



EXHIBITION  
JUNE 08–10, 2027  
MESSE MÜNCHEN

CONFERENCE  
JUNE 07–08, 2027  
ICM MÜNCHEN

PODCAST

---

# The smarter E Podcast Sponsorship

As of September 2026



---

## Your Message in the Future-Proof World of Energy – Straight to Your Ears.

The smarter E Europe is more than just Europe's largest exhibition alliance for the energy industry: It is the hub for a 24/7 renewable energy supply – connected, interdisciplinary, and international. With The smarter E Podcast, we're expanding the ecosystem to include a powerful digital channel that reaches decision-makers, industry experts, and innovators wherever they're open to new ideas – on the go, at the office, or after work.

As an exhibitor or partner, you have the opportunity to strategically position your brand through exclusive sponsorship packages – in a compelling and credible way, embedded in high-quality content centered on the core themes of the energy transition. You'll benefit from direct visibility in a professional setting and lasting reach that extends far beyond the trade show itself.

**→ Make your voice heard for the future of energy.**



## Where Expertise Is Heard – by Those Who Make the Decisions

Relevant insights, authentic industry perspectives: This podcast explores technologies, business models, and market trends on the path to a 24/7 renewable energy supply.

**In focus:** Photovoltaics, energy storage, e-mobility, energy management, and sector coupling – expert, concise, and strategically relevant.

- 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](#)

## INSIGHTS

# Did You Know? The smarter E Podcast by the Numbers.

A new episode is released every two weeks, covering current topics that are shaping the industry. With over 260 podcast episodes to date, we've captivated listeners from many countries, including Germany, Austria, Spain, Switzerland, France, Italy, the United Kingdom, the Netherlands, and Sweden.



350,000+

Total Listens



3,000

Ø average listens per month



30

Ø minutes per episode



7+

Podcast Platforms

## Why Podcast Sponsorship Works

### 01 Reach B2B Decision-Makers

According to the LinkedIn B2B Podcasting Report, 55 percent of B2B decision-makers listen to podcasts regularly. They reach a highly relevant, hard-to-reach target audience.

### 04 Greater Impact Through Context

Trust by Context: The podcast's credibility and editorial depth reflect well on you. Your message appears alongside high-quality, thematically relevant content.

### 02 Your Target Audience Is Listening 03 Maximum Attention

The podcast is specifically listened to by a specialized audience. This allows exhibitors to reach exactly the professionals who will be attending the trade show—or who are relevant to them.

With a listen-through rate of up to 90 percent, pre-rolls generate the highest level of attention among all podcast ad formats (Source: Acast, 2024). The first 30 seconds are almost never skipped.

### 05 Easy Implementation

All you need to do is provide us with a short text (10–20 seconds). We'll handle the integration professionally and without any extra work for your team.

### 06 Long-Term Visibility

Podcast episodes including your sponsorship remain available indefinitely and continue to be listened to even after they are released.

## A Timeline of Your Benefits

Take advantage of exclusive advertising opportunities within an episode of The smarter E Podcast.  
Reach your customers in a non-commercial setting and position your brand right in their ears – 365 days a year.



### Your Choice of Episodes

Select your favorite podcast episode on a topic that interests you

[View Planning](#)



### Your Advertising Message

You create your own personalized advertising message, which will be voiced by our podcast host (Host-Read-Ad)



### Your Ad Payout

Your message will be played as a pre-roll at the beginning of the podcast



### Your Visibility

We promote individual episodes on podcast platforms, our websites, and social media channels for 365 days of visibility per year

SPONSORING

Your Benefits at a Glance

| Podcast-Sponsoring                                                                                                                      |   |
|-----------------------------------------------------------------------------------------------------------------------------------------|---|
| €1,700 *                                                                                                                                |   |
| per episode                                                                                                                             |   |
| Advertising Exclusivity (Only One Sponsor Per Podcast Episode)                                                                          | ✓ |
| Free choice of podcast episode for ad placement                                                                                         | ✓ |
| Customized advertising message (max. 20 seconds)                                                                                        | ✓ |
| Professional narration of the advertising message by a podcast host                                                                     | ✓ |
| Placement of the advertising message as a pre-roll                                                                                      | ✓ |
| Listing of the podcast episode on 7 podcast platforms, including the inclusion of your logo and slogan as a supporter in the show notes | ✓ |
| Link to your desired website in the show notes on all platforms                                                                         | ✓ |
| Promotion of the podcast episode on the The smarter E Europe website, including placement of your logo as a supporter                   | ✓ |
| Promotion of the podcast episode on our social media channels, including featuring your company as a supporter                          | ✓ |

\* During the high season (Feb.–Jun.); for the offseason (Jul.–Jan.), the price is €1,500

## CONDITIONS

# What You Should Know About Your Booking



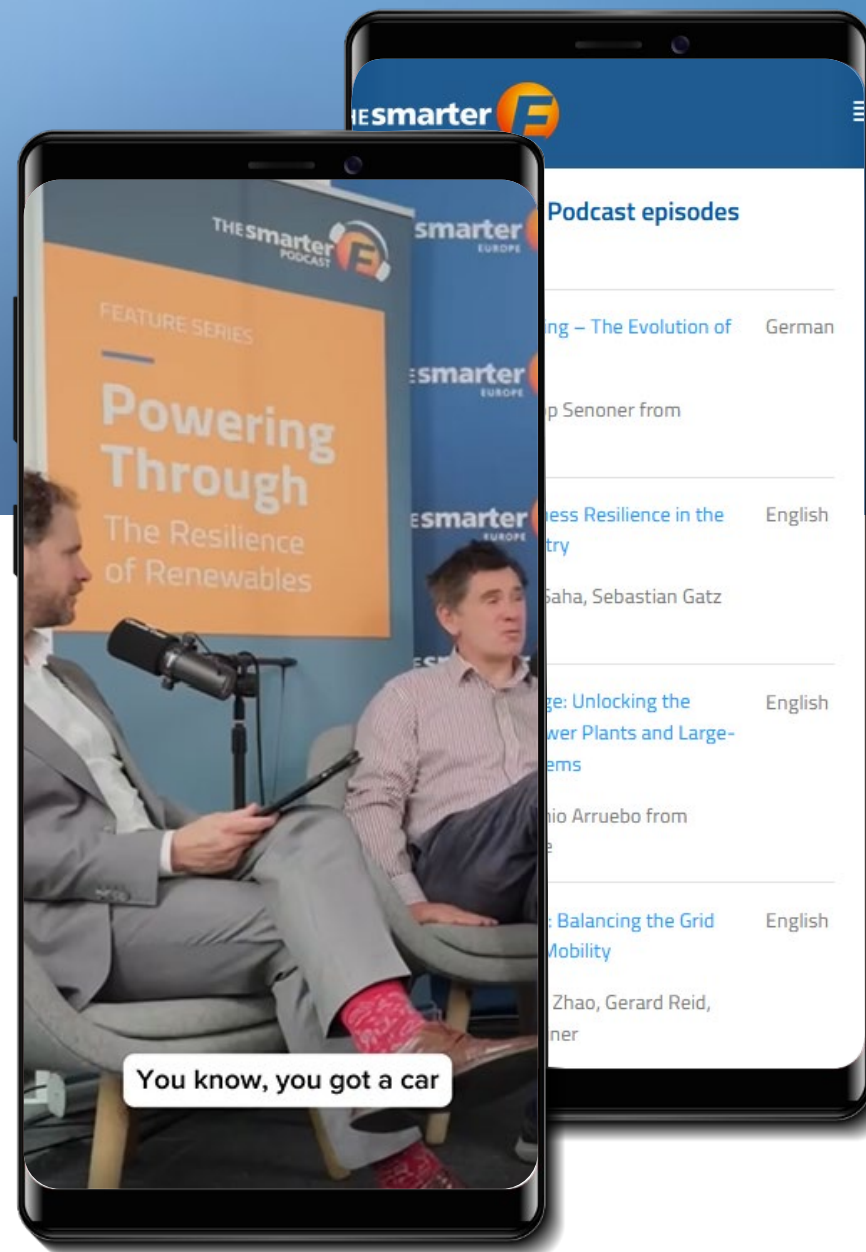
### No Guarantee

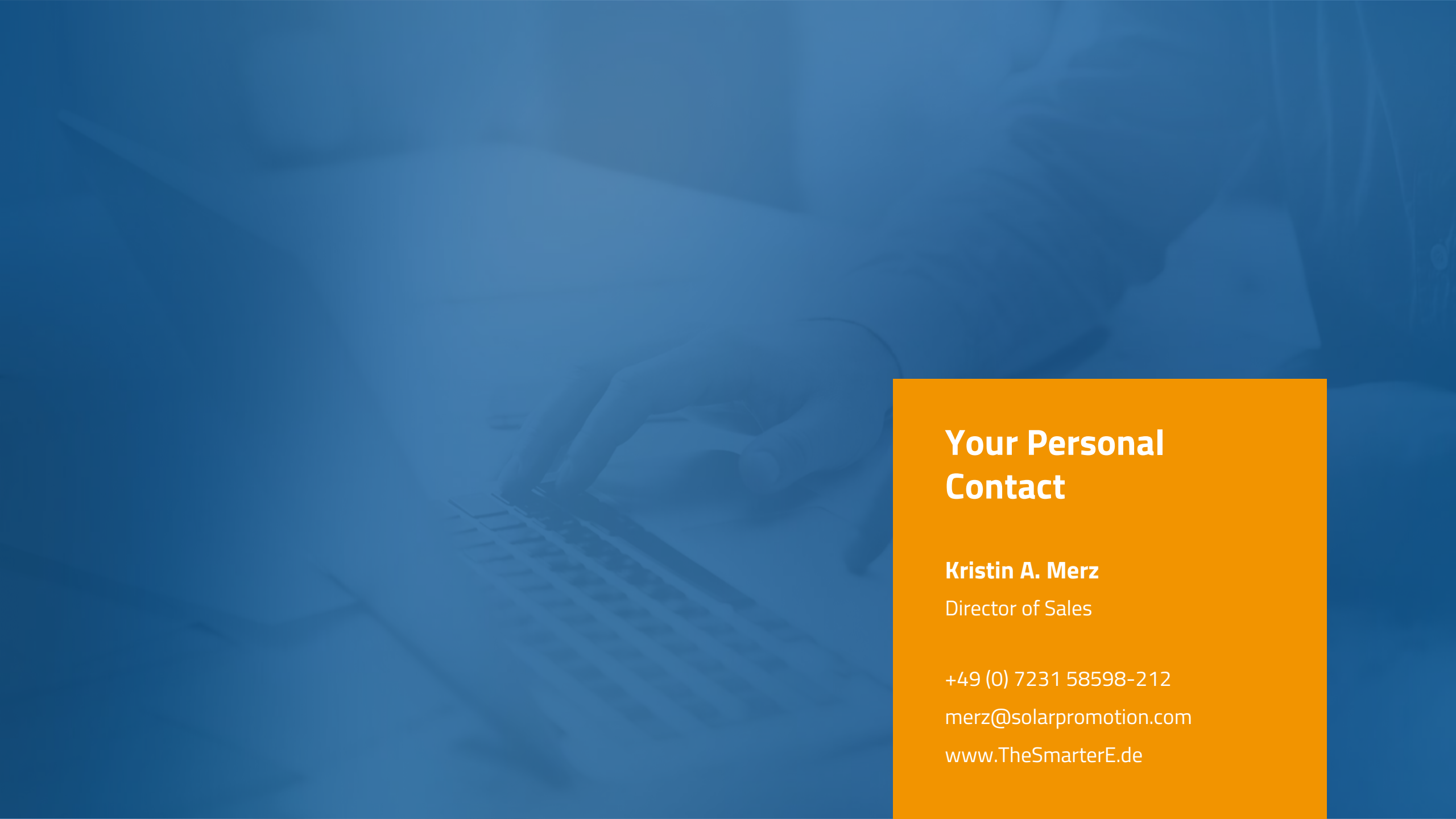
No reach guarantee for individual episodes or booked placements



### Deadline

Bookings must be made at least 2 weeks in advance





## Your Personal Contact

**Kristin A. Merz**

Director of Sales

+49 (0) 7231 58598-212

[merz@solarpromotion.com](mailto:merz@solarpromotion.com)

[www.TheSmarterE.de](http://www.TheSmarterE.de)



### **Solar Promotion GmbH**

Kiehnlestraße 16  
75172 Pforzheim  
Tel.: + 49 7231 58598-0  
info@TheSmarterE.de  
www.TheSmarterE.de

### **FWTM – Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG**

Messe Freiburg, Neuer Messplatz 3  
79108 Freiburg i. Br.  
Tel.: +49 761 3881-3700  
TheSmarterE@fwtm.de

