E-MOBILITY MEETS THE ENERGY INDUSTRY
MEET THE MAJOR PLAYERS OF THE ENERGY TRANSITION IN THE TRANSPORTATION SECTOR
The automotive industry is in a state of flux, with electric vehicles becoming increasingly attractive to car fleet operators, companies and private individuals. According to a study conducted by the Technical University of Munich, around eight million electric vehicles could be on the road in Germany alone by 2030. The study also predicts that the number of charging points in Germany alone could reach around 4.7 million by 2030, including 200,000 high-speed charging stations and 2.5 million privately owned stations. This would represent a staggering amount of growth, since around 4,730 public stations are currently in operation in Germany. The forecast is clearly encouraging for the market and opens up new potential. This is the focus of Power2Drive Europe, the international exhibition for charging infrastructure and electromobility, held in Munich as part of The smarter E Europe. Exhibitors at Power2Drive Europe will present technical innovations for environmentally friendly ways to enjoy driving, solutions for charging infrastructure in public and private spaces, sophisticated systems for combining renewable energies and e-mobility and for successfully developing the necessary infrastructure, and exemplary, groundbreaking vehicle concepts. Do you have products and innovations in the field of e-mobility? Then don’t miss out – secure a booth at Power2Drive Europe in Munich now and help shape the future of the global transport transition.

A current survey shows that the German EV market already has the largest volume in Europe.
EXHIBITION SITE PLAN OF THE SMARTER E EUROPE 2019

A1 Intersolar Europe
PV Cell and Module Manufacturers

A2 Intersolar Europe
PV Cell and Module Manufacturers
PV Systems Providers, PV Distributors
PV Products, PV Services

A3 Intersolar Europe
PV Systems Providers, PV Distributors
PV Products, PV Services
PV Mounting Systems
PV Tracking Systems

B1 ees Europe
Stationary Battery and Energy Storage Systems

B2 Intersolar Europe
PV Inverters
PV Monitoring, Measurement & Control Technologies
Smart Renewable Energy

B3 Intersolar Europe
PV Inverters
PV Monitoring, Measurement & Control Technologies
PV Systems Providers, PV Distributors
PV Products, PV Services
Solar thermal technologies
Off-Grid Power

C1 Intersolar Europe
PV Production Technologies, Materials
Components and Accessories

C1 ees Europe
Battery Manufacturing Equipment
Battery Materials and Components
Battery Testing/Research

C2 ees Europe
Stationary Battery and Energy Storage Systems
PtG, Hydrogen, Fuel cells

C3 Power2Drive Europe
Charging Infrastructure
Electric Mobility

C4 EM-Power
Self-Supply with decentralized, renewable energy
Energy management and building automation
Energy services and contracting

C4 Intersolar Europe
PV Systems
PV Products
EXHIBITION QUICK FACTS

Dates: May 15–17, 2019
Hours: 9:00am–6:00pm | Wednesday
       9:00am–6:00pm | Thursday
       9:00am–5:00pm | Friday
Venue: Messe München
       81823 Munich, Germany
       Hall C3
Exhibitors: 100+ Power2Drive exhibitors in hall C3
            200+ providers of traction batteries, charging infrastructure, electric vehicles, grid infrastructure and solutions for the integration of renewable energies (including the parallel exhibitions The smarter E Europe)
            1,300 exhibitors at The smarter E Europe in total
Exhibition space: 10,000 sqm
                (100,000 sqm at The smarter E Europe in total)
Visitors: 50,000+ (at The smarter E Europe in total)
Application Form: www.PowerToDrive.de
For Exhibitors
Participation
Overview
Exhibition Segments
Rental Rates per sqm
<table>
<thead>
<tr>
<th>Members¹</th>
<th>Regular price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row booth</td>
<td>€214</td>
</tr>
<tr>
<td>Corner booth</td>
<td>€228</td>
</tr>
<tr>
<td>Peninsula booth</td>
<td>€238</td>
</tr>
<tr>
<td>Island booth</td>
<td>€247</td>
</tr>
</tbody>
</table>

¹ Member Rate: Companies qualify for the member rate if the company applied for the Membership Program and exhibited in 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: May 14–15, 2019
Hours: 9:00am–6:00pm
Venue: ICM – Internationales Congress Center München
       Messe München
       81823 München, Germany
Speakers: 250 expected
Attendees: 1,800 expected
            (including the parallel conferences of The smarter E Europe)
EXHIBITION SEGMENTS

Traction Batteries
- For passenger cars
- For light vehicles
- For commercial vehicles
- For industrial trucks
- For rail vehicles
- For watercraft

Charging Infrastructure/Charging Stations
- EV charging stations (wallboxes, charging stations) up to 22 kW
- Superchargers >22 kW
- Inductive charging systems
- Hydrogen fueling stations
- Connector systems, charging cables
- Vehicle-to-grid
- Payment systems, ICT, software
- EPC contracting/project development for charging infrastructure

Electric Vehicles
- Passenger cars
- Light vehicles
- Commercial vehicles
- Motorbikes
- Boats, helicopters, airplanes

Other
- Materials for electric vehicles
- Powertrain
- Components
- Mobility services

Grid Infrastructure and Solutions for Integrating Renewable Energies, e.g.
- Electricity trading and marketing
- Grid system services
- Load management, demand response

Miscellaneous, e.g.
- Engineering
- Research and development
- Test institutes

VISITOR PROFILE

Automotive Industry
- Engineers, developers and IT experts
- Representatives from the entire EV supply chain
- Automobile suppliers
- Purchasers
- CO₂ strategists, new business development

Commercial Users & Public Authorities
- Facility Manager
- Mobility managers, fleet managers
- Public transport
- Hotels, tourism, real estate, taxi services, car sharing providers
- Representatives of cities and communities, urban planners
- Government representatives, political decision makers

Energy Supply
- Municipal utilities and energy supply companies
- Grid operators
- Planners, service providers

System Integrators
- Planners
- Project developers
- Installers
- Distributors

Top 5 Exhibitor Countries at Power2Drive Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>39</td>
</tr>
<tr>
<td>China</td>
<td>16</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>4</td>
</tr>
<tr>
<td>Austria</td>
<td>4</td>
</tr>
<tr>
<td>France</td>
<td>2</td>
</tr>
</tbody>
</table>
Compelling reasons to register for Power2Drive Europe 2019

- Leading international exhibition focusing on e-mobility and charging infrastructure in the renewable energy system
- Successful industry meeting point for the manufacturers, distributors, project developers and suppliers of the e-mobility and renewable energy industries
- Products and innovations for batteries, electric vehicles and charging systems
- Verified figures and quality: Quality seals from AUMA, FKM and UFI ensure numbers you can rely on
- The parallel event ees Europe, the continent’s largest exhibition for batteries and energy storage systems, is the perfect addition to Power2Drive Europe
- State-of-the-art facilities in an ideal location: Messe München offers a modern exhibition center in the heart of Europe, located near Munich’s large international airport
- NEW in 2019: Three additional points of entry to the exhibition will optimize the flow of visitors on the exhibition grounds: The ICM entrance, offering direct entrance into halls C and B; the Northwest Entrance (Parkhaus West – multi-story parking garage west), offering direct entrance into hall C1; and the North Entrance (parking lot, airport shuttle bus, taxi), offering direct access to halls C3 and C4

Membership Program
Collect loyalty points for your company with the Membership Program by participating in our events worldwide and booking sponsorship offers. Your company can take advantage of many valuable benefits as well as preferred placement consideration, depending on your status level. The Membership Program is available free of charge to all exhibitors. Detailed information is available at → www.Power2Drive.de → Membership.

Exhibitors at Power2Drive Appreciate in Particular¹

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>92%</td>
<td>Internationality of Visitors</td>
</tr>
<tr>
<td>88%</td>
<td>Exhibition Atmosphere</td>
</tr>
<tr>
<td>87%</td>
<td>Completeness and Scope of Exhibition</td>
</tr>
<tr>
<td>87%</td>
<td>Quality of Exhibitor Services</td>
</tr>
<tr>
<td>84%</td>
<td>Availability of Marketing Opportunities and Materials Before &amp; During the Event</td>
</tr>
<tr>
<td>83%</td>
<td>Quality of Visitors</td>
</tr>
<tr>
<td>83%</td>
<td>Clear Organization of the Exhibition/Breakdown of Industry Themes</td>
</tr>
<tr>
<td>80%</td>
<td>Status/Role as the Industry’s Leading Exhibition</td>
</tr>
<tr>
<td>80%</td>
<td>Appeal of Accompanying Program</td>
</tr>
</tbody>
</table>

¹ Assessment “excellent/very good” and “good”. Multiple responses possible.
MAKE THE MOST OF THE EXTENSIVE RANGE OF ACCOMPANYING OFFERS AT POWER2DRIVE EUROPE!

**Excellent visibility among your target group**
Discover a wealth of opportunities for marketing and advertising on paper and online, including customized sponsorship offers, entry vouchers and invitations for your customers, as well as individualized advertising banners.

**Exhibition accompanying program**
With exhibition tours by experts, specialized workshops, presentations in the exhibition forums and special exhibits, the participation of exhibitors and visitors creates a highly efficient platform for exchanging industry knowledge and raising your company’s visibility.

**Power2Drive Europe Conference: Expertise for the e-mobility industry**
The organizers of Power2Drive Europe, working together with the experts from the Power2Drive Europe Conference committee and the prestigious conference partners, put together a highly topical two-day program focusing on the most important market and technological trends for e-mobility in the renewable energy system. Be sure to catch the lively panel discussions and networking events held in an inviting and professional atmosphere. Make the most of your conference ticket and visit the conference sessions held in parallel at The smarter E Europe for an overview of the new energy world.

**THE SMARTER E AWARD 2019**
As an innovation prize of the new energy world, The smarter E AWARD honors those companies which are already shaping the energy supply of tomorrow. The award is presented to particularly intelligent, innovative and cross-sector projects and concepts from the areas of solar, storage, energy management and clean mobility and is handed out in two categories: Outstanding Projects and Smart Renewable Energy. Demonstrate your pioneering spirit and showcase your own innovative power with the AWARD 2019!
THE SMARTER E EUROPE: WELCOME TO THE NEW ENERGY WORLD!

Decentralization, digitalization, sector coupling: The energy industry is evolving. It is no longer just a matter of presenting renewable energy as an alternative to conventional energy sources and hasn’t been for a while. It’s about promoting the vision of a smart, sustainable and cost-efficient energy supply system and making this vision a reality.

Not just the energy industry is getting itself organized digitally, but also conference participants and visitors. They also expect this of services and systems revolving around energy. Beyond just meeting the current demand, tomorrow’s technologies have to take full effect in combination with other solutions. These products and business models will shape the energy future. At The smarter E Europe, exhibitors, visitors and partners alike can have a first-hand look at visions and pioneering concepts surrounding the modern energy industry. In addition to exhibitions, conferences, forums and workshops, individual events and collaborations take place at this hub of innovation.

The smarter E Europe sets trends and establishes main focus areas, thematically accompanying developments and promoting exchange between different industries and sectors. It creates room for innovative power, exchange and new business relationships. At the premiere of The smarter E Europe 2018, around 50,000 visitors had the opportunity to see for themselves how dynamically the industry is advancing.

With four parallel energy exhibitions, The smarter E Europe covers the whole spectrum:

- Intersolar Europe, the world’s leading exhibition for the solar industry
- ees Europe, the continent’s largest and most-visited exhibition for batteries and energy storage systems
- Power2Drive Europe, the international exhibition for charging infrastructure and electromobility
- EM-Power, the exhibition for intelligent energy use in industry and buildings

One thing is certain: The smarter E Europe is always a step ahead of the new energy world.
EXHIBITIONS AND CONFERENCES AT THE SMARTER E EUROPE 2019 – PARALLEL TO POWER2DRIVE EUROPE

Intersolar Europe
Intersolar Europe is the world’s leading exhibition for the solar industry and its partners. The exhibition focuses on the areas of photovoltaics and solar thermal technologies. Since being founded 27 years ago, it has become the most important industry platform for manufacturers, suppliers, distributors, service providers and partners of the solar industry.

ees Europe
From battery technology to intelligent storage systems: Discover future-oriented solutions for storing renewable energies at ees Europe! Europe’s leading exhibition for batteries and energy storage systems is an industry platform bringing together manufacturers, distributors, professional users and suppliers of stationary energy storage solutions and puts on display innovations, trends and products along the entire supply chain.

EM-Power
EM-Power is the first exhibition in Germany where professional energy customers – with their demand for efficient energy technologies, intelligent control systems and energy savings – and the key concepts underpinning the energy transition in industry and the building sector take center stage.

Specialist conferences
The accompanying conferences consolidate exhibition topics and shine a light on the latest trends in battery and energy storage technology, international markets and future-oriented business models as part of the ees Europe Conference. The Intersolar Europe Conference focuses on large-scale power stations, financing and the development of global PV markets. The Power2Drive Europe Conference answers the most important questions concerning the opportunities and challenges arising from an energy transition in the transportation sector.
| CONTACTS AT POWER2DRIVE EUROPE 2019 |

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