

Checklist for exhibitors

The following checklist covers the most important steps in planning for your participation in the exhibition and will help you to prepare.

STEP/TASK	INFORMATION/LINK	DATE/DEADLINE
1. Deciding to participate in the exhibition		
<input type="checkbox"/> Consider the exhibition in terms of precise criteria	Exhibitor Brochures: The smarter E South America Intersolar South America Ees South America Electrotec+EM-Power South America Power2Drive South America	
<input type="checkbox"/> Exhibition cost calculator	Cost calculator	Available in September
2. Exhibitor goals for participation		
<input type="checkbox"/> Corporate goals		
<input type="checkbox"/> PR goals		
<input type="checkbox"/> Marketing goals		
<input type="checkbox"/> Sales goals		
<input type="checkbox"/> Lead goals		
3. Registration process		
<input type="checkbox"/> Submit registration	Application form for main exhibitors	
<input type="checkbox"/> Confirmation of receipt		1 – 2 days after registration
<input type="checkbox"/> Approval of participation		1 – 2 weeks after registration
<input type="checkbox"/> Booth allocation		2 – 6 weeks after approval
<input type="checkbox"/> Invoice		2 weeks after booth allocation
<input type="checkbox"/> Payment via bank transfer	Until the payment has been settled, the exhibitor will not	

		receive exhibitor tickets and may not set up on site.	
<input type="checkbox"/>	Register co-exhibitors	Application form for co-exhibitors	Available in September
4. Schedule			
<input type="checkbox"/>	Observe important deadlines	Schedule (Service Manual)	Available in April
5. Membership Program – the bonus program for exhibitors			
<input type="checkbox"/>	Register free of charge and start collecting points	Further information	
6. Plan booth construction			
<input type="checkbox"/>	Determine size and type of booth		
<input type="checkbox"/>	Plan booth construction (system or custom)		
<input type="checkbox"/>	Observe regulations for booth construction	Further information	
<input type="checkbox"/>	Booth design approval	(Service Manual)	Please check the form and information in the Service Manual. This form is a compulsory document The deadline is August 11, 2025
7. Exhibitor service manual (includes order forms for various services)			
<input type="checkbox"/>	Booth construction	Service Manual	On August 13, 2025, are the first order deadlines. (After this deadline orders of all services depends on the availability as well as a surcharge will be raised for some of them)
<input type="checkbox"/>	Power supply		
<input type="checkbox"/>	Compressed air		
<input type="checkbox"/>	Telephone connection, internet access		
<input type="checkbox"/>	Cleaning and disposal		
<input type="checkbox"/>	Security/surveillance		
<input type="checkbox"/>	Transport services		
<input type="checkbox"/>	Multimedia/video/PC		
<input type="checkbox"/>	Staff		
<input type="checkbox"/>	Insurance		
<input type="checkbox"/>	Send entry vouchers to customers		
<input type="checkbox"/>	Send entry vouchers to customers		
8. Exhibitor Cockpit			
<input type="checkbox"/>	Edit your company profile for the Event Guide	Exhibitor Cockpit	until July 15, 2025
<input type="checkbox"/>	Edit your company profile for the website		
<input type="checkbox"/>	Press kit space rental		until June 30, 2025

<input type="checkbox"/>	Download custom advertising banners		
<input type="checkbox"/>	Send press releases		
<input type="checkbox"/>	Publish Job Vacancies		
9. Conference & Visitor Tickets			
<input type="checkbox"/>	Book conference tickets		available in May 2025
<input type="checkbox"/>	Exhibition Visitor Tickets		
10. Sponsorship and marketing services			
<input type="checkbox"/>	Book sponsorship packages	Sponsorship Overview	
<input type="checkbox"/>	Book marketing packages		
11. The smarter E AWARD, Intersolar AWARD and ees AWARD – the industry’s most important innovation prize			
<input type="checkbox"/>	Presentation slot	Are you a finalist or winner of the award? Make sure to display it at your booth and apply for a presentation slot at the Innovation & Application stage.	Deadline for submission of a presentation: July 12, 2025
12. Delivery and storage			
<input type="checkbox"/>	Correctly address deliveries (Shipping Expo Center Norte)	Further information The smarter E South America Company Name, Booth # Expocenter Norte/White Pavilion José Bernardo Pinto St, 333 VI Guilherme; 02055-000 São Paulo, SP/Brazil	No delivery of materials in advance! Deliveries must be scheduled during the set-up days.
<input type="checkbox"/>	Contact shipping company if necessary	Contact data, on page 8	
13. Travel and accommodation			
<input type="checkbox"/>	Book hotel	Further information	
14. Set-up and dismantling			
<input type="checkbox"/>	Note times and communicate them to the parties involved	Further information	
15. Contacts			
<input type="checkbox"/>	Note important contact details	Contacts	
16. Follow-up phase			
<input type="checkbox"/>	Follow up on customer contacts/orders		
<input type="checkbox"/>	Public relations activities		

<input type="checkbox"/>	Evaluate success (cost/benefit)		
<input type="checkbox"/>	Consider participation in the next exhibition		

We wish you every success in planning and organizing your participation in the exhibition!

If you have any questions, please do not hesitate to contact us.

Best wishes,

[The smarter E South America Team](#)

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Kiehnlestraße 16
75172
Germany

Freiburg Management and
Marketing International GmbH
Neuer Messplatz 3
79108 Freiburg i. Breisgau
Germany

Aranda Eventos e Congressos
Al. Olga 315 011590-900
São Paulo, SP
Brazil

Detailed checklist information

1. Deciding to participate in the exhibition

[Consider the exhibition in terms of precise criteria](#)

Detailed information why you should participate in the exhibition can be found in the exhibitor brochure of [The smarter E South America:](#)

[Intersolar South America, ees South America, Eletrotec + EM-Power, Power2Drive.](#)

[Exhibition cost calculator](#)

Calculate the most important space-related costs of participating in The smarter E South America. We have summarized the main costs for you [here](#).

2. Exhibitor goals for participation

It is crucial to have a precise idea of what you hope to achieve with your participation ahead of the exhibition. Important goals should be defined in advance and communicated to the people involved.

3. Exhibition Application process

- Please use our Online Application which can be found in the [Exhibitor Cockpit](#). Please register yourself in the Exhibitor Cockpit to fill out the application form.
- Once your application is received, an acknowledgement of receipt will be sent to the email address of the contact that you specify. Please note that we will send all relevant documents and information to this email address. Therefore, please notify us promptly of any changes to this email address and contact person.
- Several days after your application has been submitted, we will notify you. We will send you a confirmation that your participation has been approved (at which point the contract is valid and legally binding).
- You will receive a notification of your booth allocation 2–6 weeks after your registration is approved.
- The invoice for your booth space will be sent 2 weeks after this allocation.
- Please pay the invoice by the due date, otherwise the booth space you have booked cannot be guaranteed and important documents such as exhibitor tickets will not be distributed.

There is a separate application form for co-exhibitors. The main exhibitor remains as the contracting party. All communications will be directed to the contact specified by the main exhibitor. The online registration for **co-exhibitors** is available in our Exhibitor Cockpit from September on.

You will find the [exhibition site plan](#) and the current [exhibitor list](#) of The smarter E South America on our website. It will be updated to the next event in autumn.

4. Schedule

Permanent	Booth space invoice Distribution Exhibition cost calculator online
February 2025	Order Center online in the Exhibitor Cockpit
April 2025	Exhibitor Service Manual available online
Mai 2025	Exhibitor registration starts. Conference registration starts. Visitor registration for exhibition starts.
June/ July 2025	Several deadlines in the exhibitor cockpit : <ul style="list-style-type: none"> • Press kit space rental. • Presentation slot application • Change of Company data & Logo Upload for the printed Event Guide
August 2025	Several deadlines in the exhibitor manual : <ul style="list-style-type: none"> • Exhibitor Registration • Mandatory appointing of contractors • Submission of Booth Construction • Booking of Technical Services
August 2025	The smarter E South America, August 26 – 28, 2025, Expo Center Norte, Sao Paulo

5. Membership Program – the bonus program for exhibitors

You can collect loyalty points for your company by participating in The smarter E events and buying sponsorship offers. Points are also rewarded based on your booth size.

Members of the Membership Program enjoy the following advantages:

- Discount on lease price of booth space
- Preferential booth placement
- Conference tickets, free of cost and discounted

Become a [Member!](#)

6. Plan booth construction

Determine size and type of booth

The minimum size for exhibitor booths is 9 sqm. You may select between a row booth (one side open), a corner booth (two sides open), a peninsula booth (three sides open) or an island booth (four sides open).

Please be aware that we will try our best to fulfill your request but may not be able to.

Plan booth construction (system or custom)

There are many design possibilities for exhibition booths. Depending on your budget, the selection ranges from simple booth systems to custom booths designed to meet your specific needs. Please do not start planning your booth until you have received your booth allocation with final dimensions and the type of booth. **Please note, that the booth construction is not included in the booth space.**

Observe regulations for booth construction

The most important regulations at a glance:

- **Maximum Booth Height and Minimum Clearance**

The maximum booth height allowed is 5m from the exhibition hall floor. Your products must not exceed that height.

Booths under the hall's mezzanine must not exceed 3.2m from the exhibition hall floor. In this case, your products must not exceed that height.

Walls that exceed 2.2m facing a neighboring booth must be finished with a material compatible with the rest of the booth and no advertising.

Booths that reach above 3.5 above the exhibition hall floor must have a clearance to neighboring booths according to the table shown in the Manual.

- **Static Load, Size**

Maximum static load allowed is 3,500kg/m². 3,000 kg/m² in the Blue B Hall. The width and height of Gate C4 are 8m x 6m.

- **Floors and walls**

Only wooden or modular installations are allowed. If raised flooring is used, a 1m-wide access ramp is mandatory for wheelchairs, in compliance to ABNT's standard NBR-9050). The ramp must be located within the boundaries of the leased area. Booths on areas smaller than 20m² and with no ramp must provide access to wheelchairs.

Carpets: They must be fixed directly onto the pavilion floor with double-sided tape (3M ref.4880) and must be removed at the end of the event. Glue is not allowed in this case, and failure to comply will be fined €16.00/m².

Islands, island edges or Corners

Under no circumstances should an island booth be completely walled to the facing lanes. At most 30% of linear length should be walled on each side of the booth with 6m maximum height.

- **Air conditioning:** AIR CONDITIONERS ARE PROHIBITED IN THE BOOTHS. All pavilions of Expo Center Norte have air conditioning and its performance would be heavily compromised by hot air coming out of individual air conditioners. Your booth must be constructed without a ceiling in order to benefit from the pavilion's system.

- **Two-story booths**

Please check the manual carefully for more information regarding two-story booths.

- **The Venue's Columns, Service Ladders and Fixed Structures**

Please check the manual carefully for more information regarding the columns.

Please check all RULES & REGULATIONS in the Exhibitor Manual!

The submission deadline for booth constructions requiring approval is in **August 2, 2025**. Please contact projetos@twol.com.br with any questions in this regard.

7. Exhibitor service manual (includes order forms for various services)

The [service manual](#) which will be available in the [Exhibitor Cockpit](#) in April 2025, offers the booking of technical services and appointing your service providers. These services are provided by contractual partners of ARANDA and are arranged directly between you and Aranda or their service providers. Cancellation of individual services will also be processed by Aranda or their contractual partners.

Services that can be ordered by the service manual include:

- Electrical installations
- Cleaning and disposal
- Security/surveillance
- Transport services

If you have any questions, contact details for the service provider are available on the corresponding order form.

8. Exhibitor Cockpit

The [Exhibitor Cockpit](#) is a password-protected booking platform that allows you to order various services and to edit your Company Profile on the website.

Please login or register yourself as a new user and set your own password. Please inform us of any changes to the main contact person or their e-mail address promptly, as only this person can access the Exhibitor Cockpit.

The most important functions of the Exhibitor Cockpit are:

Fast and easy online booking of...

- press kit space rental (for documents English and Portuguese)
- digital press releases
- personalized advertising banners featuring your company name and booth number
- Meeting rooms at the exhibition grounds
- Publication of Job Vacancies

Easily edit your entry in the [online exhibitor list](#) and in the printed Event Guide.

Your online profile can be customized by inserting images and texts for free or further extended for a fee:

- upload company logos
- add employee profiles
- add product information
- and videos

The deadline to upload your logo for the printed Event Guide ends on **July 12, 2025**.

Please note that you can create co-exhibitor accesses to the Exhibitor Cockpit. Nevertheless, the main exhibitor, remains responsible for all bookings and will receive the invoices for booked services by the Co-Exhibitor.

9. Visitor and Conference Registration

The visitor and conference registration is available in May 2025.

10. Sponsorships and marketing services

The smarter E South America offers you numerous opportunities to make promising contacts before, during and after the exhibition. Seize the chance to present yourself as a reliable partner to the solar industry – give your brand exposure with one of many sponsorships and marketing offers:

- Logo and banners on our websites and floorplans
- exhibition and conference lanyards
- banner included in the newsletter
- and much more!

The offers of [Intersolar South America](#), [ees South America](#), [Power2Drive](#) and [Eletrotec + EM-Power South America and Power2Drive](#) are available online.

11. The smarter E AWARD, Intersolar AWARD and ees AWARD – the industry's most important innovation prizes

Are you a finalist or winner of the award 2025? Make sure to display it at your booth and apply for a presentation slot at the Innovation & Application stage. Deadline for submission of a presentation: July 12, 2025. Further information is available online within the [Exhibitor Cockpit](#).

More details on the [Awards](#) and the advantages of participating are available online.

Please note: The submission period for the Award has ended. Registration for the [AWARD 2026](#) will start in Summer 2025.

A great marketing tool for the winners and an indicator for the industry. The winners of each Award will be announced at an official ceremony at The smarter E Europe, in June 2025, Munich.

Press activities and all events surrounding the AWARD presentations help ensure that companies in the solar and energy storage industries receive the international recognition they deserve for their outstanding efforts in developing first-class products and services.

12. Delivery and storage

All deliveries (pallets, individual packages) to exhibitor's booths must be addressed as follows:

SHOWSITE

Hold For: The smarter E South America
Exhibiting Company Name and Booth No. _____
Expo Center Norte / White Pavilion
Rua José Bernardo Pinto, 333 - Vila Guilherme
São Paulo - SP, 02055-000, Brasil

National Freight Forwarder

Brazilian Exhibitors are requested to consult the following forwarder and all deliveries (pallets, individual packages) to exhibitor's booths must be addressed as follows:

Trans Expo Transportes Ltda.
Lift Run Transportes e Remoções
Técnicas Ltda.
R. Gabriel de Souza, 2.013
09812-210 – S. Bernardo do Campo, SP

Contact Details:
Nagel Rui Pereira
Phone: +55 11 4109-9011 / 4109-6674
Fax: +55 11 4109-0423
nagel.rui@trans-expo.com.br
www.trans-expo.com.br

Official International Freight Forwarder

Schenker Deutschland AG
Fairs & Exhibitions
Paul-Henri-Spaak-Str. 8
81829 Munich
Germany

Contact Details:
Mrs. Sabine Auer
Tel.: +49 89 949 24-336
Fax: +49 89 949 24-339
Email: sabine.auer@dbschenker.com

13. Travel and accommodation

Expo Center Norte is easily reachable by air, car or public transport.

Information on **arriving** by car or with **public transport** as well as **hotel accommodations** are available on our [website](#).

Address Exhibition Centre:

Expo Center Norte, White Pavilion

Rua José Bernardo Pinto, 333 - Vila Guilherme

ZIP: 02055-000 - São Paulo / SP.

www.expoцентernorte.com.br

14. Set-up and dismantling

Exhibitor tickets are required for set-up and dismantling.

Please carefully check the Rules & Regulations for the set-up & dismantling.

Set-up

Begin: Thursday, August 20, 2025, 1:00 pm

End: Monday, August 25, 2025, 6:00 pm

A detailed time schedule is available at our website.

Additional set-up days

Additional set-up days are not available for all halls.

Dismantling

Begin: Thursday, August 28, 2025, 08:00 pm

End: Friday, August 29, 2025, 08:00 pm

A detailed time schedule is available at our website

15. Contacts

For questions during set-up and dismantling as well as throughout the entire event, you will find us in the exhibitor office on-site.

Exhibitor office hours on site:

Saturday: 8:00am – 5:00pm
Sunday: 8:00am – 5:00pm
Monday: 8:00am – 7:00pm
Tuesday: 8:00am – 8:00pm
Wednesday: 8:00am – 8:00pm
Thursday: 8:00am – 8:00pm

Exhibitor registration/booth sales:

Solar Promotion International GmbH
Tel.: +49 7231 58598-0
Email: ExhibitorService@TheSmarterE.com.br

Exhibitor service:

FMMI GmbH
Tel.: +49 761 3881-3900
Email: TheSmarterE_sa@fwtm.de

16. Follow-up phase

Detailed follow-up is necessary for the sustainable and long-term success of your presence at the exhibition. Check to see if you met the goals you set in advance. Send updates and cultivate your relationships with potential customers and regular customers, even those who weren't at the exhibition. Report your participation on your website, social networks, etc. Evaluate the overall success of your participation and make a decision about whether or not you will participate in the next exhibition.

Don't forget: Send thank-you-notes to your customers and to all employees involved!

As of April 2025