

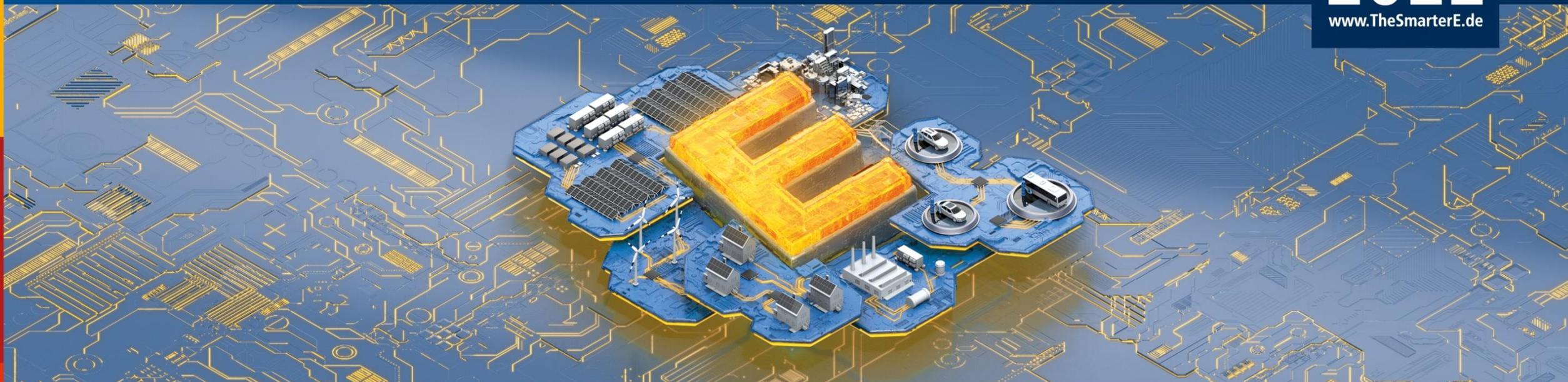
THE smarter EUROPE



The Innovation Hub for New Energy Solutions
MESSE MÜNCHEN

11-13
MAI
2022

www.TheSmarterE.de



Werden Sie Teil der führenden Energiefachmessen und -konferenzen The smarter E Europe

**inter
solar**
connecting solar business | EUROPE

ees
electrical energy storage

**POWER
DRIVE**
EUROPE

EMPOWER
EUROPE

A nighttime cityscape featuring a multi-level highway interchange with long-exposure light trails in yellow and white. The background shows a dense urban skyline with illuminated skyscrapers. Overlaid on the scene are several thin, white, curved lines that resemble a network or data flow diagram, connecting various points across the frame.

WEBINAR 03/24/2022

**INCREASE YOUR
EXHIBITION SUCCESS**

WEBINAR INCREASE YOUR EXHIBITION SUCCESS

THE SMARTER E EUROPE



Christine Kaufmann,
Project Manager
Freiburg Wirtschaft Touristik
und Messe GmbH & Co. KG



Horst Dufner,
Head of The smarter E Europe
Solar Promotion GmbH

THE NEW ENERGY WORLD EXPERIENCE



CREATING THE NEW ENERGY WORLD



The world's leading exhibition
for the solar industry



Europe's largest and most
international exhibition for
batteries and energy storage
systems



The international exhibition for
energy management and
connected energy solutions



The international exhibition for
charging infrastructure and
electromobility



THE SMARTER E EUROPE 2022

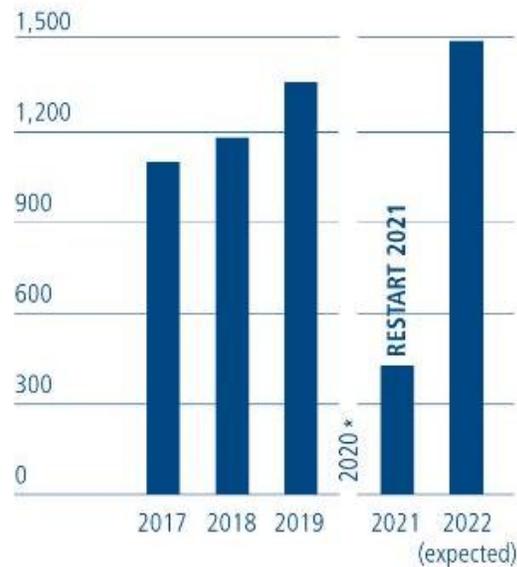
COMPACT

Date:	May 11-13, 2022
Venue:	Messe München
Halls:	Intersolar Europe (Hall A1-A6, B3-B4) ees Europe (Hall B1-B2) Power2Drive Europe (Hall B6) EM-Power Europe (Hall B5)
Exhibitors (expected):	1,450
Exhibition space :	132,000 m ²
Visitors (expected):	50,000

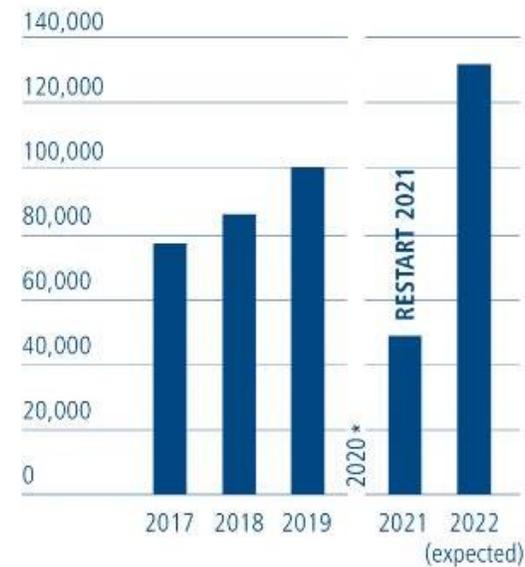
THE SMARTER E EUROPE STEHT FÜR WACHSTUM

GROWTH FIGURES 2017–2022

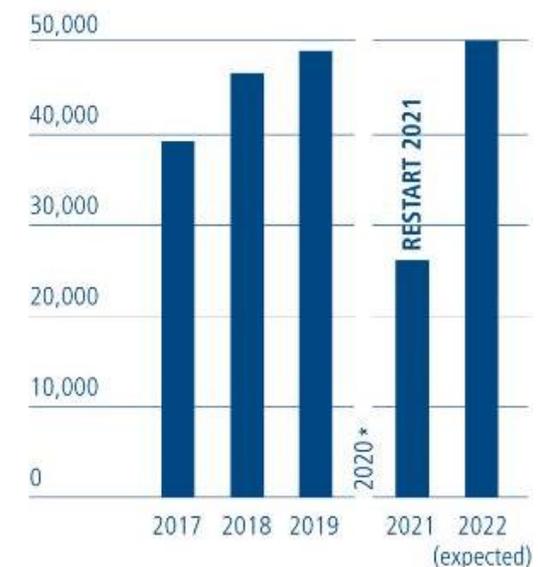
Exhibitor Numbers



Exhibition Area



Visitor Numbers



SITE PLAN THE SMARTER E 2022



EXHIBITOR-COCKPIT



EXHIBITOR- COCKPIT

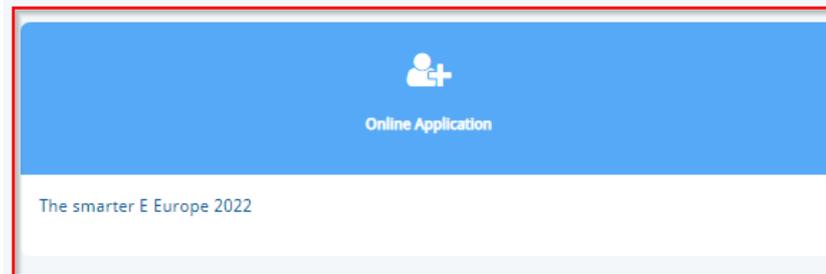
<https://cockpit.thesmartere.de/en>

Exhibitor Cockpit - Online Application and Order Center

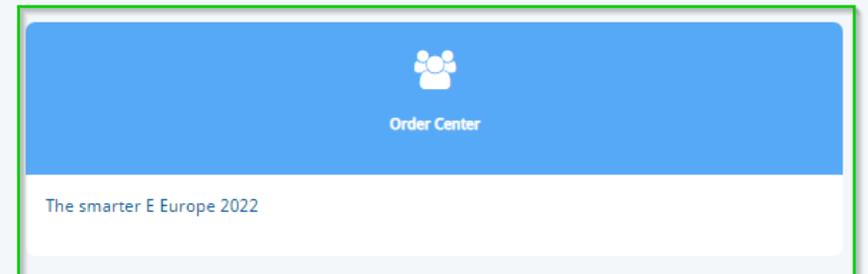
Welcome to The smarter E Europe Exhibitor Cockpit!

You are not yet registered as an exhibitor or you would like to register a co-exhibitor? Then select the menu item **Online Application**.

You are already registered as an exhibitor and would like to place orders for your company or your co-exhibitor's company? Then select the menu item **Order Center**.



Application of main exhibitors (initial application) and co-exhibitors



Editing your **company profile** and order **additional services**

ORDER CENTER

→ Select your company to enter the following menu

→ Select “**Digital corporate presence**”

≡ Main Menu

Options

Welcome to the Order Center! Here you have the possibility to order different services and edit your data.

The screenshot shows a horizontal menu with six blue buttons, each with an icon and a list of services below it. The 'Digital corporate presence' button is highlighted with a red border.

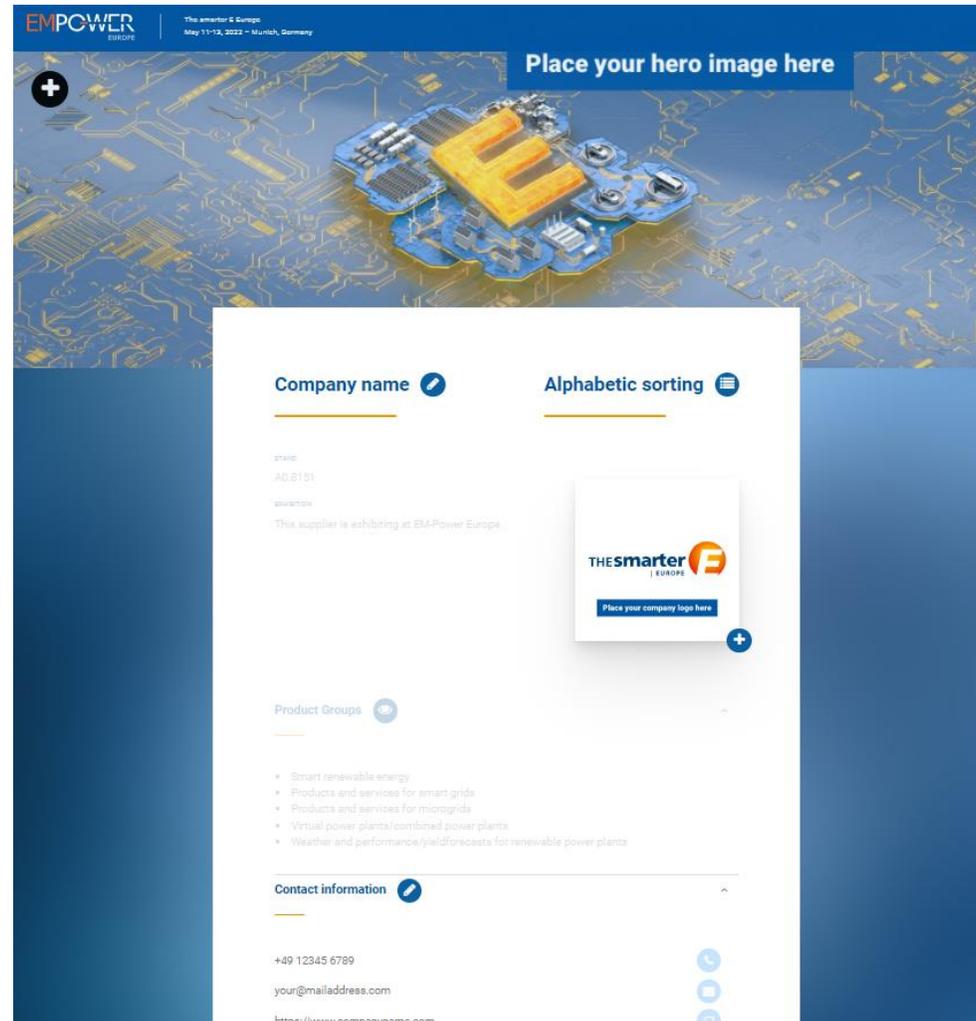
Tickets & Vouchers	Digital corporate presence	Sponsorships & Marketing	AWARD, Forums, Press & Rooms	Membership Program	Service Manual
<ul style="list-style-type: none">Exhibitor ticketsService partner ticketsVouchersConference ticketsMembership Benefits	<ul style="list-style-type: none">Edit company profileBook logo (Event Guide, Website)Publish job offersBook digital package	<ul style="list-style-type: none">Sponsorship and marketing offersIndividual website bannerScan2Lead servicesTV servicesBranding Package	<ul style="list-style-type: none">Information and registration for the AWARDRegister for a forum presentationFree dispatch of press releasesPress kit spaceConference and meeting room rental	<ul style="list-style-type: none">Information and registrationDraw Benefits	<ul style="list-style-type: none">Technical guidelinesOrder forms (electricity connection, parking spaces, etc.)Facilities and services

→ Thereafter, you have the possibility to

- Edit your company profile
- Publish job offers
- Book your Digital Package (to expand your online presence)

COMPANY PROFILE

The company profile shows a preview of how your data will be displayed on the event website.



By clicking on the icons you can edit individual objects, such as

- Company name and contact information
- Upload a company logo and hero image
- Add your video to your profile (only possible combined with a booked digital Package)
- Include your individual description + pictures

Use the options to inform the visitors of our website specifically about your company!

COMPANY PROFILE

CUSTOMIZE

Editing is possible within the website directly and can be set in English and German.

Edit individual company presentation

Present your most important topics in the following area in an optimal and well-structured way.

No individual company presentation desired

Individual company presentation / English version (max. 2,000 characters)

Paragraph **B** *I*

FWTM is a company of the city of Freiburg. Its range of tasks includes:

- Economic development
- Tourism promotion
- Conference and congress management
- Fairs and markets

Characters: 540

Short description / English version

FWTM is a company of the city of Freiburg.

42 / 300 Characters

Individual company presentation / German version (max. 2,000 characters)

Paragraph **B** *I*

Die FWTM ist ein Unternehmen der Stadt Freiburg. Ihr Aufgabenspektrum umfasst:

- Wirtschaftsförderung
- Tourismusförderung
- Tagungs- und Kongresswesen
- Messen und Märkte
- Großveranstaltungen

Characters: 503

Short description / German version

Die FWTM ist ein Unternehmen der Stadt Freiburg.

42 / 300 Characters

The fields marked * are mandatory.

Save data

- Editing the text, formatting, inserting links and images
- Abstract: is shown on the website as a preview for your profile
- Editing the English website
- Editing the German website

Note: Be sure to maintain both languages, otherwise one language will appear blank on the website

COMPANY PROFILE

Example company profile on the website

The screenshot displays the website for FWTM Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG. It features a navigation menu on the left with 'Product Groups' and 'Contact'. The main content area includes a 'Products' section with a list of various solar and energy-related items. Below this is a 'Further Content' section with several articles. A central video player is highlighted with a red border, showing a video titled 'The smarter E Europe 2019 - Creating the new energy world'. The video player includes a play button, a progress bar, and a 'Watch on YouTube' link.

- Company name and contact information, incl. video (available via the digital package)
- Products (digital package) and job offers
- Product groups and contact persons (digital package)

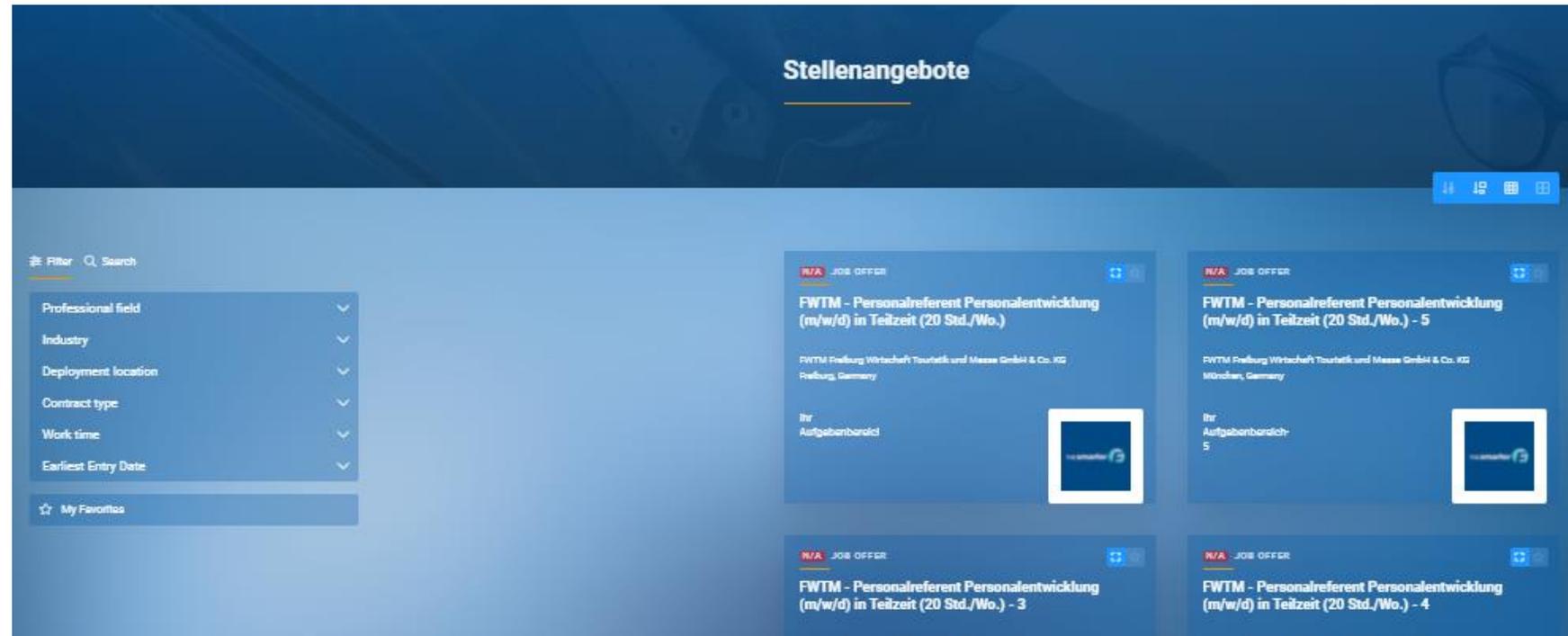
THE SMARTER EUROPE JOB PORTAL

The background of the image is a night-time cityscape. In the foreground, a multi-lane highway is shown with long-exposure light trails from cars, creating a sense of motion. The city buildings in the background are illuminated with various lights, and a network of white, glowing lines connects different points across the scene, symbolizing a digital or networked environment.

JOB OFFERS

The smarter E Job Portal - the job market for energy experts

Is your business booming and you are urgently looking for new employees to help you drive the energy transition? As an exhibitor of The smarter E Europe, you can now use the new online job portal to find skilled employees worldwide. Benefit from the great attention for the job portal before and during The smarter E Europe and reach the right applicant target group. The offer can be booked via the Exhibitor Cockpit.

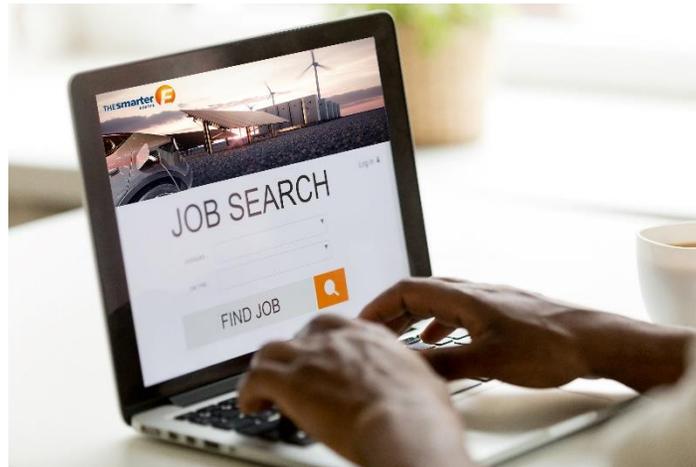


JOB OFFERS

The smarter E Job Portal - the job market for energy experts

The following options are available:

1 x Job offer	€180
3 x Job offer	€480
5 x Job offer	€780
The duration of a job offer is 60 days from publication	
Extension of a job offer for another 60 days	€60



- Upload up to 5 job offers at the same time
- Duration is 60 days from publication, extension possible
- Management via the Exhibitor Cockpit
- Job offers in English and German
- New Landing page on the website for easy search of jobs by visitors will be published

JOB OFFERS

Preview: Job offers - details



[← Back to Overview](#)

Job Info

Category: HR
Reference date: Apr/10/2022
Job title: Freiburg
Country: Germany
Contract type: Temporary contract
Work type: Part time

Contact Information

+49 761 388102
messe.freiburg@fwtm.de
http://www.messe.freiburg.de
FWTM Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG
Neuer Messplatz 1
79106 Freiburg, Germany

FWTM - Personalreferent Personalentwicklung (m/w/d) in Teilzeit (20 Std./Wo.)

FWTM
FWTM Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG.
6070



Job description

Ihr Aufgabenbereich:

- Konzeption, Planung und Implementierung eines Personalentwicklungskonzeptes
- Ansprechpartner für Führungskräfte und Mitarbeitende in allen personalentwicklungsrelevanten Fragestellungen sowie der Ermittlung individueller Qualifizierungsbedarfe und Durchführung entsprechender Maßnahmen
- Steuerung des gesamten Recruiting-Prozesses für ausgewählte Verantwortungsbereiche und Unterstützung der Fachabteilungen, z.B. bei der Erstellung von Anforderungsprofilen, der Vorauswahl von Kandidaten, der Koordination und Führung von Interviews sowie der Betreuung der Kandidaten über den gesamten Bewerbungsprozess hinweg
- Begleitung des Onboarding-Prozesses, inklusive der Nachverfolgung innerhalb der Probezeit
- Eigenverantwortung für den Auswahlprozess der Auszubildenden in Kooperation mit den verantwortlichen Ausbildern
- Erstellung und Abstimmung betrieblicher Ausbildungspläne gemäß Ausbildungsrahmenplan und betrieblicher Erfordernisse
- Unterstützung des Fachbereichs im operativen Tagesgeschäft und im Rahmen von Urlaubsvertretungen

Unsere Erwartungen

- Ein erfolgreich abgeschlossenes betriebswirtschaftliches Studium mit Schwerpunkt Personalwesen oder eine vergleichbare Qualifikation im Bereich Erwachsenenbildung
- Mehrjährige Berufserfahrung im Bereich Personalentwicklung sowie Erfahrung in der Konzeption und Umsetzung von Personalentwicklungsmaßnahmen
- Relevante Zusatzqualifikationen, bzw. Fort- und Weiterbildungen (z.B. aus den Bereichen Training, Coaching, Mediation/Ausbildung) sind von Vorteil
- Einschlägiges Fachwissen und ausgeprägte Methodenkompetenz in der Entwicklung und Umsetzung von Personalentwicklungsmaßnahmen

Exhibitor

FWTM Freiburg Wirtschaft Touristik und Messe GmbH & Co.

Further Content

4.76008 PUBLICATIONS
Download the "Global Market Outlook for Solar Power"



4.60002 PUBLICATIONS
Download the Study "Energy Transition in the Context of Nuclear and Coal Phase-Out"



4.99007 WEBINAR
The International Technology Roadmap for PV



TICKETS AND VOUCHERS



ORDER CENTER

→ Select „Tickets and Vouchers“ in the Main Menu

≡ Main Menu

Options

Welcome to the Order Center! Here you have the possibility to order different services and edit your data.

 Tickets & Vouchers <ul style="list-style-type: none">• Exhibitor tickets• Service partner tickets• Vouchers• Conference tickets• Membership Benefits	 Digital corporate presence <ul style="list-style-type: none">• Edit company profile• Book logo (Event Guide, Website)• Publish job offers• Book digital package	 Sponsorships & Marketing <ul style="list-style-type: none">• Sponsorship and marketing offers• Individual website banner• Scan2Lead services• TV services• Branding Package	 AWARD, Forums, Press & Rooms <ul style="list-style-type: none">• Information and registration for the AWARD• Register for a forum presentation• Free dispatch of press releases• Press kit space• Conference and meeting room rental	 Membership Program <ul style="list-style-type: none">• Information and registration• Draw Benefits	 Service Manual <ul style="list-style-type: none">• Technical guidelines• Order forms (electricity connection, parking spaces, etc.)• Facilities and services
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→ Thereafter, you have the possibility to

- Register Exhibitor Tickets
- Order vouchers and invite your customers
- Get your Membership benefits (if applicable)

TICKETS & VOUCHERS

Tickets & Vouchers

Please choose an option:

[Back](#)

 Redeemed vouchers and tickets	 Tickets	 Vouchers	 Conference Tickets	 Membership Benefits	 VIP Tickets
Check which vouchers and tickets were redeemed during the event. Available in June	Exhibitor tickets Service partner tickets	Invite your customers to come and visit your booth. We provide electronic entry vouchers (day tickets).	Offers and services for the conferences. Available soon	Get your services here, which are available for you as a member of the Membership Program. Available in April	Invite your most important customers. Available in April

Tickets

- Register Exhibitor Tickets
- Register Service Partners

Service partners include e.g. bands or catering companies for your evening event. Host/esses and other staff working at your booth all day require an exhibitor ticket. **Any misuse of the service partner tickets will be charged accordingly after the exhibition.**

TICKETS

Tickets

Exhibitor tickets

The exhibitor ticket is valid for the duration of set-up and dismantling and during the exhibition. For more information on set-up and dismantling, please visit the [website](#).

Free number of exhibitor tickets according to your booth size:

up to 10 sqm	2 exhibitor tickets
11-20 sqm	3 exhibitor tickets
21-30 sqm	5 exhibitor tickets
31-50 sqm	9 exhibitor tickets
51-100 sqm	13 exhibitor tickets
101-150 sqm	19 exhibitor tickets
151-200 sqm	23 exhibitor tickets
201-250 sqm	27 exhibitor tickets
251-500 sqm	31 exhibitor tickets
from 500 sqm	37 exhibitor tickets

Additional exhibitor tickets will be charged with €45/ticket plus VAT.

[Back](#)

Please note the following conditions and information:

- The order of Exhibitor Badges is possible after booth allocation and the payment of the correspondent invoice.
- All tickets will be sent as PDF, they will not be sent by post.
- After the exhibition, the number of used Exhibitor Badges will be checked. The number of Exhibitor Badges that have been used over and above the free available quota will be charged with €45/each plus VAT.

Privacy Policy

All passes must be personalized. Please ensure compliance with the statutory provisions of the GDPR when entering staff data.

Please note that the exhibitor pass can be scanned by another exhibitor during the exhibition. The personal data you have entered will then be passed on to that exhibitor, who is entitled to process the scanned data and use it for advertising purposes. (Further information can be found in our Privacy Policy.)

Free Badges according to your booth space: 31

Please accept our Privacy Policy before you can access our Exhibitor Service Center to order tickets.

[Order Exhibitor Badges](#)

- Free tickets according to booth size, additional exhibitor ticket: €45 plus VAT
- Only invoiced when used
- Your booth invoice needs to be paid in order to register exhibitor tickets.
- Exhibitor tickets are valid as well for the duration of set-up and dismantling
- Free number of exhibitor tickets according to booth size
- Your number of free Badges
- Redirection to register your tickets

TICKETS EXHIBITOR SERVICE CENTER - ESC

The smarter E Europe 2022 - Exhibitor Service Center

Here you have the possibility to register your tickets (service partner and exhibitor tickets), to invite your customers via voucher, to access Membership Benefits, to view orders and to manage your Branding Package.

Visitor Management and Membership Benefits

Vouchers, promo codes and visitor tracking. Membership benefits available in April

 1,000 VOUCHERS ORDERED	 0 VOUCHERS SENT	 0 VOUCHERS REGISTERED	 0 VOUCHERS ENTERED
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 Invite customers
Easily invite your customers to the exhibition

 Redeemed Vouchers
Overview of redeemed vouchers

 Orders
Overview of the ordered vouchers via Exhibitor Cockpit (electronic vouchers and branding package)

Tickets

Register and edit service partner tickets and exhibitor tickets

 2,048 BADGES MAXIMUM AVAILABLE	 0 TICKETS SENT	 0 TICKETS REGISTERED	 0 TICKETS USED
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 Register tickets
Register staff and send the tickets

 Review tickets
Search and cancel tickets

Additional features

With additional features you can improve your appearance at the fair.

 Manage branding packages See which branding packages are available to you and upload your files	 E-mail body text templates Manage e-mail templates, customize your e-mail body texts and send test e-mails.
--	--

- Exhibitor badges max. available
- Register your tickets and share them with your booth staff and service providers
- Review tickets (resend emails, review if staff has already registered, etc.)

TICKETS EXHIBITOR SERVICE CENTER - ESC

1. Kampagnenauswahl ✓

2. Ticketauswahl →

3. E-Mail Vorlage wählen

4. Personendaten

5. Eingaben prüfen

6. Zusammenfassung

Ticketauswahl

In diesem Schritt wählen Sie die Ticketart aus, die Sie für diese Kampagne verwenden wollen. Ein Missbrauch der Servicepartnertickets wird nach der Messe entsprechend nachberechnet.

Servicepartner beinhalten z.B. Bands oder Catering Firmen für Ihre Abendveranstaltung. Host/essen und weiteres Personal, das ganztags und an allen 3 Tagen Ihren Stand betreut, benötigt einen Ausstellerausweis.

Aussteller-Ticket

Nummer: BP0020228

Bestelldatum: 15.02.2022

Anzahl: 999

Verfügbar: 999

In Benutzung: 0

Servicepartner-Ticket

Nummer: BP0020229

Bestelldatum: 15.02.2022

Anzahl: 999

Verfügbar: 999

In Benutzung: 0

- Choose between exhibitor and service partner tickets
- Customize the email template if desired

1. Kampagnenauswahl ✓

2. Ticketauswahl ✓

3. E-Mail Vorlage wählen →

4. Personendaten

5. Eingaben prüfen

6. Zusammenfassung

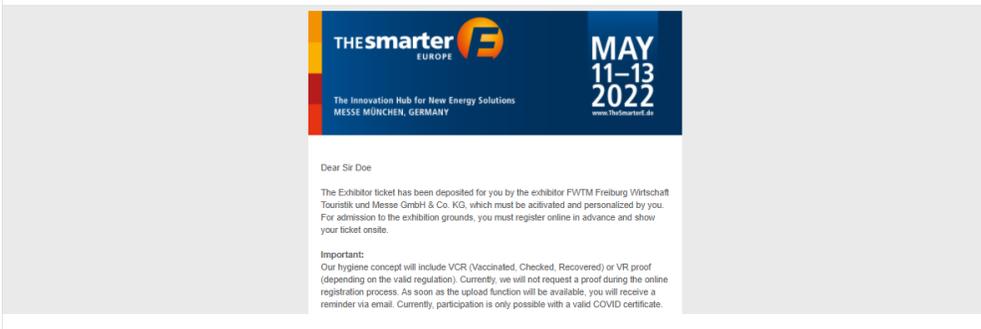
E-Mail Vorlage wählen

In diesem Schritt wählen Sie eine E-Mail-Vorlage aus, die die Sprache für Ihre E-Mails aus. Die Vorschaufunktion gibt Ihnen dabei einen ersten Eindruck des Layouts. Vor Abschluss des Versands bekommen Sie noch einmal die Möglichkeit die Vorschau mit Ihren im nächsten Schritt eingegebenen Personendaten zu betrachten.

1. Einladungsmail Aussteller deutsch
HTML DEUTSCH STANDARD

2. Einladungsmail Aussteller englisch
HTML ENGLISCH STANDARD

The smarter E Europe 2022 - Activate your ticket



Abbrechen Zurück Nächster Schritt →

TICKETS EXHIBITOR SERVICE CENTER - ESC

- Add personal data of your staff/service partner
- Either by typing in the data or using the Excel-Import

Personal data

Enter the data of the staff members you want to register here. Please note that due to tracking, each staff member must be registered with their own e-mail address. After registration you can download all exhibitor passes in a bundle (Exhibitor Tickets -> Review Exhibitor Tickets).

Total: 999 Still available: 999 Now: 0

Manual Input

Excel-Import

Allow duplicates

#	Salutation *	Title	Firstname *	Last Name *	Home address	Company	Street	Postal Code	City	Country	Email *
1						FWTM Freiburg Wirtschaft Tou	Neuer Messplatz 3	79108	Freiburg	Germany	

TICKETS & VOUCHERS

Tickets & Vouchers

Please choose an option:

[Back](#)

 Redeemed vouchers and tickets	 Tickets	 Vouchers	 Conference Tickets	 Membership Benefits	 VIP Tickets
Check which vouchers and tickets were redeemed during the event.	Exhibitor tickets Service partner tickets	Invite your customers to come and visit your booth. We provide electronic entry vouchers (day tickets).	Offers and services for the conferences. Available soon	Get your services here, which are available for you as a member of the Membership Program. Available in April	Invite your most important customers. Available in April

Vouchers

- Invite your customers using electronic vouchers (valid for day ticket)

VOUCHERS

- Only registered vouchers with access onsite, will be charged
- 50 used vouchers per exhibitor free of charge, max. 200 vouchers will be charged for (numbers depend on Membership status)
- €7.50 excl. VAT per voucher

Vouchers



- Insert desired amount of vouchers and add to shopping cart
- Confirm shopping cart
- Use link to the ESC via “Go to voucher management” to invite visitors and receive the codes

Invite your customers

We provide electronic entry vouchers (day tickets).

Each voucher can be redeemed once and is valid for a visitor day ticket for all The smarter E Europe exhibitions (Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power Europe) from May 11-13, 2022 in Munich.

Please recommend your customers already in your invitation to redeem these vouchers in the online ticket shop and to personalize the ticket (tickets.thesmartere.de). Please forward the following instructions to your customers: [Redeem voucher](#)

The corresponding visitor data will be available after the event.

[Back](#)

Order the desired number of admission vouchers and then proceed to the voucher management. There you can decide between the following options.

Provide Registration Codes:

Each Ticket code is an individual URL leading to the Ticketshop of The smarter E Europe. You can use the codes/links for your own mailing system.

Invitation by e-mail (Visitors):

Choose this option so you can easily enter or upload your customer data, select a mailing template (German or English) and send the mailing. Your customers will then receive an e-mail with a voucher link (day ticket) that leads directly to the ticket shop.

With this tool you have an overview of invited, registered and approached customers.

[-> Go to voucher management](#)

Order vouchers

Electronic Entry Vouchers for Visitors

The Ticket Codes will be available in our Exhibitor Service Center 10 minutes after you order has been placed. To get there, please click on “Go to voucher management”.

Redeemed vouchers will be invoiced to you after the event with €7.50 per piece plus VAT. 50 redeemed vouchers are free of charge and we charge a maximum of 200 redeemed vouchers per exhibitor. Cancelling this order is only possible before it has been mailed.

Price	0,00 €
<input type="text" value="0"/>	Amount
Add to shopping cart	

VOUCHERS EXHIBITOR SERVICE CENTER - ESC

Visitor Management and Membership Benefits
Vouchers, promo codes and visitor tracking; Membership benefits available in April

1,000 VOUCHERS ORDERED	0 VOUCHERS SENT	0 VOUCHERS REGISTERED	0 VOUCHERS ENTERED
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[Invite customers](#)
Easily invite your customers to the exhibition

[Redeemed Vouchers](#)
Overview of redeemed vouchers

[Orders](#)
Overview of the ordered vouchers via Exhibitor Cockpit (electronic vouchers and branding package)

Tickets
Register and edit service partner tickets and exhibitor tickets

2,048 BADGES MAXIMUM AVAILABLE	0 TICKETS SENT	0 TICKETS REGISTERED	0 TICKETS USED
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[Register tickets](#)
Register staff and send the tickets

[Review tickets](#)
Search and cancel tickets

Additional features
With additional features you can improve your appearance at the fair.

Manage branding packages See which branding packages are available to you and upload your files	E-mail body text templates Manage e-mail templates, customize your e-mail body texts and send test e-mails.
---	---

- Number of vouchers ordered
- Invite customers
- View redeemed vouchers (if sent by email directly from the system, status can be seen here - has the ticket already been registered and used? By whom? Etc.)

VOUCHERS EXHIBITOR SERVICE CENTER - ESC

- Insert a campaign name
- Use one of the following campaign types:
 - Invitation by e-mail
→ Sending an e-mail directly from the system (analog ticket process)
 - Provide Registration Codes
→ Excel file with codes/links is created and provided in the portal (ESC)

BRANDING PACKAGE



BRANDING PACKAGE

General information

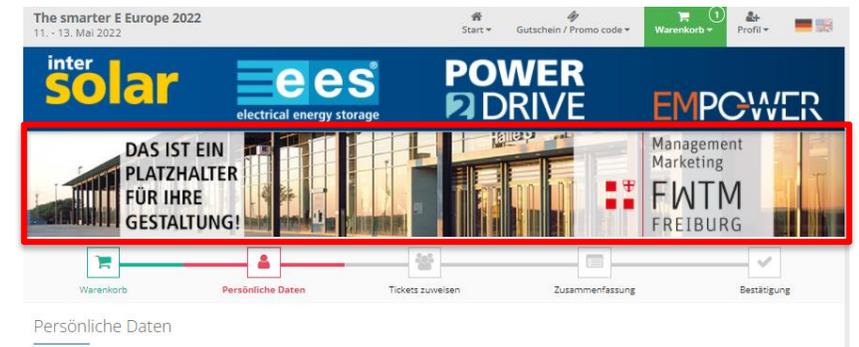
- Significantly increased visibility for your company through individual branding of the ticket shop (webpage and banner), e-tickets and mobile tickets for your invited visitors and colleagues (exhibitor badge registration)
- Price: €1500

Example graphics:

Individual Landing Page



Individual Header within the ticket shop



BRANDING PACKAGE

Ticket banner

Teilnehmer / Attendee:
Christine Kaufmann
FWTM Test

Bestellt von / Ordered by:
Christine Kaufmann
FWTM Test
blibliablu 123
79117 Buxtehude
Deutschland



IASR KAJJ WZ3 YY8

- Bitte gehen Sie mit diesem Ticket direkt zum Messeinlass bzw. Konferenzschalter.
- Das Ticket ist nicht übertragbar und nur für den angegebenen Zeitraum gültig.
- Das Ticket verliert seine Gültigkeit beim Kauf von oder beim Verkauf an Dritte.
- Die Nutzung dieses Tickets unterliegt unseren Allgemeinen Geschäftsbedingungen sowie der strikten Einhaltung der Vorgaben des Schutz- und Hygienekonzepts am Veranstaltungsort (Messe München), die beim Kauf akzeptiert wurden.
- Wenn Ihr Ticket oder Ihr Badge von einem Aussteller gesammelt wird, erfolgt die Weitergabe Ihrer personenbezogenen Daten an diesen Aussteller, der sie verarbeiten und zu Werbezwecken nutzen wird (siehe Datenschutzerklärung).

Gutschein Messe Tageskarte

Ausgewählte Besuchszeit: 12.05.2022



MESSE KOMPAKT

Datum: 6–8. Oktober 2021
 Öffnungszeiten: 9:00–18:00 Uhr | Mittwoch
 9:00–18:00 Uhr | Donnerstag
 9:00–17:00 Uhr | Freitag
 Veranstaltungsort: Messe München
 81823 München
 Hallen: A4–A6, B4–B6

Während der Öffnungszeiten haben Sie mit diesem Ticket direkten Zutritt zu den The smarter E Europe Restart 2021 Messen (Intersol Europe, ees Europe, Power2Drive Europe, EM-Power Europe). Der Zugang befindet sich im Eingang Ost der Messe München. Bitte gehen Sie mit diesem Ticket direkt an die Drehkreuze, wo Sie beim ersten Zutritt Ihr Badge erhalten.

BE GREEN.
KEEP THE TICKET ON THE SCREEN.



0103212010000277

KONFERENZ KOMPAKT

Konferenz: 6–7. Oktober 2021
 Öffnungszeiten: 8:00–19:00 Uhr
 Veranstaltungsort: Messe München
 81823 München
 Conference Center Nord (CCN)

Sie erhalten Ihr Badge gegen Vorlage dieses Konferenztickets an der Zutrittskontrolle im CCN. Jedes Konferenzticket enthält eine Messeudkarte.

Der Haupteingang zum Conference Center Nord (CCN) ist der Eingang Nordost. Vom Eingang Ost gelangen Sie durch die Messehallen zum CCN.

Kontakt

Tickethotline Messe: +49 (0) 761 3881-3723
 registration@fwm.de
 Besuchshotline Messe: +49 (0) 761 3881-3777
 Konferenzanfragen: +49 (0) 7231 58598-184
 bregazz@comexio-pse.de

Bitte beachten Sie die vor Ort gültigen Schutz- und Hygienemaßnahmen.

→ <https://messe-muenchen.de/de/unternehmen/verantwortung/sozial-schutz-und-hygienekonzept/>



Änderungen vorbehalten.

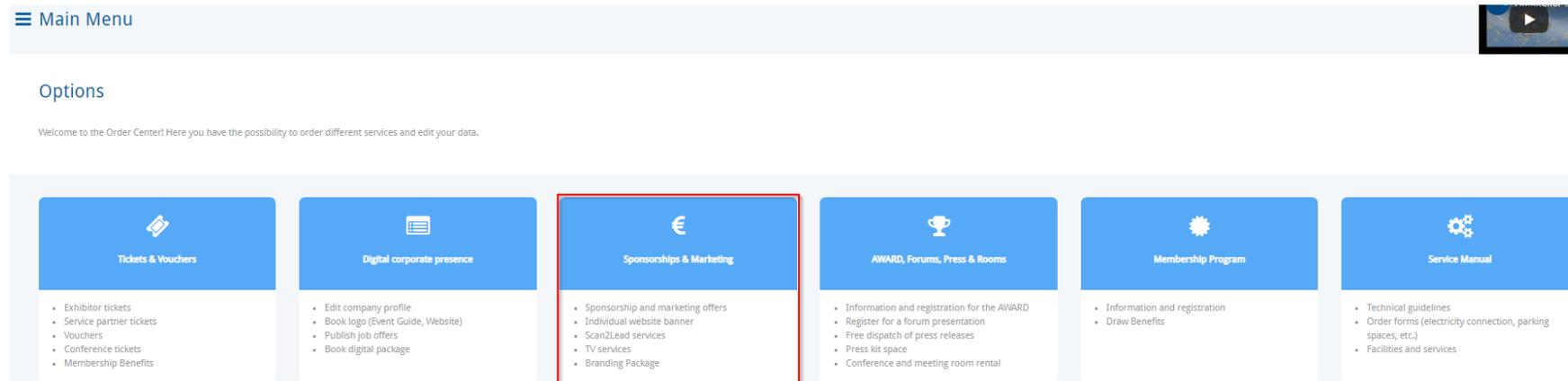
© Bayer „Altenstadt Ost“



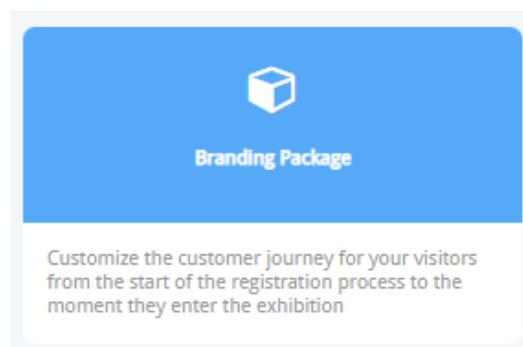
Please note: Screenshot contains old layout and information of The smarter E Europe Restart 2021

ORDER CENTER

The branding package for ticketing is bookable via the exhibitor cockpit
→ Choose „Sponsoring & Marketing“ via the main menu



→ Choose „Branding Package“



- Further editing and uploading of graphics via a link, which is visible once the package has been booked and confirmed via the shopping cart.
- Please note: the activation can take **up to 2 working days**

ORDER CENTER

- Graphic dimensions and required graphics are described in detail within the order center.

Branding Package

Our "Branding Package" is a fantastic way of ensuring that your stand is a focal point for exhibition visitors. This ensures that your visitors don't lose track of you in the whirlwind of preparations prior to the event. With the Branding Package, you are sure to stand out from the other exhibitors.

Visitors start their online registration process on a website customized to your company. Your large branded banner will accompany them throughout the registration process. Plus, you'll even be represented on the tickets in the form of a large banner. In other words, visitors you invite will have your company by their side from registration through to the exhibition itself.

Visit the Exhibitor Service Center (ESC) to get started with the Branding Package. You can sign up for the Branding Package there and, once it has been activated, use the portal to upload your banner complete with logo and stand number in the required file formats and sizes.

[Back](#)

Example of required graphics and file format/resolution

Your images will need to be in one of the following resolutions, which vary depending on what they will be used for:

[Image Overview](#)

Image use	Resolution	File format
Startpage Ticketshop (large)	1920 × 1080 px	.PNG .JPG .JPEG .GIF
Startpage Ticketshop (medium)	1024 × 768 px	.PNG .JPG .JPEG .GIF
Startpage Ticketshop (small)	640 × 1080 px	.PNG .JPG .JPEG .GIF
Ticketshop Banner	1170 × 150 px	.PNG .JPG .JPEG .GIF
e-Ticket Banner	2173 × 608 px	.PNG .JPG .JPEG .GIF
Mobile Ticket Banner	312 × 84 px	.PNG .JPG .JPEG .GIF
Mobile Ticket Banner	624 × 168 px	.PNG .JPG .JPEG .GIF

Branding Package

You will receive confirmation that your booking has gone through subsequent to order placement.

Your Branding Package will be activated within two business days.

After confirming the shopping cart, you will see the link to upload your graphics within the Exhibitor Service Center here.

Price

0 Amount

1.500,00 €
Maximum: 1 piece

[Add to shopping cart](#)

Choose 1 piece to order the package

EXHIBITOR SERVICE MANUAL

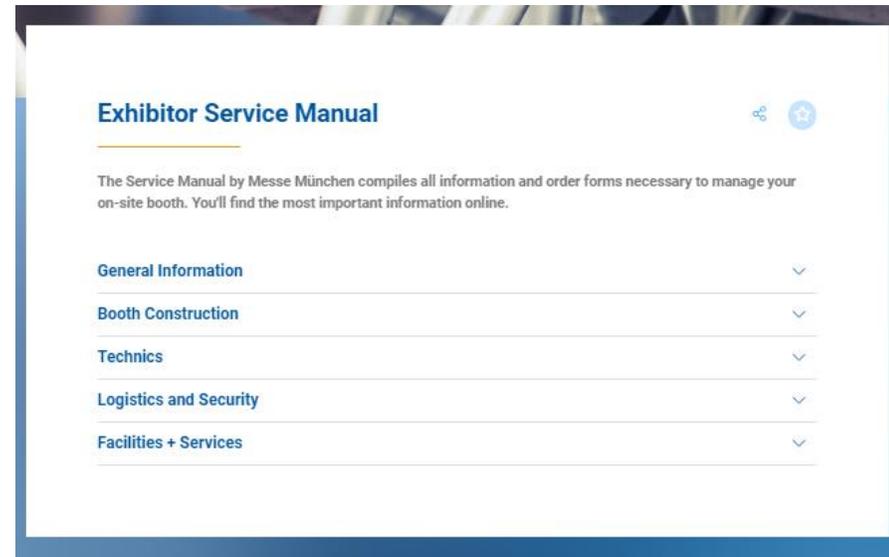


EXHIBITOR SERVICE MANUAL

You can find our Exhibitor Service Manual on our website (technical orders like electricity, cleaning, catering, etc.):

<https://www.thesmartere.de/exhibition-planning/service-manual>

- Please send orders directly to the address indicated on the form
- Deadline: 6 weeks before start of the exhibition (end of March - next week!); after that date, orders are still possible, but there may be a surcharge



HEALTH AND SAFETY CONCEPT



HEALTH AND SAFETY CONCEPT

The hygiene concept and the associated applicable regulations can be found on:

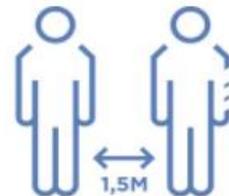
<https://www.thesmartere.de/health-and-safety-concept>

Or directly on the website of Messe München:

<https://messe-muenchen.de/en/company/responsibilities-csr/health-and-safety-concept>

Currently the following measures apply (as of 18.3.22):

- VCR regulations for exhibitors (vaccinated, checked or recovered; 3G)
- VR for visitors (2G)
- FFP2 masks mandatory indoors
- Minimum distance 1.5 metres
- Increased ventilation of the exhibition halls



ACCOMPANYING PROGRAM



THE SMARTER E EUROPE

CONFERENCES SIDE-EVENTS

CONFERENCES AND SIDE-EVENTS

- Accompanying conferences from May 10-11, 2022, at the International Congress Center Munich (ICM) directly at the exhibition center
- Intersolar Europe Conference
- ees Europe Conference
- Power2Drive Europe Conference
- EM-Power Europe Conference



THE SMARTER E EUROPE — AWARDS

ACCOMPANYING PROGRAM - AWARDS

- The smarter E AWARD, Outstanding Projects, Smart Renewable Energy, Intersolar AWARD, ees AWARD
 - 91 submissions from 20 countries
 - Award ceremony on May 10, 2022, 6:00 p.m. at the ICM, Room 1
 - Live event with guests
 - Free admission for all AWARD participants, exhibitors TSE Europe (with exhibitor pass), visitors (with exhibition ticket), no live streaming
-
- **Energiewende AWARD**
Thursday, May 12, 3:30 p.m.
EM Power Forum



THE SMARTER E EUROPE

MORE THAN A EXHIBITION

EXHIBITION FORUMS

- Exhibition forums on key topics and trends in the various aspects of the New Energy World
- Intersolar Forum Hall A3, A3.220
- Power2Drive Forum Hall B6, B6.350
- EM-Power Forum Hall B5, B5.530
- Start-up Stage Hall B5, B5.270
- Green Hydrogen Forum Hall B2, B2.550



START-UPS AND YOUNG COMPANIES

OUR OFFER FOR START-UPS

- Joint booth Start-Up Area in hall B5
- Joint booth „Innovation Made in Germany“ (BMWK) in Hall B5
- Start-up Stage with presentations on all three days of the exhibition
- Business Speed-Dating - May 11-12, 2022

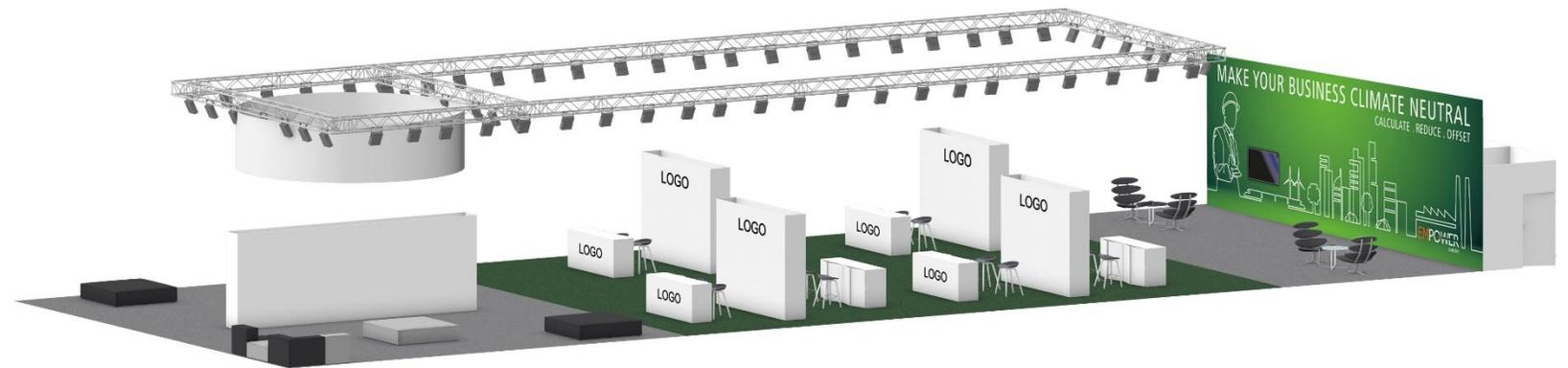


THE SMARTER E EUROPE

THEMED AREA

CLIMATE NEUTRAL COMPANIES, HALL B5

- CO2 balancing / auditing / certification
- Concepts for reducing and offsetting CO2 emissions ("zero carbon" strategies)
- Concepts for efficient and intelligent energy use (energy controlling/management)
- Energy services for CO2 reduction (energy purchasing, PPAs, energy contracting)

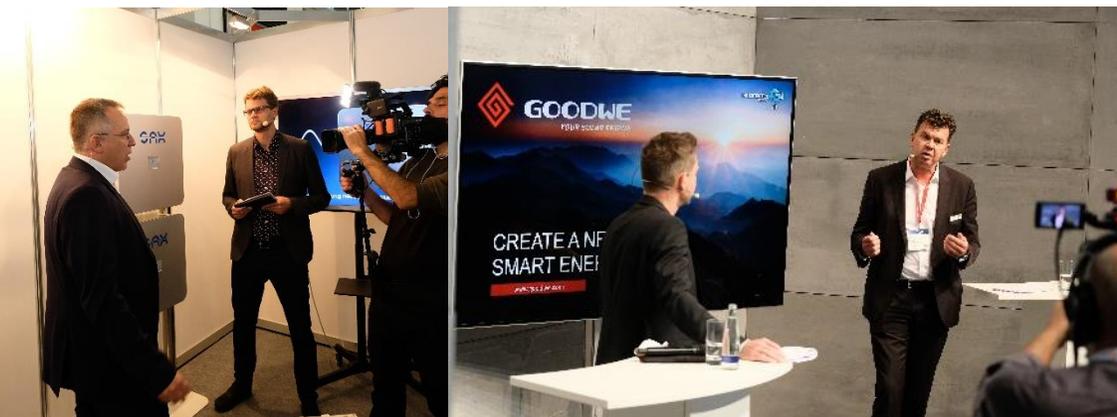


THE SMARTER E EXPO TV 2022

THE SMARTER E EXPO TV...



- ... complements The smarter E Europe 2022 on the days of the exhibition with a TV stream on the event website
- ... takes up trends and central topics of the new energy world, including PV power plants, battery storage, green hydrogen, electromobility, smart grids, digitalization, sector coupling and neighborhood supply
- ... gives your company greater visibility as a (premium) content partner, both in terms of content and advertising, before, during and after the exhibition



THE SMARTER E ECAR TEST DRIVE

„ A FEELING SAYS MORE THAN 1000 WORDS“

Experience electric cars and get excited

- Free test drives for visitors e-cars and e-commercial vehicles
- Registration: Power2Drive Forum B6.350
- Starting point : Parkplatz P7
- Customers gain personal impression
- Demonstrate charging process under real conditions
- Testing the capability of e-cars in road traffic (freeway also possible)



THE SMARTER E ECAR TEST DRIVE



PRESS



LOCATION PLAN



PRESS CENTER

Our partner **fischerAppelt, relations** will be happy to support you in holding a **press conference at the Press Center**.

In addition, they will be happy to provide you with further information on **free distribution of a press release** within Germany.

Distribution by newsaktuell

- Targeted distribution of press releases to German and international media.
- Free dispatch of your first press release within Germany via the original text service (ots).
- Press release can be distributed in German or English (unlimited number of words).
- Press releases will also be published in the news feed under "News & Press" on the website.
- Further information can be found in the [Exhibitor Cockpit](#).

PRESS KIT SPACE

Press Kit Space Rental

- Possibility to provide press releases and folders for our media representatives.
- For each press compartment booked, 2 compartments (format: DIN A4) will be provided for 1 x German and 1 x English document.
- Press compartments can be rent until **April 26, 2022**.

Providing press documents

- All deliveries must be received by Messe München by **Friday, May 6, 2022**, at the latest (please find the delivery address in the Exhibitor Cockpit).
- Personal delivery to the Press Centre is possible on Tuesday, May 10, 2022, from 3:00-6:00 pm.

For deliveries, whose delivery note does not indicate the address, there is no entitlement to timely delivery and placement.

CONFERENCE & CALENDER

Your press conference at the Press Centre

- Conference rooms are available on May 11–12, 2022.
- Rooms can be booked through the The smarter E Europe press office.
- Application deadline **April 30, 2022**.

Listing in the press calendar

- Calendar contains all registered events in the press centre, in the conference rooms and at the exhibitors' booths.
- Inclusion in the press calendar possible via the The smarter E Europe press office.

A nighttime cityscape featuring a prominent highway interchange with light trails from traffic. The background shows a dense urban skyline with illuminated buildings. Overlaid on the scene are several white, glowing arcs that connect various points across the image, creating a network-like pattern.

FAQ

NOW IT'S YOUR TURN

Project Manager

DITIGAL OFFERS

A night cityscape with light trails on a highway and a network of white arcs connecting various points across the scene. The background shows a city skyline with illuminated buildings and a multi-lane highway with light trails from traffic. Overlaid on the image is a network of white, glowing arcs that connect various points across the scene, suggesting a digital or networked environment.

Project Manager

THE SMARTER E EUROPE PODCAST



[BIPV – Buildings as Power Plants of the Future?](#)

[The Unexpected Return of Nuclear – What to Make of it?](#)

[Sunny Outlook for Photovoltaics & Storage in Europe](#)

[Dynamic Change in the Storage Market: Developments, Trends & Challenges](#)

Further information → www.TheSmarterE.com

CONTACT

Exhibitors

Christine Kaufmann, Project Manager,
Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG
E-Mail: TheSmarterE@fwtm.de

Conference, Exhibition
Forum

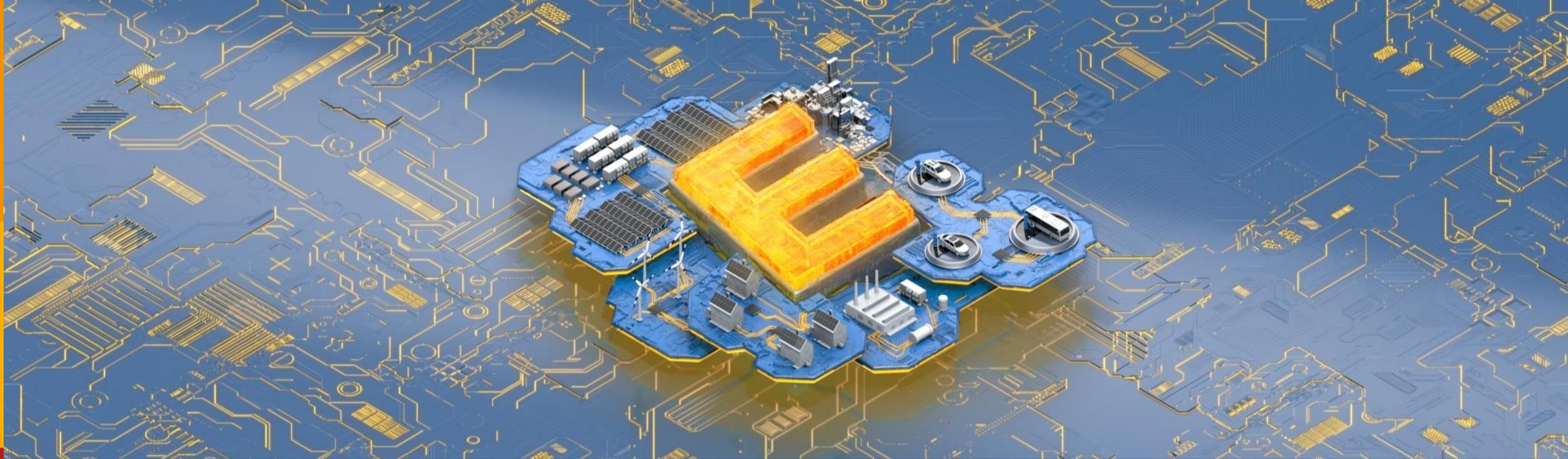
Horst Dufner, Head of The smarter E Europe,
Solar Promotion GmbH
E-Mail: info@TheSmarterE.de

Sponsoring, TV

Kristin A. Merz, Head of Sales,
Solar Promotion GmbH
E-Mail: merz@solarpromotion.com

Press

Felizia Rein, Account Executive
fischerAppelt, relations GmbH
E-Mail: felizia.rein@fischerappelt.de



BE PART OF

THE SMARTER E EUROPE

→ www.TheSmarterE.de

INTERSOLAR EUROPE

→ www.intersolar.de

EES EUROPE

→ www.ees-europe.com

POWER2DRIVE EUROPE

→ www.PowerToDrive.de

EM-POWER EUROPE

→ www.EM-Power.eu

VERANSTALTER

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

