



EXHIBITION
JUNE 23–25, 2026
MESSE MÜNCHEN

CONFERENCE
JUNE 22–23, 2026
ICM MÜNCHEN



The smarter E Podcast Sponsorship



Your Voice in the Future of Energy - Straight to the Ears of Decision-Makers

The **smarter E Europe** is more than just Europe's largest alliance of exhibitions for the energy industry – it is the central hub for 24/7 renewable energy solutions. With **The smarter E Podcast**, we are expanding this ecosystem into a powerful digital channel that reaches decision-makers, industry experts and innovators where they are most open to new ideas – on the go, at their desks or after hours.

As an exhibitor or partner, you can position your brand through exclusive sponsorship packages – concise, credible and seamlessly integrated into premium content focused on the core topics of the energy transition. You benefit from direct visibility in a professional environment and lasting reach far beyond the live event.

→ **Make your voice heard in the energy future**



Where Industry Experts Speak – and Decision-Makers Listen

Relevant insights from real industry voices: The podcast explores technologies, business models and market trends driving the shift to 24/7 renewable energy.

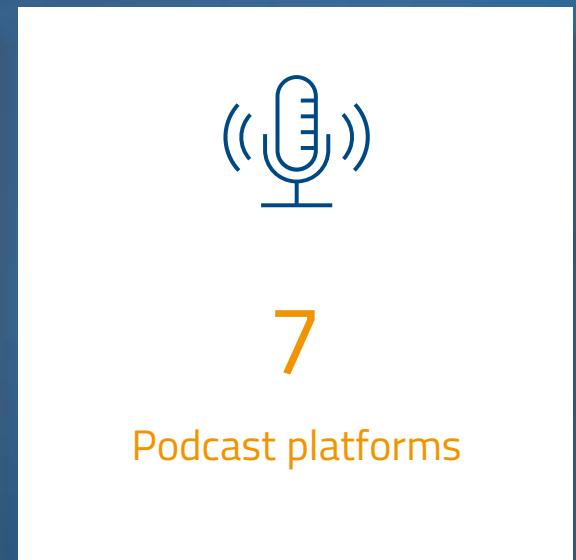
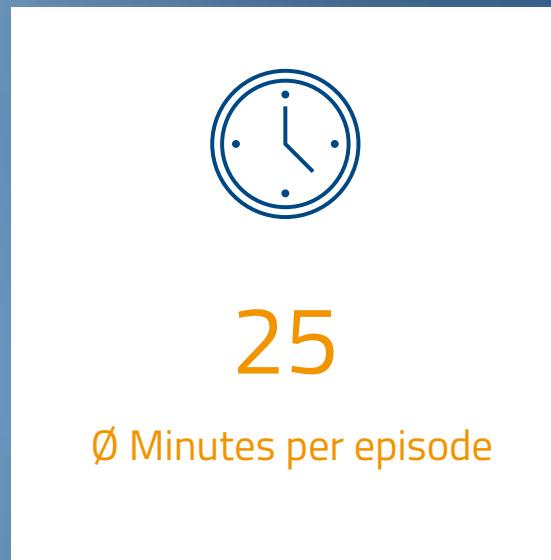
Key focus areas include photovoltaics, energy storage, e-mobility, energy management and sector coupling.

- Beyond Lithium: The Next Generation of Battery Technology
- Industrial Storage Is Booming. Here's Why It Matters
- Grid-Scale Batteries in Action
- Green Hydrogen for Energy Storage: Promise vs. Reality
- Inside the EU's Clean Tech Strategy: What Matters for Investors

[Discover all episodes](#)

Did You Know? The smarter E Podcast in Numbers.

We release multiple new episodes every month, covering the latest developments moving the industry. With 220+ episodes to date, we have built a loyal listener base in top 10 markets including Germany, Austria, Spain, Poland, Switzerland, France, Italy, the UK, the Netherlands and Sweden.



Why Podcast Sponsorship Works

01 Reach B2B Decision-Makers

According to the LinkedIn B2B Podcasting Report, 55% of B2B decision-makers regularly listen to podcasts. You gain access to a highly relevant, hard-to-reach audience during active decision-making – with minimal waste.

04 Impact Through Trusted Content

Trust by context – Your message is placed within high-quality, topic-relevant editorial content, giving it credibility and professional relevance.

02 Your Target Audience Is Listening

The podcast is tailored for a professional audience. Exhibitors reach the professionals attending the event – or those who influence the market from outside. Precision targeting instead of broad messaging.

05 Easy Execution

All we need is a short script (10-30 seconds). We even record it for you. Integration is fully managed – no extra effort for your team.

03 Maximum Attention

Pre-roll ads achieve a 90%+ listen-through rate – the highest attention level of all podcast ad formats (Source: Acast, 2024). The first 30 seconds are almost never skipped.

06 Long-Term Visibility

Podcast episodes stay available indefinitely and continue to be discovered after release. Your message reaches professionals before, during and well beyond the event.

The Timeline of Your Benefits

Take advantage of the promotional exclusivity within an episode of The smarter E Podcast. Address your customers in a non-commercial environment and position your brand directly in-ear – 365 days a year.



Your Episode

You choose your favorite podcast episode with a topic that suits you

[View planning](#)



Your Message

You define your own individual advertising message, which is recorded by our podcast host
(Host-Read-Ad)



Your „Display“

Your message is played out as a pre-roll at the beginning of the podcast



Your Visibility

We market the single episode on the podcast platforms, our websites as well as on our social media channels for 365 days of visibility a year

SPONSORSHIP

Your Services at a Glance

Podcast sponsorship	
€1,500	per episode
Advertising exclusivity (only one sponsor per podcast episode)	
Free choice of podcast episode for advertising placement	
Individual advertising message (max. 20 seconds)	
Professional advocacy of the advertising message by podcast host	
Placement of the advertising message as a pre-roll	
Listing of the podcast episode on 7 podcast platforms incl. integration of your logo and slogan as supporter in the show notes	
Promotion of the podcast episode on The smarter E website Global incl. placement of your logo as supporter	
Promotion of the podcast episode on all 5 The smarter E Europe websites incl. placement of your logo as supporter	
Promotion of the podcast episode on our social media channels incl. integration of your company as supporter	

Package
bonus

SPONSORSHIP

Special Offer: Buy 4 – Pay 3 + Content Partner* On One Podcast Episode

Podcast sponsorship

€4,000

for 4 episodes

Advertising exclusivity (only one sponsor per podcast episode)	<i>plus 1x content partner*</i>	✓
Advertising exclusivity (only one sponsor per podcast episode)		✓
Individual advertising message (max. 20 seconds)		✓
Professional advocacy of the advertising message by podcast host		✓
Placement of the advertising message as a pre-roll		✓
Listing of the podcast episode on 7 podcast platforms incl. integration of your logo and slogan as supporter in the show notes		✓
Promotion of the podcast episode on The smarter E website Global incl. placement of your logo as supporter		✓
Promotion of the podcast episode on all 5 The smarter E Europe websites incl. placement of your logo as supporter		✓
Promotion of the podcast episode on our social media channels incl. integration of your company as supporter		✓

*as an interview partner on thematically appropriate podcast;
no pure product marketing.

What You Should Know About Your Booking



Without Guarantee

No reach guarantee for individual episodes or booked placements



Deadline

Lead time from booking a sequence of at least 2 weeks



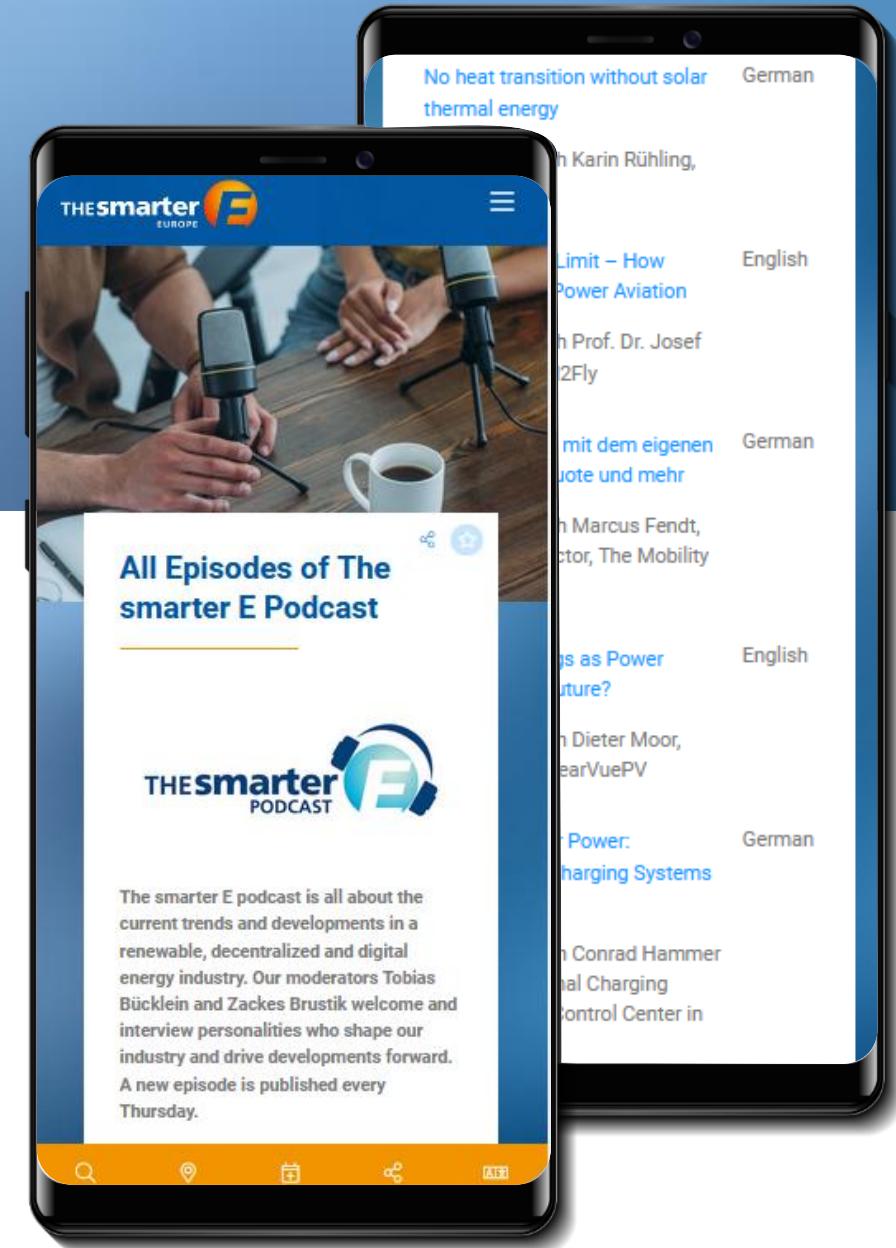
Package Booking

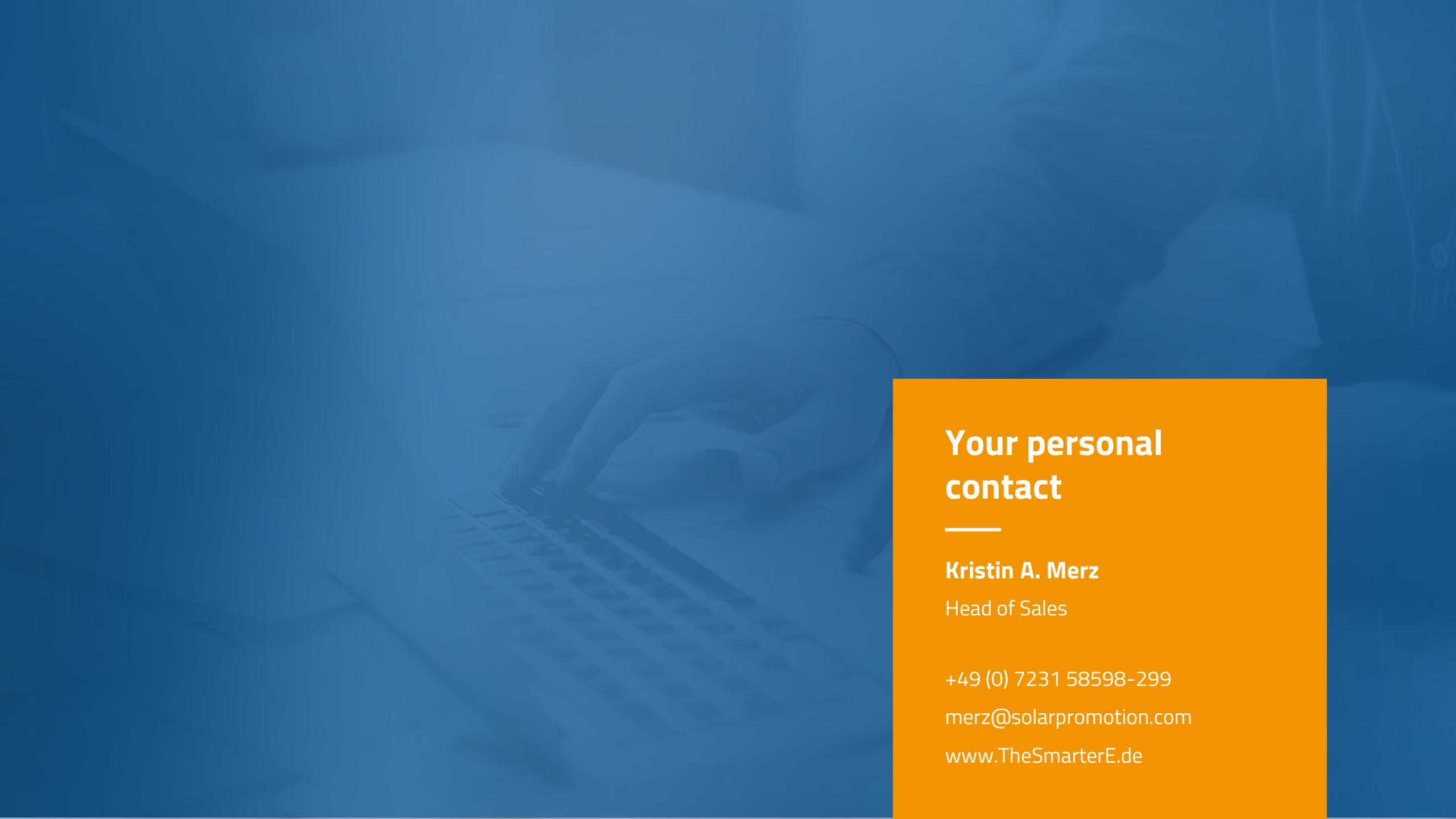
Optional package booking
"Buy 4 – Pay 3" plus content partner for 1 episode



Price

Price applies to exhibitors, €1,500 per podcast episode for non-exhibitors





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