

NAATBATT 2027 ANNUAL MEETING & CONFERENCE

Sponsorship Guide

Partner with Industry Leaders at the NAATBatt 2027 Annual Meeting & Conference

February 9 to 11, 2027
Golf, pickleball and tennis: Monday, February 8

Westin Rancho Mirage
Golf Resort & Spa

Rancho Mirage, CA
naatbatt.org

WHY SPONSOR NAATBATT 2027?

Put Your Company at the Center of the Advanced Battery Industry

NAATBatt 2027 brings together the companies, innovators, investors, policymakers, and industry leaders shaping the future of advanced battery technology and energy storage.

Sponsorship puts your organization in front of this highly engaged community while creating meaningful opportunities to build relationships, demonstrate expertise, strengthen your brand, and generate new business.

Our sponsors do more than gain visibility. They become part of the conversations, connections, and decisions moving the industry forward.

Make sure your company is part of it.

Secure your NAATBatt 2027 sponsorship and put your brand, expertise, and solutions in front of the people shaping what comes next.

Choose your sponsorship opportunity and start building your presence at NAATBatt 2027 today.

OPPORTUNITIES AT A GLANCE

PREMIER SPONSORSHIPS

Terawatt, Gigawatt, Megawatt and Kilowatt packages, from $10,000 to $35,000.

STRATEGIC EVENT SPONSORSHIPS

Dinner, receptions, lunches, networking lounge, networking breaks and more, from $3,500.

ENGAGEMENT & THOUGHT LEADERSHIP

Host a breakfast discussion, or moderate a plenary panel or impact session, from $2,500.

BRANDING & TECHNOLOGY

Lanyards, tote bags, room keys, charging stations, conference app, WiFi and office hours, from $5,000.

TOURNAMENTS & RECREATION

Golf, pickleball and tennis on Monday, February 8, from $1,000.

READY TO MAKE YOUR MARK?

Paula Szyper
630.697.3153 · pszyper@naatbatt.org

CHOOSE YOUR IMPACT LEVEL

Shape the Future of Energy: Be the Driving Force Behind NAATBatt 2027 with a Premier Sponsorship

TERAWATT SPONSOR — $35,000

For industry titans ready to own the conversation

Perfect for: Market leaders, major manufacturers, and companies launching game-changing technologies.

You'll command attention with:

- Six (6) complimentary full-access passes to the Annual Conference.
- Premium Expo booth space.
- Sponsorship of opening day plenary sessions.
- Opportunity to deliver an opening welcome to the conference.
- Opportunity to place collateral materials on session chairs.
- Your logo will appear prominently on full-color wall, window, or column cling.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Exclusive private meeting space during the summit.
- Priority speaking opportunity Member Update Presentations.

GIGAWATT SPONSOR — $25,000

For established players ready to amplify their presence

Perfect for: Growing companies, technology providers, and established manufacturers seeking increased market presence.

You'll drive engagement through:

- Four (4) complimentary full-access passes to the Annual Conference.
- Premium Expo booth space.
- Sponsorship of day two plenary session.
- Opportunity to place collateral materials on session chairs.
- Your logo will appear prominently on full-color wall, window, or column cling.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Priority speaking opportunity Member Update Presentations.

MEGAWATT SPONSOR — $15,000

For innovators ready to showcase their solutions

Perfect for: Emerging technology companies, specialized suppliers, and service providers.

You'll build meaningful connections with:

- Two (2) complimentary full-access passes to the Annual Conference.
- Premium Expo booth space.
- Sponsorship of day three plenary session.
- Opportunity to place collateral materials on session chairs.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Priority speaking opportunity Member Update Presentations.

KILOWATT SPONSOR — $10,000

For focused companies ready to make targeted connections

Perfect for: Startups, niche specialists, and companies testing the waters.

You'll maximize your investment through:

- One (1) complimentary full-access pass to the Annual Conference.
- Standard Expo booth space.
- Opportunity to sponsor networking break.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Priority speaking opportunity Member Update Presentations.

Strategic Event Sponsorships

Perfect for companies wanting to associate with specific memorable moments.

DINNER SPONSOR — $10,000

Own the celebration!

- Sponsor the Dinner on day 2 of the conference (Wednesday, February 10).
- Opportunity to address attendees before dinner.
- One (1) complimentary full-access pass to the Annual Conference.
- Opportunity to place promotional materials at each seat.
- Logo lighting for outdoor event.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Priority speaking opportunity Member Update Presentations.

OPENING RECEPTION SPONSORSHIP — $7,500

- Sponsor the Opening Reception on Day 1 (Tuesday, February 9).
- Napkins and signage of your sponsorship.
- Custom signature drink.
- One (1) complimentary full-access pass to the Annual Conference.
- Opportunity to place promotional materials at each seat.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Priority speaking opportunity Member Update Presentations.

RECEPTION SPONSORSHIP — $7,000

- Sponsor the Reception on Day 2 (Wednesday, February 10).
- Napkins and signage of your sponsorship.
- Custom signature drink.
- One (1) complimentary full-access pass to the Annual Conference.
- Opportunity to place promotional materials at each seat.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.
- Priority speaking opportunity Member Update Presentations.

LUNCH SPONSORSHIP — $5,000

3 AVAILABLE

Fuel connections and conversations

- Your logo on all signage.
- Napkins with your logo imprinted.
- Opportunity to place promotional materials on lunch tables.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

NETWORKING LOUNGE SPONSOR — $7,500

2 AVAILABLE

Put your brand at the center of where connections happen. Located in the main prefunction and exhibit area, the Networking Lounge gives attendees a comfortable place to meet, recharge, catch up on work, or continue conversations between sessions.

- Your logo on all signage.
- Coffee station placed in lounge.
- Napkins with your logo imprinted.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

NETWORKING BREAK SPONSOR — $3,500

5 AVAILABLE

Sponsor the moments that matter.

- Your logo on all signage.
- Napkins with your logo imprinted.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

WATER COOLER SPONSOR — $5,000

Where the real conversations happen

- Compostable cup with your logo at each water station.
- Your logo displayed on each water cooler.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

"RELIEF & REFRESH" RESTROOM SPONSOR — $5,000

Unexpected moments, memorable impressions

- Amenity Baskets with company logo.
- Mirror Clings (above sinks and counters).
- Optional Stall Door Decals (inside and/or outside).
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

Engagement & Thought Leadership

Perfect for companies with expertise to share.

BREAKFAST DISCUSSION HOST — $4,000

10 AVAILABLE

Lead the conversation on your terms.

TOPICS TO SPONSOR

WEDNESDAY, FEBRUARY 10

1. ESS and Data Centers: data center site-location "land mines"; ESS module design & safety (who controls specs)
2. Recycling & Second Life Use: DDR policy, black mass
3. Workforce Development: battery workforce gaps; what DOE restructuring + the critical-minerals push mean for the workforce
4. Tariff Policy and FEOC Compliance
5. Battery Track and Trace Policies: EU battery-passport update

THURSDAY, FEBRUARY 11

1. Cybersecurity in Batteries and ESS: creating trusted data between OEMs and BESS developers; cybersecure DRM for sharing BMS data
2. Non-Lithium Battery Technologies
3. Robotics and Aerospace
4. Battery and ESS Safety: grid/data-center storage incident analysis (engineering + legal), standards development
5. Financing the Battery Supply Chain

BENEFITS OF SPONSORING

- During Breakfast on Wednesday and Thursday we will host focused discussions on the topic of your choice. The topic must be finalized and approved by January 15, 2027.
- Your logo will be featured on your hosted breakfast table.
- You can select the focused topics you would like to lead.
- Your logo will appear prominently on conference signage as breakfast discussion sponsor.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.

PLENARY PANEL SPONSORSHIP — $4,000

5 AVAILABLE

Moderate the conversation.

TOPICS TO MODERATE

1. Navigating the Energy Storage Market for Data Centers in Turbulent Times
2. What Foreign Manufacturers Building in the U.S. Want You to Know
3. The Evolving Energy Storage Needs of Data Centers
4. How EV OEMs are Navigating the Battery Supply Chain Gap
5. Anticipating the Next Breakthroughs in Battery Technology

BENEFITS OF SPONSORING

- The opportunity to moderate a conference panel.
- Two-minute introduction at the beginning of the session.
- Opportunity to introduce all speakers.
- Opportunity to moderate Q&A.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.

IMPACT SESSION SPONSORSHIP — $2,500

11 AVAILABLE

Moderate the conversation.

TOPICS TO MODERATE

1. Non-Lithium & Emerging Chemistries
2. Defense Batteries & Domestic Supply-Chain Security
3. Heavy-Duty Truck, Rail, & Transit Electrification
4. Battery Materials & the Missing Midstream (pCAM/CAM/AAM)
5. Financing Battery Technology Today
6. Mining Battery Materials in the U.S.
7. Robotics and Aerospace
8. Domesticating the Battery Manufacturing Equipment Supply Chain
9. New Developments in Next Generation Batteries
10. Managing the Chinese Battery and Technology Supply Relationship
11. Digitalization & AI in Battery Manufacturing

BENEFITS OF SPONSORING

- Two-minute introduction at the beginning of the session.
- Opportunity to introduce all speakers.
- Opportunity to moderate Q&A.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.

High-Visibility Branding Sponsorships

Put your brand in attendees' hands and keep it visible throughout the conference.

LANYARD SPONSOR $5,000

- Your logo will appear prominently on badge lanyard.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

TOTE BAG SPONSOR $5,000

Your brand goes home with every attendee.

- Sole sponsorship of tote bag.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

ROOM KEY SPONSOR $5,000

First thing they see, last thing they use.

- Sleeping room keys with your custom message.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

Technology & Experience Sponsors

Perfect for companies wanting to demonstrate innovation.

CHARGING STATIONS $7,500

Keep attendees connected while putting your brand exactly where they need it most. As the Charging Station Sponsor, your company will be featured in a high-traffic area where attendees stop to recharge their phones, check messages, catch up on work, and connect with colleagues.

- Charging Station with your logo.
- Opportunity to provide branded giveaways or collateral within the charging area.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

CONFERENCE APP SPONSOR $5,000

Be part of every interaction

- Your logo featured prominently on conference app.
- Your logo featured on all Meet Up Location Signs.
- Option to include promotional item in tote bag.

WIFI SPONSOR $5,000

- Your logo will appear on all signage with WiFi passcode.
- Your company selects WiFi passcode.
- Logo placement on conference materials, event website, and signage.
- Featured ad on the NAATBatt Event App.
- Option to include promotional item in tote bag.

OFFICE HOURS $5,000

Your private client headquarters.

- Dedicated meeting room on Wednesday or Thursday.
- Professional environment for serious discussions.
- Exclusive space for your team and clients.

Tournament & Recreation Sponsorships

Perfect for companies wanting a relaxed, relationship-building environment.

ADVANCED BATTERY GOLF TOURNAMENT: MONDAY, FEBRUARY 8

Where business relationships are really built

Tournament Dinner	Opportunity to give welcome. Company representative hands out awards. 1 ticket to the tournament dinner. Signage with logo.	**$3,000**

GOLF TOURNAMENT OPPORTUNITIES

Golf Cart Sponsorship	Your logo on every cart.	**$4,500**
Golf Lunch	Fuel the back nine conversations.	**$3,500**
Golf Ball Sponsorship	Your logo on every shot.	**$2,500**
Golf Towel Sponsorship	Practical branding that gets used.	**$2,500**
Drink/Snack Sponsorship	Keep players energized.	**$2,000**
Longest Drive Award	Celebrate achievement.	**$1,500**
Closest to the Pin Award	Precision recognition.	**$1,500**
Hole Sponsorship	Targeted visibility per hole.	**$1,000**
Tournament Awards Sponsor	Put your company behind the winners with recognition during the tournament awards.	**$2,500**

PICKLEBALL TOURNAMENT OPPORTUNITIES

Monday, February 8

Pickleball Ball Sponsor	Your logo on the balls and your brand in play throughout the tournament.	**$2,500**
Pickleball Towel Sponsor	Practical, take-home branding players can use long after the final point.	**$2,500**
Drink/Snack Sponsor	Keep players refreshed and energized with branded recognition at the refreshment station.	**$2,000**
Tournament Awards Sponsor	Put your company behind the winners with recognition during the tournament awards.	**$1,500**
Court Sponsor	Own a court with prominent company signage and targeted visibility throughout play.	**$1,000**

TENNIS TOURNAMENT OPPORTUNITIES

Monday, February 8

Tennis Ball Sponsor	Keep your brand in play throughout the tournament with branded tennis balls.	**$2,500**
Tennis Towel Sponsor	A useful branded takeaway players will keep beyond the conference.	**$2,500**
Drink/Snack Sponsor	Keep players hydrated and energized while putting your brand courtside.	**$2,000**
Tournament Awards Sponsor	Celebrate the tournament champions with recognition during the awards presentation.	**$1,500**
Court Sponsor	Put your company courtside with prominent signage on a designated tournament court.	**$1,000**

READY TO MAKE YOUR MARK?

Contact us today to discuss which sponsorship level aligns with your business objectives. Limited availability on premium packages. Reserve your spot now.

Paula Szyper
pszyper@naatbatt.org
630.697.3153