

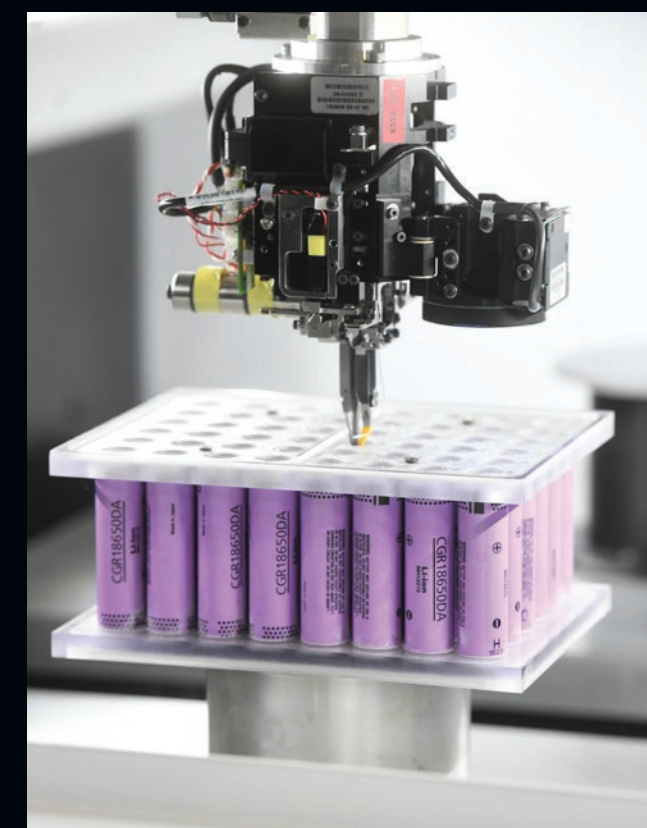
THE **BATTERY** SHOW
NORTH AMERICA

 **electric & hybrid**
vehicle technology expo

CRITICAL POWER EXPO

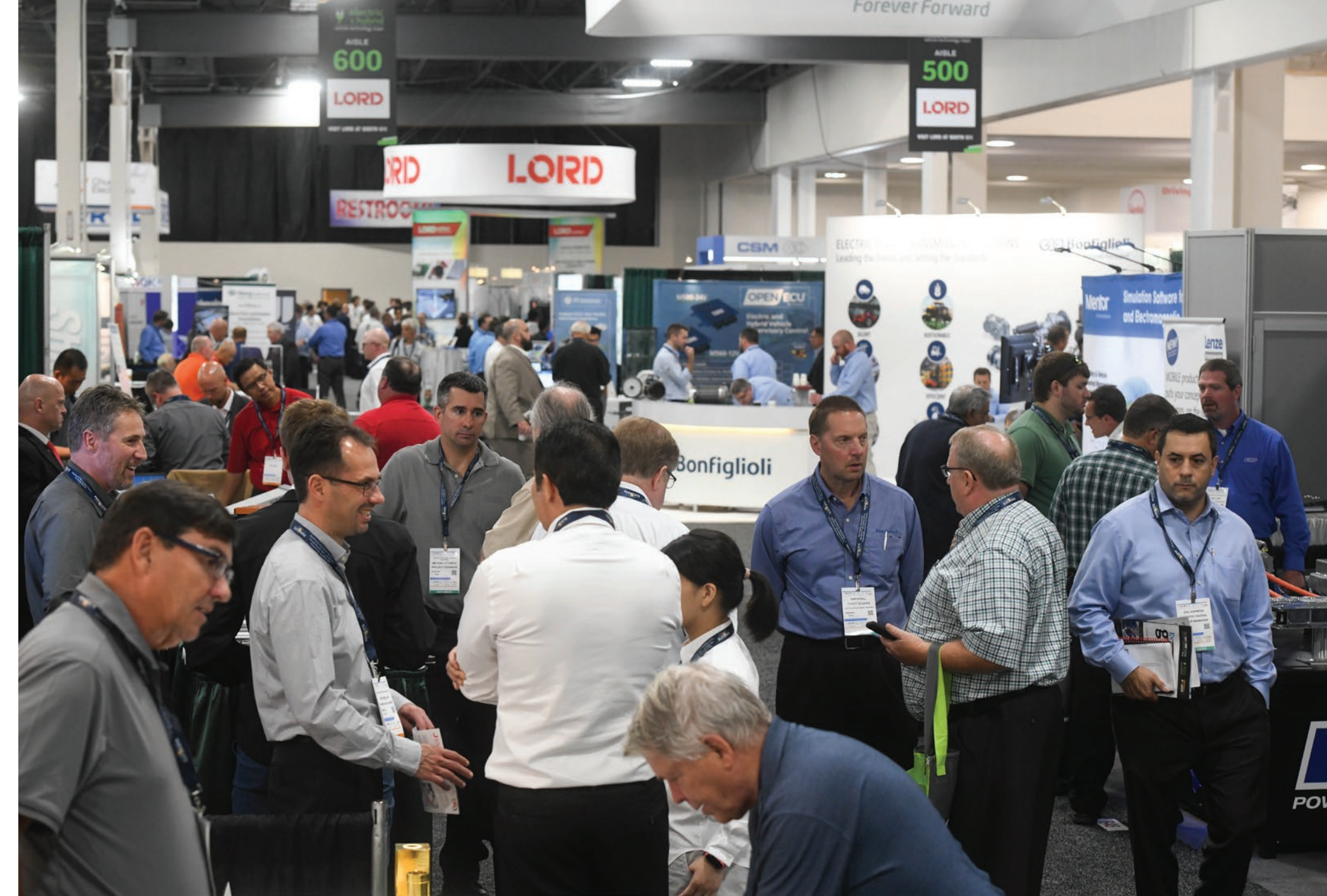
Post-Show Event Attendance Report

September 11th-13th, 2018 | Novi, MI, USA

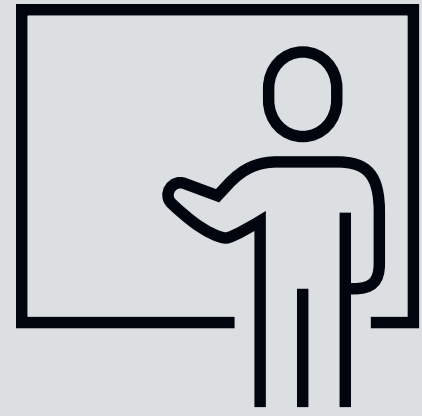


North America's Most Comprehensive Battery and Electric-Vehicle Technology Event

The Battery Show is a powerful, end-to-end industry showcase bringing together 8,000+ engineers and executives plus 600+ top-level suppliers for three full days of unmatched industry immersion. At The Battery Show — which takes place alongside two related industry shows, Electric & Hybrid Vehicle Technology Expo and Critical Power Expo — professionals source the latest in automotive, medical, military, and utility power, plus portable electronics, stationary energy storage, and renewable energy support. Industry innovators consider it an annual must-attend event; they return each year to uncover the cutting-edge products and services they need to make tomorrow's game-changing products.

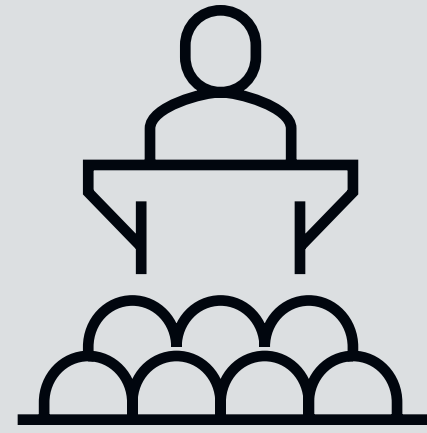


Show Features in 2018



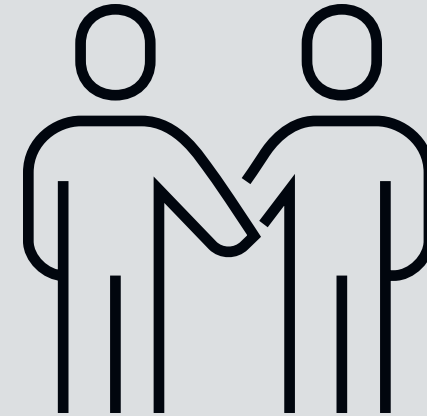
Expert-led educational conference sessions that focused on critical and timely themes, including:

- Battery design
- Advanced manufacturing and material innovation
- The advanced battery supply chain
- Global electric/hybrid vehicle growth potential
- New charging technology
- Powertrain advances
- Power system design



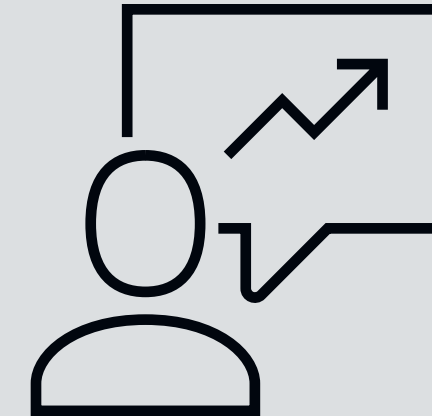
Two powerful keynote presentations:

- “Driving Toward the Tipping Point in EV Adoption”: Chelsea Sexton, electric vehicle advocate and advisor, discussed key elements accelerating widespread electric vehicle adoption, including price and availability of consumer EVs
- “Pivotal Innovation in Energy Storage”: Donald R. Sadoway, John F. Elliott Professor of Materials Chemistry at MIT, shared his groundbreaking discovery of an energy source that offers colossal current capability and long service lifetime at very low cost



Onsite activities that allowed attendees to choose from a variety of networking and interactive sessions, including:

- Product Showcases
- Speed Networking
- Attendee-to-Exhibitor Matchmaking
- Networking Receptions



Free educational sessions at the Expo that gave attendees the opportunity to explore new market trends and discover the latest insights at:

- Open Tech Forum
- Critical Power Tech Forum

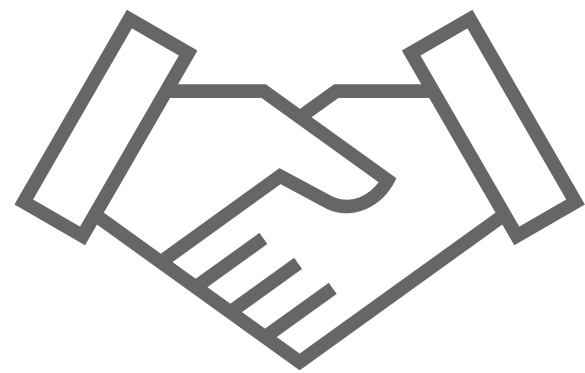


THE BATTERY SHOW 2018 BY THE NUMBERS



82%

of attendees at this event
have purchasing authority

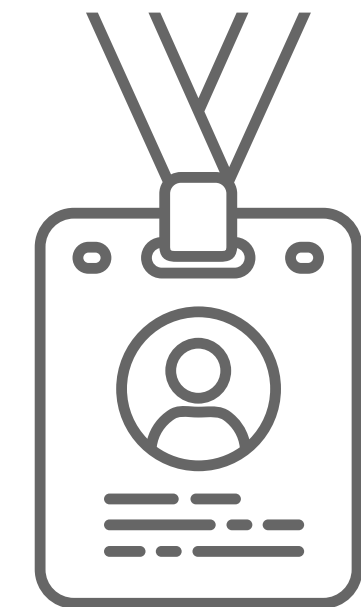
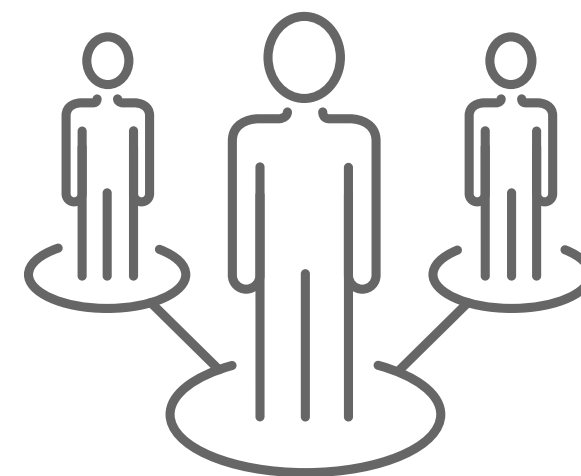


2 out of 3

attendees are likely
to do business
with exhibitors

TOTAL ATTENDANCE

8,506

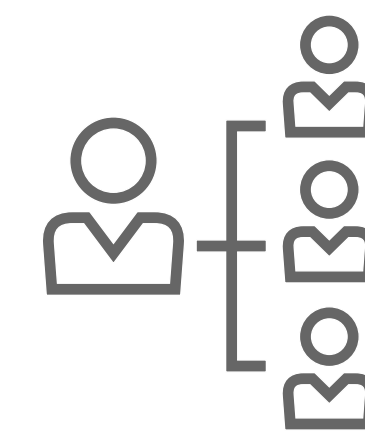


784

Conference Delegates



19,954 Total Leads Generated

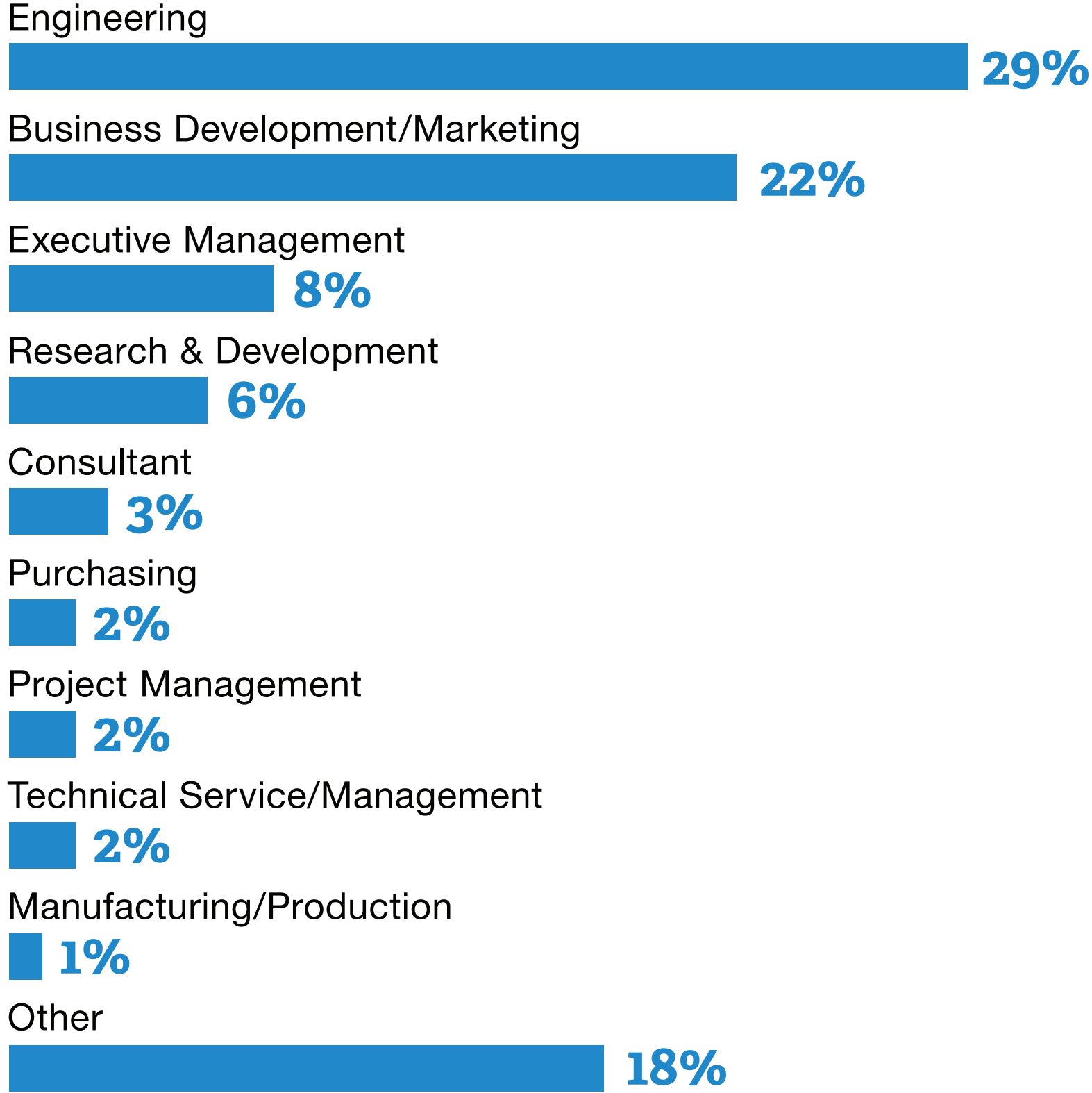


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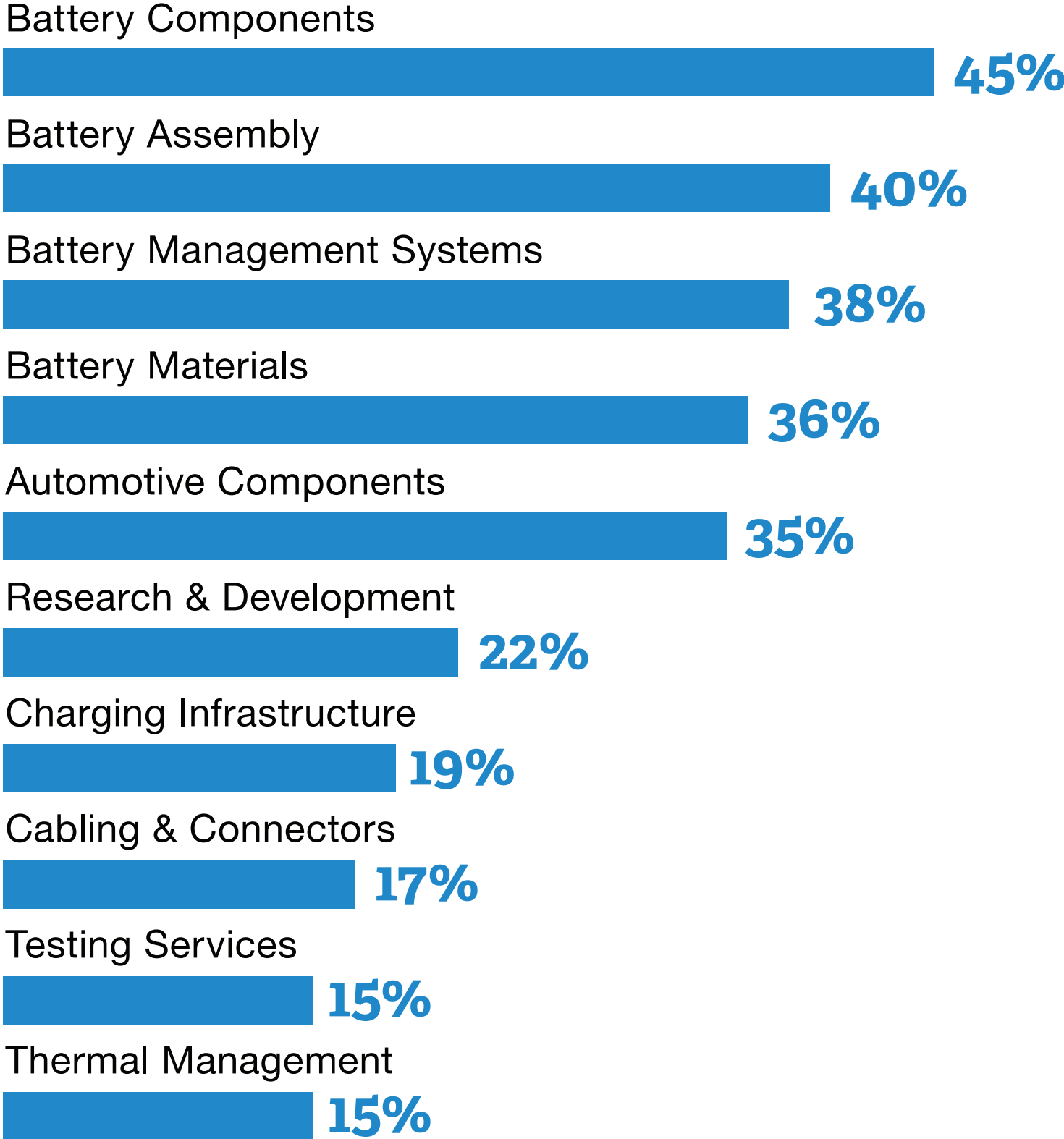
Attendee to
Exhibitor Ratio

The Battery Show

Top Job Functions



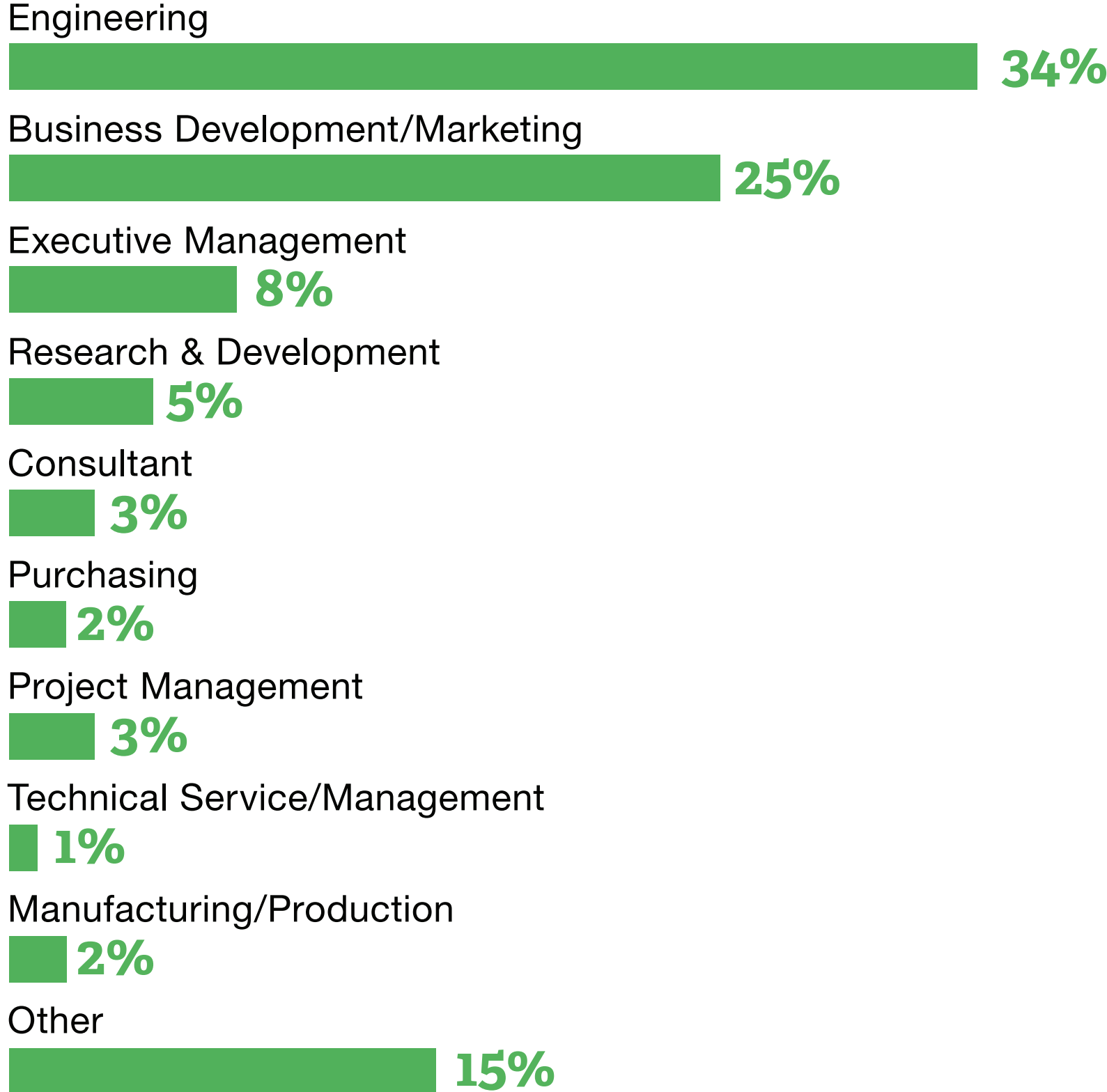
Top Areas of Interest



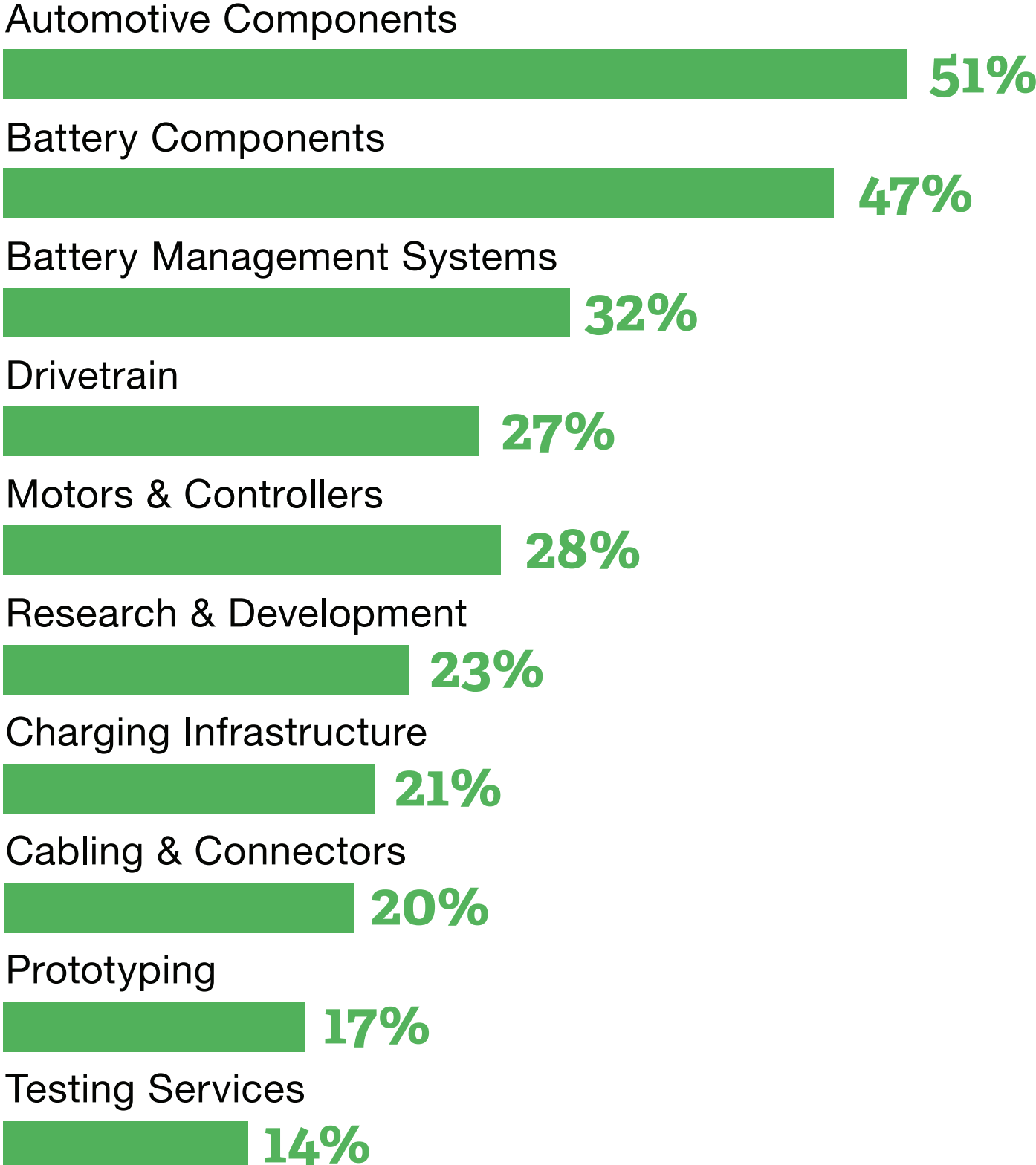
Top Attending Companies | Apple | BMW | CATL | Ford Motor Company | LG Chem

Electric & Hybrid Vehicle Technology Expo

Top Job Functions



Top Areas of Interest



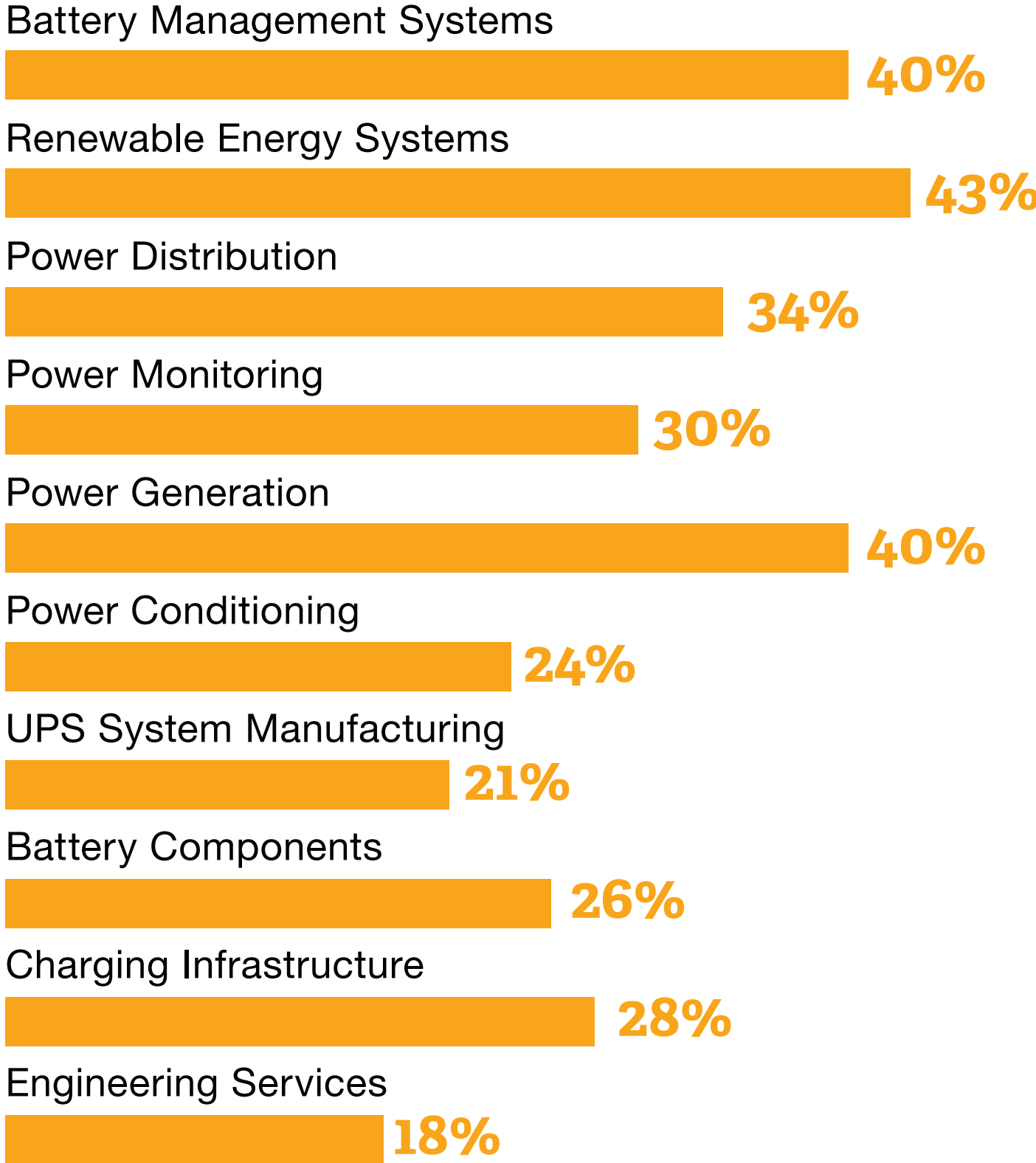
Top Attending Companies | Audi of America | FCA | General Motors | Magna | Tesla

Critical Power Expo

Top Job Functions



Top Areas of Interest



Top Attending Companies

BASF | Chase Bank | GE | Panasonic | US Department of Energy

Don't just take our word for it!

Here's what our exhibitors had to say...

"2018 was our first time exhibiting at The Battery Show and I can assure you that it will not be our last. The quality of the attendees is what I believe sets this show apart."

— Matt Zeilhofer, Director of Business Development, Quick Cable Corporation

"As a first-time exhibitor, this Show provided Ikonix USA with a new prospective on potential customers and helped customers gain a better understanding on how we can help them achieve their goals in Electrical Testing."

— Ryan Fink, Business Development, Ikonix USA

"Extremely valuable networking event for the battery industry."

— Patrick Ries, Head of Sales-Voltapower, Voltabox AG

"I met very talented, leading edge employees of companies that will shape the future of the E Mobility initiative. These contacts will be important to us growing our business in this important developing market."

— Ken Baker, Sales Manager, Würth Electronics ICS, Inc.

"Traffic at our booth was tremendous all three days. Interest in our company and products exceeded our expectations for being the first year we exhibited."

— Mike Franchy, Key Account Manager, Asahi Kasei America

"Less than one week after the show and we received our first PO!"

— Shawnta Mateja, Director of Operations, Storacell, LLC

"Great place for interacting, exchanging valuable market info and building partnerships with other exhibitors."

— Conchi Chard, Client Relationship Manager, Winding Automation Inc.

"I invited one of my customers who is considering "electrification" in an off-highway vehicle. He attended and has thanked me 3 times for inviting him. He said it would have taken 3 months of online searches to learn what he did in 3 hours."

— Dave Moorman, Sales Manager, LINAK

"The Battery Show USA is a great place to exhibit. During the show, we had the opportunity to meet most of our American prospects and customers. It is also a great place to exchange some information about the market. I would definitely recommend this event!"

— Vincent Giraudineau, Marketing Manager, ARMOR

"We are encouraged by the numerous leads we received from the automotive industry for modular/mobile equipment testing enclosures. We didn't anticipate this as a potential market. Exhibiting at the Battery Show introduced us to this new avenue of networking and opportunities."

— Todd Coldham, Business Development Manager, AVL Manufacturing, Inc.

"We have exhibited at The Battery Show for 6 consecutive years and each year it gets bigger and the quality of leads improves."

— Greg Albright, VP Business Development, AllCell Technologies

Save the Date

THE **BAI+T**TERY SHOW
NORTH AMERICA



September 10–12, 2019

Novi, Michigan, USA

THE **BAI+T**TERY SHOW
EUROPE 2019



May 7-9, 2019

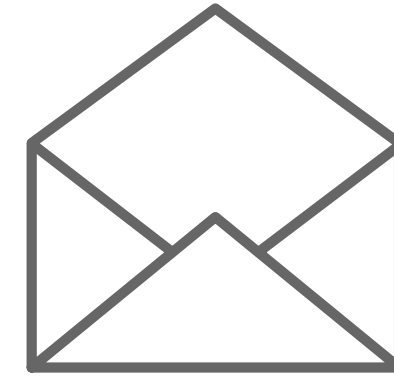
Stuttgart, Germany

Become an Exhibitor



Call

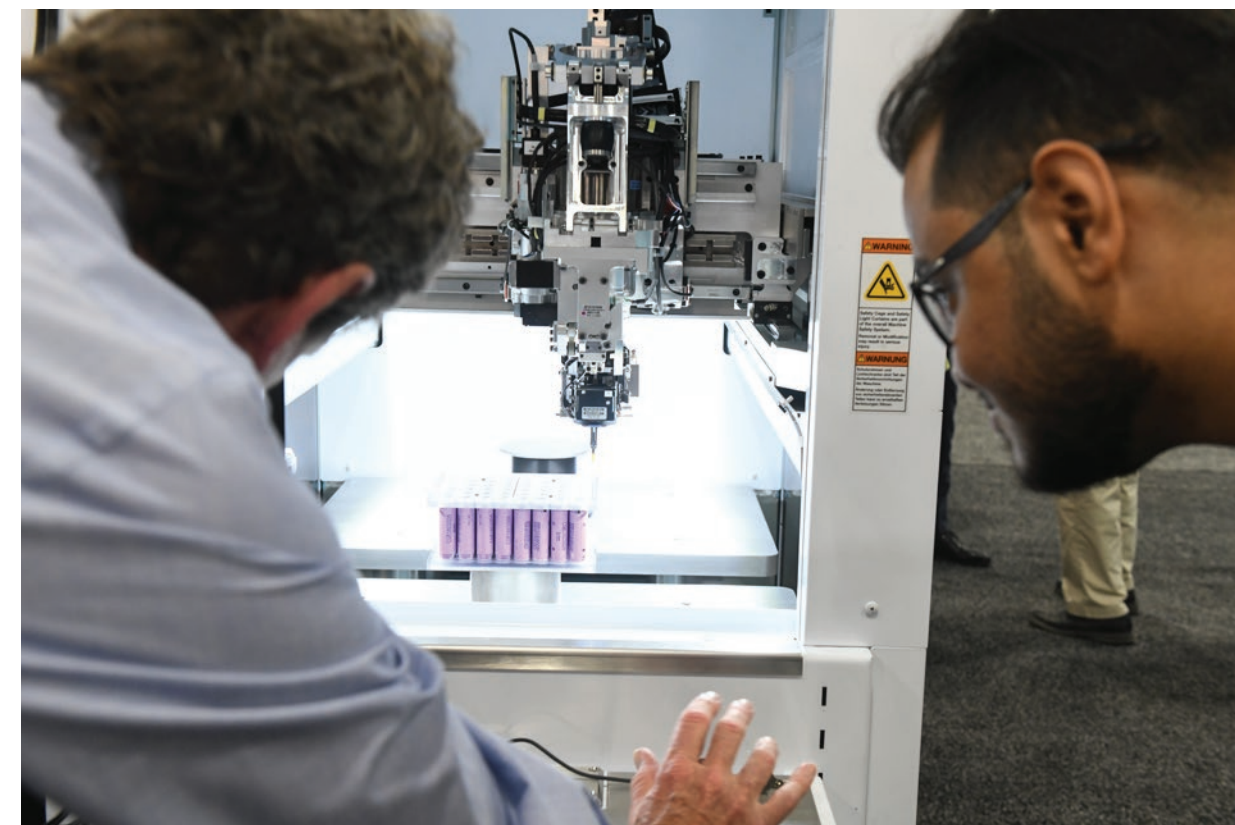
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