

Event Overview



electric & hybrid

vehicle technology expo

CRITICAL
POWER EXPO

THE **BATTERY** SHOW
NORTH AMERICA

September 11-13, 2018

Novi, MI



"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."

—Sebastian Milan, Project Marketing Manager, Valeo

EVtechExpo.com

The industry's leading global electric and hybrid vehicle manufacturing tradeshow and conference

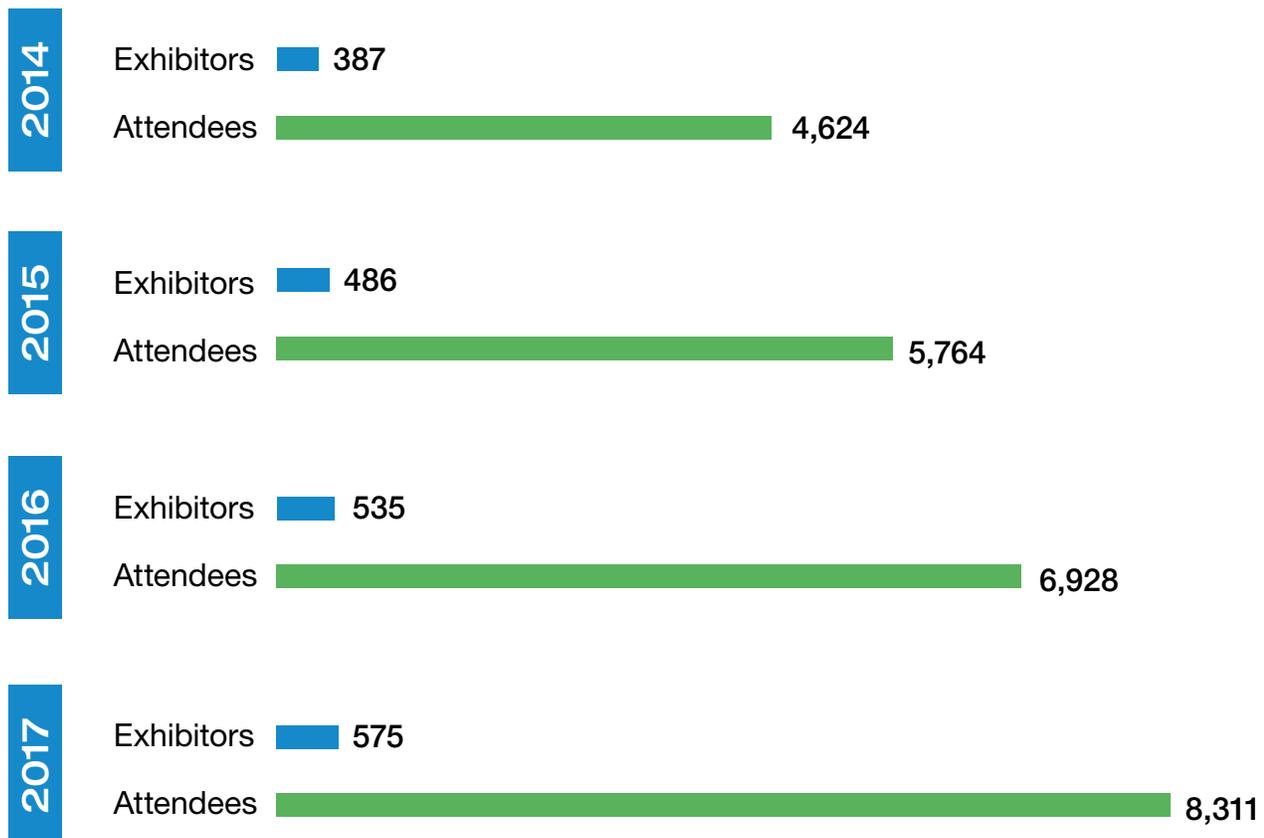
The Electric & Hybrid Vehicle Technology Expo will showcase the very latest innovations and technologies for electric and hybrid vehicles. The show offers a prime opportunity to see the newest advances from leading manufacturers of components being developed across the industry. Don't miss the opportunity to network with global representatives from the entire hybrid and electric vehicle manufacturing supply chain.

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 next generation of electric and hybrid vehicle technologies to hit the market, as well as those in the late stages of development.

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

Exhibitor/Attendee growth



Top Attendees by Job Function



Engineering



Business Development/Sales



Board Member/CEO/President/Vice President/Managing Director



Research & Development



Purchasing

Top Attendees by Industry Sector



Automotive Manufacturer



Component Supplier



Material Supplier



Research & Development



Engineering Services

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



Co-located Events

THE BATTERY SHOW NORTH AMERICA

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 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.

thebatteryshow.com

*"Fantastic show, **lots of depth of suppliers here**, right down to component manufacturers, thermal dissipation, all the way up to charging systems and electric drive trains—really good!"*

—Graeme Harfman, Director of Product Management, Delta-Q Technologies

CRITICAL POWER EXPO

The Critical Power Expo brings together the latest industry solutions and services to support every part of the critical power supply chain. The show will be attended by buyers, operators, and specifiers across a range of sectors including data centers, medical, telecoms, financing, manufacturing, military, and government. Michigan and the surrounding states have become established as the central hub for innovative power applications, making Novi the ideal place to host the event.

criticalpowerexpo.com

*"It's been great. **We have met a lot of customers and distributors** that we work with personally and build relationships with. **Critical Power Expo really helped** to extend beyond that to other divisions as well."*

—Sabrina Eastman, Marketing Communications, Eaton



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Exhibit Sales

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