



BATTERY INNOVATION DAYS

Sponsorship Brochure



**13-14
September**

**Brussels &
online**

**FOR A COMPETITIVE AND SUSTAINABLE
EUROPEAN BATTERY VALUE CHAIN**

TABLE OF CONTENTS

- 03** About BID
- 04** About the Organisers
- 05** BID 2021 at glance
- 06** What can you expect?
- 07** Why become a sponsor?
- 08** Sponsors' packages
- 15** General information
- 17** Contact us

About Battery Innovation Days



The Battery Innovation Days event fosters dialogue among the Research community, Policy makers, Industry players and end-users to ensure a constructive feedback loop towards the definition of research and innovation priorities in Europe.

If batteries are the key enabling technology to reach a zero-emission, responsible and sustainable market, the Battery Innovation Days event aims to increase knowledge and encourage exchange around the deployment of leading-edge technologies in battery materials, cell design, manufacturing and recycling.

Including discussions around *the battery passport; digital twins for manufacturing; how to improve BMS architectures in the automotive industry; the deep revision currently underway to develop post li-on battery technologies*, and much more, the Battery Innovation Days event is a two-day inclusive conference that looks at building a more responsible battery value chain together.

13-14 September Brussels & online

The Battery Innovation Days event is curated by the key European Research & Innovation initiatives:



About the Organisers

The BATTERY 2030+ is large-scale research initiative that creates a generic toolbox for transforming the way we develop and design batteries in Europe.

IPCEI - Important Project of Common European Interest. It's a transnational project with an important contribution to the growth, employment and competitiveness of the EU industry and economy funded by state aid.

Batteries Europe is the technology and innovation platform of the European Battery Alliance (EBA). It aims to accelerate the establishment of a globally competitive European battery industry, driving the implementation of battery-related research and innovation actions.

The Batteries European Partnership Association (BEPA) is the international non-profit making association (AISBL) representing the private-side of the BATT4EU Partnership. It gathers the European battery community willing to contribute to the ambitious upcoming Research & Innovation Batteries Partnership under Horizon Europe.

CLERENS is a leading public affairs and communications consultancy based in Brussels providing an in-depth expertise in energy, environment, climate and mobility.

 BATTERY
2030+ IPCEI
BATTERIES BATTERIES EUROPE
EUROPEAN **TECHNOLOGY**
AND **INNOVATION** PLATFORM BEPA
Batteries European
Partnership Association CLERENS



BID 2021

At a glance

The first edition of the Battery Innovation Days event debuted on 23 November 2021 with public recognition from the European Commission of the event as an outstanding success. The Battery Innovation Days conference proved the shared interest and effort to strengthen the European R&I battery ecosystem.

2021 Numbers:

2070+

Registrations

1525+

Participants

100+

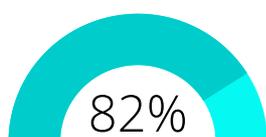
Speakers

25+

Exhibitors

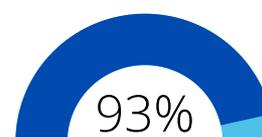
Attendee Feedback:

How likely are you to attend the next edition of the BID?



Very likely

How would you rate the event?



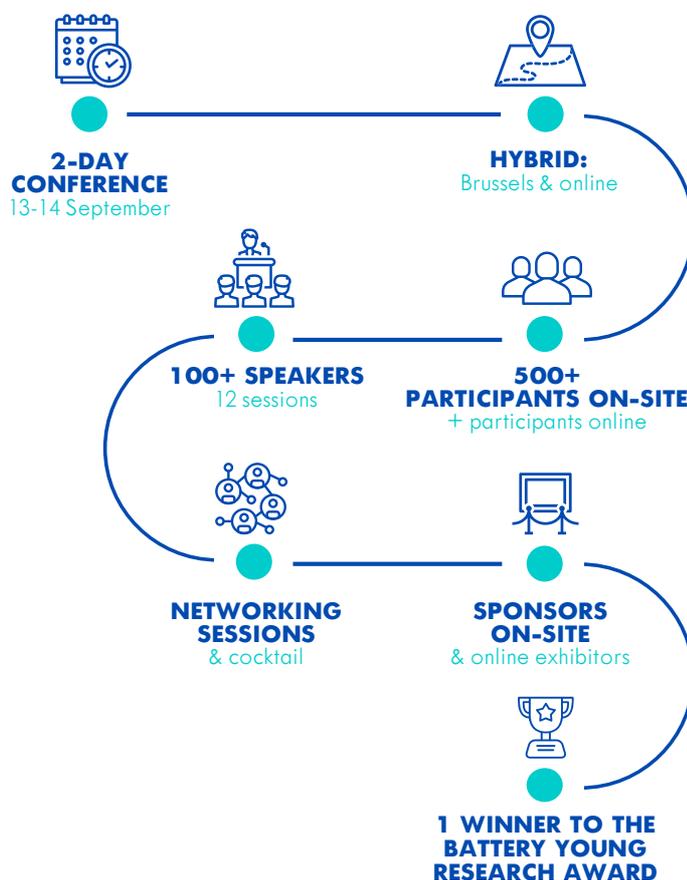
Excellent

What can you expect?

Attracting over 1500 people online last year, this time around the Battery Innovation Days is going to get bigger and better!

The second edition of the Battery Innovation Days will be a 2-day hybrid deep dive into the R&I challenges that must be overcome to stay abreast of the energy transformation, and build a successful and competitive European Battery value chain.

Gain two days of exposure and converse with like-minded industry experts coming from different backgrounds to get a refreshingly different insight!



Why become a Sponsor?

The Battery Innovation Days event brings together numerous key players and experts from the battery field, including policy-makers from the European Commission. Don't miss the opportunity to meet them!

The Battery Innovation Days event presents sponsors with new and maximised forms of sponsorship benefits: the hybrid format of the event combines the best of both worlds offering a mix of virtual and physical branding possibilities. Every sponsor will receive a dedicated area to display their business offer and discuss with industry experts during numerous moments of the two-day programme. Extend your reach and connect with industry representatives from around Europe!



Network and connect with industry peers



Boost brand visibility



Foster a positive reputation



Stay on top of trends and technologies



Gather valuable data to build long-term business relations



Sponsors' Packages



Our sponsorship packages are tailored to offer greater flexibility to our sponsors and increased networking opportunities with 1:1 meetings that can be scheduled via our platform!

With an added digital event space, our sponsors will be able to extend the attendee reach and benefit from additional measurable opportunities: access the digital profiles of in-person attendees; improve data leveraging; broaden branding possibilities, and save on costs of printed materials by including downloadable contents.

Choose among our ample offer the sponsorship package that is the most fitting with your business needs, and take advantage of in-person networking possibilities.

All packages will be allocated on a first come first served basis.

**Your ultimate sponsorship opportunity
is just a click away!**



Packages Overview

	Bronze (5)	Silver (4)	Gold (3)	Platinum (2)
Package Price	€4 000	€8 000	€12 000	€18 000
On-site				
On-site staff	1	2	2	3
Exhibit Space	1 roll-up	yes (80x80)	yes (80x80)	yes (80x230)
Logo displayed on all official conference materials	- (brochure only, small size)	yes (small size)	yes (medium size)	yes (large size)
Logo on merchandise	-	-	-	yes
Logo on Power Point presentations	-	-	-	yes
Goodies allowed on-site at the booth*	-	-	up to 2	up to 3
Online				
Online booth	yes (small)	yes (medium)	yes (medium)	yes (large)
Online staff	1	2	2	3
Logo display on sponsors' page	yes	yes	yes	yes
Logo displayed on main page	yes (small)	yes (small)	yes (medium)	yes (large)
Logo displayed on carousel of the conference hub	2 seconds	3 seconds	4 seconds	5 seconds
Platform visibility (description; downloadable pdfs; Live chat; 1:1 meetings)	yes	yes	yes	yes
Access to analytics and event's data	yes	yes	yes	yes
Social media mention	1	2	4	6
Logo on promo video	-	-	-	yes
Logo on emails	3	4	all	all
Logo on all recordings of the event (uploaded on YouTube)	-	-	-	yes
Mail to all attendees	-	-	-	yes
Virtual event lounge room	yes	yes	yes	yes

*Sponsors shall provide at their own costs all suitable materials to be used in setting up the booked stand

Additional visibility

Additional opportunities limited to Silver and Bronze sponsors

Academy Sponsor (1 package available only)

Package Price: €4 000

Official sponsor of the session dedicated to the Battery Young Research Award

Presenter opportunity during the Battery Young Research Award

Logo on all official conference materials (digital and print) mentioning the Battery Young Research Award session

Logo on PowerPoint shown by Awardee

Logo on the Battery Young Research Award prize

Social media mention in all posts dedicated to the Battery Young Research Award

Roll up on stage

Logo on badges used by speakers of the Battery Young Research Award session

Cocktail Sponsor (2 packages available only)

Package Price: €12 000

Speech opportunity during cocktail Day 1

Staff allowed: 2

On-site Exhibit space (80x80)

1 Roll up next to catering main table

Logo on the agenda (printed and online) next to the Cocktail timeframe

Logo on menu

Up to 3 branded gadgets of choice in the room (eg. Flag; air-balloons; etc.)

Logo on cake

Exhibit space (80x230)
and 3 on-site staff

Large size logo on all
conference materials
and merchandise

Social media
mentions

Mail to all
attendees

Large online booth
and visibility on
platform

Access to analytics
and event's data

Platinum

2 packages available

€18 000

Gain the utmost visibility during the Battery Innovation Days event: stand out among industry experts on-site in a major way with a larger exposition space, while getting maximum long-term visibility on the event's platform.

The Platinum Package offers extensive recognition in print and digital conference materials and merchandise, mailings, articles, and on the official event's webpage and conference hub.

Email blasts and web links to your website will bring prospective customers directly to you and let you engage with them before, during and after the event.



Gold

3 packages available

€12 000

Take your branding and networking up a notch with our Gold sponsorship package!

Prominent recognition is provided during the two days of the conference with a dedicated space serving as an exhibition stand and sized to accommodate 1:1 meetings.

Amplify your long-term marketing possibilities and play a prominent role by inspiring the brightest and most dedicated industry professionals with an online booth accessible to all event registrants even after the conference!

Exhibit space (80x80) and 2 on-site staff

Medium size logo on all conference materials

Social media mentions

Medium online booth and visibility on platform

Logo display on emails and conference hub

Access to analytics and event's data



Exhibit space (80x80)
and 2 on-site staff

Small size logo on all
conference materials

Limited logo display
on emails and
conference hub

2 Social media
mentions

Small online booth and
visibility on platform

Access to analytics
and event's data

Silver

4 packages available

€8 000

Tap into the Battery Innovation Days event opportunity to put your brand in front of your target audience: enjoy an exclusive promotion of your expertise and company offer to all industry experts in attendance with an exhibiting stand on-site.

Obtain visibility even beyond the physical floor with logo display on dedicated pages of the event's website and conference hub.

Would you like additional brand exposure? Add the Academy package to demonstrate your support towards innovation, or the Cocktail package to deliver a presentation and obtain highest priority branding during the reception.

Availability is limited, so make sure you secure your packages!



Bronze

5 packages available

€4 000

This entry-level sponsorship acknowledges your company as Bronze supporter of the Battery Innovation Days event, and provides you with a space within the venue to display your company's roll-up.

Leverage the hybrid format of our event for your business growth and enjoy the promotion of your company and logo via a designated sponsor page within the event platform, and more.

Add a tier of customization to your bronze package by purchasing our additional Academy or Cocktail package to boost your engagement with attendees further!

1 roll-up and 1 on-site staff

Small size logo on brochure

Limited logo display on emails and conference hub

1 Social media mention

Small online booth and limited visibility on event platform

Access to analytics and event's data



General Information



ON-SITE

THE EGG BRUSSELS
Rue Bara straat 175
1070 Brussels

An exceptional location!

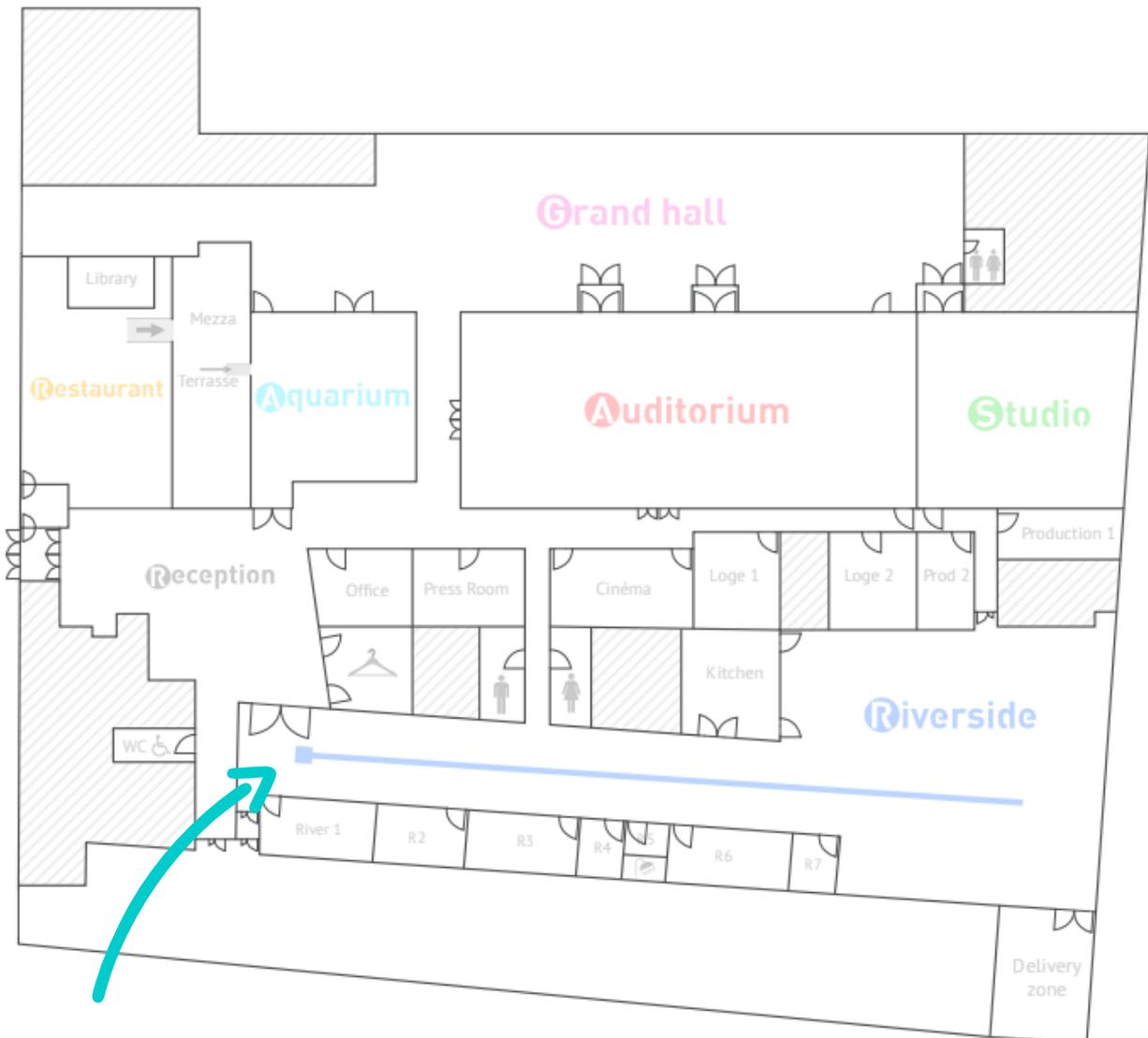
ONLINE

Scan the QR code to
get your free
ticket now.



*On-site activities will comply with COVID-19 restrictions issued by the Belgian Government.

Venue Floorplan



Sponsors will be assigned a stand
in the Riverside area.

CONTACT US

Phone Number:

+32 2 743 29 81

Information e-mail address:

info@batteryinnovationdays.eu

Sponsorship Team:

Elisabetta Frisaldi
e.frisaldi@clerens.eu

Beata Virsumirska
assistantBD@clerens.eu

Mailing Address:

Avenue Adolphe Lacomblé 59/8
1030 Brussels, Belgium