26th Annual

aabc

advanced automotive battery conference

DECEMBER 7 - 10, 2026
SAN DIEGO, CA
San Diego Convention Center

2026 SPONSOR & EXHIBITOR PROSPECTUS

AABC was founded more than twenty years ago to review the status of automotive battery technology and provide informed glimpses into the future. The program will uncover the underlying technical and business issues that will impact the pace and path of vehicle electrification worldwide. Join us to network with chief battery technologists from leading automotive OEMs, who will share their development trends and projected battery needs, as well as their key suppliers who will present their latest offerings and roadmaps for the future.



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#AABC26

AdvancedAutoBat.com/US

EVENT-AT-A-GLANCE

MONDAY
DECEMBER 7

- TUTORIALS
- SYMPOSIUM
  LARGE SCALE
- NEW SYMPOSIUM
  RECYCLING

TUESDAY AND WEDNESDAY
DECEMBER 8 AND 9

- CHEMISTRY - PART 1
- ENGINEERING
- BATTERY MANUFACTURING
- RAW MATERIALS
- A CO-LOCATED EVENT
  ALTA AMERICAS
  LITHIUM & RARE EARTHS

WEDNESDAY AND THURSDAY
DECEMBER 9 AND 10

- CHEMISTRY - PART 2
- xEV BATTERY TECHNOLOGY
- MANUFACTURING PRODUCTION
- AI FOR ENERGY STORAGE
- A CO-LOCATED EVENT
  ALTA AMERICAS
  NICKEL-COBALT-COPPER

KEY MARKETING DEADLINES

Preliminary Web-Based Agenda Online – **Friday, June 12**

Final Conference Brochure – **Friday, July 10**

Your company logo will be included in the printed conference program mailed thousands of prospects.

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INTRODUCING: PARTNERSHIP PROGRAMS

Cambridge Enertech's mission is to support the continued expansion of the energy storage industry by convening leading forums for learning, business development, exchange of ideas, and meaningful peer engagement across the full energy storage value chain. Through its conferences and exhibitions, Cambridge Enertech brings together leaders from the scientific, technical, commercial, financial, and policy sectors to explore the developments, challenges, and opportunities shaping the future of energy storage. Together, these platforms foster innovation, encourage collaboration, and advance the dialogue that supports rechargeable technology and the broader industries it serves.

In support of this mission, Enertech is evolving to a more strategic partnership model that reflects the growing importance of its conferences as forums for industry leadership, executive engagement, and market discussion. Moving beyond traditional sponsorship, this approach is designed to create more meaningful opportunities for participating organizations to share ideas, deepen relationships, and engage directly with the conversations and decision-makers shaping the future of energy storage. The result is a more integrated curated framework that more effectively supports organizational and executive objectives.

PARTNERSHIP OFFERINGS

FOUNDATIONAL PARTNERSHIP

Foundational Partnership offers the highest level of access, visibility, and strategic support within the Enertech platform. Reserved for a limited number of qualified industry leaders, it is designed for organizations that have made Enertech a priority venue for executive engagement, industry leadership, and relationship development. Foundational Partners may collaborate with Enertech on customized initiatives aligned with specific objectives and may be invited to play leadership roles within select private Partner Programs and communities.

STRATEGIC PARTNERSHIP

Strategic Partnership provides active engagement across a broad range of the Enertech platform, with flexibility to align participation to defined organizational objectives. Through a consultative planning process, Enertech works closely with Partners to curate meaningful opportunities for executive participation, thought leadership, and community engagement. Strategic Partners receive priority consideration for content contributions and access to relevant Partner communities.

INDUSTRY PARTNERSHIP

Industry Partnership is intended for smaller delegations seeking a more focused level of engagement. It provides enhanced executive participation, brand recognition, access to shared meeting space, and selected access to Partner Programs, branding opportunities, and conference support.

For details on what's included at each level, please contact us directly to request our Partnership Program Prospectus!

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KEY PARTNERSHIP PROGRAM COMPONENTS

Through a single, coordinated program, Partnership enables active participation across the four key components of each Enertech Conference:

Thought Leadership and Executive Engagement

Partnership creates meaningful opportunities to engage senior industry communities, strengthen peer-to-peer relationships, and priority consideration to showcase Partner expertise and thought leadership through both traditional Enertech speaking opportunities and new session formats. It also includes Enertech Executive Conference Passes for use by Partner executives and selected stakeholders, including customers, prospects, partners, board members, and other approved guests.

Priority Access to Private Partner Restricted-Access Communities

Enertech convenes a curated series of invitation-only networking engagements and private communities throughout conference week, including receptions, small-format roundtables, and private meet-and-greets with notable speakers, senior industry leaders, and senior government officials. Participation is based on seniority, expertise, and relevance within the professional community. Partners may also be eligible to nominate participants for the inaugural Future Leaders Fellowship.

Peer Hosting, Interaction, Networking, and Business Infrastructure

Enertech's Partnership program is designed to create multiple pathways for meaningful connection across the conference community. Through both structured and informal networking opportunities, Partners and their delegates can build relationships, host peers, and engage with senior leaders across the platform. Partners also have access to reservable and dedicated private meeting space, as well as the Enertech Partner Lounge.

Enertech Branding, Concierge Services, and Media Support

Each Partner is supported by a dedicated Client Service Specialist, who serves as the primary point of contact for planning and activating the partnership. The Client Service Specialist works closely with the Enertech team to provide guidance on program opportunities, coordinate key deliverables, and support the Partner throughout the conference cycle. This includes coordination of participation in Enertech's expanded partner branding program and access to social and traditional media support resources.

NEW CONCEPTS FOR ADVANCED AUTOMOTIVE BATTERY CONFERENCE

Introducing the Enertech “Innovation Pod” and “Idea Pavilion” Formats for Partner-led Content

As part of its transition to a partnership model, Enertech is introducing new and flexible session formats designed to support thought leadership and meaningful dialogue. Among the first are the Enertech Innovation Pod and Idea Pavillion, intimate, high-impact formats that accommodate approximately 12 to 14 seated participants, with additional standing-room capacity for nearby delegates. Set within a semi-open, high-traffic environment, the Pod’s proven architecture combines openness, accessibility, and proximity to create a more interactive experience and invite delegates naturally into the discussion without the formality of entering a closed room. The formats offer a less formal, more dynamic setting for Partner-led content focused on innovation, emerging technologies, and strategic market perspectives, while encouraging direct engagement with presenters and informal but substantive dialogue. For Partners, the Pod and Pavilion provide distinctive platforms to elevate visibility, share thought leadership and extend the reach of their message beyond the conference with a recorded video asset. Your Enertech contact can share additional detail.

IDEA PAVILION





INNOVATION POD

INTRODUCING THE ENERTECH PARTNER LOUNGE



Located in the foyer just outside the exhibition area, the Enertech Partner Lounge with restaurant-style tables with refreshments to support casual meetings and serve as a catalyst for random interactions.

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LEGACY SPONSORSHIP OPPORTUNITIES

Partnership Program Opportunities
Available as an Upgrade or Add-On!

SIGNATURE SPONSOR

Exhibition/Meeting Space & Delegate Passes

- 8'x10' exhibit space
- Four Main Conference Registrations
- Conference registration for the speaker
- Two booth staff passes

Thought Leadership & Branding

Your choice of one of the following:

- Tote bags (Exclusive)
- Wi-Fi Sponsor (Exclusive)
- Charging Kiosk (Exclusive)

- 20-minute presentation within a specific track and the opportunity to participate in the Q&A panel discussion
- Company logo on lanyards
- Digital Advertisement displayed at the event
- One week post-event: Full contact information of all participants registered for the track in which your talk is placed (GDPR-compliant)
- On-site signage designating your company as a Signature Sponsor

KEYSTONE SPONSOR

Exhibition/Meeting Space & Delegate Passes

- 8'x10' exhibit space
- Three Main Conference Registrations
- Two booth staff passes

Thought Leadership & Branding

- Networking Reception or Luncheon Reception
- Company logo on lanyards
- Digital Advertisement displayed at the event
- On-site signage designating your company as a Keystone Sponsor

PLATINUM SPONSOR

Exhibition/Meeting Space & Delegate Passes

- 8'x10' exhibit space
- Two Main Conference Registrations
- Conference registration for the speaker
- One booth staff pass

Thought Leadership & Branding

Your choice of one of the following:

- VIP Dinner (up to 15 guests plus 3 members of your staff) or
- Session Sponsorship (sponsor will select session). Includes 20-minute presentation and opportunity to participate in Q&A panel discussion

- One week post-event: Full contact information of all participants registered for the track in which your talk is placed (GDPR compliant)
- On-site signage designating your company as a Platinum Sponsor

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GOLD SPONSORSHIP - AGENDA PRESENTATION

Exhibition/Meeting Space & Delegate Passes

- 8'x10' exhibit space
- Two main conference registrations
- One booth staff pass

Thought Leadership & Branding

- 15 or 30-minute presentation within a specific conference program
- Talk promoted in the final conference brochure, event web site, conference materials and on-site signage
- One week post-event: full contact information of all participants registered for the track in which your talk is placed (GDPR compliant)
- On-site signage designating your company as a Gold Sponsor

GOLD SPONSORSHIP - ONE-TO-ONE MEETINGS

Exhibition/Meeting Space & Delegate Passes

- 8'x10' exhibit space
- Two main conference registrations
- One booth staff pass

Thought Leadership & Branding

- Small room/meeting area for one-on-one meetings – day and time to be determined
- CET will set up 6 – 8 one-on-one meetings and confirm attendance
- One week post-event: full contact information of all participants who accepted invitation
- On-site signage designating your company as a Gold Sponsor

BRONZE SPONSORSHIP

Exhibition/Meeting Space & Delegate Passes

- 8'x10' exhibit space
- Two Main Conference Registrations
- Conference registration for the speaker
- One booth staff pass

Thought Leadership & Branding

Choice of one of the following:

- Digital onsite advertising
- Literature chairdrop (track specific)
- On-site signage designating your company as a Bronze Sponsor

INCLUDED WITHIN ALL SPONSORSHIP LEVELS:

- Logo on AAB sponsors webpage with a link to your company's homepage
- Company logo featured in conference materials and on conference signage
- One-time use of pre and post-conference mailing lists (for a physical mailing) using our 3rd party mail house or your mail house
- Company listing including contact information and 50- word description in conference materials (deadlines permitting)
- Company name and URL link included in Conference Proceedings package delivered electronically
- Conference discount email for your clients & prospects: Provide us your list and we can send an email on your behalf OR we will provide you with a discount code to send out on your own – a savings of up to $200 will be offered
- One-time use of pre and post-conference mailing lists (for a physical mailing) using our 3rd party mail house or your mail house
- Discount for additional delegate conference registrations

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2025 SAMPLE ATTENDEE LIST

Argonne Natl Lab, Ctr Dir & Distinguished Fellow, LCA & Technology Assessment
BMW Grp, Sr Battery Technology Engineer, Research & New Technologies & Innovations
CAMX Power, Exec Dir, LI Battery Materials
Castrol Germany GmbH, Global Customer Relations Dir, Technology
Chevron Corp, Lithium & Renewable Fuels Delivery Mgr & Sr Mgr, Product & Process Dev
Cox Automotive Inc, Sr Mgr, Engineering Dev
Cummins Battery Systems North America, Sr Specialist, Battery Integration
DuPont Research Scientist, R&D
ElringKlinger AG, VP Electric Systems, Drivetrain & Battery Technology
ExxonMobil, Materials Research, Material Innovation
Ford Motor Co, Battery Research Engineer, Energy Storage Research
General Motors, VP Battery & Propulsion & Sustainability
Google, Principal Engineer, Power Systems & Control
Honda R&D Co Ltd, Chief Engineer & Mgr, Battery R&D
Hyundai America Tech Ctr Inc, Sr Engineer, BMS Software Integration & Control
Idaho Natl Lab, Sr Staff Scientist, Energy Storage & Electric Transportation
Korea Electronics Technology Institute, Chief Researcher, Advanced Battery Research Ctr
LG Technology Ventures, CEO
Linde, Mgr, Global Commercialization
Lucid Motors, Staff Mfg Engineer, Powertrain Mfg
Micantis Inc, Data Scientist, Data Science
Mitsubishi Corp Americas, Mgr, Carbon
Morita Chemical Industries Co Ltd, Exec Managing Dir China General Rep
Natl Renewable Energy Lab, Chief Engineer Emeritus
Nissan Motor Co, Sr Researcher
Panasonic R&D Co of America, Engineering Mgr, Energy Storage R&D
PEC North America, CEO
Puragen, Global Tech Dir
Rho Motion, Sr Research Analyst, Battery
S&P Global, Assoc Dir Battery Raw Materials
SAFT America Inc, R&D Dir
Samsung SDI, Head, R&D America
Sandvik, VP Technology & Innovation
Sherwin Williams Co, Global Market Mgr Energy & EV Battery, General Industrial
Siemens Corp, Head, Battery Vertical US
Southwest Research Institute, Mgr R&D, Battery & Fuel Cell Systems R&I
Subaru R&D Inc, Sr R&D Engineer, Advanced Vehicle Dev
Tesla, Sr Staff Engineer, New Technology
Toyota Motor Corp, Sr Engineer Battery Product
Valeo, R&D Dir Thermal Systems
Volkswagen Grp of America, Sr Electric Vehicle Safety Engineer, Safety Affairs & Advanced Research

View More Attendees

2026 SPONSORS & EXHIBITORS

3M Corp RESEARCH LAB
6K Inc
Across Intl
Aleees Co Ltd
Amionx
Arbin Instruments
Armor Battery Films
Associated Environmental Systems
BioLogic USA
CAMX Power
CELLERATE
Chroma
Digatron Power Electronics Inc
EECOMOBILITY
element
ElringKlinger Silicon Valley Inc
ENEOS Corp
ENTEK
ESPEC N America Inc
Exponent Inc
Freudenberg FST GmbH
GDI
Gelon LIB Co Ltd
GKD USA Inc
Glimpse
HCM Co Ltd
Herding Filtration
INFICON Inc
JEOL USA Inc
Laminar Co Ltd
MACCOR Inc
NETZSCH Premier Technologies LLC
Rigaku Americas Corp
Scantech Americas Inc
Shimadzu Scientific Instruments
Soteria Battery Innovation Grp
Stress Engineering Svcs Inc
Sugino Corp
TDK Lambda Americas Inc
Umicore Battery Materials USA Inc
Voltaiq Inc
Wildcat Discovery Technologies Inc

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THE CET SALES JOURNEY STARTS HERE

1



Dedicated Sales SCOPE Managers

Work with our sales managers to develop a customized sponsorship package specific to your marketing needs and budget.

2



Thought Leadership

Your messaging and content positioned and presented the optimal way on the content program.

3



Pre-event Marketing & Promotion

Sign up early and ensure maximum exposure throughout the campaign, such as inclusion in printed materials and email promotions.

4



On-Site Branding & Experience

Work with our Client Service Specialist team to get all promotional items, events and signage ready for the event.

5



Audience Development

Schedule on-site meetings with potential and existing clients using our Networking App and One-to-One Meetings service.

6



Have a Great Event!

Turn up with your team to network, learn, and increase your sales pipeline.

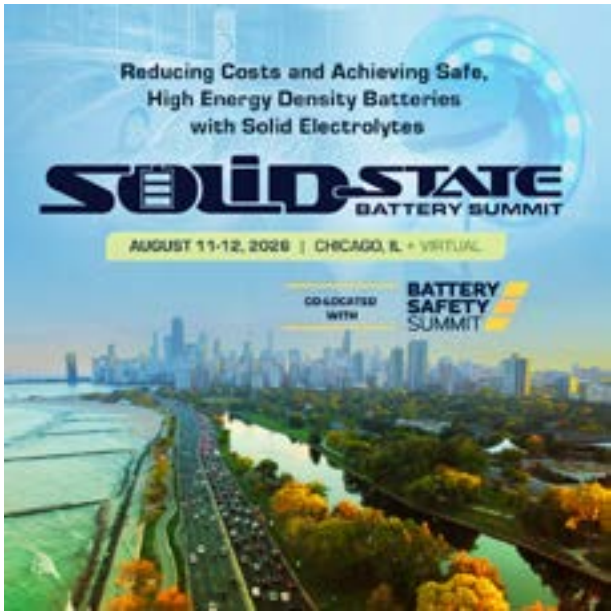
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CAMBRIDGE ENERTECH'S RELATED EVENTS









For More Information Regarding Sponsorship and Exhibit Availability, Please Contact:



Companies A-K
Sherry Johnson
Lead Business Development Manager
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sjohnson@cambridgeenertech.com



Companies L-Z
Rod Eymael
Senior Business Development Manager
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