Advanced electrochemical energy storage is the lynchpin of a wide variety of technologies that will shape human society in the 21st Century. From electric vehicles, to consumer electronics, the internet of things, renewable energy integration, medical devices, high energy weaponry, drone technology and robotics, industry’s success in addressing the challenge of how to store more and more electrical energy in less and less mass will fundamentally determine how quickly those other technologies can be deployed.
ABOUT US:

NAATBatt International is a not-for-profit trade association dedicated to helping industry address the fundamental challenge of improving and commercializing electrochemical energy storage technology. Founded in 2008 to encourage the manufacture of lithium-ion batteries for electric vehicles in the United States, today NAATBatt works to support the energy storage commercialization efforts of an international membership working in a variety of markets around the world.

NAATBatt International’s primary mission is to help its members build more commercially successful businesses in industries that rely on electrochemical energy storage technology. NAATBatt market intelligence helps its members better identify opportunities, partners, suppliers and customers in a variety of business sectors in those industries. At NAATBatt meetings, member firms learn from other leading companies about what is really going on in the business and in the technology of energy storage. Members use NAATBatt International to raise their own visibility in the industry and to educate others about their own expertise.

ANNUAL MEETINGS:

The NAATBatt Annual meeting is the most important educational and social event in the advanced battery industry. The annual meetings feature thought leadership presentations about topics that are of interest to the industry. The program also includes the Energy Storage Innovation Summit, 20 “flash” presentations about new energy storage-related technologies that could have a major impact on the industry. Presenting technologies must be market ready and available for immediate purchase or license by NAATBatt member firms. Industry awards and member update presentations round out the program, allowing members to see and be seen by others in the industry.

But what really separates NAATBatt Annual Meetings from other industry trade shows is its emphasis on social interaction. The foundation of all good business relationships are good personal relationships. NAATBatt Annual Meetings are structured to make sure that there are plenty of opportunities for social interaction among attendees. Networking breaks, receptions, pleasant and relaxing meals, a robust spouses/companion program, and the Advanced Battery Golf & Tennis Tournament insure that no one leaves the meeting without a number of new friends and associates in the industry.
**MEMBER SITE VISIT MEETINGS:**

Member Site Visit Meetings are a unique feature of NAATBatt Membership. At NAATBatt Member Site Visit Meetings, one NAATBatt member invites the rest of the membership to visit its facility and see its operations. The meeting is followed by a free-to-attend reception and dinner designed to promote networking, industry intelligence gathering and relationship formation. Attendance at Member Site Visit Meetings is open to NAATBatt member firms only.

Member Site Visit Meetings are popular events that serve a number of purposes. They allow hosting members to demonstrate capabilities and expertise far in excess of what would be possible at a typical industry trade show or conference. Attendance at some meetings has exceeded 100 persons, many of whom are potential customers, suppliers and partners of the hosting member firm. Visiting members have the an opportunity to learn in depth about the processes, procedures and expertise of another firm. NAATBatt Member Site Visit Meetings provide a win-win opportunity for all NAATBatt members, helping them build their knowledge and their connections in the industry.

**NAATBATT ADVANCED BATTERY WEEKLY:**

Each week, NAATBatt publishes its weekly newsletter called the “Advanced Battery Weekly”. The NAATBatt newsletter summarizes in abbreviated form the major commercial develops in the industry over the past week with an emphasis on developments at and accomplishments by NAATBatt member firms. The newsletter is a “must read” publication in the advanced battery industry and averages more than 1,400 opens each week. As a benefit of membership, NAATBatt member firms are entitled to free advertising in the newsletter and to republish press releases about their accomplishments. The NAATBatt Advanced Battery Weekly helps NAATBatt members build name recognition and enhance their visibility in the industry.
SPONSORED CONFERENCES:

As an industry organization, NAATBatt is invited to attend and exhibit at a number of trade shows each year. Those trade shows have included programs focused on solar energy, wind energy, microgrid, defense energy, electric vehicles, stationary storage and other advanced applications of advanced battery technology. NAATBatt uses its booth to at those programs to educate visitors about the importance of energy storage technology.

But NAATBatt also uses its booth to promote the commercial interests of its individual member firms. Under the terms of NAATBatt’s Sponsored Conference Program, NAATBatt member firms have the opportunity to use the NAATBatt booth to distribute information and literature about their commercial products. NAATBatt produces a “warm leads” report after each program, providing NAATBatt members with contact information for every person who visited the NAATBatt booth and made inquiry about a member or about an issue that is of interest to a member. The “warm leads” reports following NAATBatt Sponsored Conferences are the most cost effective lead generation service that any NAATBatt members can obtain. The reports themselves and can pay for the entire cost of a NAATBatt membership.

GOVERNMENT RELATIONS:

NAATBatt International has a history of successful government relations initiatives. NAATBatt’s government relations tactic of choice is to organize Washington “field trips” by C-level officers of its member firms. During those trips, NAATBatt executives meet as a group with high level government officials and talk with them directly about specific issues that are of concern to NAATBatt. No lobbyists are involved. NAATBatt field trips get the full attention of senior government officials and have been extremely effective in promoting policies that are important to NAATBatt member firms. Past NAATBatt field trips have advocated for such initiatives as enabling pay for performance schemes for ancillary services and ensuring adequate funding for distributed energy storage demonstration projects at the DOE. A NAATBatt government relations effort promoting adequate testing and certification of electric bus drivetrains in currently being planned. The Executive Directors Notes commentary in the Advanced Battery Weekly newsletter is regarded as the voice of the industry on policy matters. Government officials, who understand the fundamental importance of electrochemical energy storage technology, take that voice seriously.
MEMBERSHIP OPTIONS:

NAATBatt International has five categories of membership. Most commercial entities are entitled to choose their level of membership based on the degree of involvement that they wish to have in NAATBatt. The greater the involvement, the greater the benefits. All memberships run for a 12-month period from the date of initial application.

- **PLATINUM MEMBERSHIP — $7,500 per year**
  Platinum membership is the highest level of membership in the NAATBatt International organization. Platinum membership comes with the following rights and privileges:
  • One seat on the Board of Directors with proxy privileges
  • Priority consideration for hosting member site visit meetings
  • Priority on scheduling its members update presentation at the annual meeting
  • Member only price of admission to NAATBatt conferences and workshops
  • A ten percent (10%) discount off the published price of booths and sponsorships at NAATBatt conferences (does not include unpublished custom packages)
  • Four (4) full page color ads per year in the NAATBatt Advanced Battery Weekly
  • Opportunity to attend NAATBatt member site visit meetings
  • Prominent identification on the NAATBatt website with a link to the member’s own site
  • The right to enroll affiliates and subsidiaries as Special Silver Members
  • Announcement of membership in the NAATBatt Advanced Battery Weekly

- **GOLD MEMBERSHIP — $5,000 per year**
  • Opportunity to stand for election for one of three (3) seats on the Board of Directors reserved for Gold Members
  • Priority consideration for hosting quarterly member site visit meetings
  • Priority on scheduling its members update presentation at the annual meeting
  • Member only price of admission to NAATBatt conferences and workshops
  • A ten percent (10%) discount off the published price of booths and sponsorships at NAATBatt conferences (does not include unpublished custom packages)
  • Two (2) full page color ads per year in the NAATBatt Advanced Battery Weekly
  • Opportunity to attend NAATBatt member site visit meetings
  • Prominent identification on the NAATBatt website with a link to the member’s own website
  • Announcement of membership in the NAATBatt Advanced Battery Weekly
- **SILVER MEMBERSHIP — $2,500 per year**
  - Opportunity to stand for election for the one (1) Board seat of reserved for Silver Members
  - Member only price of admission to NAATBatt conferences and workshops
  - One (1) full page color ad per year in the NAATBatt Advanced Battery Weekly
  - Opportunity to attend NAATBatt member site visit meetings
  - Identification on the NAATBatt website with a link to the member’s own website
  - Announcement of membership in the NAATBatt Advanced Battery Weekly

- **SPECIAL SILVER MEMBERSHIP — $1,000 per year**
  Special Silver members are entitled to the same privileges and benefits as full Silver Members. To qualify as a Special Silver member, a company must either be (1) a subsidiary or affiliate of a Platinum Member or (2) engaged in business for less than three years with revenues of less than $500,000 per year and not affiliated with any other business entity.

- **PUBLIC BENEFIT MEMBERSHIP — $1,000 per year**
  Government entities, academic institutions, and not-for-profit organizations are eligible to join NAATBatt as a Public Benefit Member. Public Benefit Members have the following rights and privileges:
  - Member only price of admission to NAATBatt conferences and workshops
  - One (1) full page color ad per year in the NAATBatt Advanced Battery Weekly
  - Opportunity to attend NAATBatt member site visit meetings
  - Identification on the NAATBatt website with a link to the member’s own website
  - Announcement of membership in the NAATBatt Advanced Battery Weekly

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**APPLY FOR MEMBERSHIP**

To apply for NAATBatt membership, go to www.naatbatt.org/application and complete the online membership application form. All applications are subject to acceptance by NAATBatt International. For additional membership information, contact our Executive Director, James Greenberger, at (312)588-0477x1 or jgreenberger@naatbatt.org
PLATINUM MEMBERS:

*Members as of 1/1/2016
GOLD MEMBERS:

*Members as of 1/1/2016

SILVER MEMBERS:

*Members as of 1/1/2016
SILVER MEMBERS (CONTINUED):

*Members as of 1/1/2016
SILVER MEMBERS (CONTINUED):

*Members as of 1/1/2016