

2025 Exhibition and Sponsorship Guide

THE **BA+TTERY** SHOW
SOUTH

 **electric
& hybrid** | south
vehicle technology expo

 **Energy
Storage**
South

April 16-17, 2025

Georgia World Congress Center | Atlanta, GA



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WELCOME TO THE SHOW!

The Battery Show South launches in the Battery Belt! The Show consists of three co-located events: The Battery Show South, Electric & Hybrid Vehicle Technology Expo South and Energy Storage South. The Battery Show is recognized as the premier educational conference and exhibition for battery manufacturing, vehicle electrification and clean energy in the U.S.

- The Battery Show South is the most comprehensive event for the advanced battery manufacturing industry in the Battery Belt.
- Electric & Hybrid Vehicle Technology Expo South addresses the drivetrain and power system in EVs and HEVs.
- Energy Storage South takes on the next frontier of stationary energy storage and the transition to clean energy.



We are the premier source for design and business intelligence in the industry, and we're supported by our media community brand Battery Technology. This translates into unrivaled marketing exposure and access to today's leading decision makers. Whatever your event objectives are, sponsorships are an integral way of achieving them!



The following guide presents a number of opportunities for your company to create brand awareness, thought leadership and lead generation through pre-show, on-site, and post-show marketing.

Let us help you promote your company among event attendees to meet your goals. We look forward to helping you succeed in Atlanta!

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Exhibit Space

Square Foot Pricing	
Net Square Feet	Standard Rate
0'-199'	\$44.00
200'-399'	\$42.00
400'+	\$40.00



PRE-SHOW

- Company description, including link and logo, on the event website exhibitor directory
- Exhibitor listing in the event app, the primary on-site attendee resource tool
- Access to our *VIP Guest Invites* e-mail marketing platform tool (to invite your customers or prospects)
- Continual access to pre-registered press/analyst list and Show Management PR services

ON-SITE

- Five (5) exhibitor staff passes per 100 square-foot booth space
- Discounted rate of 20% off the current conference pass price. *(Discount does not apply toward 1-day passes. Contact your account manager for details.)*

POST-SHOW

- Post event report with an overview of attendee demographics and highlights from the event

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Platinum Sponsorships

Platinum sponsors have the opportunity to stand out from the crowd and be recognized as a leader in the fast-growing battery market. The structure of the Platinum sponsorships takes into account companies' total event investment with The Battery Show, Electric & Hybrid Technology Expo and Energy Storage South.

When sponsors reach the investment level of \$30,000 or above (based on booth space and sponsorship), they are recognized as a Platinum Sponsor and receive significant additional benefits at no extra cost.

*Must purchase sponsorship to qualify



PRE-SHOW

- Company logo on event website homepage
- Inclusion in dedicated Platinum Sponsor attendee email with company logo, 75 word description and link to website
- Featured Exhibitor Package Plus via Map Your Show
- Show Highlight Package via Map Your Show

ON-SITE

- Company logo on the digital event guide and on-site signage
- Half page event guide ad

POST-SHOW

- Post event report with an overview of attendee demographics and highlights from the event

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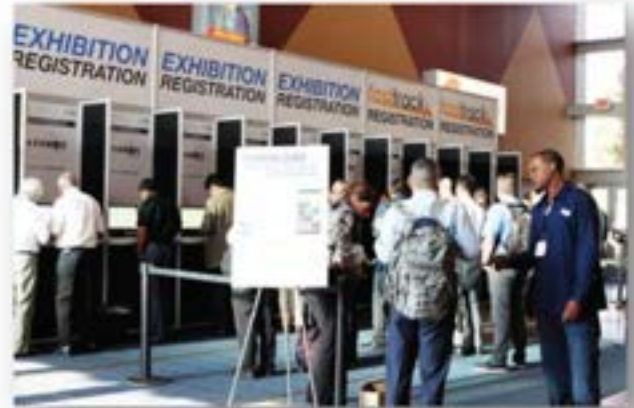
Exclusive Sponsorships

Online & On-site Registration

One of the highest visibility areas at the event, on-site registration is the first point of contact for all attendees.

- Branded signage on registration area for all co-located events
- Logo on registration terminals in two registration areas
- Company logo as screen saver at registration computers
- Option to distribute literature in registration area

Investment: \$21,910



Badges

With the badge sponsorship, all event attendees will recognize your company name. It's a sure-fire way to grab their attention.

*Show Management to produce.

- Logo placement on all attendee badges (~4,500 in total)
- Badges worn by all speakers, exhibitors, delegates, visitors, for all three days

Investment: \$5,625



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Exclusive Sponsorships

Lanyards

- Attached to every attendees badge for all co-located shows
- Lanyards worn by all speakers, exhibitors, delegates, visitors, for all three days

**Sponsor responsible for producing the 4,500 lanyards and shipping to advanced warehouse.*

**Show management approval of design and lanyard type is required.*

Investment: \$3,895



Bags & Bag Inserts

Gain maximum visibility through sponsorship of the official event bags & bag inserts.

- 4,500 branded bags given to exhibition and conference attendees at hall entrance.
- Literature or promotional product placement in show bags.

**Sponsor responsible for producing the 4,500 bags and bag inserts.*

**Sponsor responsible for shipping bags to advanced warehouse with bag inserts already stuffed in bags.*

**Show management approval of bag design required.*

Investment: \$5,195



Floor Plan

- Logo placement on website floor plan, event app floor plan, digital event guide floor plan, and floor plan signage on-site

Investment: \$10,755



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Pre-Show Sponsorships

Attendee Email Outreach

Sponsor a pre-registered attendee newsletter to have your message reach highly qualified engineering professionals. In these weekly promotional emails, you'll have the chance to generate awareness about your presence at the event and the products or services you'll be showcasing.

**Maximum of 4 sponsors per email*

Investment: \$3,850 per email

DELIVERABLES

- 75-word company or product description
- Inclusion of your logo (125x125 .png file) and booth number
- Deadline is 3 weeks prior to scheduled deployment

Digital Daily Emails

Digital daily emails run during the event from April 16-17, 2025 and will be distributed to the pre-registered attendee list.

**Maximum of 4 sponsors per email*

Investment: \$2,345 per email

DELIVERABLES

- 75-word company or product description
- Inclusion of your logo (125x125 .png file) and booth number
- Deadline is 3 weeks prior to scheduled deployment



THE **BATTERY** SHOW **September 11-13, 2018**
NORTH AMERICA **NOVI, MI**
Suburban Collection Showplace

Where solutions are found

Make sure you don't miss the event!

[Add to Outlook Calendar](#) [Add to Google Calendar](#) [Add to Apple Calendar](#)

We're so excited to see you at The Battery Show next month! It will be your perfect platform to source the latest battery technology with over 100 exhibitors ready to answer your questions and meet your technical objectives.

Get ready to compare products and costs, forge new relationships and improve existing ones by doing business in a face-to-face networking environment.

Source everything you need and explore the latest innovations with 600+ suppliers:

Meet the supply chain



From Our Sponsors:

Battery Innovation Center (BIC)
To promote advanced learning & education in the energy sector as well as the rapid development, testing, & commercialization of safe, reliable & lightweight energy storage systems for commercial, academic, and defense customers/organizations.



Intertek
Total Quality. Assured.
Intertek USA
Intertek Total Quality Assurance expertise enables our customers to prove ahead safety. Our battery and energy storage testing and certification expertise are utilized daily by leading manufacturers worldwide.

Johnson Controls Power Solutions
The world leader in energy storage solutions, working in partnership with our customers to deliver advanced battery technologies that deliver sustainable, next generation performance.



JohnsonControls.com/PowerSolutions

[f](#) [t](#) [in](#) #TBS18

The Battery Show c/o
2901 20th St. #100
Santa Monica, CA 90405
info@batteryshow.com



Don't Miss Out on This Show

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Exclusive On-site Sponsorships

Expo Café Sponsorship (8 Available)

- Premiere location in a 10x10 booth on the expo floor adjacent to the Café
- Four sponsors a day will sponsor the lunchroom (standard tablecloths, branded table tents, seat drops in 1/4 of the café)
- Sponsor branding to be included on the Café Hanging Sign and Digital Signage within the Café
- Raffle drawing for lunch attendees with prize donation from café sponsor on designated day
- Inclusion in 3 pre-show Café Sponsor promos in the Battery Technology newsletter

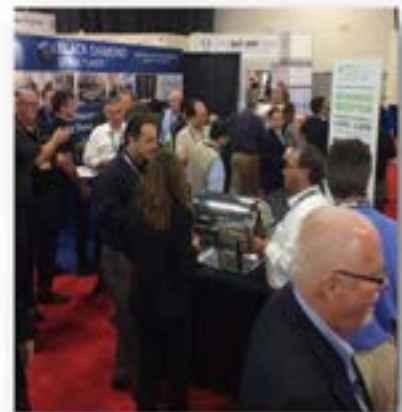
Investment: \$14,475



Open Tech Forum (OTF) Educational Package (12 available)

- Premier location in a 10x10 booth on the expo floor adjacent to the OTF Theater
- Each booth includes an educational sponsorship package with a once-a-day video placement on the Open Tech Forum screen
- One seat drop during the session of your choice in the OTF Theater (based on available sessions)
- Inclusion in the Battery Technology pre-show White Paper promotional eBook campaign

Investment: \$14,475



Expo Hall Networking Receptions

- Branded bars, cups, and food stations hosted in your booth
- Beer, wine, and canapes included
- Logo included on on-site signage, attendee emails, event website, and event guide, wherever Expo Hall Drinks Reception is mentioned

Limited opportunity; four opportunities available on Wednesday

Investment: \$14,000

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Exclusive On-site Sponsorships

Mobile App

Reach attendees at their fingertips by sponsoring the official event app.

- Logo on splash page of event app
- Logo on on-site signage and event website wherever event app is highlighted
- Banner on menu page of event app linking to URL of choice
- Logo placement on dedicated event app email sent to all event attendees pre-event

Investment: \$10,060



Mobile Alert Push Notification

Use the digital equivalent of the event guide to stay top of mind with attendees. Send your company message directly to the hands of event app users with a Mobile Alert Push Notification.

**Limit two (2) alerts per day*

Investment: \$1,075 per alert



Charging Stations

Help attendees stay connected throughout the show with a Charging Station sponsorship. *Charging Stations are placed in high-traffic zones within the expo hall for maximum visibility!

Investment: \$6,695 each



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Conference Sponsorships

Conference Networking Refreshment Breaks

- Daily refreshment breaks three times per day for conference attendees
- Sponsor brand featured prominently at serving stations, branded cups, and sponsor recognition on the website, event guide, and on-site signage.

Investment: \$16,800 (Exclusive)



Conference Track Sponsorship

Track sponsorship opportunities enable your company to align your brand with a track topic, get quality leads (the track's verified attendees) and include a sponsored session.

Benefits:

- Conference track attendee lead data (provided post-event)
- Sponsor whitepaper on event website (not gated) *opt-in only
- Two 2-Day conference passes
- Company logo included on conference track signage

Investment:

\$15,570 per conference track (one sponsor per track, does not include 40-minute sponsored session)

\$23,980 with 40-minute sponsored session

(one sponsor per track, sponsored session not promoted as part of the conference)

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Training & Education Opportunities

Sponsored Sessions

Education is the core value proposition the event has to offer to the market. The sponsored sessions are single 40-minute sessions or full-day (five 40-minute sessions) speaking opportunities that are used by exhibiting companies to educate and train attendees on their company's products/solutions.

Includes:

- Meeting room with basic audio visual and door monitor
- Full contact information of opt-in session attendees provided post-show.
- Listing on the website's education schedule
- Inclusion in pre-event email messaging

Investment:

\$7,150 per 40-minute Sponsored Session

\$28,560 per Full-day Sponsored Session (5 sessions)

**Please note that special needs such as additional electricity, food & beverage, internet, and video/audio taping carry additional charges and are not included in session price.*



Meeting Rooms

Rent a private meeting room located within Georgia World Congress Center.

Please note that all special needs (audio visual requirements, food & beverage, internet, etc.) are not included in the price.

Investment:

\$2,195 per day

\$3,400 for 2 event days



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Training & Education Opportunities

Tech Theater

Demonstrate your expertise by delivering thought leadership on the sponsored Tech Theater on the expo floor! Sessions will be promoted on the event website, attendee emails, mobile app and onsite signage. Includes lead capture for session attendees and the opportunity to have your session recorded and edited professionally.

PRE-EVENT DELIVERABLES :

Presentation title, abstract, and speaker's bio and photo promoted on the event website and event mobile app. Your company will also be mentioned in attendee emails promoting expo floor features.

ONSITE DELIVERABLES :

*45-minute speaking slot, plus 5-minute prep and 10-minute Q&A.
Presentation promoted in digital show guide and onsite signage.
Training and/or sales literature placed on attendee seats.*

POST-EVENT DELIVERABLES :

Professionally recorded and edited video of presentation – You receive a link to the video asset.

*Contact information of session attendees provided post event.
Access to online leads/video downloads post event.*

Investment: \$7,150 or \$4,750 without recorded video



Keynote Seat Drop

Receive maximum exposure to all those attending Keynotes, to drive traffic to your booth, and/or gain targeting visibility for an announcement. Ability to pass out collateral, books or pens in Keynote Hall. Seat drop provided by temps on staff. Exhibitor is responsible for providing items, shipping to advanced warehouse, and drayage.

Investment: \$7,150 per session (two available)



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Exclusive Training & Education Opportunity

Open Tech Forum Theater Sponsorship

Sponsorship at the exhibition hall's Open Tech Forum theater demonstrates your company's industry leadership and subject matter expertise. Content should promote solutions that are complementary with the conference content found at the show. The sponsoring company will select the topic for a set amount of 25-minute presentations and supply the speaker (with approval of Show Management).

Benefits:

- Corporate logo and message displayed on the theater schedule meter board outside the theater, on conference agenda, and event website.
- Sponsor receives leads from all theater sessions

Investment: \$21,580 (Exclusive)



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Signage

Ad Poster (Single-Sided & Double-Sided)

22" x 28" Ad Poster

Investment: \$800

Meter Boards

Build brand awareness, promote your services and products, and drive traffic by sponsoring a meter board.

**Sponsor provides artwork and Show Management produces (37.8" W x 94.5" H)*

Investment: \$3,570 (single-sided), \$6,580 (double-sided)

Tri Mega Sign

Meter Board (3 sided)

Investment: \$10,700

Ad Poster



Meter Board



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Signage

Hanging Banners

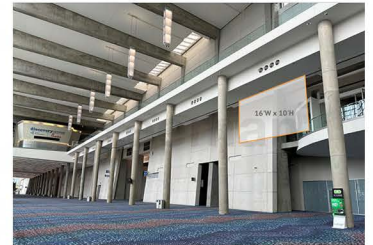
Hanging Banner (Level 1) 6 Available
3'W x 16'H (Flag Banner Hanging From Column)
Investment: \$7,805

Hanging Banner
3'W x 16'H



Hanging Banner (Level 1) 4 Available
16'W x 10'H (between C1 columns)
Investment: \$18,665

Hanging Banner
16'W x 10'H



Hanging Banner (Level 1) 1 Available
25'W x 5'H
Investment: \$15,310

Hanging Banner
25'W x 5'H



Outside Banner
32'W x 72'H



Outside Banner 9 Available
32'W x 72'H
Investment: \$16,270

Hanging Banner (Level 2) 3 Available
45'W x 13'H
Investment: \$23,460

Hanging Banner (Level 2)
45'W x 13'H



Hanging Banner (Level 2) 3 Available
16'W x 10'H (between C2 columns)
Investment: \$18,665

Signage

Rotating Kiosk

Don't be left in the dark, sponsor the rotating kiosk and illuminate your brand. Rotating kiosks will be placed strategically throughout the convention center.

Investment: \$15,535



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Signage

Floor Tiles

An effective way to drive traffic to your booth as well as reinforcing your brand throughout the exhibition hall with six branded floor tiles (size: 20" x 20").

**Artwork supplied by sponsor.*

** Six floor tiles*

Investment: \$2,055 (Limit 2 sponsors per brand)



Aisle Sign Sponsorship

Aisle identification signs advertise your company brand to all attendees as they make their way through the show floor. This is a great, high-visibility opportunity for enhanced exposure.

**Show Management to produce.*

- Logo and booth number on all aisle signs across the exhibition hall
- Logo included on aisle number floor tiles placed in every row of the exhibition hall
- An essential marker point for every attendee to make their way around the show, and to lead them to your booth

Investment: \$12,000 (Exclusive)



Decals

Column Wrap (Level 1) 6 Opportunities

94.5"W x 12'H

Investment: \$16,270

Column Wrap (Level 2) 2 Opportunities

94.5"W x 12'H

Investment: \$16,270

Column Wrap Level 1



Column Wrap Level 2



Door Clings - 6 Opportunities

24"x24" (Double-Sided)

8 doors top & bottom (16 clings total)

Investment: \$15,200

8 doors top only (8 clings total)

Investment: \$7,600

Door Clings



Escalator Runners



Escalators Runners (Level 1) – 1 Opportunity

16" wide x 56'-4" Long-Middle Section (Qty 2 runners)

Investment: \$22,615

Restroom Clings



Sidewalk Graphics



Restroom Clings- 20 Opportunities

1' x 1'

Investment: \$545

Sidewalk Graphics - 3 Opportunities

6' x 4'

Investment: \$3,330

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Digital Event Guide Ads

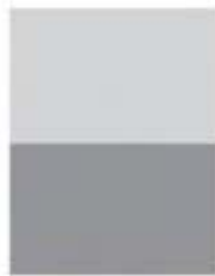
Promote your company, booth, or a new product by advertising in the digital on-site event guide. This guide is accessible to all attendees and used each day of the event.

- Double-Page Spread: \$8,955
- Outside Back Cover: \$7,150
- Inside Front Cover: \$5,230
- Inside Back Cover: \$5,230
- Full Page: \$4,760
- Half Page: \$2,555
- Quarter Page: \$1,585



FULL PAGE

Trim: 8.5" x 10.5"
Bleed: 8.75" x 10.75"



HALF PAGE HORIZONTAL

Trim: 8.5" x 5.25"
Bleed: 8.75" x 5.5"



QUARTER PAGE

Trim: 4.25" x 5.25"
Bleed: 4.5" x 5.5"



Digital Event Guide Pages Banner Ad

Exclusive opportunity to have both your company logo and booth number included on the bottom of every applicable page in the official Battery Show Digital Event Guide for all attendees to download and used each day on-site.

**Page exceptions include covers and advertisements.*

Investment: \$18,030



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Online Exhibitor Directory Upgrades

Basic Listing

- Company name and contact info
- Social media tags
- 50 word description
- 6 Products & Service categories
- 4 product highlights
- Basic Listing on Mobile App
- Unlimited press releases
- Company logo on online listing

Investment: FREE with all booths



Featured Exhibitor Package

- Priority placement at the top of all online searches
- Listing under Featured Exhibitors on Event Website
- Mobile Listing
- 4 additional product highlights
- Access to Online Leads

Investment: \$975

Featured Exhibitor Plus Package

- All of the above plus
- Floor plan peel
- Video

**Includes Featured Exhibitor Package*

Investment: \$1,625

Make Your Booth Stand Out

Adding a bright red corner peel to your booth will make it easy for visitors to find you at the show.



Floor Plan Peel – A La Carte: \$485

Additional Listings: \$315

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Online Exhibitor Directory Upgrades

Product Category Sponsorship

- 320 x 50 pixel image (640 x 100 pixel image required for upload)
- Guaranteed #1 listing in the category
- *Limit 5 per category*

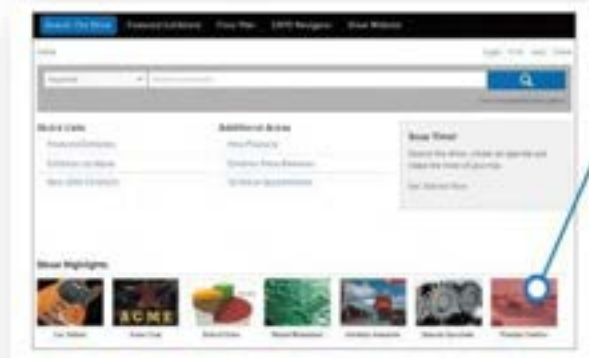
Investment: \$3,725 each



Show Highlight Sponsorship

- Requires minimum purchase of Featured Exhibitor Plus
- Showcase your product image or video on the directory home page
- Live link directs attendees to your company's listing
- *21 highlights available*

Investment: \$1,230



Exclusive Online Directory Sponsorship

- 180 x 150 pixel image on the online directory home page (360x300 pixel image required for upload)
- *Requires minimum purchase of Featured Exhibitor Plus*

Investment: \$3,725



***All sponsorships above require a minimum purchase of a Featured Exhibitor Package PLUS**

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Social Media Package

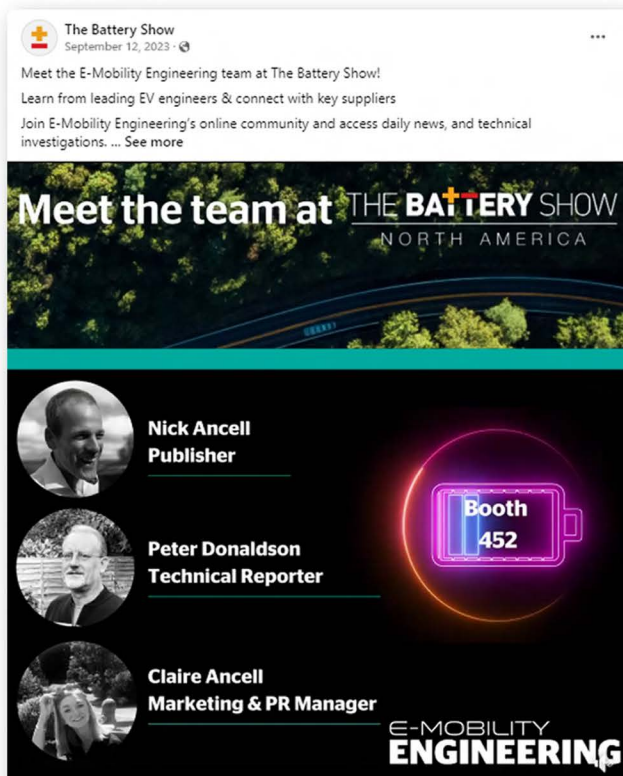
All Three Platforms

LinkedIn, Facebook, X Package

Posted in the weeks leading up to the in-person show (10 weeks out - 1 week out), our event team will include exhibitor image and content in our social media posts on ALL 3 of our social media pages (includes LinkedIn, Facebook, X).

- **Tier 1** \$745 for 1 post
- **Tier 2** \$995 for 2 posts
- **Tier 3** \$1,295 for 3 posts
- **Tier 4** \$1,445 for 4 posts
- **Tier 5** \$1,245 for 1 boosted post*

*Our event team will include exhibitor image and content in our social media posts and BOOST for extra exposure. A digital media specialist will monitor the post and optimize for best results.



One Platform

Our event team will include exhibitor image and content in our social media posts to ONE of our social media pages. *Pricing varies per platform, available platforms include LinkedIn, Facebook, X.

LinkedIn Package

- **Tier 1** \$645 for 1 post
- **Tier 2** \$895 for 2 posts
- **Tier 3** \$1,145 for 3 posts
- **Tier 4** \$1,270 for 4 posts

A la Carte Options

- Starting at \$495 - \$1,025

Reshare Options

- \$75 for 1 post reshare
- \$150 for 2 post reshares

Facebook Package

- **Tier 1** \$620 for 1 post
- **Tier 2** \$870 for 2 posts
- **Tier 3** \$1,120 for 3 posts
- **Tier 4** \$1,295 for 4 posts

A la Carte Options

- Starting at \$495 - \$1,245

Reshare Options

- \$75 for 1 post reshare
- \$150 for 2 post reshares

X Package

- **Tier 1** \$370 for 3 retweets, 1 post
- **Tier 2** \$620 for 4 retweets, 2 posts
- **Tier 3** \$870 for 4 retweets, 3 posts
- **Tier 4** \$1,120 for 4 retweets, 4 posts

A la Carte Options

- Starting at \$320 - \$575

Reshare Options

- \$75 for 3 Retweets
- \$150 for 4 Retweets



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Smart Bundle

Boost your event experience with our Smart Bundle, designed to increase your exposure through multiple channels surrounding the event.

Smart Bundle 1

- Lead Retrieval App
- Featured Exhibitor Package Plus

Investment: \$1,315

- **Lead Retrieval App** – Upgrade your exhibitor listing and receive three lead retrieval license activations for the on-site Lead Retrieval app. No separate contract or invoice from a third party to deal with!
- **Access to Online Leads** – Upgraded listings (Featured Exhibitor Package and Featured Exhibitor Package Plus) include access to Online Leads – You will receive name, job title, company and e-mail addresses of attendees seeking to meet with you.
- **Priority Placement on Online Search Results** – Featured Status gives your listing priority placement on all online searches that match your product category and keywords.

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Contact Information

EVENT EXPERTS

Lisa Adams, Account Manager

224.250.7939 | Lisa.Adams@informa.com

Eileen Kornmeyer, Account Manager (Energy Storage)

945-301-0462 | Eileen.Kornmeyer@informa.com

Michael Paul, Account Manager

781.439.9697 | Michael.Paul@informa.com

Paul Piro, Account Manager

475.450.6733 | Paul.Piro@informa.com

Dino Pontonio, Account Manager

203.814.7338 | Dino.Pontonio@informa.com

John Guadagno, Sales Director

310.279.0467 | John.Guadagno@informa.com

GENERAL INQUIRIES

(866) 267-7339 | clientservices.ime@informa.com

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