

Upcell Event Västerås 2026

October 1-2, 2026

Västerås- Sweden

Sponsorship Brochure



upcell
events

Västerås Event

Upcell Alliance, in collaboration with Luleå University of Technology (LTU), is excited to announce its upcoming event on 1-2 October 2026 in Västerås.

This two-day gathering, hosted by HITACHI in its facilities, will bring together leaders from across the battery value chain, including manufacturers, suppliers, researchers, policymakers, and technology providers, to foster collaboration and share insights in the rapidly evolving battery sector.

What to expect:

- Keynote sessions and expert panels on manufacturing, innovation, sustainability, and supply chain resilience
- Market insights
- Networking opportunities across Europe and beyond
- Visit to LYTEN Facilities: pilot production lines and advanced performance and lifetime testing facilities



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 Package — 5,000 EUR

Benefits:

Be the brand that powers the entire event.

- Prime logo placement on the event website, signage, badges, email campaigns, and the event agenda.
- Featured presence on presentation screens between sessions and a dedicated sponsor profile section on the event website with description, links, and an optional promo video.
- 3m² branded display space with a small table and two chairs, positioned directly outside the main event room for maximum foot traffic.
- Opportunity to place branded giveaway items on session seats.
- October 1st event opening remarks.
- Optional chance to host a small breakout session to the event.
- Dedicated speaking slot during the event program.
- Media feature opportunity - short video interview or podcast length.
- 5 social media shout-outs.
- 3 complimentary event tickets.

Sponsoring Packages

Networking Cocktail Package — 3,500 EUR

Goal: To support the post event networking cocktail.

Attendance: 100-120 industry leaders, innovators, and stakeholders from across the battery manufacturing value chain.

Where: Västerås – specific cocktail location to be confirmed.

When: October 1st, 06:30pm-09:30pm approx.

Benefits:

- Brand visibility - company logo featured prominently at venue and on official promotional materials before, during, and after the event - to coordinate with the sponsor.
- Speaking opportunity - welcome toast.
- Interview opportunity - short video interview or podcast length.
- 3 social media shout-outs.
- 2 tickets provided to attend the event.

Sponsoring Packages

EU Projects Visibility & Results Dissemination Package — 2,000 EUR

Leverage Upcell Västerås event as a platform to increase the impact of your EU-funded project, communicate results to key audiences, and accelerate the pathway from innovation to market uptake.

Benefits:

- Increase awareness of your project among a highly relevant audience of industry leaders, technology providers, policymakers, and research organizations
- Present project outcomes, technological developments, lessons learned, and success stories, supporting dissemination and communication requirements of EU-funded programmes
- Bridge the gap between academia and industry by showcasing innovations to potential adopters, customers, and commercial partners, supporting the exploitation and uptake of project results

Includes:

- 1 dedicated speaking slot (15 minutes) within the programme
- 2 tickets to attend the event
- Project visibility on the event website
- 2 social-media shout-outs

Sponsoring Packages

Roll-Up Space Package — 1,400 EUR

Benefits:

- Boost your brand exposure at the event in a cost-effective manner
- Opportunity to connect directly with key industry professionals and academia representatives
- Gain insights into the latest developments in the battery sector

Includes:

- Small table and chair
- Placement outside main event room
- 1 ticket to attend the event

Västerås

Västerås is a highly strategic location due to its strong industrial heritage and central role within the Nordic battery ecosystem.

Sweden and the Nordic region have become key hubs for battery development in Europe thanks to their access to renewable energy, strong sustainability policies, advanced manufacturing capabilities, and growing critical raw materials sector.

In addition, the region hosts some of Europe's most relevant battery initiatives, Lyten facilities (former Northvolt). This Upcell event, will give the opportunity to our attendees to participate in an industrial visits to R&D center and pilot line facilities, a unique and practical experience for participants, reinforcing Västerås as an outstanding destination for a battery-focused event.

Hosting organisation



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