



**ENERGY  
STORAGE**  
EUROPE

International  
Renewable  
Energy  
Storage  
Conference

**IRES**

*International Trade Fair for Energy  
SYSTEMS • SOLUTIONS • SERVICES*

**March 10 – 12, 2020**

**Düsseldorf, Germany**

[www.ESExpo.com](http://www.ESExpo.com)

# EXPO AND CONFERENCE

*for Energy Storage Systems*

POWERED BY



IRES

ORGANIZED BY



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# DEALS & INNOVATIONS

## FOCUS OF ENERGY STORAGE EUROPE 2020

The prospects of writing a success story in the energy storage industry have never been better. The current discussion around climate change, emissions targets, and carbon tax is giving the topic of renewable energy storage enormous momentum. Energy storage facilities are the enablers of the energy revolution and the ENERGY STORAGE EUROPE 2020 trade show is the international business platform for presenting and discussing the various solutions.

ENERGY STORAGE EUROPE already established itself as an annually recurring sector milestone back in 2012. It provides tailor-made answers and solutions for the right type of system integration for industrial, commercial, and logistics customers alike.

As the organizer of numerous leading trade shows, Messe Düsseldorf is ideally connected throughout the industrial world. We are leveraging these networks more intensively than ever to convince companies of the broad range of applications and the economic and ecological potential of the various types of storage solutions on offer.



»Together with strong partners, we will continue to highlight the importance of the ENERGY STORAGE EUROPE and emphasize the benefits for users of energy storage technologies. Our visitors need smart solutions for their companies in order to make more efficient use of (ideally renewable) energy and reduce their carbon footprint while simultaneously cutting costs. They are the customers of the future for the providers of storage solutions. Decarbonization requires storage capacity – that is the message the ESE 2020 will impressively convey.«

Dr. Andreas Moerke, Head of Energy Storage Europe,  
Energy Storage Europe, Messe Düsseldorf GmbH

powered by  
the world's leading  
energy storage industry associations:



# THE FIRST SPONSORS

## OF THE UPCOMING EVENT 2020

### PLATINUM SPONSOR



### GOLD SPONSORS



### SILVER SPONSORS



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# WHY YOU SHOULD EXHIBIT

MEET INTERNATIONAL B2B CUSTOMERS IN A PLEASANT ATMOSPHERE

**THE FOLLOWING TARGET GROUPS WILL BE  
LOOKING FOR YOU HERE**



Industry



Utilities, energy industry,  
grid operators



Retail



Agriculture



Logistics/  
Transportation



Policymakers, civil servants,  
regulatory authorities



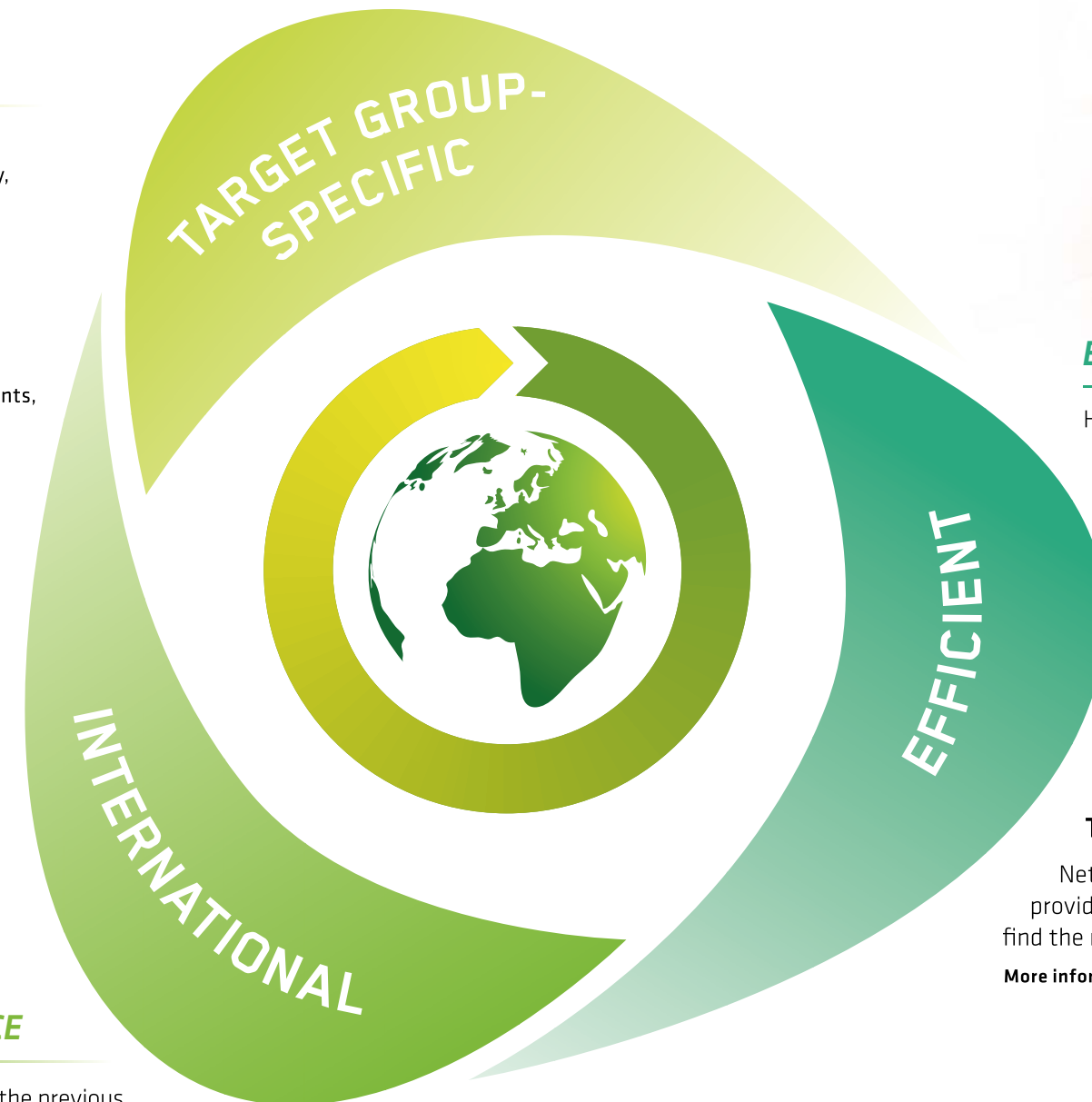
Manufacturers of  
storage solutions  
and systems



Banks,  
insurance companies,  
venture capital providers



Commercial and  
residential properties



## REACH OUT TO AN INTERNATIONAL AUDIENCE

Over 60 countries were represented at the previous ENERGY STORAGE EUROPE in Düsseldorf.

Messe Düsseldorf's international trade show and sales network enables you to advertise to target groups from over 135 countries.

Particularly the in-depth cooperation with leading trade shows in four different user sectors worldwide gives you access to the customers of the future.

**More information on page 6**

## EFFICIENT TRADE SHOW PRESENTATION

High-quality exhibitor package options including stand construction make it easier to prepare for the show and keep your costs low.

From start-ups to global players, companies present their goods and services with clear trade show strategies that focus on the essentials: networking, business, and deal making.

This is where you can gain the latest business insights, meet policymakers, and set standards for the energy systems of tomorrow both swiftly and directly.

## Trendsetting matchmaking opportunities

Networking events and a digital matchmaking tool provide for even more effective business opportunities – find the right contacts before you even get to the event!

**More information on page 14**



**ecocoach**  
S W I T Z E R L A N D

**"ESE is one of our main platforms to generate new international business partnerships and maintain existing ones. The emerging integration of e-mobility into energy systems lays the ideal ground to present our comprehensive solutions in digital building and energy technology and in e-mobility to the international professional community."**

*Pirmin Reichmuth, CEO ecocoach AG*

# DECARBONIZATION

## STORAGE SYSTEMS AS SOLUTIONS FOR INDUSTRY, RETAIL, AND WINEMAKING

In view of the intensified climate debate, energy-intensive industries such as metal manufacturing, mechanical engineering, but also retail and agriculture have begun taking measures to reduce their environmental footprint. Not only well-known companies such as BASF, Bosch, Salzgitter, or thyssenkrupp, but also mid-size enterprises need to be active in terms of climate protection, carbon reduction, and energy efficiency – and this is where ENERGY STORAGE

EUROPE 2020 comes in. In close collaboration with four worldwide leading trade shows in the Düsseldorf Messe portfolio, we address companies from the metal and plastics processing industries, as well as from the retail and winemaking sectors, thereby opening up these target groups to you by inviting them all to come to Düsseldorf and see for themselves the broad-ranging potential of your energy storage solutions.

### WE COOPERATE WITH THE FOLLOWING TRADE SHOWS



**THERMPROCESS** is part of a quartette of globally leading trade shows serving the metallurgy, heating technology, and casting sectors. Apart from the uninterrupted supply of renewable energy, topics such as maximizing efficiency and reducing carbon emissions will present new challenges to the approximately 2,200 exhibitors and 78,000 trade visitors in 2019.



**K** is the world's leading trade show for the plastics and rubber industry. In 2019, some 200,000 trade visitors will meet around 3,200 manufacturers, processors, and chemical industry suppliers, as they constitute a key area in terms of climate protection technology. In addition to solutions for sustainable plastics, the topics of circular economy, energy efficiency, and carbon-neutral manufacturing will be top of mind in the sector.



**EuroShop** is the world's largest trade show for retail investment needs. As stakeholders in the EuroShop, around 2,300 exhibitors and over 113,000 professional trade visitors in 2020 have a professional interest in energy storage systems, as not only efficient energy and thermal management, but also charging infrastructure for EVs are going to be hot topics going forward.



**ProWein** is the largest meeting place for over 6,800 exhibitors and around 60,000 trade visitors from the international winemaking supply chain. The focus is increasingly on sustainable growing, production, and trade based on renewable forms of energy, building an ideal bridge to energy management systems as well as production and storage solutions.



### BEYOND STORAGE: THE DECARBONIZATION HUB

In light of the above-mentioned cooperations, in 2020 for the first time the ENERGY STORAGE EUROPE will feature the **»Decarbonization Hub«**. This is the place to discuss questions on the use of storage facilities with the aim of creating a green, economical supply chain for production and retail, as well as to present ESE exhibitors with suitable solutions.

At the same time, expert partner organizations will provide advice on supplementary decarbonization issues such as recycling, carbon avoidance, and sustainable logistics.

*Please feel free to contact us if your company or association wants to participate in the Decarbonization Hub or the ESE Forum.*

### CONFERENCE FOR BUSINESS DEVELOPERS AND TECHNOLOGISTS

The target group-oriented range of two parallel conferences also reflects the hot topics currently moving the industry. In 2020 the complementary business tracks (ESE) and research tracks (IRES) will be concentrating on the following topics:

- Storage-based decarbonization in industry, production, retail, and logistics
- Digitalization of the energy industry
- Standardization and testing
- Power2X and battery applications
- International markets and best practices



### THE ESE FORUM

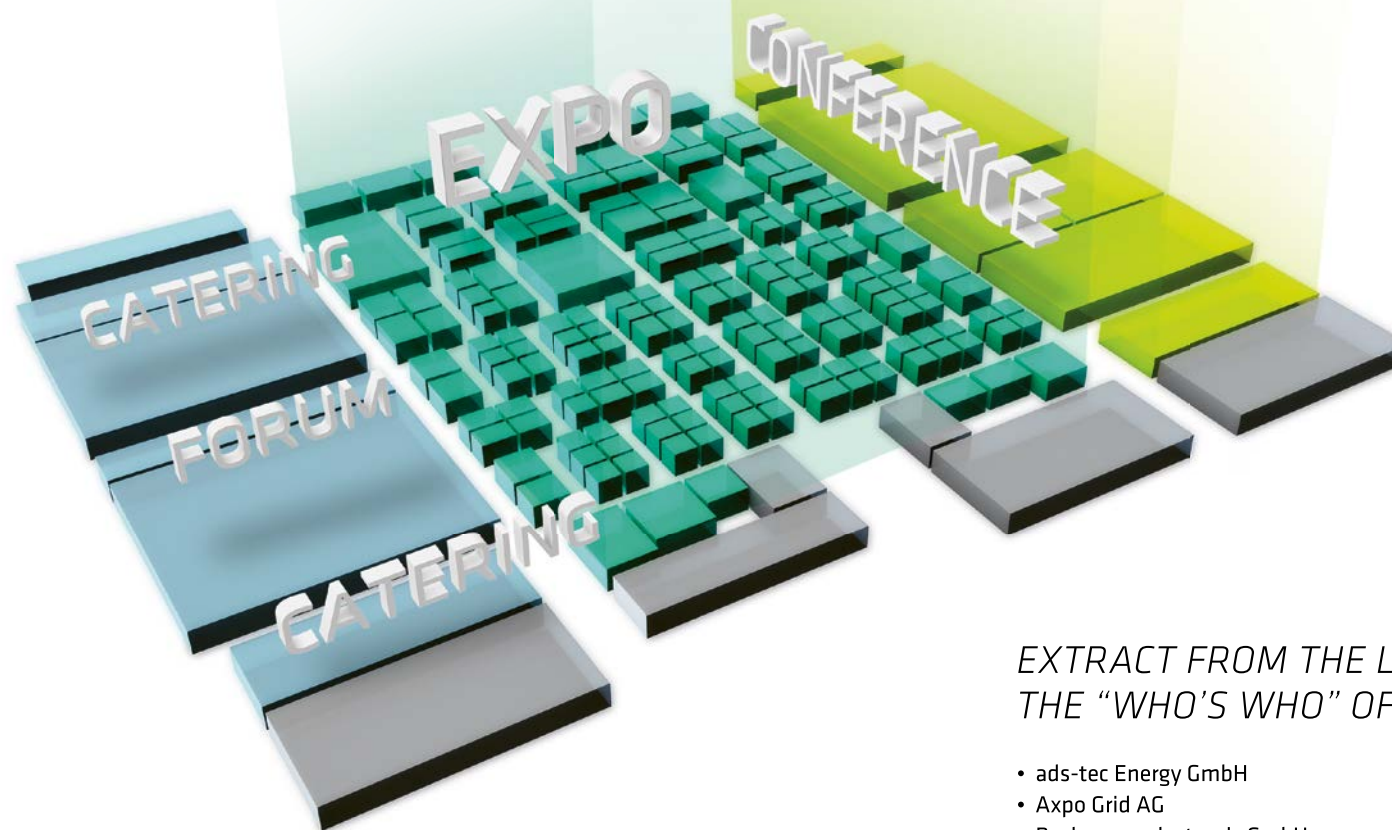
Our exhibitors have the opportunity to present themselves with best-practice solutions as enablers of storage-based decarbonization in the ESE Forum. Whether in a specially themed block or in a free presentation, this is the place to convey your message to an audience of experts.



# EXPO 2020

WHERE THE INDUSTRIES MEET

1. **Select your stand package**
2. **Register your participation**
3. **Select your location**
4. **Do business**



**bachmann.**

*"As an international player in the field of system solutions and automation technology, ENERGY STORAGE EUROPE offers us the ideal platform for our business. We appreciate the expertise of the trade visitors as well as the wide range of technologies all found in one spot. Here we maintain existing contacts and develop new customers and markets."*

*Michael Backhaus Manager, Business Unit Renewables, Bachmann electronic*

## NEED HELP WITH STAND CONSTRUCTION?

Messe Düsseldorf offers you all-in-one packages for customized stand construction (from 20 m²):

- Construction and services by Messe Düsseldorf
- Consultation in the planning phase and onsite assistance
- Stand construction with handover and dismantling

### Your contact partners:

**Florian Müller / Liviu Stoica**

Tel.: +49 211 4560-600

standbau@messe-duesseldorf.de

## EXTRACT FROM THE LIST OF EXHIBITORS AND SPONSORS 2020: THE "WHO'S WHO" OF THE ENERGY STORAGE INDUSTRY

- |   |  |   |
|---|--|---|
| • ads-tec Energy GmbH   | • Fraunhofer-Institut für Solare Energiesysteme ISE              | • Nilar AB  |
| • Axpo Grid AG  | • Fraunhofer-Institut für Techno- und Wirtschaftsmathematik ITWM | • NPROXX BV   |
| • Bachmann electronic GmbH  | • FREQCON GmbH   | • Off-Grid Europe GmbH  |
| • Bayerisches Zentrum für Angewandte Energieforschung e. V.                         | • Fronius Deutschland GmbH                                       | • Pfenning Elektroanlagen GmbH                                  |
| • Beck Automation GmbH  | • Gemeinschaftsstand Canada                                      | • PHOENIX CONTACT Deutschland GmbH                              |
| • BlueSky Energy Entwicklungs- und Produktions GmbH                                 | • Gustav Klein GmbH & Co. KG                                     | • Proton Motor Fuel Cell GmbH                                   |
| • Bundesverband Energiespeicher e. V.   | • H-TEC SYSTEMS GmbH   | • pv magazine group GmbH & Co. KG                               |
| • Caltest Instruments GmbH  | • HARTING Electric GmbH & Co. KG                                 | • Pylon Technology Co., Ltd.                                    |
| • DEHN SE + Co KG   | • Heinrich Jungeblodt GmbH & Co. KG                              | • Raycap GmbH   |
| • Deutsches Zentrum für Luft- und Raumfahrt e. V. (DLR)                             | • Hengdian Group DMEGC Magnetics Co., Ltd.                       | • REFU Elektronik GmbH  |
| • DNV GL  | • HYCON GmbH   | • Schaltbau GmbH  |
| • E3/DC GmbH  | • Hydrogenics Europe NV  | • SIG ENERGY TECHNOLOGY   |
| • ecocoach AG   | • IRIS Energy  | • Stadtwerke Würzburg AG  |
| • ecovolta Division   | • JenaBatteries GmbH   | • Storage Solutions of Canada                                   |
| • Enapter GmbH  | • JIANGXI H&D NEW ENERGY CO., Ltd.                               | • STORNETIC GmbH  |
| • EnergieAgentur.NRW  | • J. Schmalz GmbH  | • SUNGROW-SAMSUNG SDI ENERGY STORAGE POWER SUPPLY Co., Ltd      |
| • Exportinitiative Energie des Bundesministeriums für Wirtschaft und Energie (BMWi) | • Kreisel Electric GmbH & Co. KG                                 | • TESVOLT GmbH  |
| • FRAMATOME GmbH  | • Leclanché SA   | • Uflex Srl   |
| • Fraunhofer-Allianz Energie  | • MAN Energy Solutions SE  | • Visblue APS   |
|   | • Maschinenfabrik Reinhausen GmbH                                | • Volterion GmbH  |
|   | • Gemeinschaftsstand Japan                                       | • von Bredow Valentin Herz Partnerschaft von Rechtsanwälten mbB |
|   |  | • Wystrach GmbH   |
|   |  | • Xelectrix Power GmbH  |

Register as an exhibitor:  
**www.ESEexpo.com/2330**  
Hall planning starts as of now

**SECURE YOURSELF THE BEST PLACE AT THE TRADE SHOW NOW**



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# EXHIBITORS

## CHOOSE YOUR BEST VALUE PACKAGE

### Stand package 9 m²

- Carpeting, ribbed, color of choice
- Megawall walls; h = 2500 mm, white
- 2 outside stabilizer partitions
- 4 cantilevered spotlights
- 1 grounded socket
- 2 bar stools, white
- 1 bridge table 130

#### • € 4,700\*

- 1 brochure stand
- 1 wastepaper basket
- Incl. media fee
- 1 exhibitor pass plus Catering & Networking Dinner/Party
- 1 x 3-day ESE Conference ticket
- 9 trade fair admission vouchers
- 50% discount on 3-day ESE Conference ticket\*\*



### Stand package 12 m²

- Carpeting, ribbed, color of choice
- Megawall walls; h = 2500 mm, white
- 2 outside stabilizer partitions
- 5 cantilevered spotlights
- 1 grounded socket
- 3 bar stools, white
- 1 bridge table 130
- 1 brochure stand

#### • € 6,200\*

- 1 wastepaper basket
- 1 bar table, plate white
- Incl. media fee
- 2 exhibitor passes plus Catering & Networking Dinner/Party
- 1 x 3-day ESE Conference ticket
- 12 trade fair admission vouchers
- 50% discount on 3-day ESE Conference ticket\*\*



### Stand package 18 m²

- Carpeting, ribbed, color of choice
- Megawall walls; h = 2500 mm, white
- 2 outside stabilizer partitions
- 8 cantilevered spotlights
- 1 grounded socket
- 4 bar stools, white
- 1 bridge table 130
- 2 brochure stands

#### • € 9,100\*

- 1 wastepaper basket
- 1 bar table, plate white
- Incl. media fee
- 2 exhibitor passes plus Catering & Networking Dinner/Party
- 1 x 3-day ESE Conference ticket
- 18 trade fair admission vouchers
- 50% discount on 3-day ESE Conference ticket\*\*



### Stand package 24 m²

- Carpeting, ribbed, color of choice
- Megawall walls; h = 3500 mm, all-round panelling on aisle-facing sides
- Decorative color elements with company name
- 1 cubicle 1 m x 1 m, lockable
- 1 spotlight per 3 m² of stand space
- 1 grounded socket
- 1 bar stool, white
- 1 desk with LED lighting

#### • € 12,100\*

- 1 table, plate white
- 3 chairs, white
- 1 wastepaper basket
- Fascia (max. 15 letters)
- Incl. media fee
- 3 exhibitor passes plus Catering & Networking Dinner/Party
- 1 x 3-day ESE Conference ticket
- 24 trade fair admission vouchers
- 50% discount on 3-day ESE Conference ticket\*\*



### Upgrade stand package 24 m²

### Stand package 36 m²

- Including the equipment and marketing services contained in the 24 m² stand package (structurally adapted)

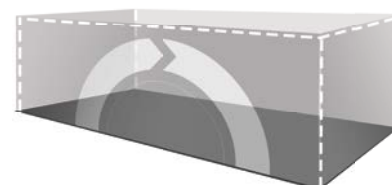
#### Plus:

- 4 exhibitor passes plus Catering & Networking Dinner/Party
- 36 trade fair admission vouchers

#### • € 17,500\*

### Individual stand construction possible upwards of 20 m² • more on page 9

Floor price per m²:	Row	Corner	End of block	Island	Open air area
	€ 295*	€ 305*	€ 315*	€ 325*	€ 147.50*



# SPONSORING

## STAND OUT, STAY IN MIND

### SILVER Sponsorship Package

**incl. stand package 18 m² and all services**

#### Further trade fair services included:

- 1 additional ESE Conference ticket
- 50 additional trade fair admission vouchers
- 50% discount on 3-day ESE Conference ticket\*\*

#### • Company logo in small print

- in the conference brochures
- in the advertisements for the event
- on banners and posters on location during the conference
- on the ESE website, incl. a link to the sponsor's website

• € 10,600\*

### GOLD Sponsorship Package

**incl. stand package 24 m² and all services**

#### Further trade fair services included:

- 1 additional ESE Conference ticket
- 100 additional trade fair admission vouchers
- 50% discount on 3-day ESE Conference ticket\*\*

#### • Company logo in medium-size print

- in the conference brochures
- in the advertisements for the event
- on banners and posters on location during the conference
- on the ESE website, incl. a link to the sponsor's website

• € 14,000\*

### PLATINUM Sponsorship Package

**incl. stand package 36 m² and all services** (only 3 available)

#### Further trade fair services included:

- 2 additional ESE Conference tickets
- 150 additional trade fair admission vouchers
- Communication sponsorship for coffee & lunch breaks
- 1/2-page advertisement in the catalogue
- 10-minute presentations in the ESE Forum
- 1 parking permit
- 50% discount on 3-day ESE Conference ticket\*\*

#### • Company logo in bold print

- in the conference brochures
- in the advertisements for the event
- on banners and posters on location during the conference
- on the ESE website, incl. a link to the sponsor's website

• € 20,000\*

Excl. construction & space (from 20 m²) • € 7,500\*

### EVENT Sponsorship Package

**Stand space to be booked individually – not included in sponsoring price** (only 1 available)

#### • Full marketing coverage

- 2 additional 3-day ESE Conference tickets
- 500 additional trade fair admission vouchers
- 1/2-page advertisement in the program
- 1/2-page advertisement in the catalogue
- 2 x 10-minute presentations in the ESE Forum
- 1 parking permit
- 50% discount on 3-day ESE Conference ticket\*\*

#### • Company logo is highlighted

- in the conference brochures
- in the advertisements for the event
- on banners and posters on location during the conference
- on the ESE website, incl. a link to the sponsor's website

• € 20,000\*

### ADDITIONAL sponsoring services

**No required minimum m² size**

**Please find below some examples of our additional sponsoring services:**

- Ghirloni ice cream sponsoring
- VW "Bulli" photo van sponsoring
- Coffee sponsoring
- Cocktail sponsoring
- Lanyard sponsoring

**The sponsoring services are subject to availability – first come, first served applies.**

• Prices and details on request

### Book now!

Go to  
**www.ESEexpo.com/2330**

or just scan the QR code and download the PDF application forms.



\* All prices plus VAT, plus AUMA (€ 0.6/m²).

\*\* Regular price: € 1,490 incl. VAT



# JOIN FORCES

AT OUR PAVILIONS



## WHERE THE INDUSTRY MEETS: AT THE BVES PAVILION

The German Energy Storage Association (BVES) is the umbrella organization supporting the ENERGY STORAGE EUROPE, and its pavilion is the place to go for answers to any questions you may have on the political framework conditions in both Germany and Europe.

BVES members have the opportunity to present themselves as part of the association in order to gain a first impression of the efficiency of a trade show presence in Düsseldorf.

### More information online:

[www.ESEexpo.com/bvesen](http://www.ESEexpo.com/bvesen)

If you need further information, please feel free to call Ms. Markowski at:

**+49 211 4560-7281** or send an e-mail to **MarkowskiC@messe-duesseldorf.de**



## STARTUP INTERNATIONAL

### Why you should take part:

- Three full days at our international B2B exhibition with visitors from over 60 countries
- Presentation opportunity free of charge in the "Startup" session of the ESE Forum (exhibitor area)
- Network with decision-makers through digital channels, at the joint booth and during the networking events
- Uncomplicated participation - you register, we take care of the booth construction

### Conditions of participation:

- New exhibitor
- Company age: < 5 Years
- Employees: < 25
- Annual revenue: < 5 mil. EUR

### More information online:

[www.ESEexpo.com/startup2](http://www.ESEexpo.com/startup2)

If you need further information, please feel free to call Mrs. Meyer-Koca at: **+49 211 4560-7261** or send an e-mail to **KocaN@messe-duesseldorf.de**

## FEDERAL STATE PARTICIPATIONS: E.G., THE NRW PAVILION

For innovative member companies from North Rhine-Westphalia, our partner EnergieAgentur.NRW will organize a state participation at attractive conditions. Would you like to be involved?

### More information online:

[www.ESEexpo.com/nrwen](http://www.ESEexpo.com/nrwen)

If you need further information, please feel free to call Mr. Kleine at: **+49 211 4560-514** or send an e-mail to **KleineT@messe-duesseldorf.de**



**»ENERGY STORAGE EUROPE provides outstanding conditions for a highly successful trade show and is a key meeting place for everyone involved in the storage market. This platform is an ideal place to gather professional information and selectively expand your network within just a few days. It is the right platform for us and now occupies a key place in our event calendar.«**

Marco Schmidt, Head of Sales Storage, Pfenning Elektroanlagen



# GET NETWORKING!

THERE ARE PLENTY OF PLACES TO START

## BVES NETWORKING RECEPTION

Make the most of the first day of ENERGY STORAGE EUROPE and join in on the BVES Networking Reception. The German Energy Storage Association (BVES), key association partner of the ENERGY STORAGE EUROPE, and Messe Düsseldorf invite you to exciting talks among industry experts. Be our guest and connect with the energy storage community!



## NETWORKING DINNER & PARTY

The networking dinner and after party with live music are the ideal setting for extending your network and deepening interesting contacts outside the exhibition hall. Exhibitors, speakers, and conference attendees gather at a beautiful location on the banks of the Rhine in a relaxed atmosphere to round off the successful event day, resulting in yet another highlight of ENERGY STORAGE EUROPE.



## MATCHMAKING TOOL

Now you can network digitally, too! Simply download the matchmaking app (Android and iOS) as of January 15 and you can contact potential leads and partners even before the trade show starts. Our smart system will help you plan your appointments efficiently and improve your success rate.

## YOUR CONTACT PARTNERS



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# WORLD OF ENERGY STORAGE

BENEFIT FROM OUR GLOBAL NETWORK



**San Diego, California, USA** – November 05–07, 2019  
[www.ESNAexpo.com](http://www.ESNAexpo.com)



**New Delhi, India** – January 2020  
[www.ESlexpo.in](http://www.ESlexpo.in)



**Düsseldorf, Germany** – March 10–12, 2020  
[www.ESEexpo.com](http://www.ESEexpo.com)



**Tokyo, Japan** – June 24–25, 2020  
[www.ESJsummit.com](http://www.ESJsummit.com)

**WoES Exhibition Offer**  
Book in Europe, save in the USA



**WoES Conference Offer**  
Book in Europe, save on the other WoES events



WE **SYNCHRONIZE**  
ENERGY STORAGE BUSINESS

[www.ESEexpo.com/woes2](http://www.ESEexpo.com/woes2)



## SUPPORTING ASSOCIATION PARTNER



## KEY ASSOCIATION PARTNERS



## PARTNERS



## MEDIA PARTNERS

