

# Discover the World's First **Megawatt Charging** Special Exhibit

Hosted at EV Charge Show the only global exhibition dedicated exclusively to EV charging technologies.

**12–14 November 2025 | Istanbul Expo Center**



**Powering the Future of Commercial Mobility**



WHY THIS EXHIBIT MATTERS NOW

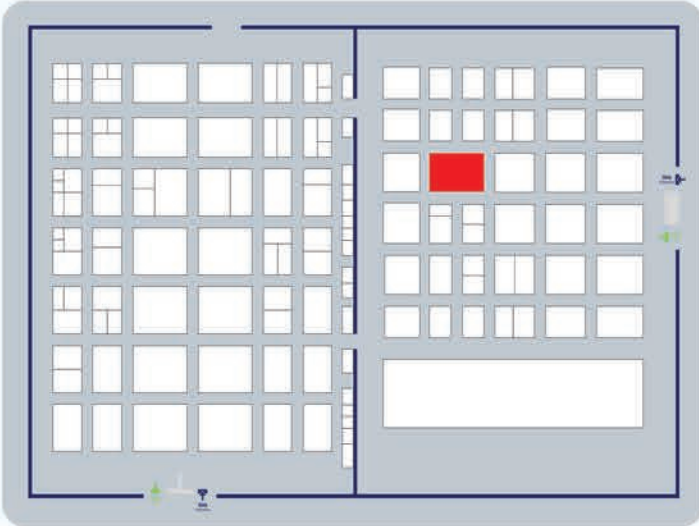
Why This Exhibit Matters Now

Capturing the Momentum in the Electrification of Heavy-Duty Transport

The electrification of commercial vehicles is no longer a prediction it's a present-day race led by OEMs, charging infrastructure providers, and energy innovators. At the heart of this transformation lies one decisive enabler: Megawatt Charging.

With the growing adoption of electric buses and trucks, global momentum is shifting toward high-power charging solutions capable of delivering up to 3.75 MW. New standards like the Megawatt Charging System (MCS) are rapidly evolving — and so is the supporting ecosystem.

The Megawatt Charging Special Exhibit



A 200 m² curated zone spotlighting the technologies that will drive the electrification of tomorrow's commercial fleets.

This is not just a showcase it's an educational and strategic hub, designed to:

- ⚡ Present today's most advanced megawatt charging technologies in one space
- ⚡ Enable business leaders and fleet operators to evaluate next-gen solutions
- ⚡ Accelerate adoption by providing practical knowledge and sector confidence

Over 5,000+ targeted professionals from Turkey and abroad will visit this area, including fleet operators, bus/truck OEMs, logistics providers, and energy stakeholders.

For the companies shaping the future of commercial mobility, this exhibit is the stage.

ABOUT THE EXHIBIT

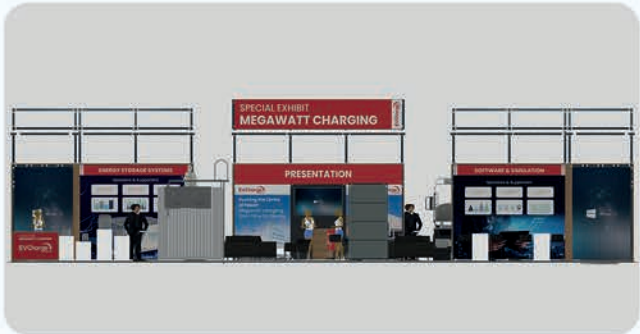
A Purpose Built Showcase at the Heart of the EV Charge Show

Spanning 200 square meters (10m x 20m) in a central, high traffic location on the show floor, the Megawatt Charging Special Exhibit is an immersive, four-sided open island stand structured to optimize both visibility and flow.



This dedicated zone is divided into five strategically themed segments:

- ⚡ Megawatt Chargers
- ⚡ Connectors & Cables
- ⚡ Energy Storage Systems
- ⚡ Software & Simulation
- ⚡ Presentation Zone (Centrally located with live talks and media wall)



Each corner of the space hosts a core technology area, while the Presentation Zone in the center acts as a dynamic gathering point. The stand is designed for real interaction: visitors can touch, test, and talk to the people behind the products.

The exhibit is fully branded, expertly designed, and offers an all-in-one destination for anyone serious about high-power commercial EV charging.

This is where industry knowledge is turned into real-world application.



Five Segments. One Future-Defining Ecosystem.

The Megawatt Charging Special Exhibit is structured around five essential technological pillars. Each corner of the stand is dedicated to a specific focus, allowing visitors to explore the ecosystem from every angle **hardware, infrastructure, software, and storage.**

Software & Simulation

See how advanced software platforms — from charge management to digital twins — enable smarter planning, energy optimization, and system testing for electric fleets and charging operators.

Megawatt Chargers

Explore the latest in high-power DC charging hardware — from 750 kW to 1.2 MW and beyond. See what enables ultra-fast turnaround for heavy-duty vehicles and what's coming next from global leaders and innovative newcomers alike.

Presentation Zone (center stage)

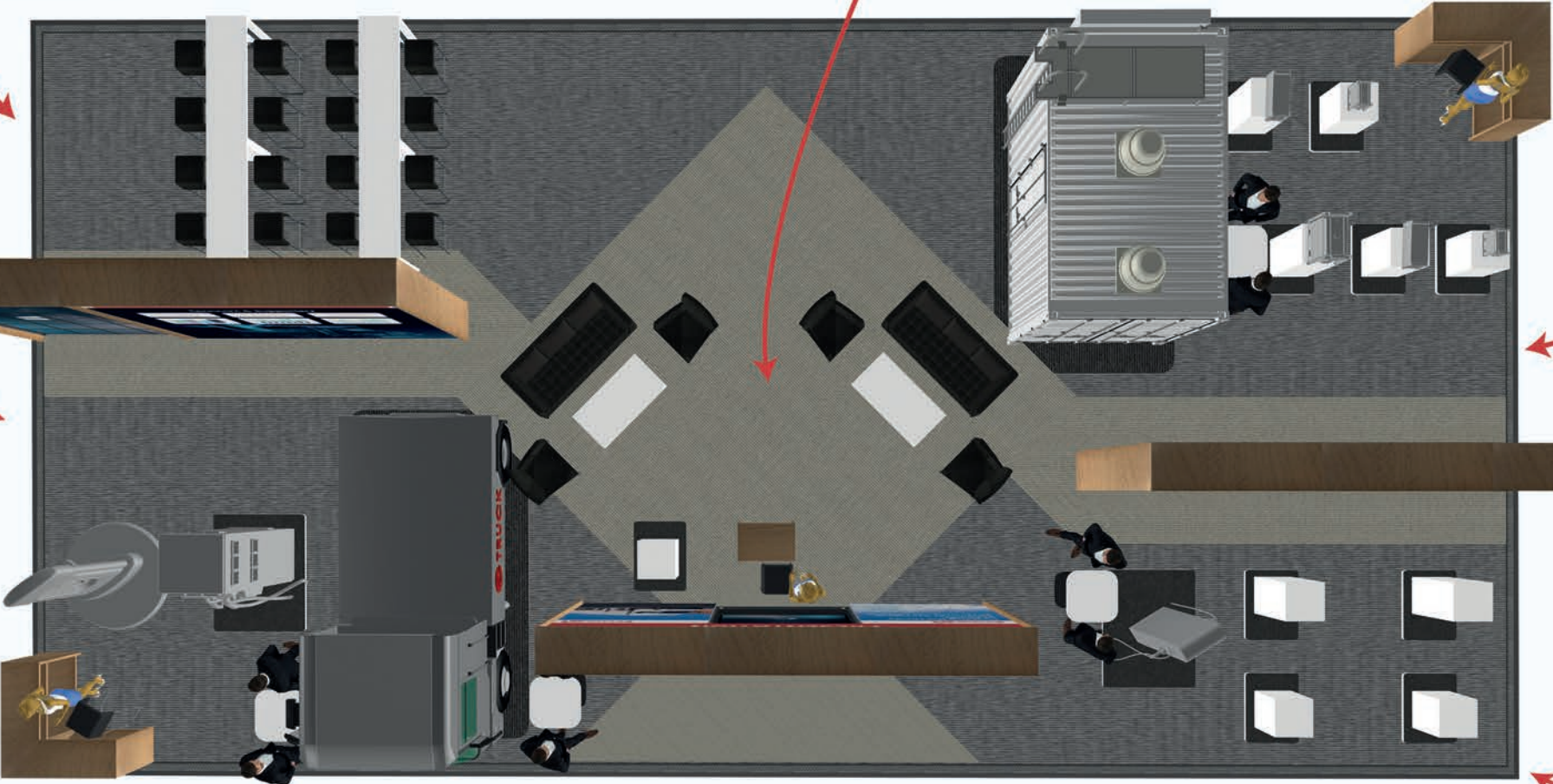
The beating heart of the exhibit. Live tech talks, short presentations, and video content will run here throughout the day. It's where ideas meet implementation.

Energy Storage Systems

Understand how on-site energy storage plays a key role in peak shaving and grid management for megawatt-level charging. Battery containers, integration solutions, and energy management systems will be spotlighted here.

Connectors & Cables

Get hands-on with the emerging generation of MCS-compliant connectors and liquid-cooled cables. This zone highlights critical components that make safe, ergonomic, and high-current energy transfer possible.



Where Thought Leadership Takes the Stage

At the very center of the Megawatt Charging Exhibit lies the Presentation Zone a purpose-built platform to share ideas, breakthroughs, and use cases with a qualified professional audience.

**This unique visual element is more than decoration it gives your brand a place in the memory of the mobility transition.**

Participating companies will have the opportunity to:

- ⚡ Present a short talk or demo in the daily program
- ⚡ Display videos on the media wall
- ⚡ Share their vision with fleet operators, engineers, and industry peers

A sleek central block houses:

- ⚡ A front-facing digital screen displaying session content and rotating media
- ⚡ A designated speaker area in front, for live technical talks and product spotlights
- ⚡ A rear photo wall with an eye-catching, future-themed backdrop where visitors can capture branded, shareable moments



**Note:** As illustrated in the layout, two central blocks divide the zones and act as visual anchors within the exhibit. Each block stands 300 cm high and 560 cm wide, incorporating a 200 cm x 300 cm video wall as part of its each face.

All visuals shown in the layout are indicative. Final graphics and video content will be developed in consultation with confirmed sponsors and supporters of each zone.



WHY PARTICIPATE?



Put Your Brand at the Center of the Megawatt Conversation

Participating in the Megawatt Charging Exhibit isn't just about visibility.

- it's about positioning. This is where:
- Technology meets its decision-makers
  - Buyers meet integrators
  - Standards meet innovation

What you gain by participating:

- A dedicated zone to display your product or solution
- Direct interaction with qualified leads
- Speaking opportunities to establish your thought leadership
- Visibility across print, web, video, and social platforms
- Exclusive access to on-stand networking and hospitality

Over 5,000+ targeted professionals are expected to explore this special area including:

- ✓ Commercial fleet managers
- ✓ eTruck & eBus manufacturers
- ✓ Municipal & logistics decision-makers
- ✓ EV charging OEMs & component suppliers
- ✓ Grid and energy storage solution providers



This is where the megawatt market begins. Make sure your company is in the conversation.

PARTICIPATION OPTIONS

Sponsorship Packages

Choose your level of involvement in the Megawatt Charging Special Exhibit

Benefits & Inclusions	Zone Sponsor (€5,000 + VAT)*	Zone Supporter (€3,000 + VAT)
Display your product within your assigned zone	✓	✗
Staff presence on-site to represent your brand	✓	✓
Speak in the Presentation Zone	✓	✓
Video featured on the media wall	✓	✓
Logo displayed on onsite sponsor panel	✓ (Supporter section)	✓ (Supporter section)
Logo on event website, brochure, and e-ticket	✓	✓ (website & brochure only)
Company info in exhibitor listing & catalogue	✓	✓
2 dedicated social media posts	✓	✓
Logo shown on venue sponsor boards	✓	✗
Access to coffee/snack hospitality at the stand	✓	✓

\* If you are already an exhibitor, Zone Sponsorship is 40% discounted (€3,000 + VAT).  
\*\* Sponsor logos featured in the special exhibit will be arranged in alphabetical order.





# Take Your Place in the Spotlight

Join us in Istanbul where heavy duty electrification goes live.

**Space is limited. Let's shape the future of megawatt charging together.**

Whether you're a global OEM, a technology supplier, or a forward-thinking solution provider, the Megawatt Charging Special Exhibit offers a one of a kind opportunity to lead the conversation on commercial EV charging.



**Application Deadline: 30 September 2025**

Event Website: [www.EVChargeShow.com](http://www.EVChargeShow.com)

#### SUPPORTERS



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#### ORGANIZER



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