

NAATBATT 2027 ANNUAL MEETING & CONFERENCE

2027 Battery Products Expo

Showcase. Connect. Be Remembered.

February 9 to 11, 2027
Expo opens Tuesday, February 9

Westin Rancho Mirage
Golf Resort & Spa

Rancho Mirage, CA
naatbatt.org

NAATBATT 2027 BATTERY PRODUCTS EXPO

Put Your Company at the Center of NAATBatt 2027

Showcase. Connect. Be Remembered.

The NAATBatt 2027 Annual Meeting & Conference, February 9 to 11 at the Westin Rancho Mirage, brings together the companies, technologies, investors, customers, and decision-makers shaping the future of advanced battery technology in North America.

And the Expo is at the center of it all.

This isn't an exhibit hall attendees visit once and forget. Breakfasts, networking breaks, and receptions take place in the Expo, creating a steady flow of traffic and repeated opportunities to connect throughout the conference.

Your booth becomes your company's home base at NAATBatt 2027. A place to demonstrate what you do, meet prospective customers and partners, reconnect with industry colleagues, and turn introductions into real business conversations.

WHY EXHIBIT?

BE WHERE THE INDUSTRY CONNECTS

Put your company in the middle of the conversations happening throughout NAATBatt 2027, with built-in traffic during meals, breaks, receptions, and dedicated exhibit hours.

GET MORE THAN ONE CHANCE TO MAKE AN IMPRESSION

Attendees return to the Expo throughout the conference. That means more opportunities for meaningful conversations, follow-ups, product demonstrations, and introductions.

SHOW THEM WHAT YOU CAN DO

A Member Update gets you on the stage. An exhibit gives attendees somewhere to find you afterward. Continue the conversation, demonstrate your technology, and give prospective customers and partners a closer look at your capabilities.

BUILD RELATIONSHIPS, NOT JUST LEADS

NAATBatt brings together an engaged battery industry community. Your booth gives your team a dedicated place to meet with customers, prospects, partners, investors, and industry colleagues throughout the event.

STAND OUT IN A COMPETITIVE MARKET

An exhibit sends a clear message: your company is here, engaged, investing in the industry, and ready to do business.

EXTEND YOUR VISIBILITY BEYOND THE EXPO FLOOR

Exhibitors receive recognition in the NAATBatt 2027 conference program and mobile app, helping attendees find your company before, during, and after the event.

Exhibit Facts

LOCATION

Westin Rancho Mirage Golf Resort & Spa
71333 Dinah Shore Drive
Rancho Mirage, CA 92270
Tel: (760) 328-5955

Reservations: 760.328.5955 | Online Reservations

Room Rate: $269 Single/Double (no resort fees)
Cut-off Date: January 22, 2027, or until block is full

EQUIPMENT PROVIDED

- 6 ft draped table with 2 chairs
- Garbage can

BOOTH COSTS

$5,000 per booth

All booth personnel MUST be registered for the conference. One complimentary conference registration and up to 3 registrations at the discounted rate of $1,850.

EXHIBIT HOURS

(Hours listed below are when booths must be manned. The hall will be open outside of these hours if you would like to schedule meetings.)

TENTATIVE EXPO SCHEDULE

TUESDAY, FEBRUARY 9	
Set Up	7:30 am to 2:00 pm
Expo Opening: Networking Break	2:45 to 3:15 pm
Opening Reception	6:00 to 7:00 pm
WEDNESDAY, FEBRUARY 10	
Breakfast	7:30 to 8:20 am
Networking Break	9:25 to 10:15 am
Networking Break	2:40 to 3:40 pm
Reception	5:45 to 6:45 pm
THURSDAY, FEBRUARY 11	
Breakfast	7:30 to 8:20 am
Networking Break	11:10 am to Noon
Tear Down	Noon

SPONSORSHIP OPPORTUNITIES: MAKE YOUR MARK AT NAATBATT 2027

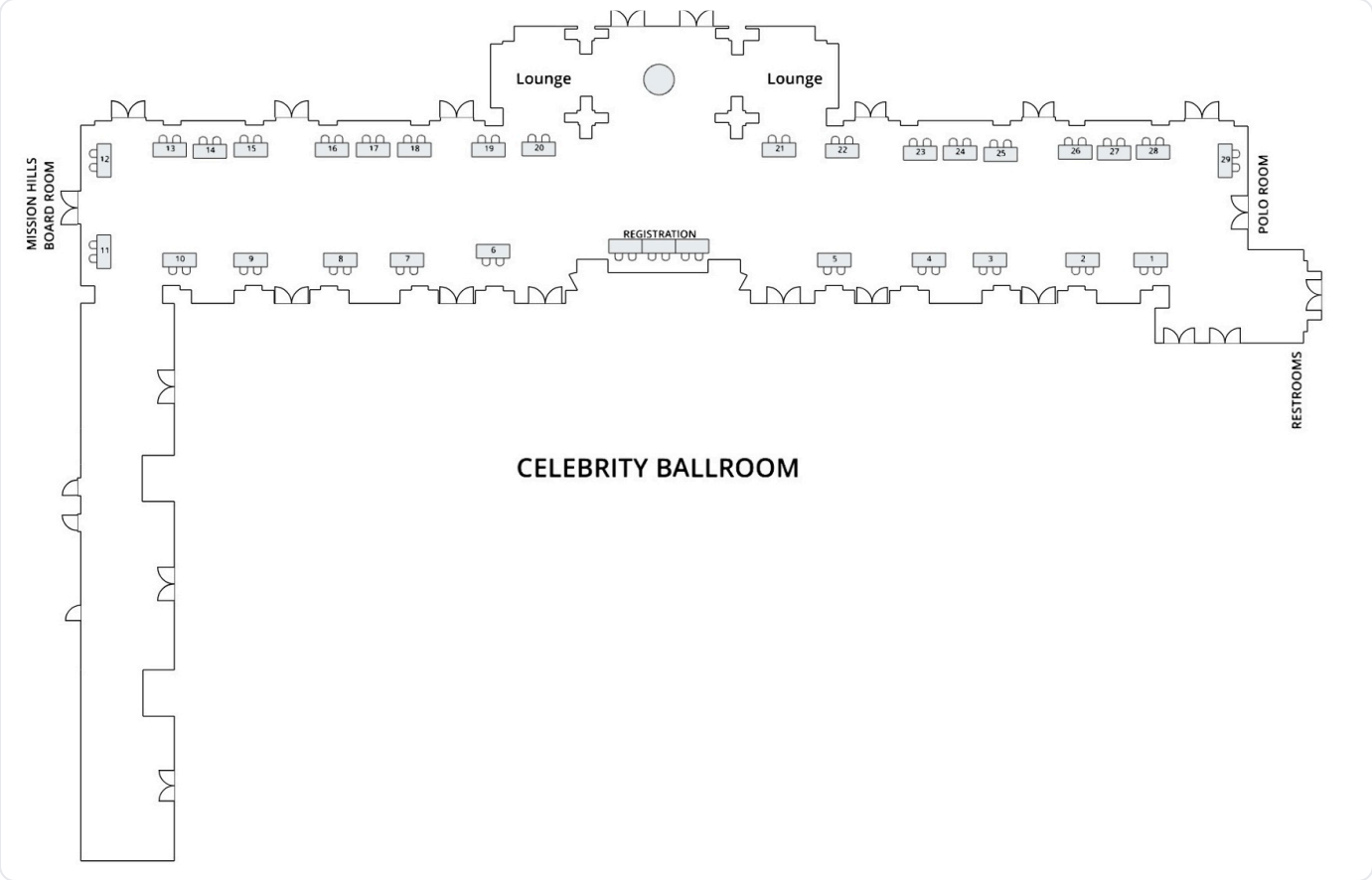
Stand out as a leader in the battery industry by sponsoring one of the high-visibility functions, sessions, or experiences at the NAATBatt Annual Conference. Sponsorships put your brand front and center with the executives, innovators, and decision-makers shaping the future of energy storage.

From networking receptions and key conference sessions to exclusive attendee experiences, opportunities are limited and highly sought after.

To explore the best fit for your company, contact:
Paula Szyper · 630.697.3153 · pszyper@naatbatt.org

EXPO FLOOR PLAN

Celebrity Ballroom Foyer



Specific booth location assignments are not guaranteed. NAATBatt will try to honor location requests but reserves the right to change booth locations to accommodate the evolving needs of the NAATBatt 2027 program.

YOUR $5,000 EXHIBIT PACKAGE INCLUDES

- 8' x 8' exhibit space in the NAATBatt 2027 Expo
- Draped table, two chairs, and wastebasket
- Opportunity to display company signage, products, equipment, and literature, subject to venue regulations
- One complimentary full conference registration
- Up to three additional exhibitor staff registrations at the discounted rate of $1,850 each
- Company recognition in the NAATBatt 2027 conference program and mobile app
- Access to the networking, conversations, and connections that make the NAATBatt Annual Meeting one of the industry's most valuable gatherings

Don't Just Attend NAATBatt 2027.

Give the Industry a Reason to Find You.

Expo space is limited, and prime locations will go quickly. Reserve your booth now and put your company at the center of NAATBatt 2027.

Reserve your booth

Paula Szyper
630.697.3153 · pszyper@naatbatt.org

REGISTRATION

NAATBatt 2027 Battery Products Expo

Westin Rancho Mirage Golf Resort & Spa · Rancho Mirage, CA

Specific booth location assignments are not guaranteed. NAATBatt will try to honor location requests but reserves the right to change booth locations to accommodate the evolving needs of the NAATBatt 2027 program.

INSTRUCTIONS: Complete all sections. Sign and return the applications, and we will send you an invoice for Expo fee.

1. **LOCATION PREFERENCES:** Please indicate preferred booth numbers. Booth assignments will not be confirmed until payment is received. The exhibit space rental charge is $5,000 per booth. Exhibitors are encouraged not to concentrate all space choices in one area of the floor plan.

   1st Choice _____ **2nd Choice** _____ **3rd Choice** _____ **4th Choice (in different area)** _____

   Number of booths _____ **x $5,000**

2. **PRODUCTS / SERVICE TO BE EXHIBITED**
   This description will be used for your company description on NAATBatt's website and in the onsite conference materials. (You can send electronically to pszyper@naatbatt.org.)

   _____

   _____

   _____

   _____

3. **COMPANY NAME:** _____

   Contact Name _____

   Address _____ **City/State/Zip** _____

   Phone _____ **Email** _____

4. **TERMS & CONDITIONS**

   Payment: Full payment is required within 10 working days of the acceptance of this Agreement by NAATBatt. Timely payment is of the essence in this contract.

   Alteration to advertised package: every reasonable effort is made to adhere to the advertised package, but any package may be altered or parts omitted or dates changed for any reason which NAATBatt, in its absolute discretion, deems to be just and reasonable, or when conditions beyond its control prevail.

   Failure to pay: If Company fails to make timely payment of any amount due by Company under this contract, NAATBatt may cancel its obligations to Company under this contract and recover from Company NAATBatt's cost of cover, out-of-pocket expenses, reasonable attorneys' fees and court costs incurred in enforcing NAATBatt's rights against Company, and an administrative fee of $1,000. This contract shall be governed by the internal, substantive laws of the State of Illinois and any disputes shall be litigated solely in Cook County, Illinois.

   Cancellation of program: if, for any reason, the program is not held or is rescheduled, NAATBatt's liability is limited to a credit towards a future program.

   Indemnity: Company hereby agrees to indemnify and hold NAATBatt harmless from, and to reimburse NAATBatt for, any damages, lawsuits, expenses and other liabilities, including reasonable attorneys' fees, arising from any action or inaction taken or caused, in whole or in part, by Client, its agents, employees, guests or invitees related to the subject matter of this application.

I have read and agree to abide by all terms and conditions governing the expo as printed above. Acceptance of this application by show management constitutes a contract.

Company Name _____ **Date** _____

Signature _____ **Job Title** _____