

# 2019 ELECTRIC VEHICLE EXPO

MELBOURNE, MARCH 2019  
SPONSORSHIP & EXHIBITOR INVITATION



Be part of Australia's premier Electric Vehicle event.  
Showcase your Brand to thousands of EV-ready consumers.  
Hook your audience with Test Drives & Rides.  
Inspire corporate and governmental decision-makers.  
Set the standard for the future of transport in Australia.



Presented by Renew's Melbourne  
Electric Vehicle Branch.

**renew.**  
Leading in sustainability

# About the Electric Vehicle Expo

Now in its 6th year, the EV Expo is the largest commercial Expo of its kind in Australia. It showcases the diversity and innovation of electric vehicles in Australia.

The goals of the event are to:

- Showcase the range of vehicles currently available in the Australian market
- Demonstrate the capabilities of electric vehicles, dispel myths and inspire uptake
- Provide an opportunity to touch, feel, and drive / ride a range of vehicles one after the other
- Create the ideal platform for electric vehicle businesses to engage directly with their target markets
- Share global trends in the electric vehicle sector with likely drivers in the local market
- Encourage networking between electric vehicle professionals

The Electric Vehicle Expo has grown consistently over the last five years, from our first annual Expo in 2013 attracting just a few hundred people, to recent events attracting over 6,000 people plus ABC News in attendance. The Electric Vehicle Expo has helped drive the understanding and uptake of EVs in our community, by bringing industry experts, product providers and early adopters together to share the latest information and hands-on experiences with the community.



The Electric Vehicle Expo is organised by Renew formally the Alternative Technology Association (ATA) through its Melbourne Electric Vehicle (EV) Branch.

**renew.**

Renew was established in 1980 as a not-for-profit organisation enabling, representing and inspiring people to live sustainably. It provides expert, independent advice on sustainable solutions for the home to households, government, and industry.

**mEV**  
ATA Melbourne  
Electric Vehicle  
Branch

The Melbourne EV Branch specialises in promoting all varieties of electric vehicles, sharing knowledge and inspiring action towards this vital emerging technology. Plug-in transport which can be charged by renewable resources is growing in popularity, and is an important part of the mix in reducing carbon emissions.

Past events have been well supported by generous sponsors such as RACV, Swinburne University, Mitsubishi Motors Lilydale, BMW Hawthorn, City of Boroondara, Hi Voltage Karts and NuGreen Solutions. With more ambitious objectives as the event grows and the industry matures, our sponsors are critical to ensure we are delivering dynamic and engaging activities, to continue to attract a widening audience.

If you are in the EV sector, this event is a MUST attend and participate to represent your brand.

# Event snapshot

Date: Saturday March 16th, 2019  
Time: 9am - 4.30pm  
Location: The International Karting Complex in Port Melbourne, just 5km from the CBD  
Website: [www.EVexpo.org.au](http://www.EVexpo.org.au)

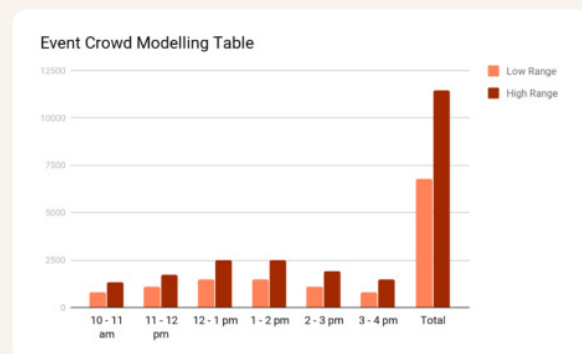
Attractions will include:

- Live demonstrations of EVs (including cars, bikes and scooters)
- Test drives and rides on a controlled track
- A family friendly event, with entertainment provided and food and drinks available
- "Show 'n' Shine" display and competition – a showcase of converted, custom-built and modified EVs
- VIP networking event for commercial attendees, presenters and keynote speakers
- Celebrity/noteworthy keynote speakers
- An EV industry conference, on the day before the Expo, designed to connect government decision makers, corporate fleet buyers, and industry representatives.

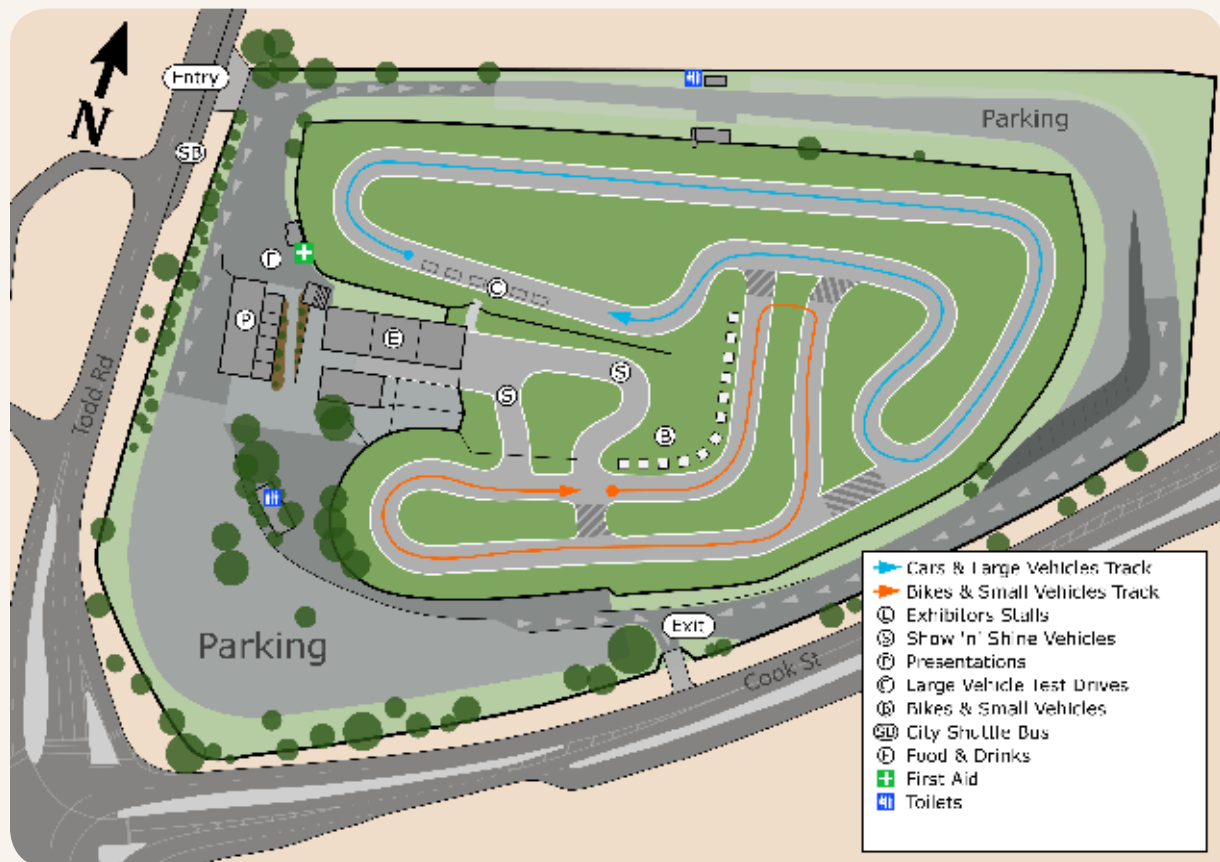
In 2018 we celebrated our 5th anniversary, for which we scaled up the expo to reach a much larger audience. As a result we have moved the event to a larger and more central venue. The event crowd modelling we have conducted shows that we anticipate attracting 6,000 - 12,000 visitors, people who are specifically interested in electric vehicles.

The following table shows our event crowd modelling for the new location. This is based on total on/off site parking, shuttle bus service running every 30 min, and public transport from the city to the venue. The venue is easily accessible from the West Gate Freeway.

With the learning done around the larger and more central venue, we are aiming to attract well over 10,000 visitors, people who are specifically interested in electric vehicles.



# Site map



Final layout may change, subject to final Exhibitor numbers



# Audience Demographics

With the new large, central location and an increased demand for EVs, attendance increased by over 65% on the previous year. 2018 event demographics showed:

- 70% of the attendees surveyed were over 46 years old.
- Over 50% had household incomes over \$80,000
- 63% had university degree or post graduate degree education
- Over 50% of people surveyed from the event want to buy an EV within the next year.
- "Able to test drive the Electric vehicles"
- "Range of cars and other mode of transport displayed"
- "Guest speakers, especially Eva Hakansson."
- "catered for all ages, grand kids loved it, well organised"
- "That it wasn't just vehicles. It was bikes, and interested people could try them out.
- "The enthusiasm of all those involved, and the fact that other 'green' groups were included for variety."

## Audience comments

Over 75% of those surveyed said they would like to see more of all that was provided. Below is a range of comments about what guests liked best:

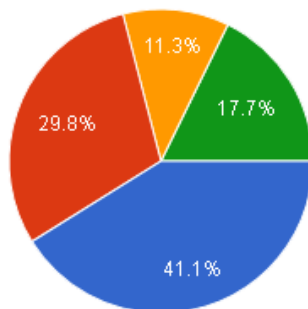
- "The incredible range of parts available for electric vehicles".
- "Variety, ability to test and trial vehicles, the culture of the people that attended"
- "Bringing it all together in one place and making experts available to answer questions."

## Suggestion we've taken on for improvements:

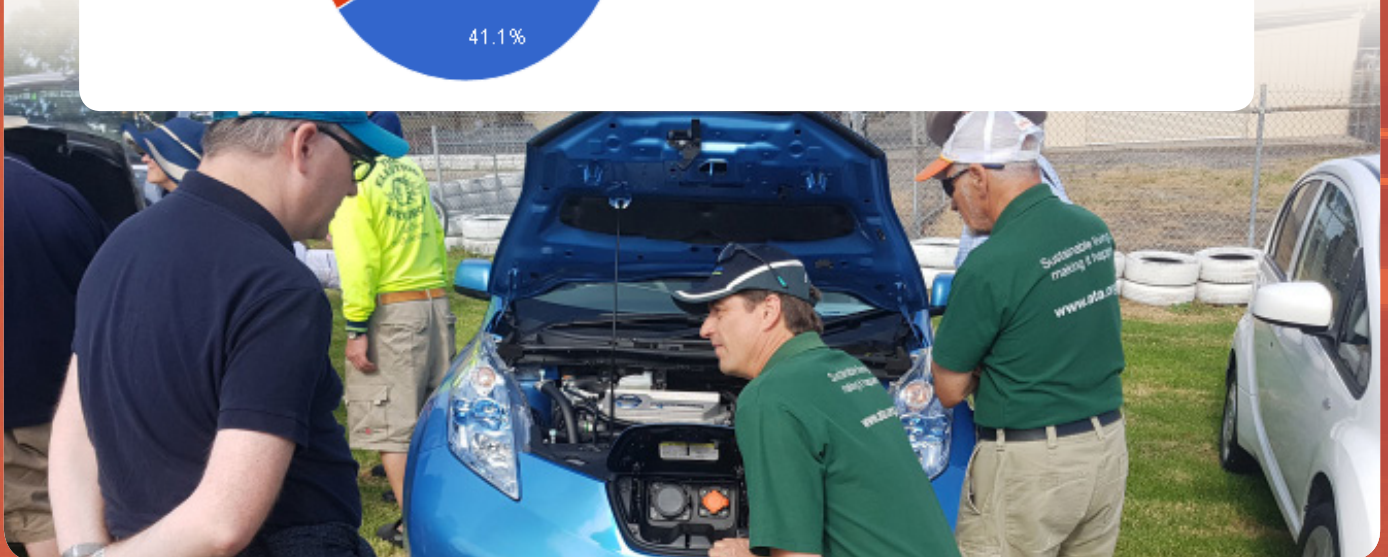
- "Too popular, thus crowded, difficult to get to see stands, find test drives. Would like more car manufacturer displays"

## Future car purchases

124 responses



- I am expecting to buy a new EV within the year
- I never buy new vehicles
- I will buy a new petrol/diesel powered vehicle within the year
- I am going to convert a vehicle to electric within the next 2 years

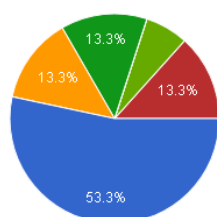


# EV Expo 2018

## Exhibitor Feedback

What sort of attendees would you like to see more of in the future?

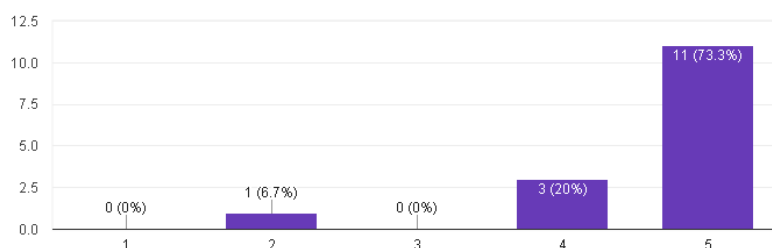
15 responses



- Simply more people like those who attended the last one
- Actually less
- More commercial people (for busin...)
- More people with money who can...
- More families (with children)
- More hobbyists/converters
- People already interested in EVs
- People who need to be convinced...
- More people from government

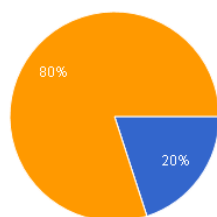
Given your experience at the expo, would you do it again?

15 responses



What did you think of the cost to register?

15 responses



- Very cheap given the nature of the event
- Too expensive given the nature of the event
- About right given the nature of the event

“ Renault Australia, in partnership with our dealer Barry Bourke, attended the EV Expo in 2018 with both our Kangoo Z.E. and ZOE. We were attracted to the event with its central location and also, more importantly, by the ability to offer test drives.

We had great interest in our display Kangoo Z.E. with many productive discussions between ourselves and interested parties.

The ZOE test drives were the stand out success, as it enabled many people to experience driving an EV in a non-sales environment, at their own pace. The interest was high, we only wish he had had more vehicles as the queue length was probably off putting for some! ”

Exhibitor 2018: Renault Australia



“ Hi Voltage Karts very early on became one of the lead sponsors for the Melbourne EV Expo. We saw this expo as a fantastic way to promote our brand, but also to raise awareness of what is happening in the world of electric vehicles. The EV expo gave us an educated audience that we could discuss the technology of our karts, and create exposure to our business. Offering prizes for the EV expo to use for raffles and door prizes, etc. meant that we had website, Facebook and email exposure. We will definitely be back again next year at the EV Expo! ”

Exhibitor 2018: Hi Voltage Karts

# Promotion of Australia's leading EV event

The event is a drawcard for media, with past events being featured on radio, in newspapers and on TV news. A targeted Media Release package will be issued to newspaper, radio and TV networks in the weeks leading up to the event, ensuring we exceed our anticipated audience, and broadening the community knowledge of EVs.

<https://www.facebook.com/melbevexpo/videos/681481658729262>

<http://www.abc.net.au/news/2016-10-17/electric-cars-on-display-in-melbourne-show-vehicles-of-future/7938078>

Exact Marketing Plan is under revision and is budget dependent (based on Exhibitors, Sponsors & Grants), but will include a mix of the following, most of which have proven successful in previous years:

Social Media advertising  
Online advertising  
Radio exposure  
Plakkit Ad boards  
Print Media exposure  
Venue on-site Billboard  
Council networks  
Interest Group networks  
Exhibitor & Sponsor networks  
..and more"

## Renew's Strong Networks

Renew has extraordinary reach through its membership, community, industry and government stakeholders, websites and magazine readership.

The event will be promoted through:

- E-marketing to Renew's email list of over 50,000 consumers, industry and government stakeholders
- E-marketing via Renew's social media platforms including Twitter and Facebook
- Media campaign
- Promotion in ReNew and Sanctuary magazines with a combined readership of over 100,000
- Promotion through an extensive network of partner organisations
- A dedicated e-newsletter keeping interested people abreast of the expo and what will be there
- A focused social media promotion campaign to draw in more interested people

Renew research in 2015 revealed over 32% of ReNew magazine readers surveyed are considering investing in an electric vehicle. This alone works out at around 20,000 prospective customers for your business or brand.



# Sponsorship opportunities

The EV Expo 2019 is a unique sponsorship opportunity, with the chance to hold premium exhibit positions, and have significant extra exposure through signage across the site. Sponsors will also benefit from promotions leading up to the event.

There are numerous ways you can sponsor the EV Expo, outlined below. You will benefit from the ongoing promotion of the event during the lead up, have your brand in front of the specific target audience interested in electric vehicles and sustainability more broadly, and share in the positive image of our event.

## EVENT SPONSORSHIP PACKAGES

The greatest pre-event and on-site exposure comes with Sponsoring the Expo overall. Options are below:

	EXCLUSIVE BRAND PARTNER	PLATINUM CORPORATE SPONSOR	MAJOR SPONSOR
Investment (GST inc)	\$25,000	\$15,000	\$7,500
Premium Exhibitor Space (most prominent, 10A powered, 6x6 metres).	Yes	Yes	Yes
Site Signage	Naming rights (the ** EV Expo 2019). Co-Branded Billboard (visible from Westgate Bridge) in place for at least 3 weeks, Co-Branded directional signs/flags around the site (at least 20), at least 5 exclusively branded large-format signs across the site, plus options for positioning any additional self-produced infrastructure.	Exclusive branding around the seminar building, with at least 6 external co-branded signs/flags and 3 exclusively branded large-format signs, internal pull-up banners (up to 4), with options for signs and marketing collateral on seating, during the Conference and the Expo	5 large-format exclusively branded signs across the site
Advertising package in ReNew or Sanctuary magazines (print or online) designed by you	Value: \$3,500	Value: \$2,000	Value: \$1,000
Logo prominent on website	Yes	Yes	Yes
Logo on promotional posters and fliers	Yes	Yes	Yes
Posting on social media	5 specific posts	2 specific posts	1 specific post
Mention in all media releases	Yes	No	No
Opportunity for a media launch	Yes	No	No
Brand mentions on the day of the event (over PA)	50+	20+	10+
Bio on Event Handout	Yes, 60 words	Yes, 40 words	Yes, 20 words

\* Sponsoring companies will need to align with the values of the event and the ATA.

If you wish to talk more about your role in sponsoring the 2018 EV expo then please contact:

Email: [sponsors.evexpo@renew.org.au](mailto:sponsors.evexpo@renew.org.au) Phone: +61 (03) 9631 5429



# Site Sponsorship Opportunities

More targeted opportunities include direct sponsorship of one aspect of the expo (Focus Sponsors):

EVENT	DESCRIPTION	COST	BENEFIT
Car test drive track	Have your logo on an estimated 10 signs/flags around the track, as well as 2 exclusive trackside large-format signs (you to design), in prominent positions on the track.	\$10K	The most enticing of events at the expo and the most immersive. Many will be attracted to the Expo for this opportunity. Be THE Brand that is tied to the experience of test driving electric cars on the track.
Smaller Vehicles test ride track	Have your logo on an estimated 10 signs/flags around the track, as well as 2 exclusive trackside large-format signs (you to design), in prominent positions on the track.	\$5K	Be the dominant supplier of this sector, by having this whole area associated with your brand. Many will be watching this track, so exponentially increase your exposure.
The EV Feedback Raffle	Your brand / product prizes will be promoted to encourage people to complete our short surveys, which provide useful stats on EV's and our event.	\$5K	Have your Brand on the survey we ask all attendees to complete. With the opportunity to supply lucrative prizes as part-payment (up to the retail value of \$3,000), your product or service will develop an automatic desirability.
The City Shuttle Service	Supply of 2 (preferably electric) buses and drivers for the whole day (9am - 5pm), or the funds for us to arrange hire and signage of such. Specifics: Shuttle service will run between Southern Cross Station and the venue all day.	\$5K	Give people an experience they will talk about: a ride from the CBD to the expo on an electric bus. This was very popular at the last event, and will be heavily promoted to reduce parking congestion at the venue.
Show 'n' shine	Members of the public enter their vehicle to be judged by a panel of EV experts. Each vehicle has a Show Card with your Brand.	\$3K	You will be associated with the innovation and pride of people who love building custom EVs. This is a feature attraction of the Expo, with punters spending a lot of time considering the effort put into each custom vehicle.

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All prices include GST

In return for being a Focus Sponsor, you will:

- Be provided with a premium Exhibitor Space, with a prominently positioned 6x3 metre site
- Logo on the Event Handout
- Logo on the event website homepage
- Bio of your business, and links to your website and social media pages on the website
- Be mentioned on social media, and have your own posts about the event shared
- Have your logo on all signage associated with the respective sponsorship
- Be given photo opportunities and able to participate in the respective event

# EV Expo 2019

## General Exhibitors

Be a part of Australia's largest EV event, by exhibiting at the Electric Vehicle Expo 2019.

Early Bird Discount of 20%,  
only available until 31st August 2018.  
Register now, as Early Birds will also  
get priority site allocations

The EV Expo has enjoyed steady growth year on year, and with the new venue's strong focus on participants really EXPERIENCING the EV Grin, attendees will be back to try the latest technology at the next event.

The venue is well equipped to accommodate the 10,000+ guests estimated over the day, as well as space to demonstrate the range of EV's now available on the Australian market. Cars will be separated from smaller vehicles, with each being positioned on a separate part of the track. In addition to the drawcard speakers and seminars, demonstrations, family entertainment and food / drinks, this is a family day out which benefits many generations to come.

This event consists of zoned Exhibitor areas, with a focus on vehicles being in close proximity to their Test Ride / Drive areas. All Exhibitor spaces are covered and divided, to maintain the highest level of consistency to the site layout and professional appearance. Exhibitor spaces (other than small vehicles) are predominantly on bitumen, so pegging is not possible (we suggest weighing down all banners and signage).

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### 1. CAR EXHIBITORS

Large under-roof area, centrally positioned and right next to the Car Test Drive Track.

Exhibitor benefits include a space for displaying one static vehicle, as well as a single vehicle positioned on the track for Test Drives (extra vehicles can potentially be negotiated once numbers are finalised closer to the event).

i. 4m x 5m space, with 1 table and 2 chairs  
\$5000

ii. 4m x 8m space, for 2 display cars  
May be possible pending space availability,  
to be confirmed closer to the event

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### 2. SMALL VEHICLE EXHIBITORS

3m x 3m sites (marquees provided) alongside the Small Vehicle Test Ride Track. Exhibitors must include at least one test-ride vehicle, which will have direct access from the Exhibitor site to the Test Ride Track.  
\$1000

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### 3. OTHER ASSOCIATED EXHIBITORS

(eg. charging infrastructure, EV financing, EV components & accessories, small vehicle biz without test-ride vehicle, etc)

3m x 3m sites under cover, or specific location dependent on Exhibit  
\$1000

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### 4. FOOD & DRINK RETAILERS

Limit 10 vendors, 8am – 5pm  
\$500

All prices include GST

Register at  
[www.evexpo.org.au/exhibitors](http://www.evexpo.org.au/exhibitors)

Exhibitor numbers are limited,  
so act now to secure your position.



If you wish to enquire about sponsorship or exhibiting  
in the 2019 EV Expo then please contact:

Email: [exhibitors.evexpo@renew.org.au](mailto:exhibitors.evexpo@renew.org.au)

Phone: +61 (03) 9631 5429