

A world map in shades of blue with several glowing cyan nodes connected by curved lines, representing a global network.

Joint Forces for Solar
Global

IBESA | BATTERY &
International Alliance | ENERGY
STORAGE

Solar & Storage DigiCon

The Smart Energy E-marketplace powered by JF4S & IBESA

Concept Document

Solar & Storage DigiCon – Your New Platform Explained

Due to the unfortunate outbreak of the COVID-19 pandemic, global travel restrictions have come into force. As few countries recover from this pandemic and restart their economies, others are enforcing lockdowns jeopardizing the global events calendar in-turn affecting marketing plans and travel schedules.

In order to tackle this problem, Joint Forces for Solar (JF4S) and International Battery & Energy Storage Alliance (IBESA) are launching the **Solar & Storage DigiCon, a virtual environment and platform** for companies to present their products, services, innovations, to generate new leads and pro-actively maintain customer engagements on a global and local scale.

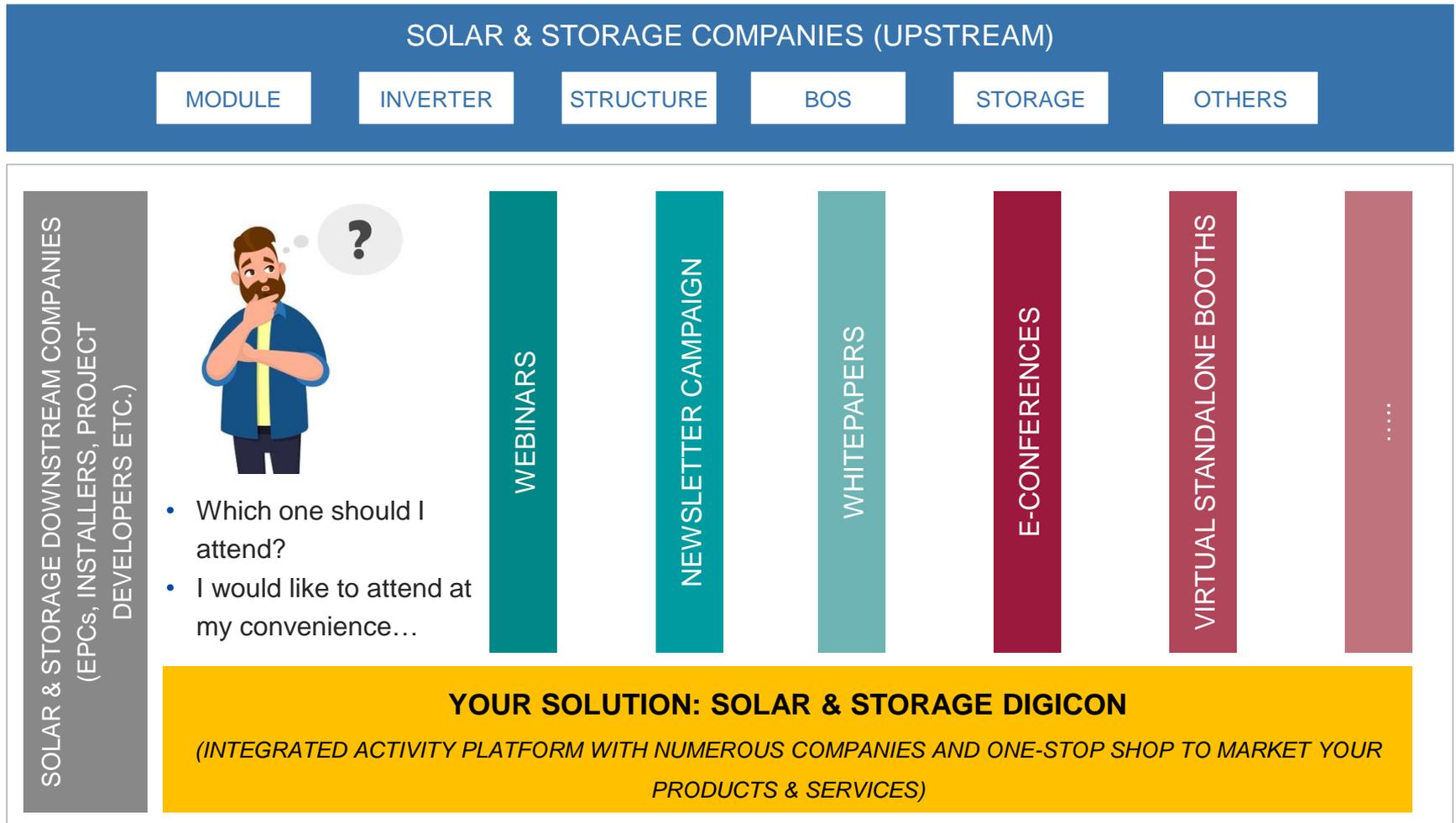
Furthermore, Solar & Storage DigiCon acts as an E-Marketplace with region focused live days (for companies and platform visitors to interact with each other real-time via online channels such as chats, video / audio conferencing etc.) over the course of several months.

Solar & Storage DigiCon at a Glance:

- Duration: Ongoing (6 months – Q3 & Q4 2020)
- Accessibility: 24/7 (in 2D via Desktop / Laptop / Tablet / Mobile)
- Primary visitor target groups: Installers, developers, EPC companies, end-customers, investors, distributors, utilities and policy makers

Solar & Storage DigiCon – Your New Platform Explained

Due to the travel restrictions in place digital marketing has become the “new mantra”. But digital marketing efforts by hundreds of companies in silos are leading to overload of marketing content for the audience in turn resulting in a poor turn-out. SSDC addresses this problem by serving as an integrated platform and one-stop shop for the downstream segment.



Detailed Look – Entrance / Lobby Area

The Solar & Storage DigiCon provides companies, new and existing customers an exciting virtual 2D environment similar to convention centers to market, connect, accomplish deals, launch new product innovations and stay updated on the latest business opportunities. On logging into this virtual environment registered users are directed to the entrance / lobby area.



VIRTUAL ENTRANCE / LOBBY AREA

Detailed Look – Virtual Booths

Within the exhibition halls, companies can **design and setup their own booths** from the numerous templates available embedding their **logos, marketing material such as brochures, product catalogues** (in the form of downloadable PDF documents), **corporate and product videos** (to be viewed 24/7 on-demand) as well as your contact details.



Attendees can click on your booth and can view / download the marketing content. Furthermore, they can interact with your **staff** (through online chat, audio / video calls, offline messages).

Impress your new and existing customers and keep them informed about your innovations!



Detailed Look – Check-in and Attendee Registrations

Solar & Storage DigiCon will be open to **thousands of global solar energy stakeholders** throughout the year and JF4S and IBESA will invite them to login into the platform. Various marketing measures will be undertaken through **social media platforms**, reaching out to **existing networks including global, regional and national solar and storage associations** for maximum participation. Participating companies can **invite their customers** to the Solar & Storage DigiCon to showcase their latest products and offerings, conduct business and maintain customer engagements.



ONLINE ATTENDEE REGISTRATION



Platform registrations: GDPR compliant

Detailed Look – Connect with Attendees

Companies can connect with attendees through **online channels** through **chat** (embedded into the platform), **audio or video call options** (through external vendors e.g. WebEx, Microsoft Teams, GoToMeeting etc.). Furthermore, companies can make their **contact details** available at their **booth repository** for attendees to download and contact them in case company representatives are not available online.

Book a Meeting
LSE Graduate Admissions hosts weekly 1-1 video chat sessions. Expand to view availability.

Available meetings

Time	Meeting Name	Attendees	Action
16:00	LSE Graduate Admissions Chat	Attendees: 1/2	Book
16:15	LSE Graduate Admissions Chat	Attendees: 1/2	Book
16:30	LSE Graduate Admissions Chat	Attendees: 1/2	Book
16:45	LSE Graduate Admissions Chat	Attendees: 2/2	Reserve

PRIVATE MEETING SLOTS

A meeting can run as a text/audio/video chat format

Full diary management system - meeting slot approval, i-cal and reminder email features

You are connected to the chat

Text chat

Microphone

Video

Stefan Lorant

Megan Ross (You)

MEETING OPPORTUNITIES

Hector Kollias's Wall

1 Comments

Post

DE'ERIC FISHER 11 mins ago

Hi Hector, firstly, it's a pleasure to speak with you. I was made an offer to a dual program including Brazilian Portuguese studies and French with a conditional offer that requires me to take the DELF B2 exam. What would be the expected level of proficiency to pass this exam?

Titlo - Lecturer in French
Email - Click here
Vcard - Save

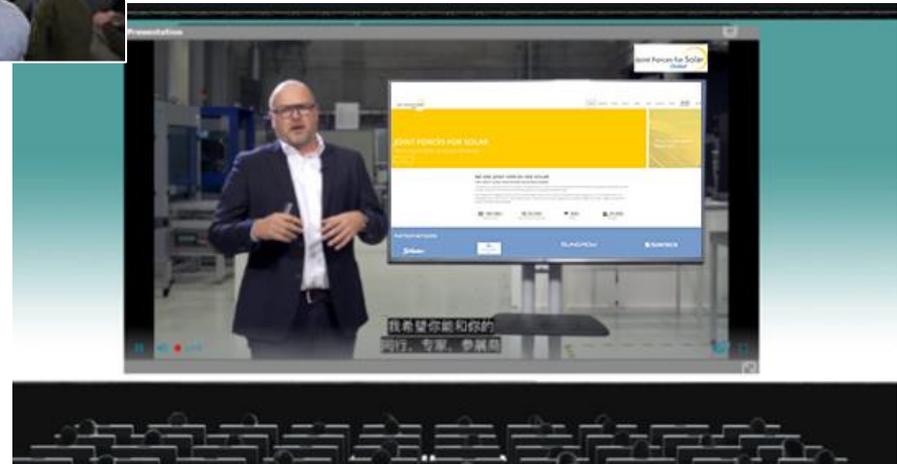


Detailed Look – Content Creation (Presentation Opportunities)

Within the virtual auditorium, companies can market themselves through presentations, panel discussions and/or webinars on live / non-live days. Presentations and videos can be made available on-demand for viewing purposes throughout the year within booth repositories for the attendees.



Live Presentations		On Demand	
Title	Presentation		
The relationship between cyber security and GDPR	 Buzz Coates, IP Project Manager at Norbain 2D An expert in all things IP, Buzz is a member and advisor to the Strand Expand...		
Privacy by Design and GDPR	 Nick Platt-Higgins, Key Account Manager, Axis Communications Nick discusses the importance of addressing cyber security during the design and manufacturing phase.		
Cyber Security Training - Norbain Academy	 Robert McDonald, Training Manager, Norbain This Norbain Academy presentation on cyber security covers the most common issues to be aware of Expand...		
Cyber Security threats	 Mike Gillespie, Managing Director, Advent IM Practical examples of current cyber threats and how we can all work together to protect Expand...		



*Limited opportunities

Regional Focus – Embedded Live Days & E-Conferences 2020

Alongside the ongoing e-marketplace and business matchmaking features of the platform, the Solar & Storage DigiCon will entail live days focused on key regions, technologies and segments throughout the year. As a partner, you will be positioned in the limelight and can showcase the excellence of your products/services to an international audience. Live days with region specific focus (2-3 live days / region) will be organized over the course of the DigiCon. E-Conferences will be conducted on these live days to foster interactions with 4-6 hours of content during each live day. We encourage exhibitors to be available online, particularly during the live days due anticipated increased traffic and real-time interactions with attendees.

THE RENAISSANCE OF EUROPE (Jul 2020)

Focus areas: Hot markets, regulatory frameworks and emerging business opportunities, innovative technologies, digitalization, financing mechanisms.



SOLAR GIANTS IN MEA (Nov 2020)

Focus areas: Mega projects, product quality, EPC best practice, business models, adoption of storage technologies, rooftop potentials.



SOLAR & STORAGE USA & Canada (Sep 2020)

Focus areas: Market overview (by segments), business models, financing for systems and projects, technologies and applications.



RENEWABLE FUTURE APAC (Dec 2020)

Focus areas: Technology trends, deep-dive into trends & opportunities in key markets, energy storage value stream, future growth paths.



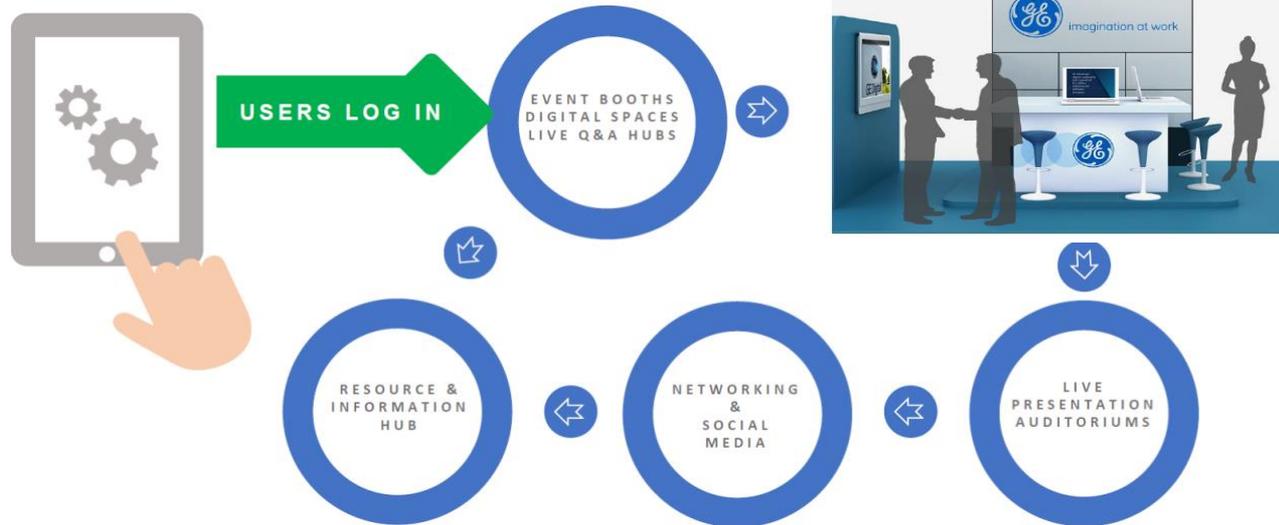
TIER 1 LATAM MARKETS FOCUS (Oct 2020)

Focus areas: Ranking + assessment of hot solar markets, technological specifics, emergence of energy storage, regulatory updates, best practice examples.



Tentative dates.

The Process in a Nutshell



Exhibition Halls

Like a physical event this is where the exhibition booths and meeting rooms are located.

Virtual Booths

Also known as stand or stall – these just work like a regular event. Meet reps and staff and chat to them as well as walk away with a brochure.

Virtual Auditorium

Take your seat ready and get ready to watch and participate in a seminar or presentation.

Networking Area

Meet existing and new clients, exchange business cards and participate in special interest groups.

Webinars and Webcasts

Digital presentations, grab content and make use of live chats. Energizing & efficient!

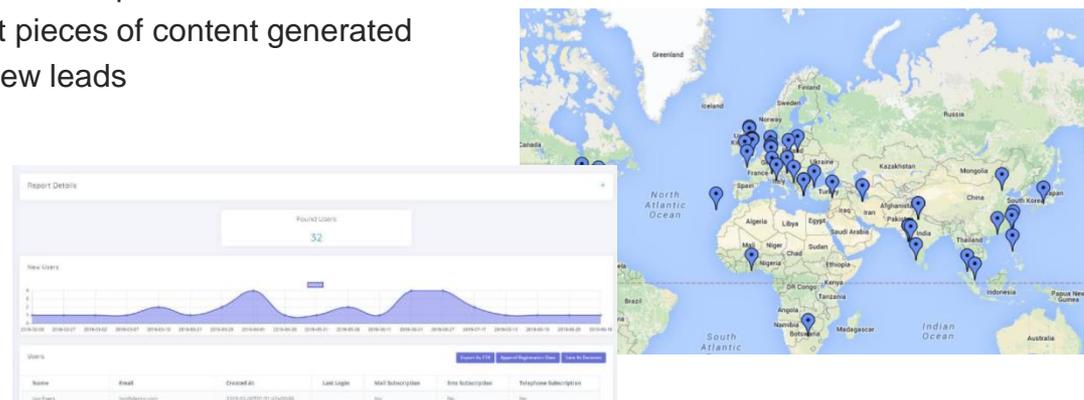
Resource Centre

Everything you want to share with the delegates incl. press releases, brochures, videos, webcasts, product sheets etc.

Precision from A-Z – Your Range of Features

Reach more people around the globe without the excessive costs and travel time. Setup custom virtual booths, chat in real-time and upload digital sales & marketing collateral. Depending on the partnership level, the following values can be unlocked:

- **Partners** get access to presentation slots and panel participations at **webinars, webcasts and digital conferences**
- Customize your virtual booth according to the corporate design of your company from choosing from one of our attractive templates
- Upload relevant material in your booth repository incl. brochures, product data sheets, videos, press releases, news etc.
- Interact directly with booth attendees through live chat or video conferencing tools
- Accelerate business matchmaking through an integrated meeting and networking function
- International approach: Connect with attendees from all over the world anywhere, anytime
- **Forensic insights:** Get regular performance reports and find out how your booth visits are developing, what pieces of content generated most attraction and collect plenty of new leads



Clear Value Proposition

Maximize your ROI at minimal investment by joining our e-marketplace as Founding Partners:

- Highest level of branding at the Solar & Storage DigiCon for **Founding Partners**:
 - Tier 1 booth = Largest size, most features with the designs created by 360Concept (free of charge)
 - Top-level logo visibility: Logo presence in lobby area (for specific periods), rotating banners on booths, tailor-made communication campaigns
 - Prioritized participation in webinars and live conferences (presentation, panel)
 - Regular and detailed performance reports e.g. booth visit statistics, number of downloads etc.

Maximize your ROI at minimal investment by joining our e-marketplace as our Partners:

- Expanded branding opportunities at the Solar & Storage DigiCon for **Partners**:
 - Catchy booth designs, valuable features and a professional and attractive surrounding stimulating business
 - Comprehensive logo visibility: Rotating banners on booths, tailor-made and ongoing communication campaigns reaching a global audience
 - (Prioritized) participation in webinars and live conferences (presentation, panel)

Reduce your carbon footprint, avoid unnecessary business trips, get rid of excessive travel expenses, and allocate your budget most effectively!

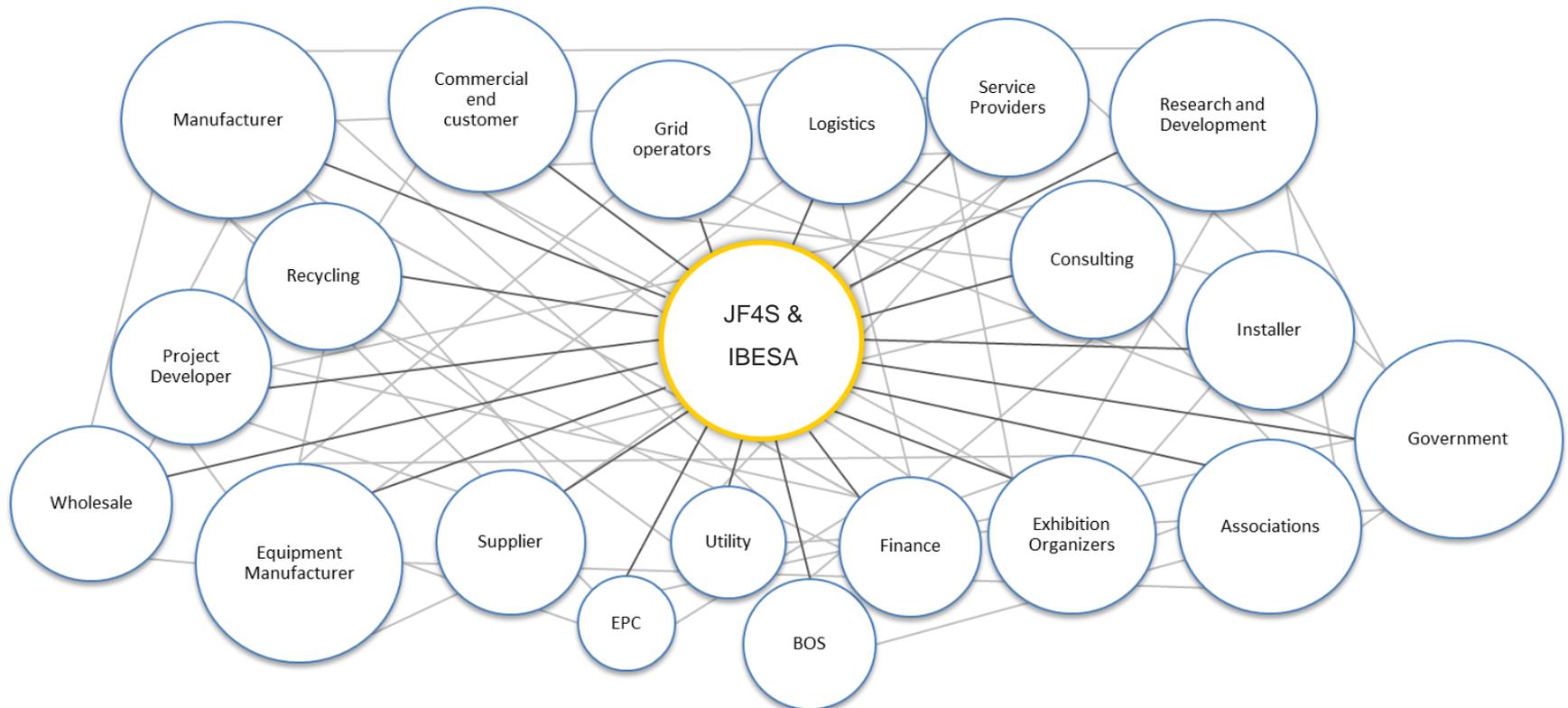
Clear Value Proposition

- Use Solar & Storage DigiCon as a **new lead generation machine** and showcase your brand to **thousands of relevant industry stakeholders**
- Do successful business on international scale: Invite your existing customers and get access to vast number of new clients through the **24/7 marketplace**. Schedule meetings or get directly approached via chat.
- Leverage JF4S & IBESA's **global database** by means of an **ongoing MarCom campaign** targeting 100,000+ stakeholders through direct mailings, social media and press services
- Continuous **content generation** through you and the hosts incl. webinars, webcasts* and possibility to upload videos on demand
- Stimulating maximum and **constant show floor traffic** – existing and new potential delegates will be triggered on a daily basis

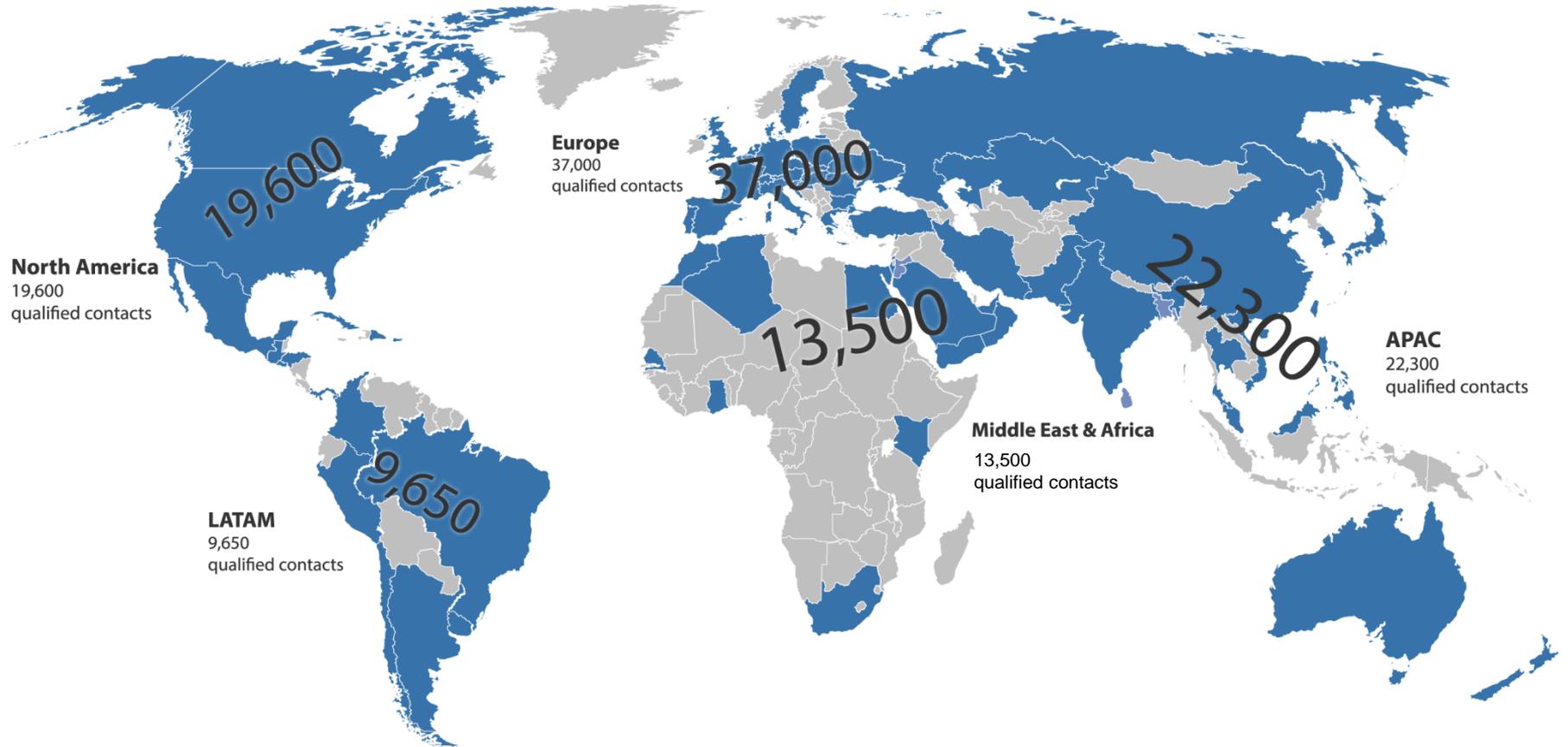
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JF4S and IBESA – Reliable & Globally Recognized Hosts

As your trusted partner for comprehensive marketing and business development solutions, **JF4S** and **IBESA** support you with their long-term experience in management of **digital and in-person events**, reliable market intelligence and the **largest solar and energy storage stakeholder network globally** to address your existing and potential new customers in a target group focused approach. The combination of both platforms is your recognized all-round powerhouse and ensures maximum project ROI.



JF4S and IBESA – Reliable & Globally Recognized Hosts



 Countries with JF4S and IBESA Primary Networks

JF4S and IBESA – Reliable & Globally Recognized Hosts

Our Partners (Excerpt)



We Build Your Trust in Sun



SOLAR DISTRIBUTED GENERATION



YOUR SOLAR ENGINE



The Solar Mounting Group



الفينار



SOLAR'S MOST TRUSTED



ALTENERGY POWER



WORLDWIDE LOGISTICS



ENERGY STORAGE

