



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

AUG
23–25
2022

www.TheSmarterE.com.br



The Leading Energy Exhibitions and Conferences at The smarter E South America





THE SMARTER E SOUTH AMERICA – 24/7 RENEWABLE ENERGY

Brazil relies on a vast and complex energy grid that interconnects most of its huge territory and provides energy to more than 90% of Brazilians. Hydropower makes up 56% of Brazil's energy matrix, an output unparalleled by all other energy sources combined. Currently Brazil is facing what many call the worst drought in 90 years.

This might lead to a fairly obvious conclusion – instead of building even more hydropower plants, the country might consider taking advantage of a resource that is abundant and readily available. It's called solar energy. It offers excellent complementary to hydropower and can be deployed faster than any other source. In a recent study, BNEF estimated that installed PV capacity might reach 124 GW by 2050 – a tenfold increase of the current installed base. Needless to say that other renewable sources, especially wind power, need to grow as well and that such massive deployment of solar and

wind energy will also require significant investments in energy storage and energy management.

At The smarter E South America, LATAM's innovation hub for the new energy world, three parallel energy exhibitions focus 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 will take place at the Expo Center Norte in São Paulo, Brazil, on August 23–25, 2022, 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 South America – The Exhibition for Electrical Infrastructure and Energy Management

EXHIBITION QUICK FACTS

Dates	August 23–25, 2022
Location	São Paulo, Brazil
Venue	Expo Center Norte
Booth Pricing	Pre-Booking €225/sqm for returning exhibitors with the same booth size until October 1, 2021 Re-Booking €230/sqm until December 31, 2021 Early Bird Rate €250/sqm until March 31, 2022 Member Rate €265/sqm Regular Rate €275/sqm
Application and Floorplan	→ www.thesmartere.com.br/ for-exhibitors/booth-selection



I 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.

I ELETROTEC+EM-POWER SOUTH AMERICA



Eletrotec+EM-Power South America is the 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.



ees SOUTH AMERICA

ees South America is South America's hot spot for batteries and energy storage systems. ees South America focuses on batteries and electrical energy storage systems. ees South America is complemented by the special

exhibition Power2Drive South America focusing on mobile energy storage solutions, electric vehicles and charging infrastructure technologies.



ISPECIAL 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!

Request a booth and submit your application form online. 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 → Become an Exhibitor

| 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 → Sponsorships and Marketing

| 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.

| 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 2022 the following pavilions are planned: German Pavilion, Chinese Pavilion, European Pavilion, US Pavilion and ees Pavilion.

| THE SMARTER E, INTERSOLAR AND EES AWARD 2022



The AWARDS will be presented to the industry's most innovative companies whose technologies and concepts are already contributing to an intelligent, sustainable and cost-effective energy supply. 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. The ees AWARD will highlight the most innovative solutions for stationary and mobile electrical energy storage systems.

Take your chance as exhibitor of The smarter E South America and put your innovation in the spotlight → www.TheSmarterE-award.com

| 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 → For Exhibitors → Membership Program

Contact

exhibitorservice@thesmartere.com.br



REASONS TO EXHIBIT



- Meet more customers and prospects and get to know your competitors



- With rising electricity prices as result of the water supply crisis – with Hydropower making up to 56% of Brazil's energy matrix – the market for new renewable energy solutions is growing substantially in Brazil.



- Intersolar is the world's leading exhibition series for the solar industry



- 3 events covering topics of the new energy world under one roof

Your participation includes more than just your booth space. 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 Guide, and online list. 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 2021/2022

October 2021

- Sponsoring and marketing opportunities available
- Booth space invoice distribution

December 2021

- December 31 – Re-booking rate ends

March 2022

- March 31 – Early Bird rate ends
- Exhibitor list available

May 2022

- Exhibitor Cockpit available
- Exhibitor Service Manual available online
- Visitor registration opens
- Conference registration opens

July 2022

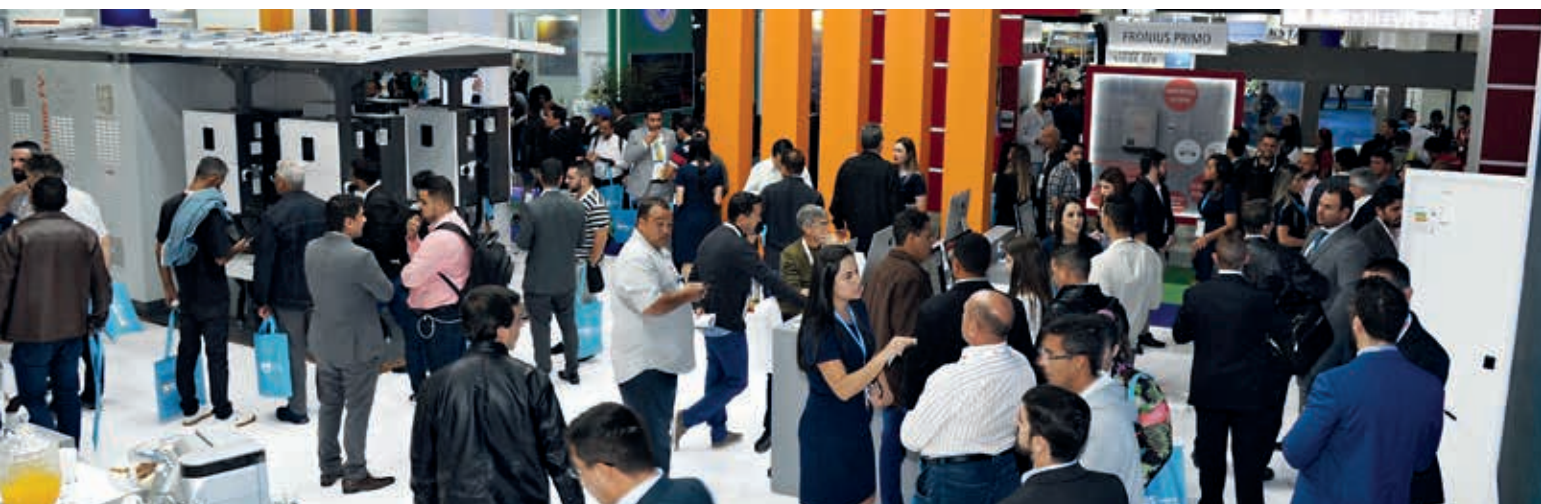
- Promotion material deadline
- Free membership deadline
- Submission of booth construction deadline
- Technical service deadline

August 2022

- Exhibitor pass deadline
- August 19: Move-in, registration available
- August 23–25: The smarter E South America
- August 25–26: Move out

Contact

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BE PART OF

THE SMARTER E SOUTH AMERICA

→ www.TheSmarterE.com.br

INTERSOLAR SOUTH AMERICA

→ www.intersolar.net.br

EES SOUTH AMERICA

→ www.ees-southamerica.com.br

ELETROTEC+EM-POWER

→ www.EM-Power.com.br

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