

The new industrial revolution

*Sustainability,
electrification and
digitalisation*

4-5 November
hub27 in Berlin

Don't miss it, register today at
tbb.innoenergy.com

The leading innovation
event in sustainable energy

TBB is Europe's catalyst for the clean energy transition

Bringing together start-ups and innovators, established industry players, key investors and public-sector institutions, it gathers all the stakeholders required to accelerate the transition to green energy.

TBB.2020 Berlin

The new industrial revolution

Sustainability, electrification and digitalisation

The Business Booster, now in its 8th edition, has followed the evolution of trends in sustainable energy every year. This year edition will take a step back and look at the bigger picture of the new industrial revolution, exploring the economic, political, environmental and social context that comes with the overhaul of sustainability, electrification and digitalisation.

Sustainability has become a mainstream conversation across industries, such as OEMS, auto, cement or paper. We will get at this year edition of The Business Booster, a broad range of perspectives and players during keynote speeches, round table discussions and parallel sessions and examine the opportunities of industrial value creation.

TBB offers you a key role in EIT InnoEnergy's trusted innovation ecosystem.

Be part of it!



Sustainability and business are definitely coming together, and it is becoming mainstream."

Christel Heydemann
CEO, Schneider France



TBB at a glance

A market place for sustainable energy innovation

Innovative solutions across the energy value chain
Energy applications for the industry
Thematic pitching sessions
Live product demonstrations
Reverse pitches from industry



A forum to learn about the energy sector's trends

Inspiring speakers
Thought leaders
Expert discussions
Interactive sessions

A platform for collaboration

B2B meetings
Networking tool
Social dinner



“It is about bringing together start-ups, finance and industry to make the energy transition happen. Networking is also a way to humanise the energy transition.”

Dr Steven Chu

*Nobel prize 1997 Physics,
12th US Secretary of energy*

Why you cannot miss it!

Industry

- Discover cutting edge technological solutions to **enhance** your product portfolio.
- Detect new opportunities and business models for your company.
- Save time, innovations are segmented by market, helping you find the right solution for your business.
- Find partnership opportunities.
- Visit our live product demonstrations.
- Pitch your challenges to the most innovative start-ups across Europe.
- Increase your brand awareness by exhibiting in the Open Innovation area.



Investors

- More than 150 investment opportunities in cleantech, prequalified and enhanced by EIT InnoEnergy.
- Access a mix of early stage and mature start-ups.
- Gain first hand exposure to the technologies at the live demonstrations.
- Meet key regulators, other investors and Europe's leading energy industry players.
- Find growth opportunities for your existing portfolio.



Start-ups

- Access the trusted EIT InnoEnergy ecosystem.
- Grow your sales by meeting key decision makers in the energy industry.
- Reinforce the international possibilities for your start-up.
- Connect with top European venture capitalists to raise funds.
- Develop partnerships with other innovative start-ups.
- Meet public players looking to implement innovative solutions.
- Meet energy regulators and get funding opportunities with public investors.



At TBB.2019 in Paris

150

start-ups and innovators
exhibited

440

minutes of pitching

2100+

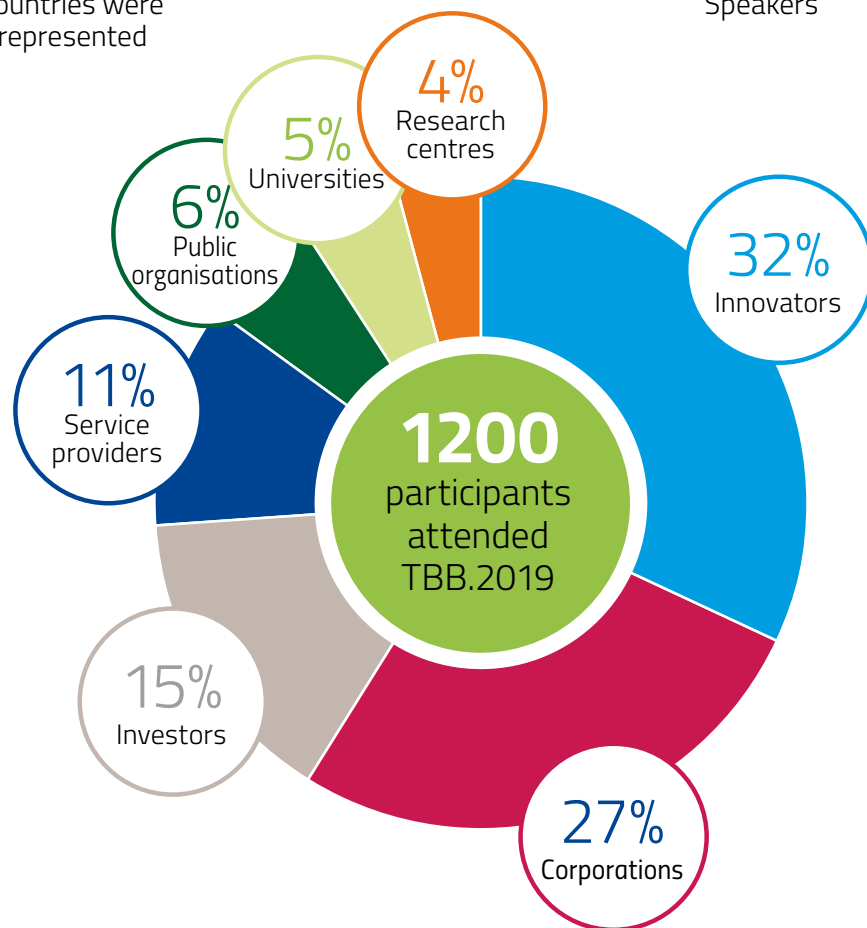
business meetings took
place

44

countries were
represented

32

Speakers



[Click here to see last year's edition](#)



Partners of past editions include

Vestas

ENGIE

Capgemini **invent**

pwc

oxel
Der Energie-Accelerator

Berlin Partner
for Business and Technology

BayWa r.e.
renewable energy

enagas

DTEK

VEOLIA

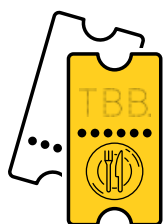
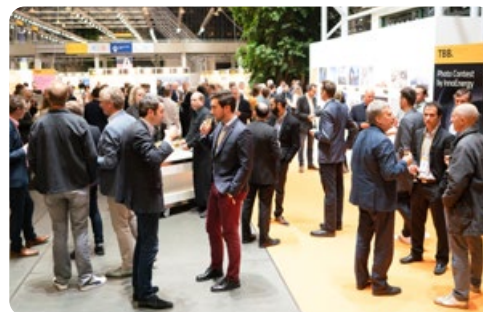
Join us in Berlin, register today!

Registration includes

- Access to all conferences and sessions
- Access to the exhibition and exhibition programme
- Catalogue with information about all the innovations in the EIT InnoEnergy portfolio
- Morning and afternoon refreshments and lunch each day as per congress programme
- Gala dinner (if included in your selected package)
- Access to the networking tool to make direct appointments with the exhibitors
- A file with all the contact details of your business meetings at the beginning of the event

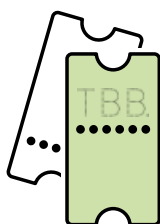
Register at
tbb.innoenergy.com/registration

30%
early bird rate
until 31 July



2-day ticket
with gala dinner

€600



2-day ticket

€500



1-day ticket
with gala dinner

€500



1-day ticket

€400



TBB.

The Business Booster

Partnership opportunities

Engage with the leading energy innovation event

Partnership packages

By becoming an event partner you multiply the benefits of this leading energy innovation event for your company.

Our partnership packages are customisable to your needs, if there is any other form of collaboration that you are interested in do not hesitate to contact us.

**EIT
INNOENERGY
MEMBERS'
DISCOUNTS**
Platinum 50%
Gold 30%
Silver 15%



Sapphire Package

Premium services (Choice of one)

- Reverse pitch
- Booth in the Open Innovation Village
- Customised start-up screening

Branding

- Logo at event on onsite totems
- Logo on TBB website
- Logo in TBB catalogue

Visibility

- ½ page in TBB catalogue
- Social media visibility

Invite your VIPs

- 3 full entry tickets with an invitation to the gala dinner

Sapphire Package: €15,000

Emerald Package

Thought leadership

- Co-creation of a parallel session

Premium services

- Reverse pitch
- Booth in the Open Innovation Village
- Customised start-up screening

Branding

- Logo at event on onsite totems
- Logo on TBB website
- Logo in TBB catalogue

Visibility

- ½ page in TBB catalogue
- Social media visibility

Invite your VIPs

- 5 full entry tickets with an invitation to the gala dinner

Emerald Package: €35,000

Diamond Package

Thought leadership

- Speaking slot in the plenary
- Publication of an article or interview on TBB website
- Participation in the jury for the Final Pitch Award

Premium services

- Reverse pitch
- Booth in the Open Innovation Village
- Customised start-up screening

Branding

- Logo on screen at the opening event
- Logo on welcome goodie bag
- Logo at event on onsite totems
- Logo on TBB website
- Logo in TBB catalogue

Visibility

- 1 full page about your company in TBB catalogue
- Social media visibility
- A blog post

Invite your VIPs

- 10 full entry tickets with an invitation to the gala dinner

Diamond Package: €50,000

Partnership packages

Diamond Package

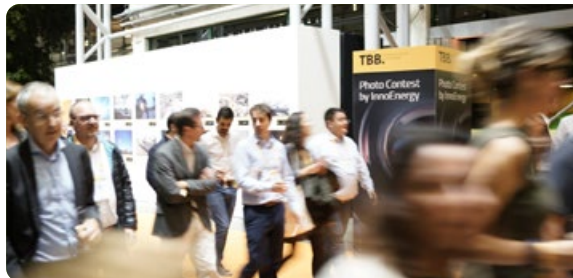
Showcase your thought leadership with this outstanding package

Thought leadership

- **Speaking slot** in plenary for a C-Level executive from your company.
- **Publication of an article or interview** on the TBB Website. This opportunity will increase the thought leadership of your C-level executive, as we will promote it through our social media channels and disseminate it to our newsletter list (40K+ contacts).
- **Participation in the jury for the Final Pitch Award:** During the last plenary of the event, you will take part in a jury of industry experts, who will be judging the final pitching awards. Play a role in selecting the three winners and presenting them with their awards. Jury members are listed in The Business Booster final press release.

Premium services

- **Reverse pitch:** take the stage to present your company to those start-ups and innovators most relevant to your interests (10 minutes plus 5 mins Q&A).
- **Booth in the Open Innovation Village:** a booth is available for you in the Open Innovation Village, a central area of the exhibition space. Gain maximum visibility and the option to receive start-ups at the booth itself, optimising on the efficiency of your agenda.
- **Customised start-up screening:** our teams will help you source the most relevant start-ups to your business and assist you in creating a meeting agenda for the two days of the event.



Branding

- Logo on **screen at the opening event.**
- Logo on **welcome goodie bag.**
- Logo at event on **onsite totems.**
- Logo on **TBB website.**
- Logo in **TBB catalogue.**

Invite your VIPs

- **10 full entry tickets** with an invitation to the gala dinner.



Visibility

- **1 full page** in TBB catalogue.
- **We create and publish an article** about your company with a focus on your expertise for the TBB website. It will be promoted through our social media channels: LinkedIn 28K+ followers, Twitter 8K followers.
- **Regular social media posts.**

Diamond Package €50,000

EIT InnoEnergy members' rate

- **Platinum** €25,000
- **Gold** €35,000
- **Silver** €42,500

Partnership packages

Emerald Package

A package with all the premium services plus high visibility

Thought leadership

- **Co-creation of a parallel session:**
Create an engaging session and provide visibility to your strategy, latest achievements or projects.
Sessions centre on the theme of the event: *The new industrial revolution: Sustainability, electrification and Digitalization*
Three sessions are available:
 - *New industrial initiatives: batteries and its value chain*
 - *Industry and decarbonisation*
 - *Green Finance*
- Or **other session** of your interest linked to the topic of the event (subject to availability, only one parallel session available).

Premium services

- **Reverse pitch:** take the stage to present your company to those start-ups and innovators most relevant to your interests (10 minutes plus 5 mins Q&A).
- **Booth in the Open Innovation Village:** a booth is available for you in the Open Innovation Village, a central area of the exhibition space. Gain maximum visibility and the option to receive start-ups at the booth itself, optimising on the efficiency of your agenda.
- **Customised start-up screening:** our teams will help you source the most relevant start-ups to your business and assist you in creating a meeting agenda for the two days of the event.

Branding

- Logo at event on **onsite totems**.
- Logo on **TBB website**.
- Logo in **TBB catalogue**.

Invite your VIPs

- **5 full entry tickets** with an invitation to the gala dinner.



Visibility

- ½ page in **TBB catalogue**.
- **Social media visibility:** sponsorship promoted through our social media channels: LinkedIn 28k followers, Twitter 8K followers.



Emerald Package €35,000

EIT InnoEnergy members' rate

- **Platinum** €17,500
- **Gold** €24,500
- **Silver** €29,750

Partnership packages

Sapphire Package

One premium service among the three proposed, branding and visibility plus extra entry tickets

Premium services

(Choice of one)

- **Reverse pitch:** take the stage to present your company to those start-ups and innovators most relevant to your interests (10 minutes plus 5 mins Q&A).
- **Booth in the Open Innovation Village:** a booth is available for you in the Open Innovation Village, a central area of the exhibition space. Gain maximum visibility and the option to receive start-ups at the booth itself, optimising on the efficiency of your agenda.
- **Customised start-up screening:** our teams will help you source the most relevant start-ups to your business and assist you in creating a meeting agenda.



Branding

- Logo at event on **onsite totems**.
- Logo on **TBB website**.
- Logo in **TBB catalogue**.

Invite your VIPs

- **3 full entry tickets** with invitation to the gala dinner.

Visibility

- ¼ page in **TBB catalogue**.
- **Social media visibility:** sponsorship promoted through our social media channels: LinkedIn 28k followers, Twitter 8K followers.



Sapphire Package €15,000

EIT InnoEnergy members' rate

- **Platinum** €7,500
- **Gold** €10,500
- **Silver** €12,750





Mechthild Wörsdörfer
Director of Sustainability,
Technology and Outlooks,
International Energy Agency

TBB.

The Business Booster

Speaking and exhibiting opportunities

*Engage with the leading energy
innovation event*

Speaking opportunities

Take the stage at The Business Booster, showcase your company's thought leadership in front of all the key stakeholders of the energy ecosystem.

Participation in a roundtable in the main auditorium

Speaking slot in plenary for a C-Level executive from your company.

Only available for Diamond partners, as part of the partnership package

Session partner

Five minute speaking slot to present your company at one of the sessions. Visibility and branding (your logo in the background of the session and in the event catalogue).

€15,000

Gala dinner partner

Five minute slot to present a topic of your interest, followed by the introduction of the Gala dinner in a privileged and exclusive atmosphere.

€5,000



TBB brings the best speakers in the world together in one place!



Speaking opportunities

Host one of our parallel session with industry experts and showcase your company latest achievements.

Parallel session partner

The Business Booster 2020 will look at the bigger picture of the new industrial revolution, exploring the economic, political, environmental and social context that comes with the overhaul of sustainability, electrification and digitalisation.

We will examine the relationship between energy and industry as well as the socioeconomic effects of the new industrial revolution, through a broad range of perspectives and players.

We are looking for expert partners who can make a contribution to these areas

- New industrial initiatives: batteries and its value chain
- Decarbonisation and industry
- Green finance
- A parallel session on the topic of your interest, linked to the topic of the event.

Co-create an engaging session with us to put your thought leadership forward

Being a parallel session partner will provide visibility to your achievements and recent projects related to the session topic.

- Lead a discussion with a targeted audience on topics in line with your strategy.
- Display your company logo as a backdrop to the session.
- Your company logo will appear on the TBB website and in the catalogue.
- An article about the parallel session with a focus on your area of expertise on the TBB website. It will be promoted through our social media channels: LinkedIn 28K followers, Twitter 8K followers.

€12,000 Free topic parallel session

€8,000 Other parallel sessions



Speaking opportunities

Boost collaboration, pitch your company in front of the start-ups.

Reverse pitching

You will already be familiar with start-ups pitching in front of investors and industry representatives. We propose that you reverse these roles and take the floor to pitch your own company before start-ups and innovators: highlighting your strategy, challenges and/or your investment interests.

You will have 10 minutes on stage followed by a Q&A session of 5 minutes. This is an excellent way to boost your company's visibility before start-ups, and open the door to collaborations that may not be immediately obvious.

Reverse pitch sessions are open to companies, investors, cities and any organisation that is seeking to collaborate or to do business with start-ups and innovators.

Pitching companies are featured in the TBB catalogue (1/4 page) with information about the company included. Spots are limited!

€ 4,000



Exhibiting opportunities

Be sure your company is visible to the attendants.

Booth in the Open Innovation Village

Take a booth in the Open Innovation Village, a central area of the exhibition space. This offers maximum visibility and the option to receive your meetings at the booth itself, optimising on the efficiency of your agenda.

The price includes

- Print of your booth design and furnishing of the booth
- 2 partition walls and carpet (matching the event decor)
- General ambient lighting and power supply
- High-quality signage (design, manufacture, installation and removal)
- Two high tables and four stools for meetings
(1 brochure holder can be purchased at the venue)
- Refurbishment the day before the opening and dismantling
- Your company visible at the networking tool to make sure you get the meetings you need
- Logo on TBB website
- Logo in TBB catalogue

€5,000



About EIT InnoEnergy

At EIT InnoEnergy, sustainability is about more than lowering emissions. True sustainability also means an industry that's commercially viable, endlessly innovative, and highly competitive. We make this possible by supporting sustainable energy innovations which provide industry with risk free, pioneering new technologies that reduce energy costs, increase system performance, decrease greenhouse gas (GHG) emissions, create jobs, and increase competitiveness.

Accelerating sustainable energy innovations

We make this possible by helping the adoption of pioneering new technologies, without risk or complexity. From mobility to construction - from renewable energy sources to smarter storage - our commercially-attractive technologies are the product of a trusted ecosystem for sustainable energy.

430+

Partners

€1.7b

Investment raised

126

Products commercialised

80%

Start-ups exporting

277

Start-ups selling

€4b

Forecasted sales

98

Patents filled

450

Companies supported

A trusted partner for our sustainable future

Beyond working with organisations across the energy value chain, we're proud to play a pivotal role in the decisions that affect the future of the energy industry across Europe and beyond.

We have been a driving force behind several European initiatives, including the European Battery Alliance (EBA), where we helped shape EU policy and cement a positive impact on the energy transition.

It's a reflection of our reputation for delivering practical innovation and, above all else, supporting the industry as it undergoes transformations in the future.



TBB.

The Business Booster

TBB.2020 Berlin

4-5 November, hub27 in Berlin

Messedamm 22,
14055 Berlin, Germany

Don't miss it, register today at

tbb.innoenergy.com

Contact us

tbb@innoenergy.com

www.innoenergy.com



 **#TBB2020**