



SPONSOR GUIDE

*Future of Batteries*

# FOB SUMMIT 2025

June 17 – 19, 2025 in NYC



# Welcome to FOB SUMMIT 2025

Thank you for considering partnering with us!

FOB SUMMIT 2025 is more than just an event – it's a dynamic gathering of Europe's leading battery technology innovators, coming together for the first time in the vibrant heart of New York City: Discover the **FUTURE OF BATTERIES!**

We invite you to join us in creating an unforgettable platform for technology advancement and international collaboration.

This is a **New to The Street** event co-hosted by **HPB**





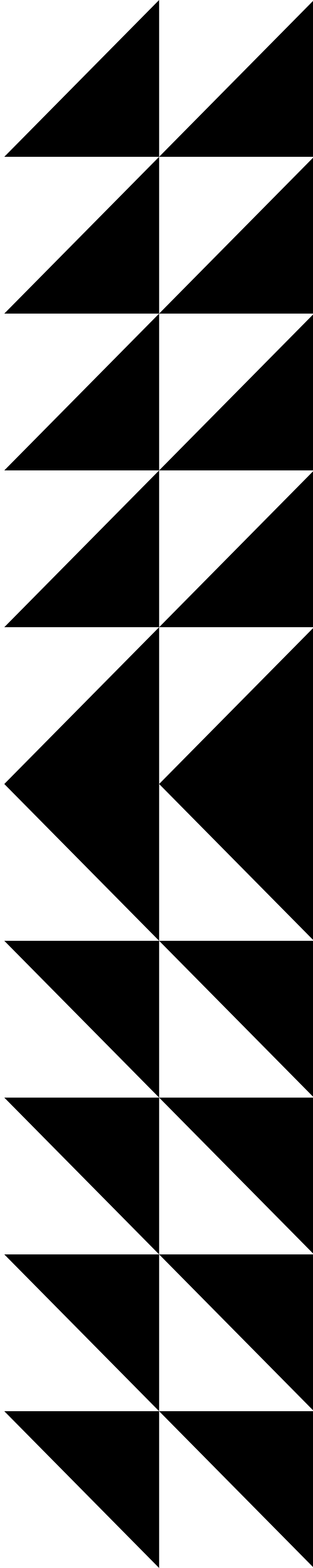
# About the event

Date:	<b>June 17 – 19</b>
Location:	<b>New York City, USA (BLACKBARN/THE SET)</b>
Expected Attendance:	<b>50+ industry professionals</b>
Target Audience:	<b>European battery innovators, production partners, US-based investors, and technology scouts</b>

The FOB SUMMIT 2025 marks the first-ever dedicated platform for showcasing Europe's leading-edge battery technology in the United States.

Our core mission: to enable the production of superior battery technologies directly within the US market – bringing safer, longer lasting and more sustainable solutions closer to American consumers, industries, and infrastructure. This year's theme is **"Bridging Innovation"** – bringing European excellence to American production.

This three-day event facilitates strategic partnerships, investment opportunities, and the critical knowledge exchange needed to bridge innovation from Europe to scalable production in America.



# Exclusive locations



## **BLACKBARN NOMAD**

19 E 26th Street, New York, NY 10010

BLACKBARN is an American restaurant serving local, farm-to-table, artisanal food in the comfort of a modern barn. Chef & Owner John Doherty opened the eatery after 30 years of experience in the iconic Waldorf Astoria kitchen, 23 of which he spent as Executive Chef during one of the fabled institution's most glamorous eras.



## **THE SET**

455 10th Ave, New York, NY 10018

The building, designed by Handel Architects, with curated interior design by MAWD, rises 500 feet from the ground in Hudson Yards.

The event rooms on the 43rd floor offer a unique view of NYC and invite you to a professional exchange in a cozy atmosphere.



# Tuesday, June 17, 2025

5:30 pm – 8:30 pm  
@BLACKBARN

## PRIVATE LAUNCH EVENT

Get the FOB SUMMIT 2025 started with a private kickoff event at BLACKBARN with cocktails and gourmet foods.



# Wednesday, June 18, 2025

**10:30 am – 6:00 pm**  
**@THE SET**

## MAIN EVENT

A day packed with Expert Panels, US Industry Spotlights, Workshop Roundtables, Keynote Speeches and more.

**6:00 pm – 9:00 pm**  
**@THE SET**

## WINE TILL NINE

End the day in a relaxed atmosphere and enjoy wine and new connections as we celebrate the first ever FOB SUMMIT together.

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The exact agenda, speakers and nomination of further participants will follow shortly. Follow New to The Street on LinkedIn to be continuously informed about updates:



Simply scan the QR or click on the link  
**<https://www.linkedin.com/company/newtothestreet/>**



# Thursday, June 19, 2025

**8:00 am – 11:00 am**  
**@THE SET**

## NETWORKING BREAKFAST

Enjoy a networking breakfast at THE SET, served with food from New York City's premier appetizing shop Russ & Daughters, for follow-up meetings after the main event.



# Event Packages

## FULL EVENT

3 days (June 17 – 19)

**\$ 495**

Tuesday, June 17  
**PRIVATE LAUNCH EVENT**

Wednesday, June 18  
**MAIN EVENT  
+WINE TILL NINE**

Thursday, June 19  
**NETWORKING BREAKFAST**

## MAIN EVENT +NETWORKING BREAKFAST

2 days (June 18 – 19)

**\$ 295**

Wednesday, June 18  
**MAIN EVENT  
+WINE TILL NINE**

Thursday, June 19  
**NETWORKING BREAKFAST**

## NETWORKING BREAKFAST

1 day (June 19)

**\$ 99**

Thursday, June 19  
**NETWORKING BREAKFAST**





# Why sponsor FOB SUMMIT 2025?

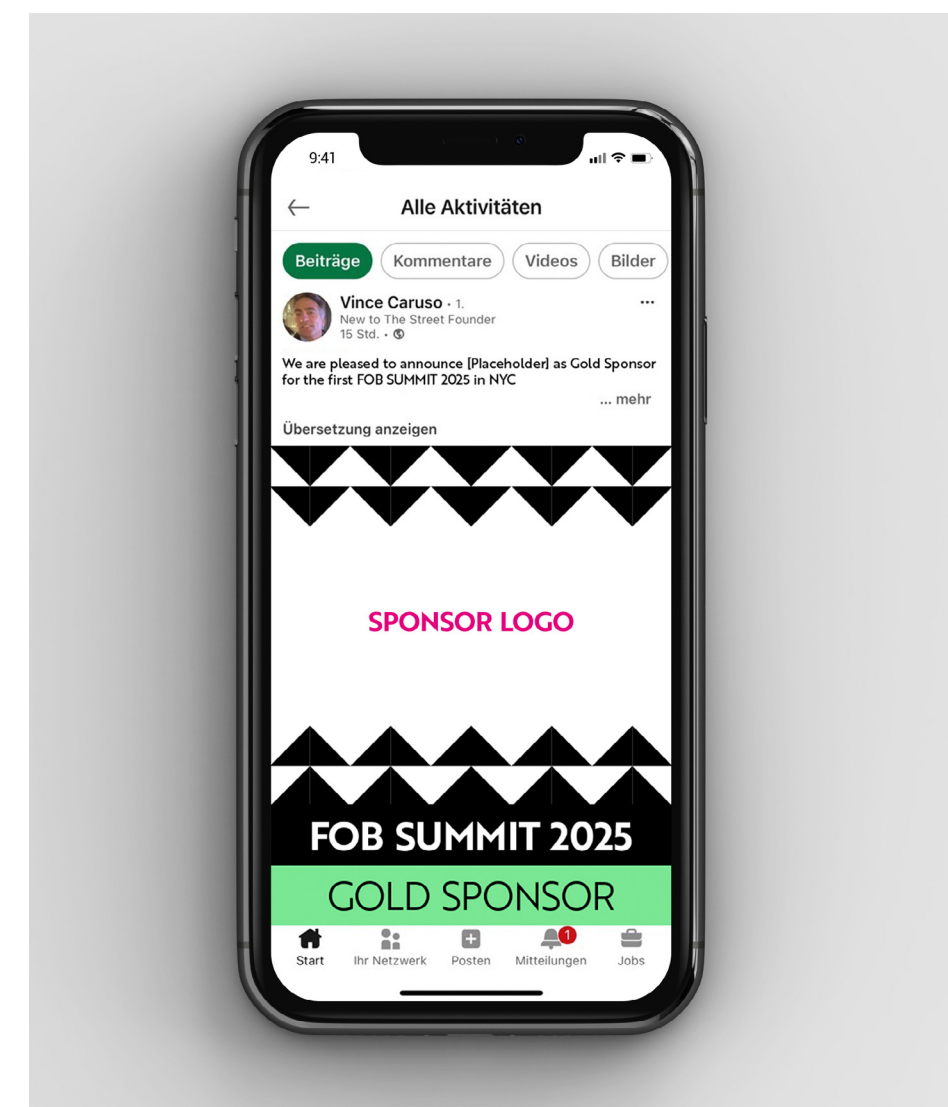
- ▶▶ Become a founding partner of a groundbreaking transatlantic initiative
- ▶▶ Position your brand at the forefront of future battery production in the US
- ▶▶ Access high-profile European technology leaders and American market drivers
- ▶▶ Align your company with sustainability, innovation, and global collaboration
- ▶▶ Benefit from premium media exposure across both European and North American markets

By sponsoring, you take an active role in shaping a new era for energy storage — promoting European excellence and American manufacturing strength.



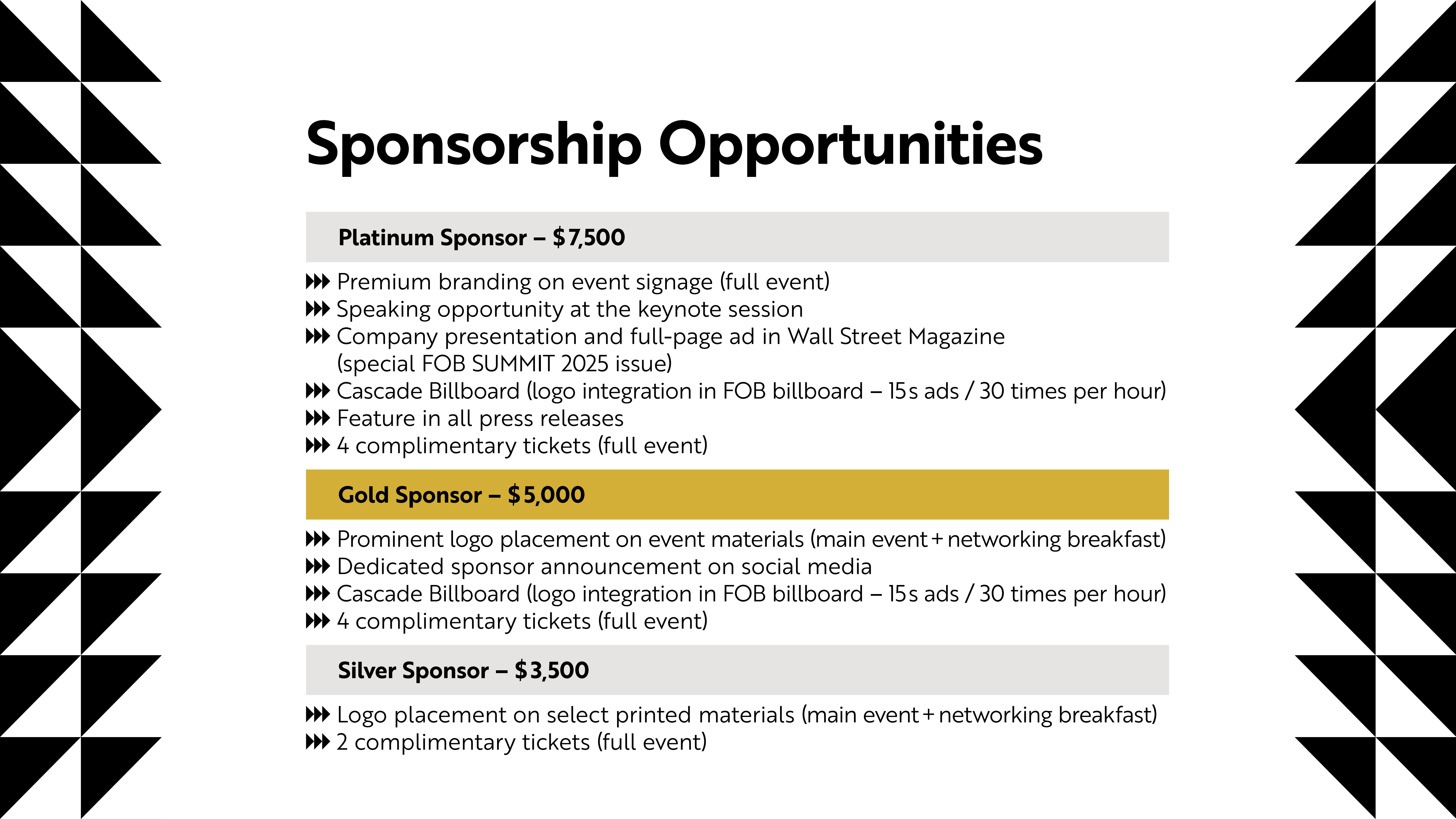
# Sponsorship Opportunities

FOB Summit 2025 offers a wide range of opportunities to appear as a sponsor in online and offline media.



## Disclaimer

The examples shown are for illustrative purposes only. The final event advertising material may differ in design.



# Sponsorship Opportunities

## Platinum Sponsor – \$7,500

- ▶▶ Premium branding on event signage (full event)
- ▶▶ Speaking opportunity at the keynote session
- ▶▶ Company presentation and full-page ad in Wall Street Magazine (special FOB SUMMIT 2025 issue)
- ▶▶ Cascade Billboard (logo integration in FOB billboard – 15s ads / 30 times per hour)
- ▶▶ Feature in all press releases
- ▶▶ 4 complimentary tickets (full event)

## Gold Sponsor – \$5,000

- ▶▶ Prominent logo placement on event materials (main event + networking breakfast)
- ▶▶ Dedicated sponsor announcement on social media
- ▶▶ Cascade Billboard (logo integration in FOB billboard – 15s ads / 30 times per hour)
- ▶▶ 4 complimentary tickets (full event)

## Silver Sponsor – \$3,500

- ▶▶ Logo placement on select printed materials (main event + networking breakfast)
- ▶▶ 2 complimentary tickets (full event)



# Media and communication plan

- ▶▶▶ Pre-event press releases across Europe and North America
- ▶▶▶ Event advertising material (e. g. rollups)
- ▶▶▶ Live event coverage on LinkedIn, X, Instagram (eg. interviews)
- ▶▶▶ Event teaser video on LinkedIn, X, Instagram, YouTube
- ▶▶▶ Post-event highlight video on LinkedIn, X, Instagram, YouTube
- ▶▶▶ Reuters Cascade-Billboard (42nd Street)
- ▶▶▶ Wall Street Magazine (special FOB SUMMIT 2025 issue)

Sponsors will be actively promoted at every stage to maximize brand visibility and engagement.



# Media partners



**Bloomberg**

sponsored programming



sponsored programming





# Ready to join us?

Become part of a movement redefining energy innovation across continents.

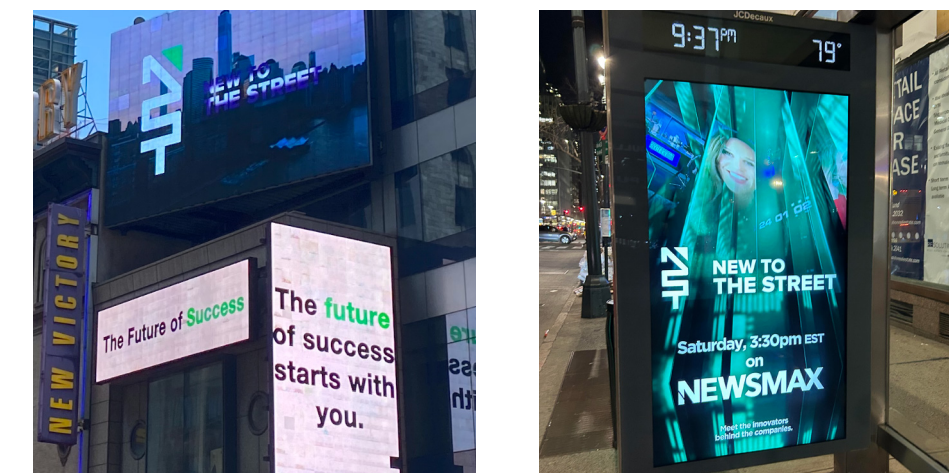
Contact us today to secure your sponsorship and discuss a customized package that perfectly aligns with your strategic goals.

Please contact: **[SPONSORSHIP@FOB-SUMMIT.COM](mailto:SPONSORSHIP@FOB-SUMMIT.COM)**

We are excited to welcome you to NYC for the very first FOB SUMMIT 2025!



# Your event host

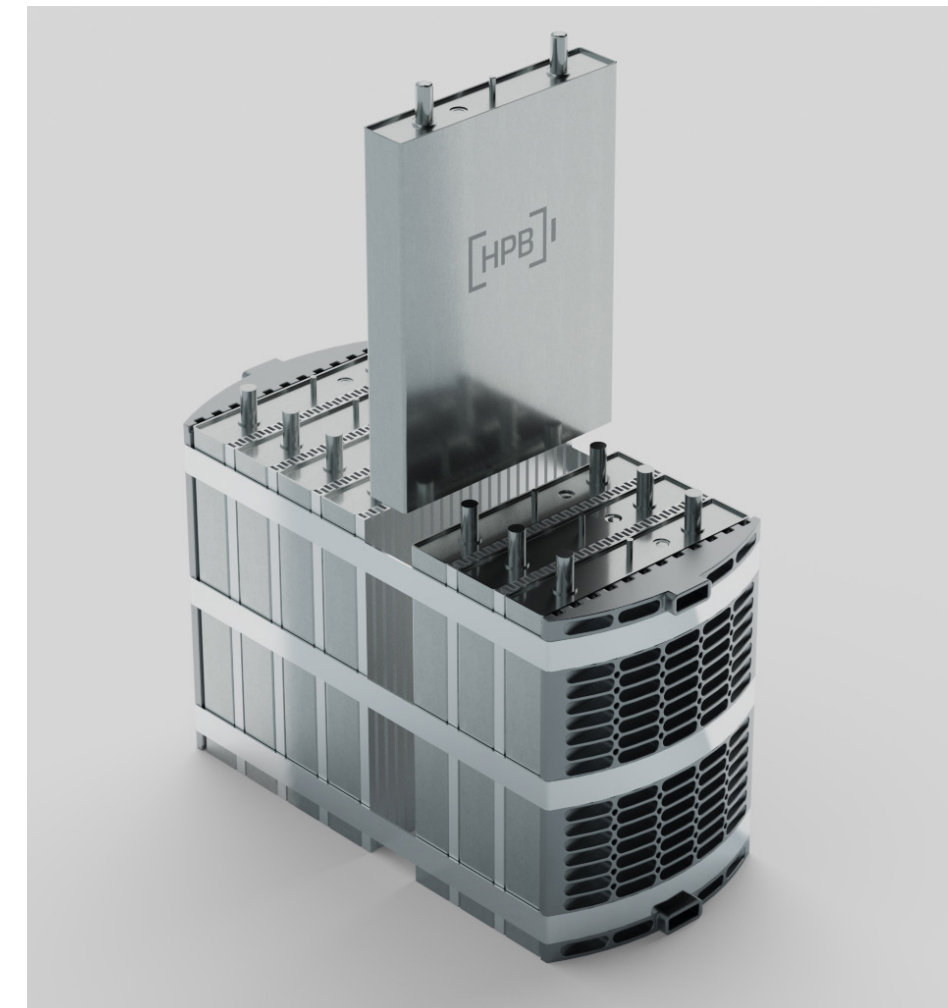
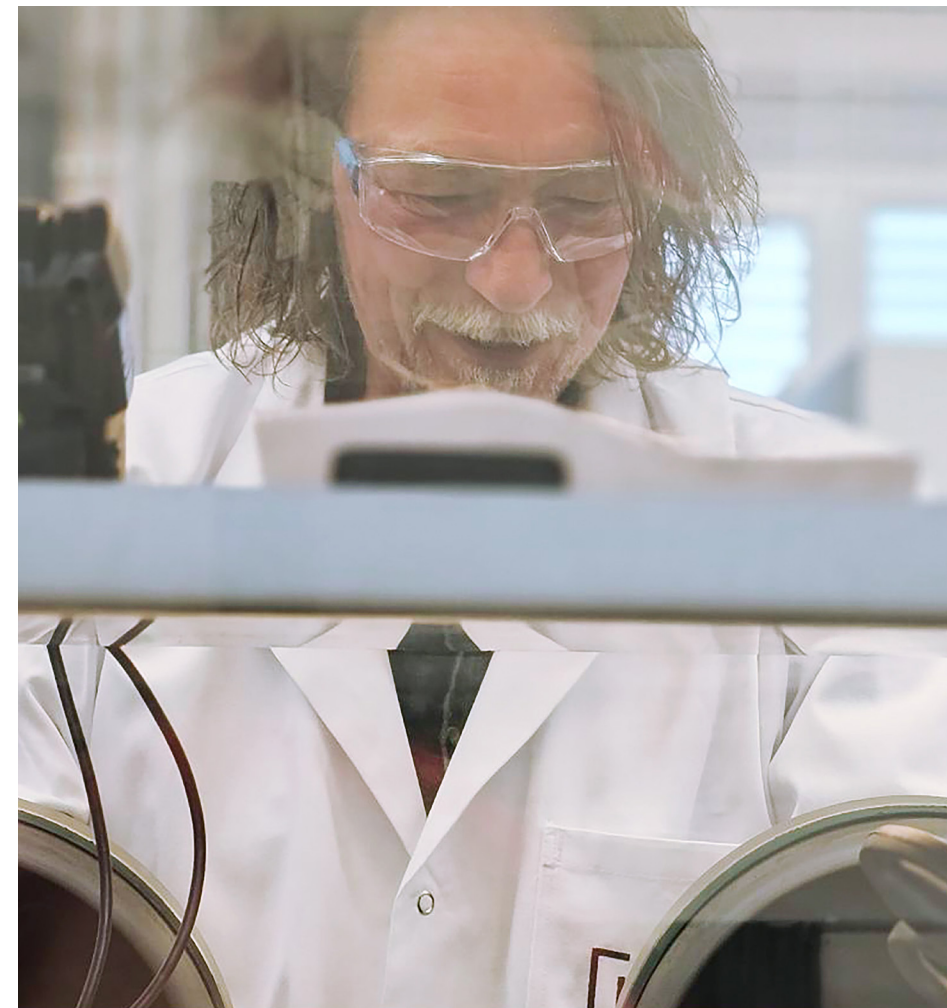
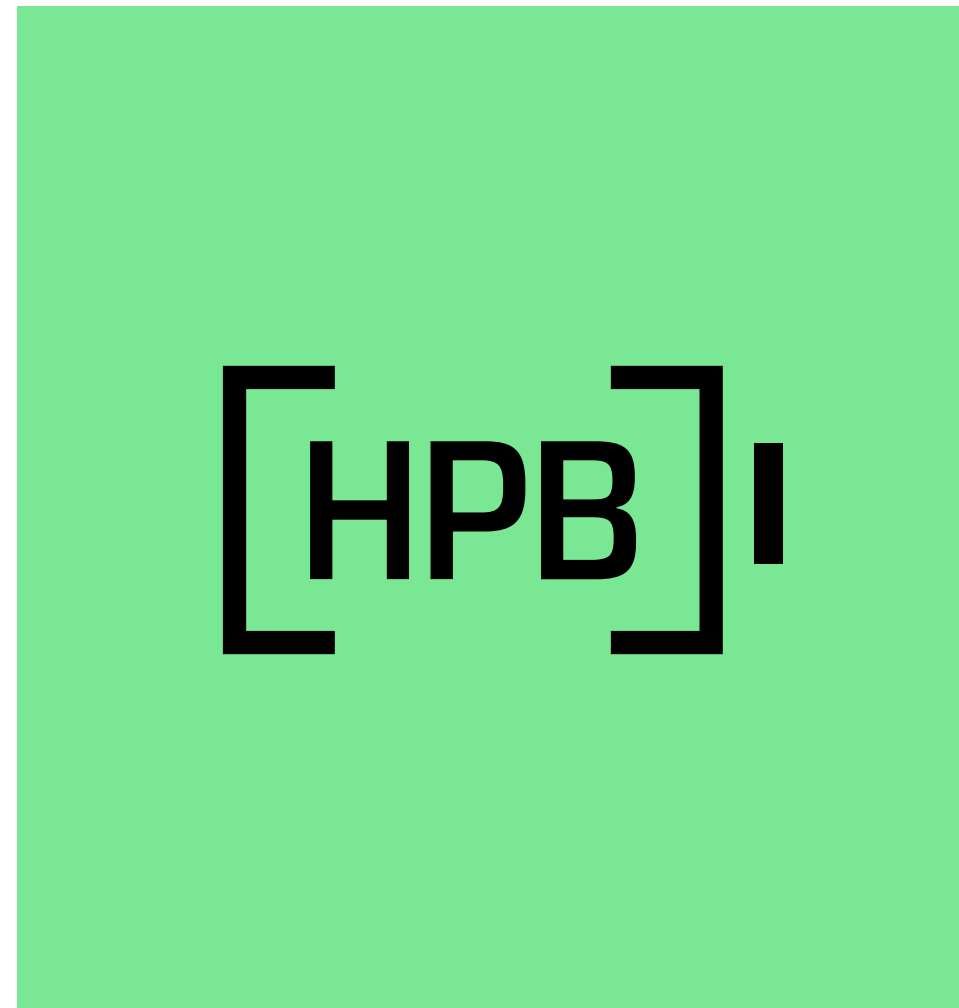


## About NEW TO THE STREET | [newtothestreet.com](http://newtothestreet.com)

New to The Street strives to be the number one business and financial news show in the world. New to The Street's mission is to present groundbreaking stories from business leaders and their emerging companies. To create opportunities to consider, that will help the visionaries and the gamechangers make astute decisions so they can create their version of success.

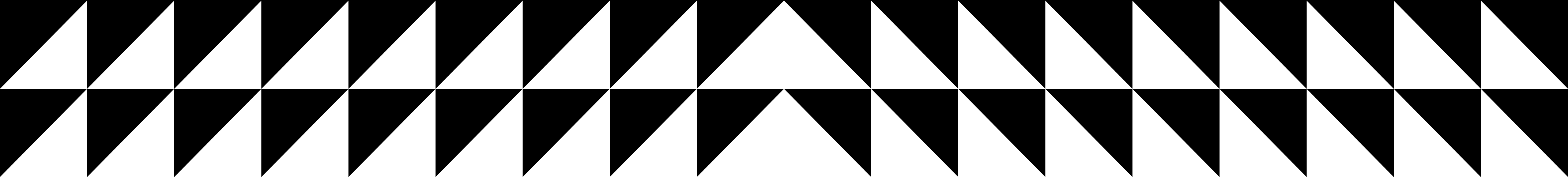
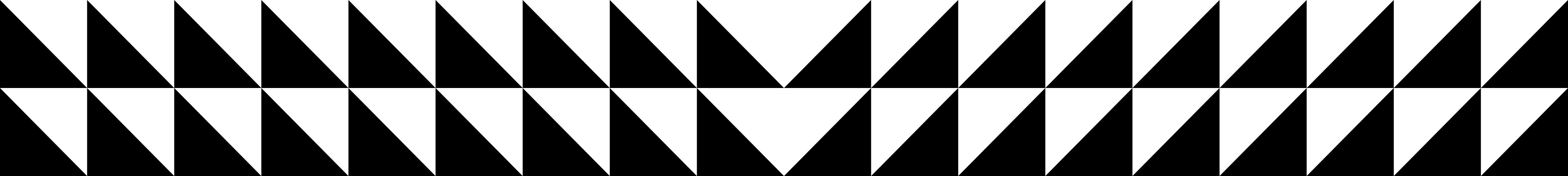


# Your event co-host



## About HPB | [HPB.ch](https://www.hpb.ch)

HPB is a technology developer for innovative batteries. With the HPB Solid-State Battery, which offers safety, an enormous battery cycle life and up to 50 % better environmental balance, a new fundamental technology for energy storage has been created. HPB Battery Technology is licensed to manufacturers and distributors worldwide by application and geography.



**THE FUTURE  
OF BATTERIES  
STARTS HERE**