

**POWER
DRIVE**
EUROPE

EXHIBITION
JUNE 08–10, 2027
MESSE MÜNCHEN

CONFERENCE
JUNE 07–08, 2027
ICM MÜNCHEN

Part of
THEsmarter
EUROPE 

POWER2DRIVE EUROPE 2027

Special Area **THE BIDIRECTIONAL ZONE** Sponsorship Opportunities



Impressions 2026





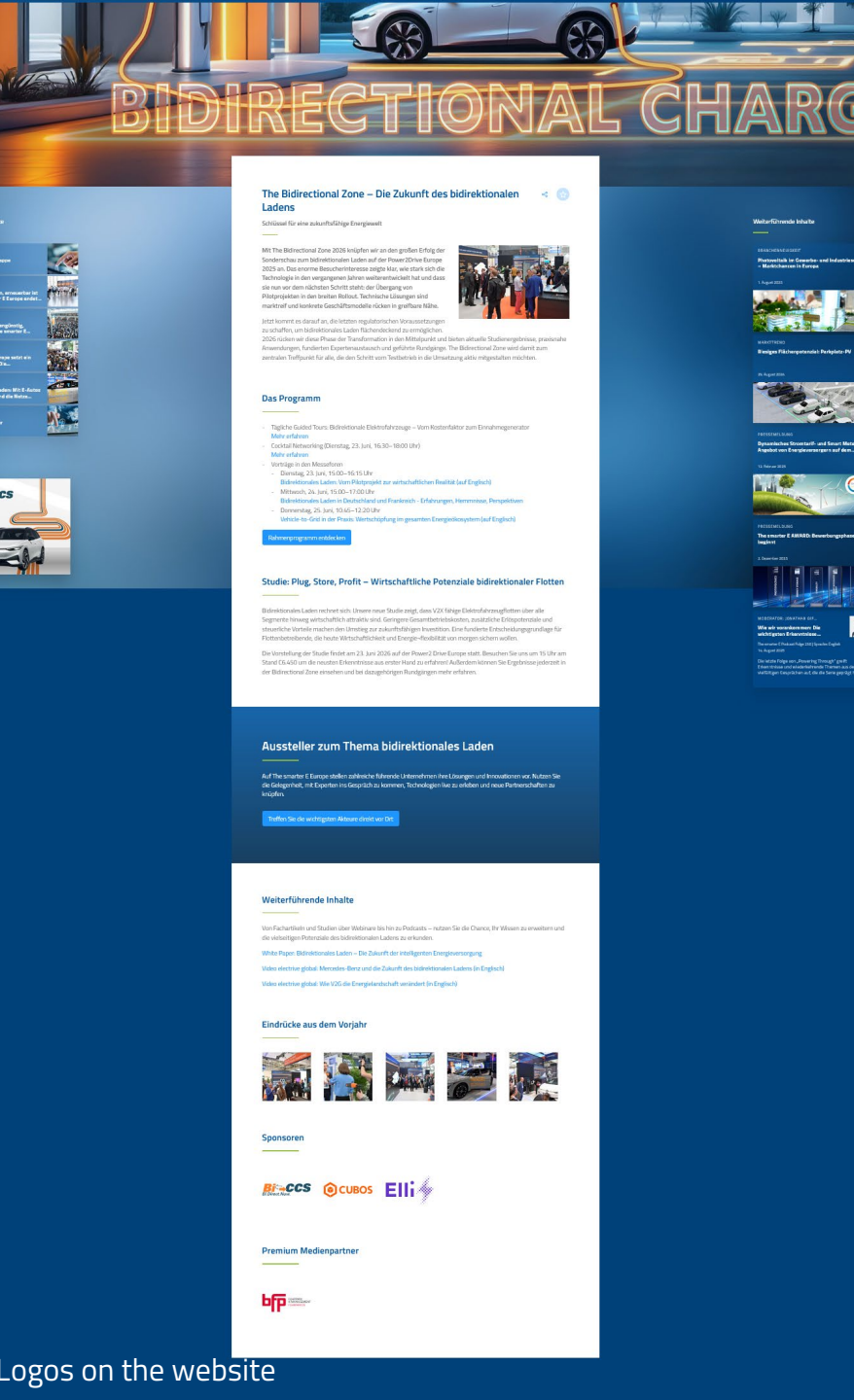
SEND A STRONG SIGNAL TO THE MARKET

The Bidirectional Zone: Become a Partner Now!

Position your company as a provider in the growing market of bidirectional charging. As a partner of the special area “The Bidirectional Zone” at The smarter E Europe, you will secure direct access to your target audience.

Here, you will meet the decision-makers who are actively shaping the market’s growth: **fleet managers, energy providers, and grid operators** who are now looking for scalable solutions.

Take advantage of this exclusive advertising space to maximize your visibility and generate new business.



Logos on the website



Logo at the Power2Drive Forum



Visibility in the area

Your Visibility



Logo visibility on-site



Guided tours of the special area

Demonstrating the Economic Viability of Bidirectional Charging

01 Business Cases & Best Practices

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

04 Regulatory Framework

Transparently present the legal framework and open questions.

02 Technology

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

05 V2X Fleet White Paper

Presentation of the scientific V2X fleet white paper.

03 Connected Solutions

Explain the interplay between vehicles, charging infrastructure, the energy system, and market roles.

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 demos of vehicles, charging infrastructure, and software solutions
- Specific guided tours for targeted audiences



- Short presentations / in-depth sessions right on the floor
- Sessions at the Power2Drive Forum



- Visualization of selected content from our V2X fleet white papers
- Presentation of practical business cases for fleet operators and energy companies

Our Services for Your Participation

	Vehicle-to-X Leader €15,000* Max. 5 partners	Vehicle-to-X Innovator €8,500* Max. 5 partners	Vehicle-to-X Logo €3,000* Max. 10 partners
Exhibition space for one exhibit, upon consultation	Car 12 m ² + charging infrastructure 6 m ²	Charging infrastructure 6 m ²	-
Presentation slot in the special area's accompanying program	✓	✓	-
Ticket contingent for the targeted invitation of top decision-makers and partners	50	30	20
Logo visibility at The Bidirectional Zone (with a reference to your booth) and on the Power2Drive forum	✓	✓	✓
Online visibility with your logo on the website + mention in our channels promoting the zone	✓	✓	✓
Guest appearance in a podcast discussion	✓	-	-
Banner placement on the Power2Drive homepage and landing page	✓	-	-
Distribution of informational materials at the special area upon consultation	Upon consultation	Upon consultation	-
* A 20% surcharge applies to non-exhibiting companies			

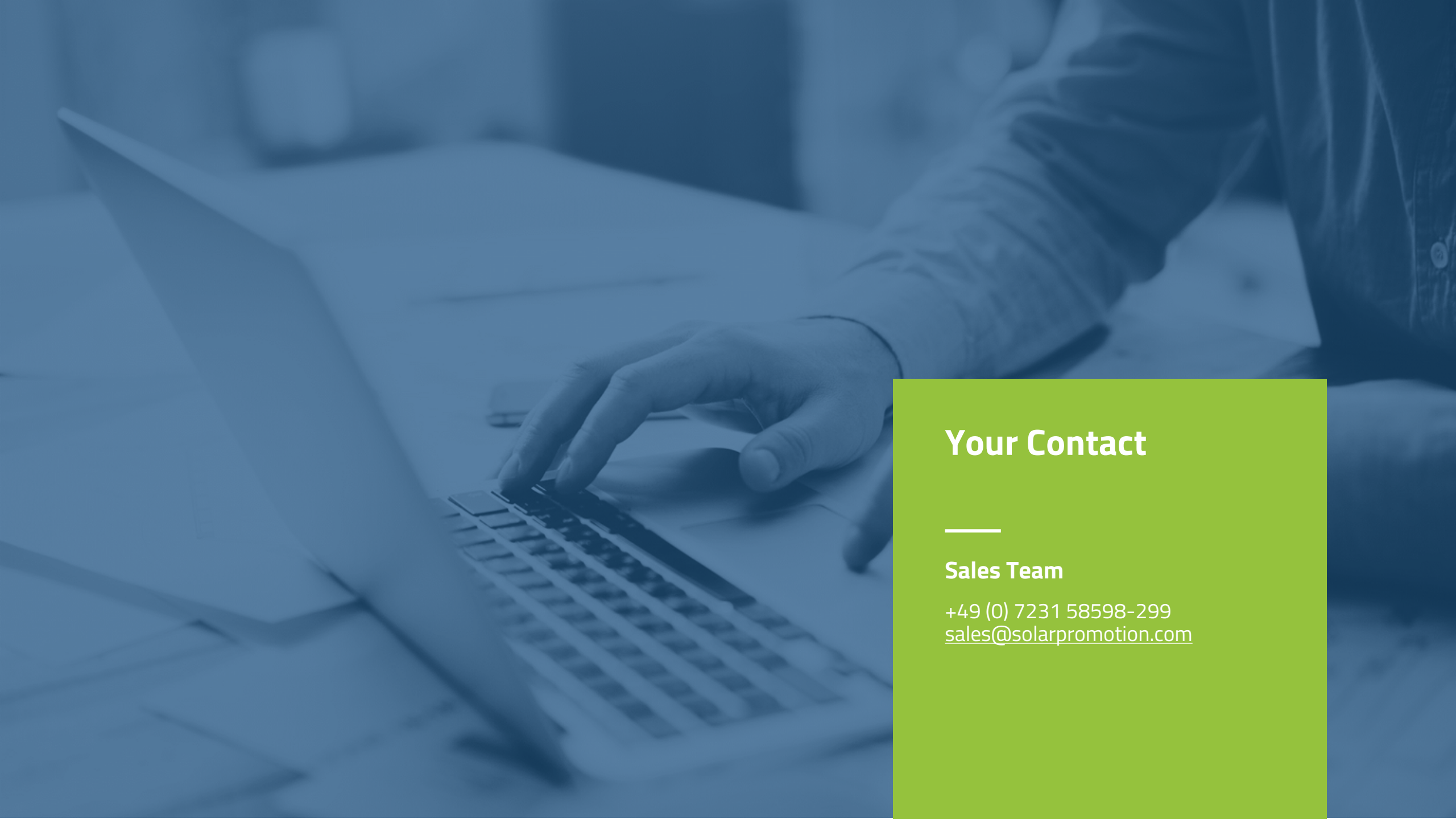
Exclusive Brand Presence at The Bidirectional Zone

- ✓ Located in Hall C5 at Power2Drive Europe
- ✓ Ideal meeting place for networking, presentations, and product demonstrations
- ✓ Close proximity to leading exhibitors in the electric mobility and energy sectors





Secure not only visibility but also a clear position as a pioneer in the field of bidirectional charging. By sponsoring **The Bidirectional Zone**, you can showcase your solutions right where industry decision-makers, partners, and potential customers are learning about the future of V2X.



Your Contact

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