

HYDROGEN DIALOGUE

**CONNECTING IDEAS AND EXPERTISE
FOR THE ELEMENT OF TOMORROW.**

BASED IN
BAVARIA

EVENT INFORMATION



H2.B ZENTRUM
WASSERSTOFF.
BAYERN

NÜRNBERG MESSE

WE STRENGTHEN INDUSTRY BONDS.

BASED IN
BAVARIA



The **HYDROGEN DIALOGUE** connects decision-makers with experts from business, politics and science along the entire hydrogen value chain.

As a strong player in the automotive industry and a driver of sustainable energy and environmental technologies at the same time, the state of Bavaria offers optimal conditions for launching pioneering innovations in the field of hydrogen power.

From this leading energy transition location, the HYDROGEN DIALOGUE promotes networking, joint progress and international cooperation – for the effective growth of our industry.

The exchange across disciplines and national borders is at the centre of our event and establishes hydrogen as the key to a sustainable future.



Venue:
Messe München,
ICM & hall B2



Date:
June 23 – 25, 2026



Organizer:
NürnbergMesse GmbH



Partners:
Solar Promotion GmbH,
organizer The smarter E Europe



Conceptual partner:
Hydrogen Center Bavaria (H2.B)



DISCOVER NEW BUSINESS OPPORTUNITIES:

From 2025, **HYDROGEN DIALOGUE** will be a partner of **ees Europe** and the **Green Hydrogen Forum of The smarter E Europe**.

Through this partnership, we are creating numerous synergies across the entire hydrogen value chain – and strengthen the bonds between Bavaria's international hydrogen network and the pan-European energy industry:



The smarter E Europe is the largest platform for the European energy industry and a pioneering event for the global energy transition.

The smarter E Europe brings together four exhibitions: Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power Europe. Together they cover a comprehensive range of topics around renewable energies, energy storage, electromobility and intelligent energy utilisation.

A visit to The smarter E Europe not only brings you the latest technologies – here you can actively help shape our energy future.

YOUR GATEWAY TO THE WORLD OF HYDROGEN.

Two successful platforms in one place:
Utilise the synergies!



- Your exclusive access to **Bavaria's international hydrogen network**
- **High-level Conference** with high-profile speakers
- **Networking formats** for established players and international representatives



A network for the future:
Establish and maintain national and international business relations with industry professionals



Expand your hydrogen knowledge:
Presentations, keynotes and panel discussions provide you with exclusive industry know-how



All HYDROGEN DIALOGUE tickets
include access to The smarter E Europe:

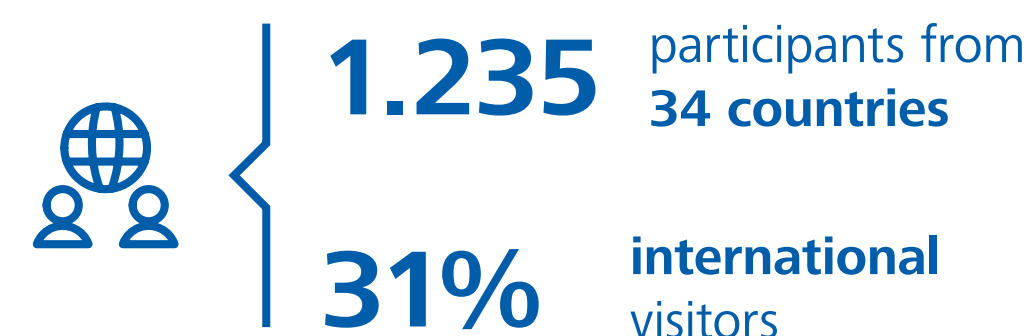
- **Europe's largest alliance of exhibitions** for the energy industry
- **Over 110,000 visitors** – including 16,000 people interested in hydrogen
- Renewable energies, decentralization and digitalization – **for a sustainable energy world**



Your ideas for tomorrow:
Share your current products, services and innovations with numerous experts from the energy industry

EXPERTS, DECISION-MAKERS, INDUSTRY PROFESSIONALS: JOIN OUR EXCLUSIVE NETWORK.

Are you part of the energy transition? Then you will find exactly the right contacts and topics at our event – from research and technology to politics.



93% were satisfied with the **quality of the presentations**

97% were satisfied with their **participation overall**

91% were satisfied with the **choice of topics during the Summit**

96% would **participate again in the future**

Sector affiliation of our visitors

23% Industry

21,5% Energy sector

14,6% Service providers, management consultancy, planning offices

12,2% Plant manufacturers, plant operators

9% Research, universities, colleges

Professional status of our visitors

Managing director, board member, head of authority **20,5%**

Head of department, group lead, team lead **17%**

Other employee, skilled worker **16,4%**

Division manager, plant manager, factory manager **16,2%**

Engineer, specialist **14,6%**

FULL PROGRAM FOR YOUR SUCCESS.

Our Summit and Expo event formats at a glance:
Present your innovations in the best possible light and establish
contact with the decision-makers in the hydrogen industry.



TUESDAY, JUNE 23

WEDNESDAY, JUNE 24

THURSDAY, JUNE 25

HYDROGEN DIALOGUE

General meeting
Hydrogen Center Bavaria (H2.B)

Summit

Workshops

Networking elements

Guided tours

Shared stand

+



Green Hydrogen Forum & Expo

All HYDROGEN DIALOGUE tickets
include access to The smarter E Europe.

JOIN THE DIALOGUE NOW.

You want to **raise your profile in the industry**,
present your products and services to potential clients
or **gain exclusive contacts**?

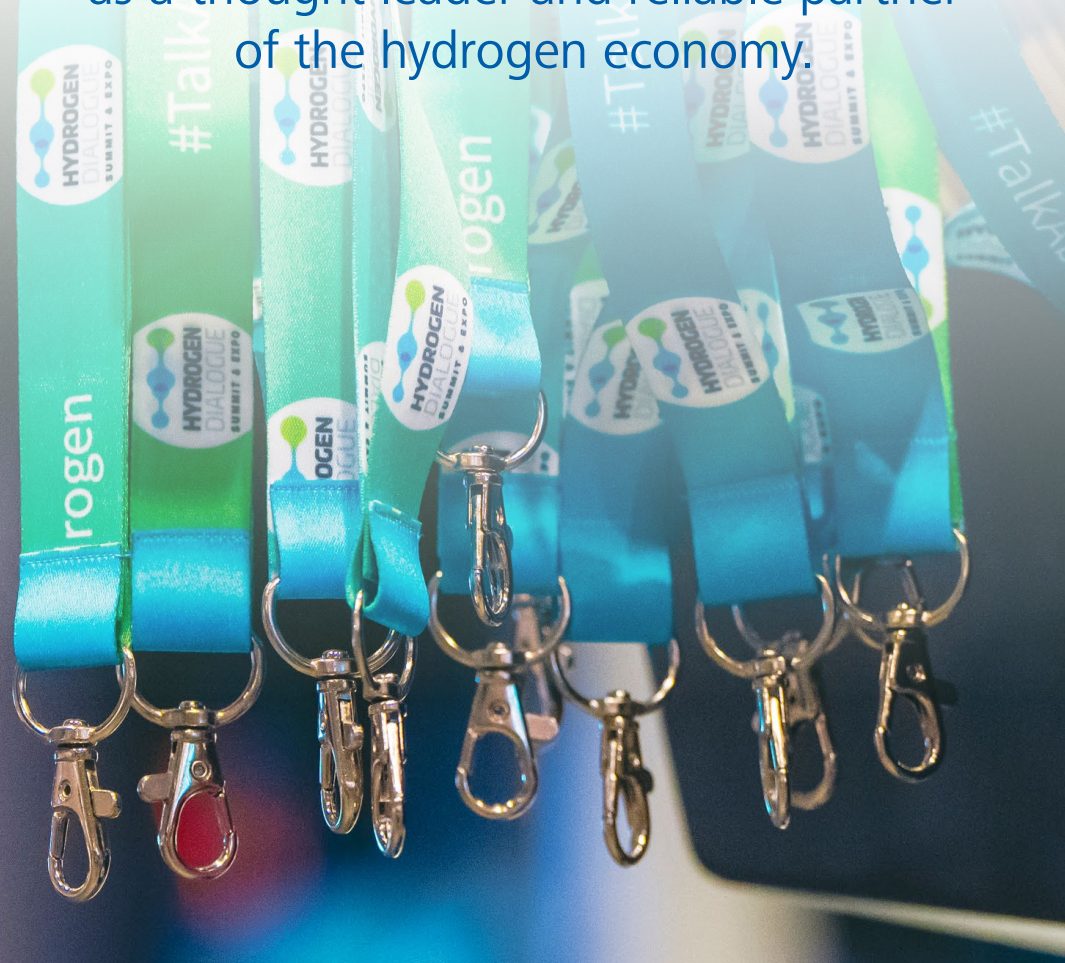
We offer the optimal solution, individually customizable
for your needs. Choose your personal
HYDROGEN DIALOGUE sponsorship level:



INFORM

**Your brand
in the spotlight**

Increase your visibility in one of the
most dynamic industries of the future!
With this sponsorship package,
you will benefit from first-class
brand presence. Position your company
as a thought leader and reliable partner
of the hydrogen economy.



EXPLORE

**Bring your
innovations to life**

Present your technologies and products
to a high-profile audience. **This**
sponsorship package offers you
the perfect opportunity to make
your mark: showcase your solutions
and engage in direct dialog with
potential customers.



CONNECT

**Establish exclusive
industry contacts**

Become an active, visible part of
the HYDROGEN DIALOGUE!
This sponsorship package offers
you exclusive access to the key
decision-makers of our industry.
Invite your clients exclusively to the
event and play a vital role in shaping
the future of hydrogen.





INFORM



Sponsorship package with logo and company presentation before and during the event



3 Summit tickets for your employees, 5 Summit tickets for your clients, 20 tickets to The smarter E Europe



Broadcast of sponsor video during the Summit program & display of company brochure



EXPLORE



Sponsorship package with logo and company presentation before and during the event



3 Summit tickets for your employees, 5 Summit tickets for your clients, 20 tickets to The smarter E Europe



Co-exhibitor at the HYDROGEN DIALOGUE stand at Green Hydrogen Expo



Exhibitor profile at The smarter E Europe & presence in the trade fair guide



CONNECT



Sponsorship package with logo and company presentation before and during the event



3 Summit tickets for your employees, 5 Summit tickets for your clients, 20 tickets to The smarter E Europe



5 additional Summit tickets for your clients



Integration into the invitation management: We invite up to 15 people selected by you on your behalf



Your own private lounge in the networking area



One package – many benefits:
Book now!

YOUR PRESENTATION – DISTINCTIVELY PERSONAL.

Upgrade your sponsorship package with our flexible add-ons – mix and match freely to suit your needs!

1. Choose your sponsorship package.
2. Enhance your package with any number of add-ons!
All three add-on categories are available to you, regardless of your selected sponsorship level.



INFORM

Boost your presence at the Summit and make a lasting impression with high-quality content.

Speaking role at the Summit

Display of pen & notepad

Sponsor of the "Hydrogen Elevator" podcast

Branding on VIP wristbands

Guest appearance on the "Hydrogen Elevator" podcast

Coffee break sponsor



EXPLORE

Showcase your technology to over 16,000 hydrogen enthusiasts.

Slot at the Green Hydrogen Forum

Exhibitor at the Green Hydrogen Expo



CONNECT

Your exclusive access to high-value industry contacts.

Workshop host + qualified lead list

Sponsor of a guided tour + qualified lead list

Sponsor of the prosecco breakfast + qualified lead list



Book now!

Add-ons are only available for booking in combination with a sponsorship package.

SECURE YOUR SPONSORSHIP TODAY.

If you have any questions about your participation,
the HYDROGEN DIALOGUE team
will be happy to assist you.



YOUR CONTACT

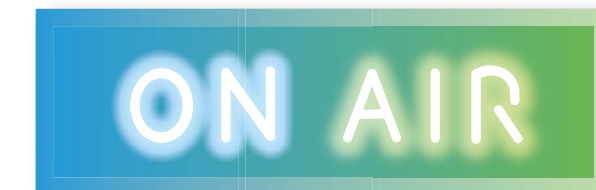
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Tune in now to discover what will shape
our lives tomorrow: Listen to **The Hydrogen
Elevator**, the official podcast of the event.



Available on Spotify,
Apple Podcasts, and YouTube:

