

Upcell North America Launch

October 24th, 2025
Reno - Nevada

Sponsorship Brochure



upcell
events

This **in-person milestone** event will mark the **launch of Upcell North America** and will **bring together more than 150 leaders, innovators, and decision-makers** who are shaping the future of battery manufacturing in North America.

RENO Event

Hosted in one of the country's most dynamic regions for clean energy and advanced manufacturing, the **event will focus** on the **opportunities and challenges in scaling up battery manufacturing** and **consortium-building to push the industry forward**.

This is more than just a conference, it's the beginning of a powerful international collaboration, driving the industrial transformation.



Sponsoring Rationale

Industry peers
networking

Brand visibility
enhancement

New technologies
advancements and
trends

B2B relations
building

Reputation
enhancement

Become a sponsor and **gain unparalleled visibility and access to a highly targeted audience**, enhancing your reputation and positioning your brand as a leader in the industry.

Our sponsorship packages are designed to provide **exceptional opportunities for networking, collaboration, and direct engagement with potential customers and key stakeholders**. Let us drive innovation, foster growth, and make a significant impact on our community.

Whether you're looking to generate leads, build relationships, or reinforce your brand's commitment to circular solutions, this is the place to be seen.

Join us and be at the forefront of an extraordinary event!

Sponsoring Packages

Event Lead Sponsor — \$10,000

Be the brand that powers the entire event.

- Prime logo placement on website, event signage and badges - before, during and after the event.
- 3m2 space for commercial material display - small table and 2 chairs provided.
- Opportunity to place branded giveaway items on session seats.
- October 24th reception opening remarks.
- Interview opportunity - long podcast format or short video.
- 5 social media shout-outs.

Sponsoring Packages

Sponsorship Opportunity:

October 23rd Cocktail Reception — \$15,000

Goal: To support a premier networking evening bridging two key industry events, Nevada Tech Hub and Upcell North America Launch.

Attendance: 150–200 industry leaders, innovators, and stakeholders from across the battery manufacturing value chain.

Where: Reno, NV – specific cocktail location to be decided if sponsorship goes ahead.

When: Oct 23, 7pm-10pm.

Benefits:

- Brand visibility - company logo featured prominently at venue and on official promotional materials before, during, and after the event.
- Speaking opportunity - welcome toast.
- Interview opportunity - optional short video interview or podcast length,
- Recognition for supporting the industry and collaboration, and access to private meeting room for your team or to meet prospects.
- 3 social media shout-outs.

Reno

With world-class lithium reserves, a growing network of gigafactories and suppliers, and strong state and federal support, Nevada is building one of the most dynamic and strategic battery ecosystems in the country.

Industry leaders like **Panasonic, Dragonfly Energy, Lyten, Tesla, Lithium Americas, Redwood Materials**, and many more all play a key role in the Nevada battery ecosystem.

Add to that a forward-thinking business environment and active collaboration with leading universities and research centers, and it's clear why Reno is the place to be.

Hosting organisation



University of Nevada
Joe Crowley Student Union
1664 N. Virginia Street,
Reno, NV 89557
United States



Contact us!

Phone number
+34 614 231 643

Email
contact@upcell.org

