

**POWER
DRIVE**
EUROPE

EXHIBITION
JUNE 23–25, 2026
MESSE MÜNCHEN

CONFERENCE
JUNE 22–23, 2026
ICM MÜNCHEN

Part of
THEsmarter
EUROPE 

POWER2DRIVE EUROPE 2026

Special Area “The Bidirectional Zone” Sponsoring



Presentation of “The Bidirectional Zone”

Become part of our special area and demonstrate what is possible with bidirectional charging. We are building on the great success of the Special Exhibit Bidirectional Charging 2025.



Why bidirectional charging? It is the key to...

- Reducing operating costs through intelligent charging and discharging strategies
- Using electric vehicles as flexible storage units in the energy system
- Reducing peak loads in the grid and in fleet operations
- Better integrating renewable energies and temporarily storing surpluses
- Generate additional revenue and participation models for users and fleet operators
- Avoid grid bottlenecks and support grid stability
- Increase the self-consumption of PV systems
- Pave the way for a 24/7 renewable energy system

GOALS

We demonstrate that bidirectional charging works economically.

01 Business Cases & Best Practice

Present business cases, best practices and pilot projects, particularly from commercial fleets, OEMs and energy suppliers

04 Legal frameworks

Presenting legal frameworks and open questions transparently

02 Technology

Showcase the current state of technology and the roadmap for V2H/V2B/V2G in Europe

05 V2X fleet study

Presentation of our scientific V2X fleet study

03 Smart combined solutions

Making the interaction between vehicles, charging infrastructure, energy systems and market roles understandable

06 New business models

Discuss new business models, services and forms of cooperation for market players with experts

THE BIDIRECTIONAL ZONE

What does the special area offer?



- Live demonstrations of vehicles, charging infrastructure and software solutions
- Guided tours for specific target groups



- Short presentations / deep dive sessions directly on the floor
- Sessions at the Power2Drive Forum



- Visualization of selected results from our V2X fleet study
- Presentation of specific business cases for fleet operators and energy companies





Which target groups will be reached?

Exhibitors, visitors, media representatives, in particular:

- Fleet operators and fleet and mobility managers (companies, logistics, municipal fleets, public transport, etc.)
- Car and commercial vehicle manufacturers, importers and their distribution partners
- Manufacturers, suppliers, dealers and service providers for charging infrastructure products and services
- Energy suppliers, municipal utilities, network operators and aggregators
- Charge point operators and e-mobility providers
- Technology, IT and software companies (smart charging, backend, flexibility platforms)
- Project developers, EPC companies and system integrators
- Investors, banks, leasing and financing partners
- Representatives from politics, authorities, regulatory institutions and associations
- Media representatives and specialized journalists

OUR OFFER FOR YOUR VISIBILITY – OPTION 1

Vehicle-to-X-Leader – €10,000(max. 3 Sponsors)

01 Exhibition space

- Exhibition space for one exhibit by arrangement (car , charging infrastructure 6-12m²)

04 Visibility onsite

- Logo presence on The Bidirectional Zone (with reference to your exhibition stand)
- Distribution of information material in the special area by arrangement

02 Lecture and invite customers

- Presentation slot in the program of the special area
- 50 visitor 3-day tickets for the four exhibitions at The smarter E Europe

05 Participation study

- Mention as an official study partner in all publications, white papers and executive summaries
- Logo placement on digital and printed study materials

03 Online visibility

- Website banner on the landing page
- Website banner on the Power2Drive Europe Homepage
- Logo and company profile on the website
- Mention in our channels to promote the zone

06 Interview

- Publication of a written interview in our Power2Drive Europe newsletter

Vehicle-to-X-Innovator – €7,500 (max. 3 Sponsors)

01 Exhibition space

- Exhibition space for one exhibit by arrangement (car , charging infrastructure 6-12m²)

04 Visibility onsite

- Logo presence on The Bidirectional Zone (with reference to your exhibition stand)
- Distribution of information material in the special area by arrangement

02 Lecture and invite customers

- Presentation slot in the program of the special area
- 30 visitor 3-day tickets for the four exhibitions at The smarter E Europe

05 Participation study

- Mention as an official study partner in all publications, white papers and executive summaries
- Logo placement on digital and printed study materials

03 Online visibility

- Logo and company profile on the website
- Mention in our channels to promote the zone

Your personal contact



Kristin A. Merz

Head of Sales

+49 (0) 7231 58598-299

merz@solarpromotion.com



**POWER
DRIVE**
EUROPE

Organizer

Solar Promotion GmbH

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



inter
solar

ees®
electrical energy storage

EMPOWER
EUROPE

Part of
THEsmarter
EUROPE