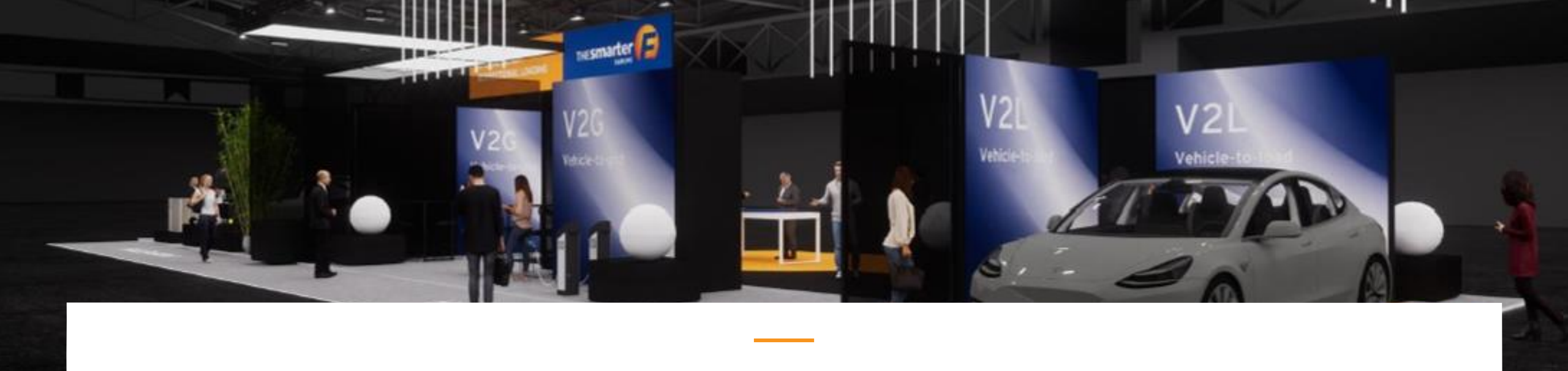


THE SMARTER E EUROPE 2025

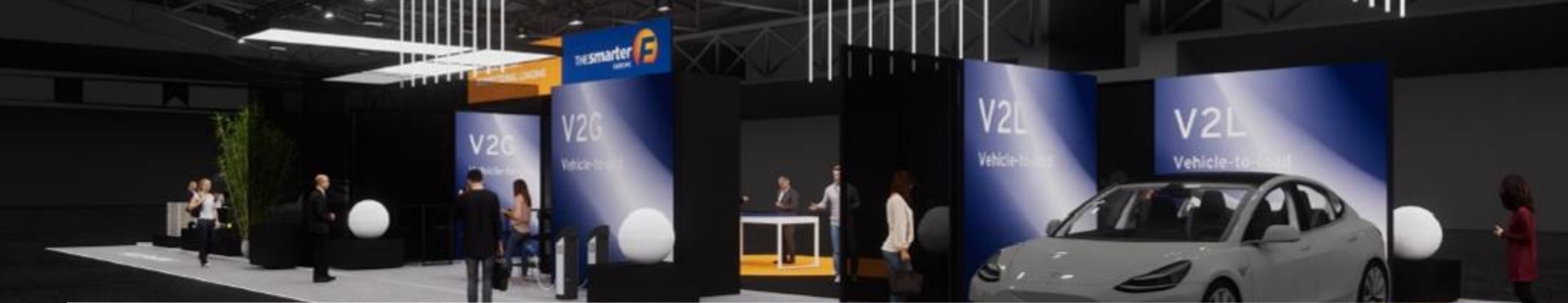
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# Special Exhibit Bidirectional Charging



## Bidirectional Charging is the Key to...

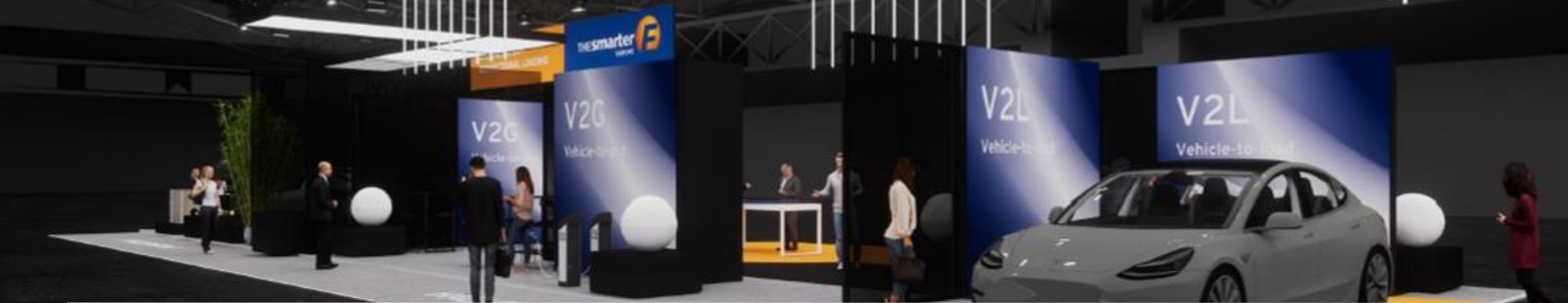
- Further expanding renewable energies
- Provide flexibility
- Store surplus electricity temporarily
- Balancing load peaks
- Profit sharing for users
- Avoiding grid bottlenecks
- Ensure grid stability (power plant reserves)
- Increase self-consumption (PV) and save costs



## Bidirectional Charging as Part of a 24/7 Renewable Energy Solution

### Goals:

- Identifying solutions to make the energy system more flexible
- Making the potential and relevance of the bidirectional charging visible for Germany and Europe
- Presentation of the state of the art and future developments (V2H, V2B, V2G)
- Presentation of the regulatory framework
- Highlighting best practices / examples, Europe-wide
- Business models, presentation of current and future business models V2X (→ Best Practices)
- Presentation of relevant industry players on various channels (The smarter E Europe exhibitor / event guide, possibly landing page)



## Target Groups

Exhibitors, visitors, media representatives, in particular:

- Aggregators such as the automotive industry, municipal utilities / energy suppliers / grid operators and third parties
- Cities, municipalities and public institutions as well as energy suppliers / municipal utilities
- Project developers & planners, EPC companies & consultants
- Facility Manager / Fleet Operator
- Manufacturers, suppliers, dealers and service providers for charging infrastructure products and services
- Manufacturers, suppliers, dealers and service providers of electric vehicle products and services
- Charging point operator (CPO), e-mobility provider (EMP)
- RE system provider
- Technology and IT companies
- Installers and system integrators
- Fleet and mobility manager
- Investors and analysts
- Political decision-makers

## Reach Target Groups



- Striking messages and deep dives
- Selected (study) results
- Live demos (V2X)



- Regular tours with presentations on the area
- Daily forum contributions, e.g. speaker slots or panels



Demonstrate your exhibits and solutions exclusively or present your results interactively

# Special exhibit Bidirectional Charging

Location:

Hall C6, next to the  
Power2Drive Forum



„Messestadt West“ Subway Stop

inter solar  
connecting solar business | EUROPE

ees  
electrical energy storage

POWER DRIVE  
EUROPE

EMPOWER  
EUROPE

„Messestadt Ost“ Subway Stop

# SPECIAL EXHIBIT BIDIRECTIONAL CHARGING

## THE



## SPONSORING

# Our Offer for Your Visibility - Option 1

### **Vehicle-to-X-Leader – value €15,000 (max. 3 sponsors)**

- Logo and company profile on the website
- Logo presence at the special exhibit (with reference to your booth)
- Mention on a break slide in the exhibition forums
- Mention on the LED walls at the East and West entrances and at The smarter E Europe conference
- Banner on the landing page Bidirectional loading, zone 1

- Booth space for an exhibit by arrangement (car 12 sqm, charging infrastructure 6 sqm)
- Distribution of information material in the special exhibit by arrangement
- Mention in all media to promote the special exhibit
- Lecture slot in the supporting program of the special exhibit
- 50 3-day visitor tickets for the four exhibitions at The smarter E Europe (Intersolar Europe, ees Europe, Power2Drive Europe, EM-Power Europe)



## SPONSORING

# Our Offer for Your Visibility - Option 2

### **Vehicle-to-X-Innovator – value €10,000 (max. 3 sponsors)**

- Logo and company profile on the website
- Logo presence at the special exhibit (with reference to your booth)
- Mention on a break slide in the exhibition forums
- Mention on the LED walls in the East and West entrances and at The smarter E Europe conference
- Banner on the landing page Bidirectional loading, zone 2

- Booth space for an exhibit by arrangement (car 12 sqm, charging infrastructure 6 sqm)
- Distribution of information material in the special exhibit by arrangement
- Mention in all media to promote the special exhibit
- 30 3-day visitor tickets for the four exhibitions at The smarter E Europe (Intersolar Europe, ees Europe, Power2Drive Europe, EM-Power Europe)

## Your personal contact



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