



EXHIBITION  
MAY 07-09, 2025  
MESSE MÜNCHEN

CONFERENCE  
MAY 06-07, 2025  
ICM MÜNCHEN

OFFER

---

# The smarter E Podcast Sponsorship

2025



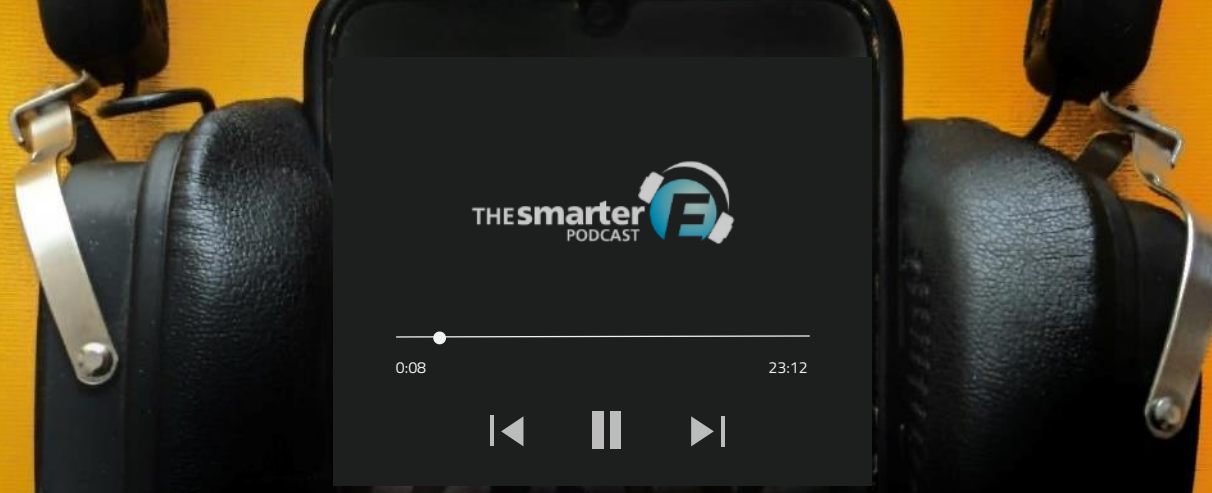
---

## Why? Because we have the competence.

The smarter E Europe is the innovation hub for events and topics driving the new energy world. True to the motto “Creating a new energy world”, it unites the four exhibitions and conferences Intersolar, ees, Power2Drive and EM-Power Europe, making it Europe's largest platform for the energy industry today. We bring together players from all over the world, from start-ups to international market leaders – and not only at the exhibition center.

Because we have the content. The networks. The community. And thus the optimal basis for placing the current topics of the renewable, decentralized and digital energy industry digitally and outside the classic work environment with The smarter E Podcast.

The new energy world on-ear. Anytime and anywhere. Even after work. And on weekends.



## The new energy world on-ear

The podcast for and with the creators of the new energy world. It offers intensive interviews and discussions with personalities from the energy industry. Our podcast hosts Tobias Bücklein and Zacks Brustik look behind the scenes of promising innovations and reveal inspiring visionaries, success stories and challenges. The smarter E Podcast gives solar, energy storage, e-mobility, energy management and sector coupling a “listening stage” and addresses current trends, such as:

- Will hydrogen save the energy transition?
- Vehicle2Grid as a gamechanger for the new energy world
- 100% renewable energies for Germany by 2030?
- Agrivoltaics – synergistic of production of food and energy
- What impact will sustainable batteries have on the market?
- What role does blockchain play in the energy world?

[Discover all episodes](#)

## INSIGHTS

# Did you know? The smarter E Podcast in numbers.

Every Thursday a new episode is published with current topics moving the industry – usually alternating between German and English. With 90+ podcast episodes so far, we inspire listeners (Ø 31 years) from the top 10 countries Germany, Austria, Spain, Poland, Switzerland, France, Italy, Great Britain, the Netherlands and Sweden. Among them are 2,500+ loyal followers.



250,000+

Total listeners



1,597

Ø Listeners per episode



25

Ø Minutes per episode



7

Podcast platforms

## 6 REASONS

# Why podcast sponsorship works

### 01 High popularity

One third of Germans listen to podcasts at least once a week, preferably for 20-30 minutes per episode

### 02 High attention

95% focus entirely on the podcast or just do simple things on the side

### 03 High knowledge desire

61% listen to podcasts for education and information, followed by news and politics

### 04 High ad acceptance

75% welcome advertising on free podcasts, 67% do not mind podcast ads (pre-rolls)

### 05 High ad recall

64% actively perceive podcast advertising, with an upward trend; ads with added value and CTA are preferred

### 06 High ad authenticity

82% find advertisements spoken by the host most appealing and usually listen to them in their entirety

# The timeline of your benefits

Take advantage of the promotional exclusivity within an episode of The smarter E Podcast. Address your customers in a non-commercial environment and position your brand directly in-ear – 365 days a year.



## Your episode

You choose your favorite podcast episode with a topic that suits you

[View planning](#)



## Your message

You define your own individual advertising message, which is recorded by our podcast host (Host-Read-Ad)



## Your „display“

Your message is played out as a pre-roll at the beginning of the podcast



## Your visibility

We market the single episode on the podcast platforms, our websites as well as on our social media channels for 365 days of visibility a year



## SPONSORSHIP

# Your services at a glance

	Podcast sponsorship
Advertising exclusivity (only one sponsor per podcast episode)	✓
Free choice of podcast episode for advertising placement	✓
Individual advertising message (max. 20 seconds)	✓
Professional advocacy of the advertising message by podcast host	✓
Placement of the advertising message as a pre-roll	✓
Listing of the podcast episode on 7 podcast platforms incl. integration of your logo and slogan as supporter in the show notes	✓
Promotion of the podcast episode on The smarter E website Global incl. placement of your logo as supporter	✓
Promotion of the podcast episode on all 5 The smarter E Europe websites incl. placement of your logo as supporter	✓
Promotion of the podcast episode on our social media channels incl. integration of your company as supporter	✓

Package  
bonus

€1,500

per episode

## SPONSORSHIP

# Special Offer: Buy 4 – Pay 3 + Content partner\* on one podcast episode

		Podcast sponsorship
		€4,000
		for 4 episodes
Advertising exclusivity (only one sponsor per podcast episode)	plus 1x content partner*	✓
Advertising exclusivity (only one sponsor per podcast episode)		✓
Individual advertising message (max. 20 seconds)		✓
Professional advocacy of the advertising message by podcast host		✓
Placement of the advertising message as a pre-roll		✓
Listing of the podcast episode on 7 podcast platforms incl. integration of your logo and slogan as supporter in the show notes		✓
Promotion of the podcast episode on The smarter E website Global incl. placement of your logo as supporter		✓
Promotion of the podcast episode on all 5 The smarter E Europe websites incl. placement of your logo as supporter		✓
Promotion of the podcast episode on our social media channels incl. integration of your company as supporter		✓

\*as an interview partner on thematically appropriate podcast;  
no pure product marketing.



## TERMS

# What you should know about your booking



### Without guarantee

No reach guarantee for individual episodes or booked placements



### Deadline

Lead time from booking a sequence of at least 2 weeks



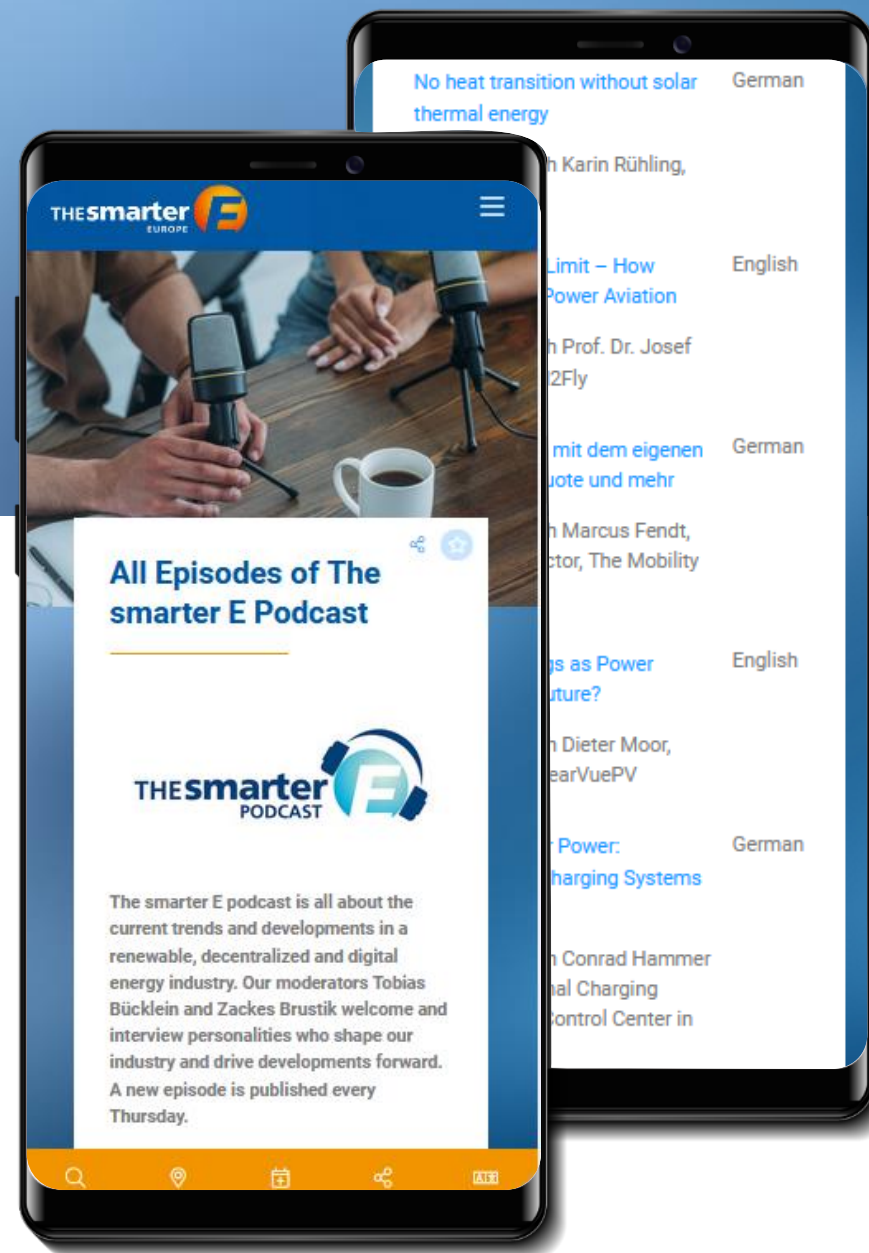
### Package booking

Optional package booking  
"Buy 4 – Pay 3" plus content partner for 1 episode



### Price

Price applies to exhibitors, €1,500 per podcast episode for non-exhibitors





## Your personal contact

---

**Kristin A. Merz**

Head of Sales

+49 (0) 7231 58598-299

[merz@solarpromotion.com](mailto:merz@solarpromotion.com)

[www.TheSmarterE.de](http://www.TheSmarterE.de)



### Solar Promotion GmbH

Kiehnlestraße 16  
75172 Pforzheim  
Tel.: + 49 7231 58598-0  
info@TheSmarterE.de  
www.TheSmarterE.de

### FWTM – Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Messe Freiburg, Neuer Messplatz 3  
79108 Freiburg i. Br.  
Tel.: +49 761 3881-3700  
TheSmarterE@fwtm.de

