

29th International Electric Vehicle Symposium & Exhibition

# SPONSORSHIP & EXHIBITION PROSPECTUS

### JUNE 19-22, 2016 Montréal, Québec



# ABOUT THE 29TH INTERNATIONAL ELECTRIC VEHICLE SYMPOSIUM

The **29<sup>th</sup> World Electric Vehicle Symposium and Exhibition (EVS29)**, the world's largest international electric vehicle conference, returns to

North America from June 19-22, 2016 in Montréal, Québec, Canada, after successful stagings in Barcelona, Spain and Goyang, Korea.

Since 1969, the EVS series has been held every 12-18 months rotating between North America, Europe and Asia. With a history spanning 5 decades, the EVS symposium is the premier academic forum for sharing research, best practices, and global networking. As electric drive technologies progressed have from the classroom and laboratory into the market place, the EVS Exhibition has become the leading showcase for the latest innovations in electrified mobility.

The official language of EVS29 is English; however, plenary sessions will have translation available in French. EVS29 welcomes all international participants.

# ABOUT THE ORGANIZER AND HOSTS

**Organized by the Electric Drive Transportation Association (EDTA)**, the Symposium will assemble global leaders from industry, government, and academia interested in exploring and advancing the technical, policy, and market challenges in the globalization of electric drive technologies.

Hosted by EDTA, Electric Mobility Canada (EMC-MEC), and the World Electric Vehicle Association (WEVA), EVS29 will present a unique program including a major trade show, presentations on cutting-edge electric mobility products and research, as well as networking activities, and a Ride & Drive & Charge.

#### **Symposium Objectives**

- To convene leading electric drive professionals from the global market to participate in the Symposium and Exhibition.
- To provide a robust program highlighting the latest innovations in electric drive technologies, policies, and market strategies.
- To give delegates the opportunity to network with colleagues and media from the global electric drive community.
- To provide a platform for government officials from North America, Europe, and Asia to discuss their outlook for electric drive.
- To display the largest and most diverse exhibition of electric drive technologies and innovations from around the world.
- To highlight contributions to the field of electric drive from Montréal, Québec, and Canadian organizations.
- To host a highly prominent Ride, Drive & Charge in downtown Montréal for delegates and public guests to experience the latest electric drive vehicles.

### WEBSITE

The Symposium website contains all relevant information about EVS29 at **www.EVS29.org** 

Check back regularly for the latest news and continuous updates to the EVS29 program.

# SCHEDULE AT A GLANCE

	SUNDAY JUNE 19		MONDAY JUNE 20		TUESDAY JUNE 21		WEDNESDAY JUNE 22			
8:30	Reg. Open		JONE	JONE 20		JONE 21				
9:00				Opening Pl	<b>Opening Plenary</b>		Plenary Session		Plenary Session	
9:30				BREAK		BREAK		BREAK		
10:00	Workshop	1								
10:30				Concurrent Sessions 1			Concurrent		Concurrent Sessions 7	
11:00	BREAK			Sessions 1			Sessions 4		585510115 7	
11:30						Charge				
12:00	Workshop 2		rge	Lunch in Exhibit Hall	þm)	& Ch	Lunch in Exhibit Hall	6:00 pm)	Closing Plenary	
12:30			נ Cha		6:00 pm)	Ride, Drive &				
1:00										
1:30	BREAK		Ride, Drive & Charge	Session 1	Exhibition Hall Open (9:00 pm Ride	8	Session 2	d 00:0		
2:00			Ric	BREAK			BREAK	en (9	Potential	
2:30		—7:00 pm)			on Hall Op		<b>6</b>	_	Tech Tours	
3:00	Workshop 3			Concurrent Sessions 2			Concurrent Sessions 5			
3:30		Open (1:00 pm	ibitio			nibitio				
4:00		Dpen		BREAK	EX		BREAK	EX		
4:30	BREAK			Concentration			Consument			
5:00		tion		Concurrent Sessions 3			Concurrent Sessions 6			
5:30	Welcome	<b>Exhibition Hall</b>								
6:00	Reception	ш		FREE TIME		TRANSPORT TO GALA		*All events and times		
6:30								are subject to change		
7:00			Delegates encouraged		EVS29 Gala					
7:30				to explore Montréal						
8:00										



### Electric Vehicle Symposium & Exhibition

### JUNE 19-22, 2016 Montréal, Québec

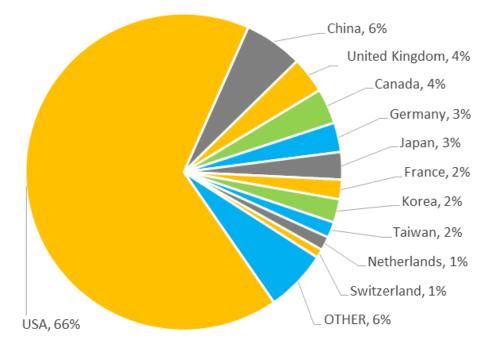
### **DRIVE ELECTRIC INNOVATION**

# **EXPECTED ATTENDANCE**

EVS29 will assemble approximately 2,500 participants from around the world in Montréal, including top international experts in the field of electric mobility, government officials, and press. More than 200 exhibitors will feature their latest technologies over 2.5 days, including a half-day open to the general public.

In 2012, EDTA hosted EVS26 in Los Angeles, California. That event attracted approximately 3,800 individuals from around the world representing 47 countries.

### ATTENDEES BY COUNTRY



AT EVS26 IN LOS ANGELES, ATTENDEES REPRESENTED 47 COUNTRIES & 41 US STATES.

33.7% of total attendees were non-US80.9% of international attendance came from the top 10 countries listed above.

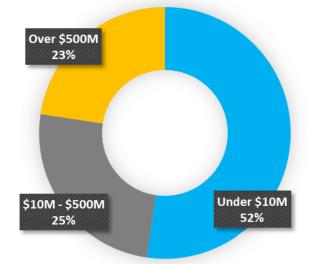
© MTTQ/Linda Turgeon



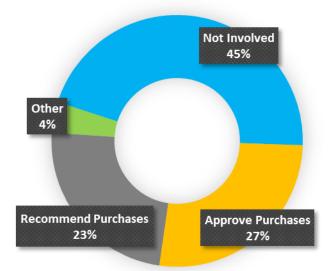
# ATTENDEE DEMOGRAPHICS FROM EVS26

Attendee Primary Job Responsibility							
Research & Development	19.8 %	Education	3.8 %				
Management	11.6 %	Engineering—Powertrain	3.5 %				
C-Level	11.2 %	Public Relations / Communications	1.9 %				
Sales & Marketing	les & Marketing 8.8 % Economic Development		1.8 %				
Media	7.7 %	Banking, Investment, Market Research	1.3 %				
Other	7 %	Engineering—Manufacturing	0.9 %				
Government / Public Affairs	5.8 %	Publishing	0.5 %				
Student	4.9 %	Computer Systems & Services	0.4 %				
Engineering—Design	4.5 %	Purchasing	0.4 %				
Engineering—Electronic	3.9 %	Quality	0.2 %				

## Annual Corporate Budget (USD)



### Purchasing Involvement



Attendee Market Sector						
Vehicle / Auto Manufacturer 14.5 % Charging / Refueling Infrastructure						
Academic / Student	14.2 %	Other Auto	6.8 %			
Government	12.4 %	Other Non-Auto	5.5 %			
Vehicle / Auto Supplier	10.2 %	Battery Developer	5 %			
Media 9%		Utility	4.4 %			
Non-Profit Organization	8.8 %	Finance	0.9 %			



# **EXHIBITION**

Le Palais des congrès de Montréal 1001 Place Jean-Paul-Riopelle Montréal, QC, Canada H2Z 1H5



© Bob Fisher/Palais des congrès de Montréal

EVS29 will be held in Montréal's state-of-the-art convention center, the Palais des congrès de Montréal. Located in Montréal's downtown core, the Palais is a hub of activity straddling the city's business centre, international district, Old Montréal and Chinatown.

Since opening in 1983, the Palais des congrès de Montréal has built a reputation for excellence spanning the globe, welcoming more than 6,200 events and over 16 million visitors. The Palais is home to multipurpose ultramodern facilities, contemporary architecture, and abundant natural light. With an energy-efficient building, waste management, and Eco responsible events - at the Palais, every step counts!



An interactive floor plan is available through EVS29.org under the Exhibition tab.

# EXHIBIT PRICING

Exhibition Rates	<b>Early Bird</b> (Until Nov 30, 2015)	<b>Regular</b> (From Dec 1, 2015)	
EDTA Members	USD 3,200	USD 3,400	
Non-Members	USD 3,600	USD 3,800	

(taxes not applicable) - Space ONLY 10'x 10' (3m x 3m)

#### Schedule

Exhibition Move-In and Set-up	
Saturday, June 18, 2016	8:00 am – 11:00 pm
Sunday, June 19, 2016	8:00 am – 1:00 pm

#### Exhibition Opening hours

Sunday, June 19, 2016					
Monday, June 20, 2016					
Tuesday, June 21, 2016					

:00 pm – 7:00 pm :30 am – 5:30 pm :30 am – 5:30 pm

### Exhibition Tear-Down and Move-Out

Wednesday, June 22, 2016

8:00 am – 11:00 pm

#### **Booth Inclusions**

- Shell booth: 10'x10' back panels with 3' high side panels and ID sign (image below)
- 2 exhibitor badges (access to food/activities in exhibit hall Additional Exhibit Badges available at \$ 300 USD

0100-word company profile for publications

◊Exhibitor Manual (on-line)

◊Listing & web link on the EVS29 website◊

Listing & web link on the EVS29 mobile app







# EXHIBIT BOOKING

#### How to book your exhibit space



Go to the Exhibitor tab on the EVS29 website and follow the prompts to enter your information.

Choose your preferred exhibit space on the interactive floorplan.

Proceed to payment online by credit card or print invoice to send with your cheque or bank transfer.

### Exhibit Sales Contact :

Marie Lou (玛丽露) Coupal, CMP Sales Director – EVS29 c/o JPdL International Email: sales@evs29.org Phone: +1.514.287.9898 ext.225 Skype: marieloucoupal1 LinkedIn: Marie Lou Coupal

#### PREFERRED METHODS OF PAYMENT (taxes not applicable)

#### **CREDIT CARD BANK TRANSFER** (\$50 USD fee will apply) ABA/Routing Number: Payments accepted with the following credit cards: 065000090 For International Bank Transfer (Outside the USA): 1360465310 Visa, Master Card & American Express Please include Swift Code: HIBKUS44 **COMPANY CHECK\*** Bank Address: Capital One Bank N.A. Checks are payable to EDTA/EVS29 (in USD). Please return a 7501 Wisconsin Ave copy of invoice with payment to: Bethesda, MD 20814 EDTA, 1250 Eye Street NW, Suite 902, Washington, DC 20005 \*Checks will not be accepted if received after May 13, 2016. After May 13, 2016, only credit card and bank transfers will be accepted for payment.

#### **PAYMENT TERMS**

Full payment is due with the signed Contract.

Exhibitors will be liable for any collection expense, including reasonable Attorney's fees, "reasonable", to be construed as not less than twenty-five percent (25%) of the amount of all other monies determined to be owed by the Exhibitor. All monies must be in US Dollars. **Taxes not applicable.** 

### CANCELLATION POLICY

In the event the Exhibitor cancels all or part of the exhibit space contracted herein, the Exhibitor must do so in in writing by e-mail to <u>Sales@evs29.org</u> and will be obligated to pay to EDTA liquidated damages based on the schedule listed below.

Applicable cancellation fees— Thru January 1, 2016: 50% | On January 2, 2016 or after: 100%

Cancellations will be accepted only in accordance with the above schedule. There will be no refunds for cancellations received on or after January 2, 2016.

Full payment is due with the signed Contract. Failure to make full payment before or on January 1, 2016 may result in Cancellation of Contract by JPdL or EDTA and the immediate release of exhibit space.

# SPONSORSHIPS - FOOD & BEVERAGE ITEMS

### ELEVATE YOUR BRAND AT EVS29

#### WELCOME RECEPTION

Taking place on the evening of Sunday, June 19 in the exhibit hall, this event will give delegates the chance to mingle with their colleagues in a relaxed atmosphere, with drinks and hors d'oeuvres provided by the conference. Approximately 1,800 participants expected.

**Sponsor Recognition**— The sponsor's logo will appear on the conference web site next to details of the Welcome Reception, within the official guide, on the event signage at the entrance.

#### MORNING BREAKS

Attendees will start the day with a great breakfast and you will start the day by being the first and only company they see. The exposure opportunity is exclusive and gives you the opportunity to promote your organization. **Sponsor Recognition** – The sponsor's logo will appear on the conference web site next to details of the breakfast. Sponsors may also display tent cards, present giveaways (subject to approval), and distribute literature on tables.

#### AFTERNOON BREAKS

Have your company branded at the morning or afternoon coffee breaks once or every day of the event.

**Sponsor Recognition** – The sponsor's logo will appear on signage next to the coffee break area. Sponsors may also display tent cards, present giveaways (subject to approval), and distribute literature on tables.

#### LUNCH

Sponsors will have the opportunity to offer a lunch, logo, and literature to 1,800 participants.

**Sponsor Recognition** – The sponsor's logo will appear on the conference web site next to details of the lunch, within the official guide, and on signage in the lunch area. Sponsors may also display literature on tables.

#### GALA

The EVS Gala is the EV event of the year. Make your company the hit of EVS29 by sponsoring the show's feature event. Your company will be listed as the official sponsor in the program guide and receive additional recognition in all pre-conference and on-site printed material and on the web site.

**Sponsor Recognition** – The sponsor's logo will appear on the conference web site next to details of the Gala within the official guide, on transition slides the day of the event and on the event signage. Complimentary tickets are included based on level of support.

	AVAILABILITY							
Sunday	Monday	Tuesday	Wednesday					
x 1 Exclusive \$100,000								
Shared(4) \$30,000								
	x1 Exclusive \$30,000 Shared(2) \$20,000	x1 Exclusive \$30,000 Shared(2) \$20,000						
	x2 Exclusive \$10,000 Shared(3) \$7,500	x2 Exclusive \$10,000 Shared(3) \$7,500	x 1 Exclusive \$10,000 Shared(3) \$7,500					
	x1 Exclusive \$75,000 Shared(3) \$30,000	x1 Exclusive \$75,000 Shared(3) \$30,000						
		x 1 Exclusive \$125,000 Shared(4) \$50,000						



# SPONSORSHIP PACKAGES

PRE-EVENT	PLATINUM \$150,000+	GOLD \$100,000+	SILVER \$75,000+	BRONZE \$40,000+	DISTINGUISHED \$20,000+	SUPPORTING \$10,000+
Company logo with weblink on EVS29 web site home page	0	0	0			
Company logo with weblink to EVS29 web site sponsor page	0	0	0	0	0	0
Recognition in e-blast announcements	0	0	0	0	0	
Recognition in the EVS29 preliminary and final programs	0	0	0	0	0	0
Mobile App: Pop-up ad	0					
Mobile App: Rotating bottom banner on main page of app	0	0				
Mobile App: Floorplan Clickable company LOGO on app	0	0				
One-time promotional email or postal piece sent to registrant list (via EDTA mailing house at company's expense)	0	0	0			



# SPONSORSHIP PACKAGES (continued)

	PLATINUM \$150,000+	GOLD \$100,000+	SILVER <b>\$75,000+</b>	BRONZE \$40,000+	DISTINGUISHED \$20,000+	SUPPORTING \$10,000+
ON-SITE						
Exhibit Space + (Passes)	30 x 60 (10)	30 x 50 (8)	30 x 20 (6)	20 x 20 (4)	20 x 10 (2)	10% Discount
Full Conference Registrations	x8	хб	x4	x2	x1	10% Discount
Full color advertising in official guide	1 page	1/2 page	1/4 page	1/4 page	1/4 page	10% Discount
Delegate badge lanyards	0					
Company logo in Media Room	0					
5-minute presentation in one of the plenary sessions	0					
Verbal recognition at the Welcome Reception	0	0				
Delegate bag insert	0	0	0			
Company logo on transition slides in session rooms	0	0	0	0	0	0
Prominant exhibit spaces reserved for sponsors	0	0	0	0	0	
Company logo on signage at registration	0	0	0	0	0	0
POST EVENT						
Recognition in news- letter to all delegates	0	0	0	0	0	0
			11			

# **SPONSORSHIPS - POWER ITEMS**

### Ride, Drive & Charge - Exclusive @ \$45,000 OR 3 available @ \$20,000 each

This signature experience grants attendees and the public an opportunity to get behind the wheel of the latest electric drive vehicles from around the world. Local partners will be promoting this event to consumers throughout the region and, as one of the key attractions for international delegates to the symposium, you will guarantee maximum exposure for your brand in support of sustainable mobility. **Sponsor Recognition**: branding of all on-site signage, logo recognition in all pre-conference materials and digital marketing assets, logo recognition on looping slideshow in session rooms, outdoor booth space at RDC.



© EDTA

### Water Bottles (Disposable) - Exclusive @ \$10,000

Your logo will be featured on ice-cold bottles of water available to all participants at the Ride, Drive & Charge, as well as corresponding recycling bins placed throughout the event.



### RDC T-Shirts - Exclusive @ \$20,000 OR 6 available @ \$5,000 each

Whether a first time EV driver, or a veteran of driving electric, help attendees commemorate their experience at the signature EVS29 Ride, Drive & Charge. Attendees will remember excitement of electric drive for years to come.



### Cell Phone, iPad and Laptop Charging Stations 2 available @ \$7,500 each

Device Charging Stations are available to power all types of cell phones, tablets and laptops. These sleek units offer the charging function as well as signage space for your sponsorship. Each unit is equipped with different adaptors to accommodate most devices. **Sponsor Recognition**: This area will be branded with the sponsor's logo, company home page as the default home page and logo as the screen saver.

### Powerbar Stations (session rooms) 6 available @ \$1,500 each

Attendees out of power for their laptop? Save their day by sponsoring the powerbar stations. They will be available in the sessions and plenary rooms along the back wall. Your company logo will be printed on signage at the powerbar stations and in the final program.

# **SPONSORSHIPS - ADVERTISING ITEMS**

### Social Media Wall - Exclusive @ \$25,000

Strategically located to ensure maximum visibility with conference participants, the Social Media Wall will display a live feed from designated social media platforms with event hashtag. The Social Media Wall will be branded with the sponsor logo.

### Social Media Photo Booth - Exclusive @ \$20,000

An interactive and fun way to connect with participants! The Twitter Machine will be branded with the sponsor logo and located in a high traffic area during EVS29. The booth allows two or more people to pose for a picture and instantly post on their Twitter account. The sponsor can retweet to their followers using #EVS29.

### **Mobile App Opportunities**

Promote your presence early! The EVS29 Mobile App will be available for download on the event web site prior to the event dates and long after the Symposium for maximum outreach to participants, exhibitors, and partners.

The EVS29 Mobile App will include everything you need to know about the event: including program, speaker bios, sponsors, exhibitor listings and floor plan, social events, plus mobile tool for note taking, personalized agenda and chat room with other participants.

### Splash Page Branding - Exclusive @ \$30,000

The EVS29 Mobile App exclusive sponsor will have the opportunity to brand the splash page with their colors and logo for everyone to see upon opening the app. EVS29 will include the sponsor in all app promotions to ensure 100% exposure prior to, and during, the event.

### Rotating Banner Ad - 5 available @ \$1,000 each

Rotating banners are at the bottom of each page for sessions or event activity descriptions. These banners are connected to URL links to a webpage of your choice. These webpages are launched from within the app so that delegates are able to navigate easily.



**Pop-up Messaging - 5 available** @ **\$5,000 each** Opportunity to have a scheduled sponsor or exhibitor message addressed to all participants regarding a special activity or promotional opportunity available during EVS29.

# Exhibitor Premium Profile Package 20 available @ \$500 each

Securing attention is the number one priority for any exhibitor! Your premium mobile app profile includes your logo & URL under the exhibitor listing section of the mobile event app, as well as on the EVS29 website.

### **Final Program Advertising**

Color advertising in the final program will support your brand visibility and marketing efforts. The final program will be distributed at registration and serves as a critical tool for all EVS29 delegates on-site and following the event.

			₽,
Ad size	Full Page	1/2 Page	1/4 Page
Availability	10	10	12
Price	\$4,000	\$2,500	\$1,500

# SPONSORSHIPS - A LA CARTE ITEMS

### Online Registration - Exclusive @ \$20,000

Logo on landing page of attendee registration website. This seamless system will allow all delegates to register for the full symposium and book their hotel rooms through one simple process. Most importantly, your brand will be viewed by all participants during registration and on all follow-up registration messages prior to the event.

### Sponsor a Student - Exclusive @ \$7,500 or 10 Available @ \$750 each

Your sponsorship includes the local student's transportation, student housing (if required) and the registration fees. Your corporate logo will be displayed on the EVS29 web site and we will add a thank-you note in the post-event newsletter.

### Program-at-a-Glance - Exclusive @ \$20,000

Sponsor's company name and logo will be displayed on the program-at-a-glance on the EVS29 website and in the final on-site program. Get maximum exposure on the 'most used tool' for EVS29 delegates.



### Speaker Ready Room - Exclusive @ \$10,000

Speakers will use the ready room to finalize or upload their presentation. Open only to presenters and the official sponsor of the room, this is a great place to get your brand recognized by the leaders in the field. Corporate logo to be displayed on the computer desktops and entrance signage.

### Live Interpretation - Exclusive @ \$20,000 OR 5 available @ \$5,000 each

Sponsor a multi-lingual experience in French and English during all event plenaries. Corporate logo to be displayed on screens, EVS29 web site and in final program.

### Exhibition Footprints - 20 available @ \$1,500 each

Have your logo displayed in the aisle near your booth space. Your sponsorship of the carpet logos ensures prominent exposure for your company all week. Seize this opportunity to customize your carpet logo adjacent to or near your booth space. (Company logo sized to 3' x 3' or 3' x 4')

### Exhibition Aisle Banners - Exclusive @ \$30,000 OR 18 Available @ \$2,500 each

Corporate logo to be printed on a double-sided vertical banners to hang from the ceiling and aid in navigation around the show floor. Sponsorship is limited to the the aisle in which your exhibitor booth space is located.

### WiFi - Exclusive @ 20,000

Feature your brand front and center on the most widely used feature of any international event. All delegates will receive access to the WiFi network at the Palais des congrès de Montréal as part of their registration and will see your brand every time they connect. Whether checking the EVS29 event app, accessing social media, or just catching up on email between sessions, attendees will see your brand each time they connect!



# **SPONSORSHIPS - A LA CARTE ITEMS**

### Delegate Bag Give-away 5 available @ \$5,000 each

Sponsors can provide items to enhance the delegates' conference experience. Sponsor logos must be accompanied by the conference logo on each item. Giveaways to be pre-approved by the EVS29 organizers.

### Delegate Bag Printed Inserts 15 available @ \$2,000 each

An opportunity to provide each attendee with a piece of company literature in the delegate bags (maximum size 8 ½ x 11) that will be distributed to all attendees. Bag insert must be pre-approved by the EVS29 organizers. Literature item must be supplied by sponsor.

### Reusable Water Bottles - Exclusive @ \$20,000

Delegates at the EVS29 work hard and need lots of water. They will make frequent visits to the water tanks around the convention center. Why not have them fill your branded water bottle? Sponsors can provide an aluminum collapsible bottle of water to enhance the delegates' experience. Sponsor's logo must be accompanied by the EVS29 logo on each bottle.

### Water Tank Stations Advertising (5 locations) 2 available @ \$5,000 each

Make EVS29 delegate visits to the water tanks throughout the Congress memorable by "wrapping" each large bottle in with your company logo. These wraps are designed to be used again and again, so after the Congress you can take them with you for future events!

### Delegate Bags - Exclusive @ \$25,000

Our delegate bags are a high-profile, much sought after sponsorship item. The sponsor's logo and branding will be printed on each bag along with the conference logo.

YOUR

LOGO





### Hotel Room Keycards - Exclusive @ \$10,000

Every attendee, presenter, committee member, sponsor, exhibitor and journalist staying at the 2 host hotels will receive a hotel key card with your company logo. Each time they enter and exit their room, your company logo and booth number will be at the top of mind.

### **QUESTIONS ABOUT SPONSORING?**

sponsorship@evs29.org

**READY TO SPONSOR?** 

**Download the form!** 

#### **Cover Photo Credits**

"Jean-Drapeau Park and Montréal skyline" © Parc Jean-Drapeau, Denis Labine "International Fireworks Competition over Old Montréal" © Tourisme Montréal, Stéphan Poulin "Marie-Reine-du-Monde Cathedral, downtown" © Tourisme Montréal "Montréal skyline from Old Port" © Tourisme Montréal "Japanese pavilion, Montreal Botanical Gardens" © Tourisme Montréal "Le Village" © Marc Cramer "Quartier des spectacles" © Partenariat du Quartier des spectacles, Stéphan Poulin "Saint-Paul Street, Old Montreal" © Canadian Tourism Commission "Clock Tower & Jacques-Cartier Bridge from Old Montreal" © Michael Vesia

#### Interior Photo Credits

"Bonsecours Market, Old Montreal" © MTTQ/Linda Turgeon "Palais des congrès from Jean-Riopelle Square" © Bob Fisher/Palais des congrès de Montréal "2014 Ride, Drive & Charge" © EDTA

### www.EVS29.org

