

Event Overview

CRITICAL POWER EXPO



THE **BATTERY** SHOW
NORTH AMERICA

September 11-13, 2018

Novi, MI



*"I'm so impressed with **how it's grown** and how the **dimensions of it have expanded.**"*

—Steven Ruth, Global Sales - Li-ion Tamer, Nexceris

CriticalPowerExpo.com

A one-of-a-kind exhibition and conference for global critical power infrastructure

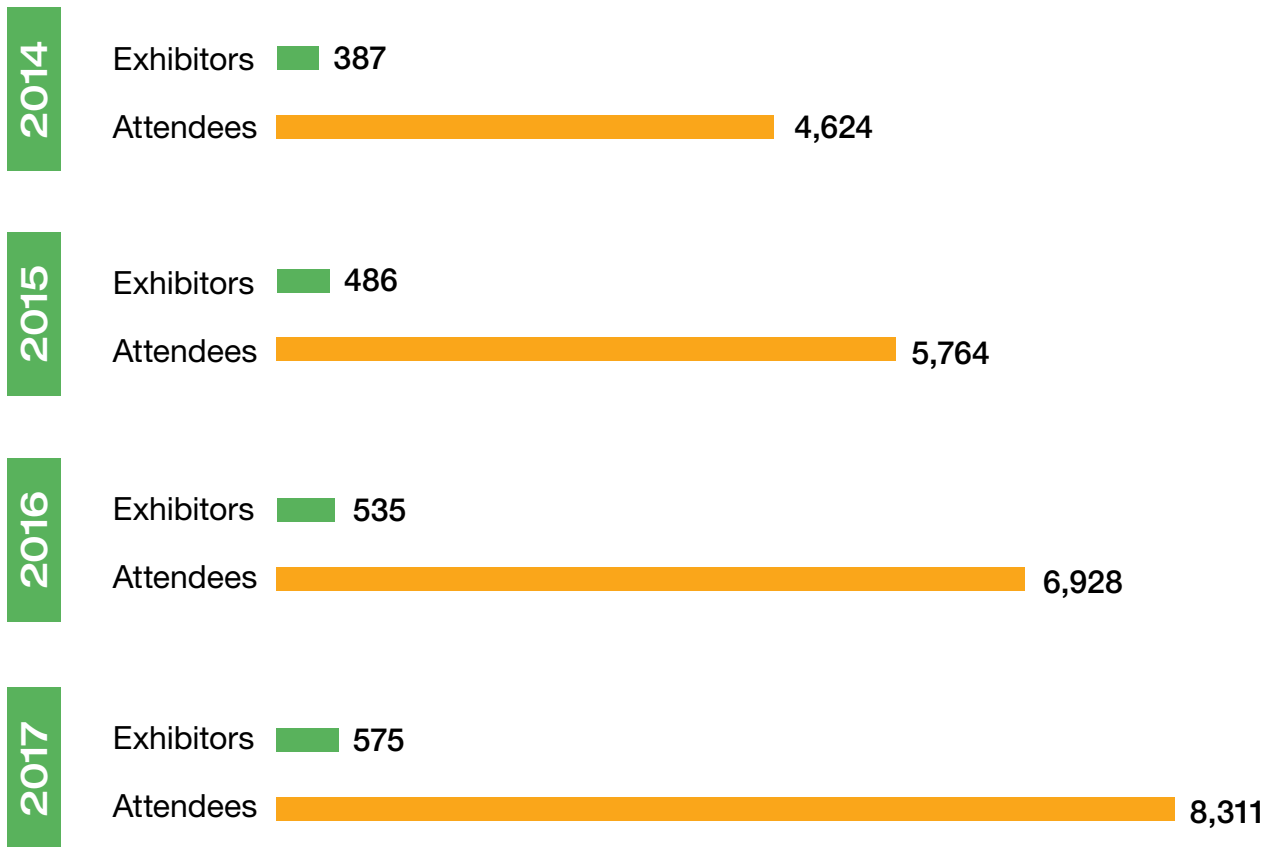
The Critical Power Expo brings together the latest industry solutions and services to support every part of the critical power supply chain. For manufacturers of everything from batteries to power systems and products to equipment and monitoring systems, nowhere else in the world brings in such a high volume of buyers, consultants, and specifiers for this sector.

The 2017 event provided more choice, more networking, and more business generated than any previous show. **More than 8,000** attended over three days—a **20% increase over 2016**—and **more than 150 high-caliber speakers** delved deep into the hottest industry topics.

The 2018 show has even more in store. Industry experts and thought leaders will share perspectives on the latest and most promising critical power solutions to hit the market, as well as those in the late stages of development.

The Critical Power Expo returns to Novi, MI, on September 11–13, 2018, taking place alongside the Battery Show and the Electric & Hybrid Vehicle Technology Expo. These three events combined bring the entire supply chain under one roof.

Exhibitor/Attendee growth



Top Attendees by Job Function

-  Business Development / Technical Sales
-  Board Member / CEO / President / Vice President / Managing Director
-  Electrical Engineering
-  Design Engineering / Engineering
-  Product Management

Top Attendees by Industry Sector

-  Industrial / Manufacturing
-  Component Manufacturer
-  Power Systems Engineering / Integration
-  System Manufacturer
-  Equipment Supplier

2018 Booth Rates

Size of Booth	Price
100 sq ft	\$4,600
150 sq ft	\$6,900
200 sq ft	\$8,800
300 sq ft	\$13,200
400 sq ft	\$15,600

Size of Booth	Price
600 sq ft	\$23,400
800 sq ft	\$31,200
900 sq ft	\$35,100
1,200 sq ft	\$46,800

Leverage additional marketing opportunities

As an exhibitor, you'll have access to a wide range of marketing and promotional activities to support your event presence, raise awareness of your brand, and drive traffic to your booth.

Marketing opportunities include:

- ▶ Digital and print advertising
- ▶ Email marketing campaigns
- ▶ High-res logo placement
- ▶ Co-branded web banners/email signatures
- ▶ A unique visitor link enabling you to track registration data



Co-located Events

THE BATTERY SHOW NORTH AMERICA

Now entering its ninth year, the Battery Show is North America's largest exhibition and conference for the advanced battery industry. The show offers a prime opportunity for industry leaders to engage with the world's leading suppliers and manufacturers of battery technology and solutions. The 2018 show has even more in store. Industry experts and thought leaders will share perspectives on the latest and most promising battery technologies to hit the market, as well as those in the late stages of development.

thebatteryshow.com

"Fantastic show, lots of depth of suppliers here, right down to component manufacturers, thermal dissipation, all the way up to charging systems and electric drive trains—really good!"

—Graeme Harfman, Director of Product Management, Delta-Q Technologies



Since 2011 the Electric & Hybrid Vehicle Technology Expo has been recognized as North America's industry leading showcase for electric and hybrid technology. The 2018 show will highlight innovative electric and hybrid vehicle advances. This show is designed to shine a spotlight on cutting-edge products and services within the electric and hybrid vehicle industry.

evtechexpo.com

"The show is important so we can meet our clients and see what they are looking into, see what our competitors are doing, and mainly to build our relationship with our customers."

—Sebastian Milan, Product Marketing Manager Powertrain Systems, Valeo



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Exhibit Sales

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