LATAM’s Innovation Hub for the New Energy World
EXPO CENTER NORTE, SÃO PAULO, BRAZIL

ENERGIZE YOUR BUSINESS

EXHIBITOR BROCHURE

The Leading Energy Exhibitions and Conferences at The smarter E South America
With three parallel energy exhibitions, The smarter E South America is LATAM’s innovation hub for the new energy world. It takes a comprehensive approach to the topics of the transformation of the energy system by presenting cross-sector energy solutions and technologies. The smarter E South America creates opportunities to address all key areas along the value chain. Focusing on the generation, storage, distribution and use of energy and the ways in which these aspects interact and can be intelligently combined, The smarter E South America brings together international stakeholders of the energy future from across the world’s most influential markets.

The smarter E South America will take place at the Expo Center Norte in São Paulo, Brazil, on November 16–18, 2020, bringing together the following events:
- Intersolar South America – South America’s Largest Exhibition and Conference for the Solar Industry
- ees South America – South America’s Hot Spot for Batteries and Energy Storage Systems
- Eletrotec+EM-Power – The Exhibition for Electrical Infrastructure and Energy Management

In addition to sector coupling and decentralization, digitalization is a central element of the new energy world. The growing demand for integrated and intelligently connected solutions means that companies are increasingly relying on these types of systems and services. The smarter E South America responds to this development, presenting solutions and technologies for an intelligent, sustainable and cost-effective energy supply.
EXHIBITION QUICK FACTS

Dates
November 16–18, 2020

Location
São Paulo, Brazil

Venue
Expo Center Norte

Booth Pricing
- Re-Booking €225/sqm until December 31, 2020
- Early Bird Rate €240/sqm until March 31, 2019
- Member Rate €255/sqm
- Regular Rate €265/sqm

Application
→ www.TheSmarterE.com.br → For Exhibitors
→ Application

Floor Plan
→ www.TheSmarterE.com.br → For Visitors
→ Exhibition Hall
**EMPOWERING NEW ENERGY SOLUTIONS**

**INTERSOLAR SOUTH AMERICA**

With events spanning four continents, Intersolar is the world’s leading exhibition and conference series for the solar industry. As part of this event series, Intersolar South America in São Paulo, Brazil, is the largest exhibition and conference for Latin America’s solar industry. It takes place annually at Expo Center Norte and has a focus on the areas of photovoltaics, PV production and solar thermal technologies.

**ELETROTEC+EM-POWER**

Eletrotec+EM-Power is the premier exhibition for electrical infrastructure and energy management. The exhibition focuses on technologies for electrical energy distribution as well as services and software solutions for energy management at grid, utility or building level. Eletrotec+EM-Power will be held in parallel to Intersolar South America and ees South America under the umbrella of The smarter E South America.
EES SOUTH AMERICA

EES South America is South America’s hot spot for batteries and energy storage systems. After two years as special exhibition, EES South America celebrated its debut as autonomous exhibition in 2019. EES South America focuses on batteries and electrical energy storage systems and is part of the exhibition trio The smarter E South America. EES South America is complemented by the special exhibition Power2Drive South America focusing on mobile energy storage solutions, electric vehicles and charging infrastructure technologies.

SPECIAL EXHIBITION POWER2DRIVE SOUTH AMERICA

The Special Exhibition Power2Drive highlights the significance of electric cars for the energy mix and transport of the future. It introduces innovative charging solutions, battery concepts and business models for sustainable e-mobility. Renewable energies and e-vehicles are an optimal combination. For this reason, the topic of e-mobility is receiving increasing attention from exhibitors, visitors and the accompanying program at EES South America as part of The smarter E South America.
**BECOME AN EXHIBITOR!**

Download and complete your application form online and submit it via fax or email. The information you provide (type of products and services) will be the basis for your booth placement at The smarter E South America. We do our best to position your booth as you request. Booth locations are given on a first-come first-served basis. Make sure you don’t wait too long! → www.TheSmarterE.com.br → For Exhibitors → Application

**MEMBERSHIP PROGRAM**

The Membership Program rewards your long-standing partnership with us. This membership program is free of charge and allows you to accumulate loyalty points for your company by participating in The smarter E events and buying sponsorship packages. Depending on points collected, your company is eligible for numerous extra exhibition services. → www.TheSmarterE.com.br → Membership

**THE SMARTER E, INTERSOLAR AND EES AWARD 2020**

The smarter E AWARD shines a spotlight on realized projects in solar, storage, energy management and clean transportation, as well as on smart renewable energy concepts that draw on sector coupling, grid infrastructure and digitalization. Over a period of more than 10 years, the Intersolar AWARD has given solar companies a unique platform to distinguish themselves from the competition with their innovations in photovoltaics. For the seventh time in a row, the ees AWARD will highlight the most innovative solutions for stationary and mobile electrical energy storage systems in 2020.

→ www.TheSmarterE-award.com

**SPONSORSHIP OPPORTUNITIES**

When potential new customers make a purchase decision, it’s important they are familiar with the brand and have confidence in it. Seize the opportunity to present yourself as a reliable partner: Give your brand exposure through one of The smarter E South America sponsorships and customize your exhibition participation. → www.TheSmarterE.com.br → For Exhibitors → Exhibition planning

**JOINT PAVILIONS**

Participations via country or thematic pavilions offer an excellent opportunity to enter the Brazilian renewable energy market. The pavilion’s complete package lets you concentrate on your business, while we or our partners facilitate the rest. For 2020 the following pavilions are planned: German Pavilion, Chinese Pavilion, European Pavilion and ees Pavilion.

**EXHIBITION PROGRAM**

Besides the actual exhibition, The smarter E South America offers a range of presentations, workshops and product shows. As an exhibitor you can be part and boost your visibility by booking a workshop room or a slot at the Innovation & Application Stage.

**Contact**

exhibitorservice@thesmartere.com.br
REASONS TO EXHIBIT

- Meet more customers and prospects
- Strong growth of the sector in the next years and decades is predicted
- Get to know your competitors
- Intersolar is the world’s leading exhibition series for the solar industry
- 3 events covering topics of the new energy world under one roof

Make more of your participation

- Public Relations: Submit one free press release to be distributed via national and international newswire.
- Networking Events: Network and celebrate in a relaxed atmosphere with exhibitors, conference delegates and keynote speakers enjoying drinks, finger food and a special guest. The Networking Reception takes place at the exhibition site.
- Membership: Become a member and take advantage of discounts and extras.
- AWARD: Win the popular The smarter E, Intersolar or ees AWARD, which will be presented at The smarter E Europe in Munich.

Your participation includes more than just your exhibit. As an exhibitor, you get lots of free services and marketing opportunities to help you connect with your prospects, promote your presence on the show floor and grow your business. Exhibitors receive company listings in the Event Directory, Floorplan Guide, and mobile app. Plus, you will receive press kit distribution at the press center, and other services available on our website or in your self-managed “Exhibitor Cockpit”.

EXHIBITOR PLANNING TIMELINE 2019/2020

- September 2019
  - Sponsoring and marketing opportunities available
  - Booth space invoice distribution
- December 2019
  - December 31 – Re-booking rate ends
- March 2020
  - March 31 – Early Bird rate ends
  - Exhibitor list available
- August 2020
  - Exhibitor Cockpit available
  - Exhibitor Service Manual available online
  - Visitor registration opens
  - Conference registration opens
- October 2020
  - October 1 – Deadline for Event Directory entry
  - Promotion material deadline
  - Free membership deadline
  - Submission of booth construction deadline
  - Technical service deadline
- November 2020
  - Exhibitor pass deadline
  - November 12 – move-in, registration available
  - November 16–18 – The smarter E South America
  - November 19 – move out

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