

# Event Overview

# THE BATTERY SHOW

NORTH AMERICA



CRITICAL  
POWER EXPO

## September 11-13, 2018

Novi, MI



*"Thank you for a great show. The Battery Show never ceases to amaze us in that **it seems to evolve with the market every year!**"*

*—Joseph Xavier, Director of Marketing, Nuvation Energy*

[TheBatteryShow.com](http://TheBatteryShow.com)

# The annual trade show for the global advanced battery industry

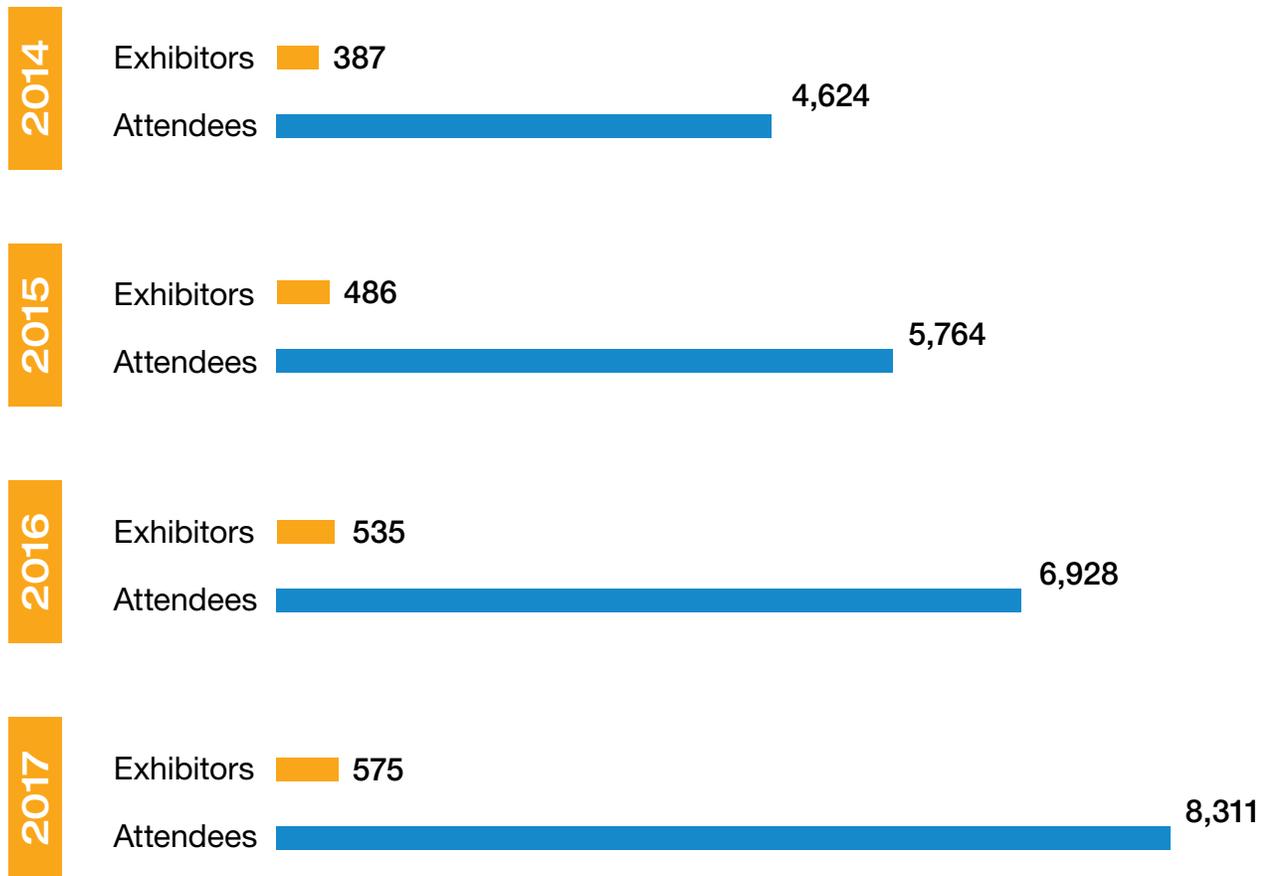
Now entering its ninth year, The Battery Show is North America's largest exhibition and conference for the advanced battery industry. The show offers a prime opportunity for industry leaders to engage with the world's leading suppliers and manufacturers of battery technology and solutions.

The 2017 event provided more choice, more networking, and more business generated than any previous show. **More than 8,000 attended** over three days—a **20% increase over 2016**—and **more than 150 high-caliber speakers** delved deep into the hottest industry topics.

The 2018 show has even more in store. Industry experts and thought leaders will share perspectives on the latest and most promising battery technologies to hit the market, as well as those in the late stages of development.

The Battery Show returns to Novi, MI on September 11–13, 2018. Taking place alongside the Electric & Hybrid Vehicle Technology Expo and Critical Power Expo, these three events combined bring the entire supply chain under one roof.

## Exhibitor/Attendee growth



## Top Attendees by Job Function

-  Engineering
-  CEO/President/MD
-  Research & Development
-  Marketing
-  CTO/Technical Lead

## Top Attendees by Industry Sector

-  Automotive
-  Engineering
-  Component Supplier
-  Battery Manufacturer - Li-ion
-  Research & Development

## 2018 Booth Rates

Size of Booth	Price
100 sq ft	\$4,600
150 sq ft	\$6,900
200 sq ft	\$8,800
300 sq ft	\$13,200
400 sq ft	\$15,600

Size of Booth	Price
600 sq ft	\$23,400
800 sq ft	\$31,200
900 sq ft	\$35,100
1,200 sq ft	\$46,800

## Leverage additional marketing opportunities

As an exhibitor, you'll have access to a wide range of marketing and promotional activities to support your event presence, raise awareness of your brand, and drive traffic to your booth.

### Marketing opportunities include:

- ▶ Digital and print advertising
- ▶ Email marketing campaigns
- ▶ High-res logo placement
- ▶ Co-branded web banners/email signatures
- ▶ A unique visitor link enabling you to track registration data



## The Battery Show co-located events



Entering its sixth year, Electric & Hybrid Vehicle Technology Expo has established itself as the top showcase for vehicle electrification technology in North America. The show spotlights advances across the powertrain and across vehicles, from passenger and commercial to off-highway industrial vehicles.

[evtechexpo.com](http://evtechexpo.com)

*"It has been really good; **we have had a lot of people come to our booth**, a lot of interest in our vehicles and technology from all different regions and expertise."*

*—Sebastien Milian, Project Marketing Manager, Valeo*



Critical Power Expo connects buyers, operators, and specifiers of critical power equipment and technology with a wide range of suppliers along the whole supply chain – from batteries, power systems, and products to UPS equipment and monitoring systems.

[criticalpowerexpo.com](http://criticalpowerexpo.com)

*"I'm so impressed with how **it's grown** and how the dimensions of **it have expanded.**"*

*—Steven Ruth, Global Sales - Li-ion Tamer, Nexceris*



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### Exhibit Sales

Call: 888-463-7805

Email: [batteryshow@ubm.com](mailto:batteryshow@ubm.com)

