



Sydney Electric Vehicle Expo

Sponsor & Exhibitor Invitation

26th – 27th October 2019



The Sydney Electric Vehicle Expo 2019

As public interest in Electric Vehicles is at an all-time high, now is the time to showcase the range of electric vehicles and associated technology available in the Australian market.

The Sydney Electric Vehicle Expo aims to provide consumers with access to the latest vendors and information enabling them to make informed decisions when considering the purchase of an Electric Vehicle.

Dates	Sunday 26 th and Sunday 27 th October 2019
Time	Main Event 10:00am - 4:30pm Try-drive 10:30am – 4:00pm
Location	Sydney Olympic Park, Sydney Showground

AEVA events are held all over Australia and attract thousands of visitors looking to experience first-hand, the thrill of driving electric ... the EV-grin.

Attractions

- Test drives and rides on public roads in the Olympic Park Precinct
- Consumer talks and Q&A with celebrity/noteworthy speakers
- Related industry vendor displays
- “Show ‘n’ Shine” display and competition – a showcase of converted, customised and modified Electric Vehicles (EV’s)
- A family friendly event with food and drink available
- Public free entry

Our Aims

- Increase awareness of electric vehicles
- Overview of the range of vehicles available in the Australian market
- Demonstration of electric vehicle capabilities, dispel myths and inspire uptake
- Opportunity to touch, feel, drive/ride a range of vehicles
- Electric vehicle businesses to engage directly with their target markets
- Knowledge share of global trends in the electric vehicle sector

This public display is expected to draw thousands of future EV owners per day interested in the release of new electric vehicles such as; Nissan LEAF, Hyundai Ioniq, Hyundai Kona, Kia Niro, Renault Zoe. Plus there will be industry leaders giving consumer orientated talks on topics targeted at informing and educating the potential EV purchaser.

This is not your ordinary car show!

The Australian Electric Vehicle Association

The Sydney Electric Vehicle Expo is organised by The Australian Vehicle Association Inc. the oldest, continuously active, electric vehicles owner's association formed in 1973. AEVA is a not-for-profit organisation dedicated to promoting and accelerating the migration of Australia's transport networks to electric drive as quickly as possible. We all share a common interest in Electric Vehicles (EVs) and electric transportation.

Following on from a very successful conference and expo in Brisbane, in 2018, The Sydney Electric Vehicle Expo will be a first-class event, held at the Sydney Showground, Howie Pavilion.

We are an accomplished group and holding several successful and well-run events every year, in every state. With Major Car manufacturers and other sponsors this event aims to present and promote electric vehicles and raise the profile of all participants as a whole.

For More Information

If you wish to enquire about sponsorship or exhibiting at the 2019 Sydney Electric Vehicle Expo the please contact:

- Simone – 0421 050 966 – info@theEvExpo.com or
- Michael – 0419 986 801 – treasurer@aeva.asn.au

Sponsoring the 2019 Electric Vehicle Expo

AEVA is delighted to present you with the opportunity to be a part of the inaugural event. As a "not for profit organization" we are looking for various levels of support from companies in the field to consider a display. There are several ways that you can sponsor the Electric Vehicle Expo 2019.

You will benefit from several promotional events in the lead up to the conference in October. Please view each package to ensure the one you chose is right for you and your organisation.

This convention will address many of the questions that need to be considered with the arrival of EVs over the next few years. This is a good opportunity for all participants to get a deeper understanding of the current state of the industry and how it will progress in the future years in Australia, to help plan for the changes EVs will bring.

Our aim is to provide a first-tier presentation of Electric Vehicles and technology featuring the very best in Electric Vehicles.

It's because of your generosity that we can provide insight to the community. Electric vehicles is a growing industry, currently in its infancy in Australia with an increasing number and variety of vehicles available, together with the corresponding interest from the public, it is our intention to continue to host this crucial event on an annual basis. Thank you for considering being one of our trusted partners.



Sponsorship Packages

The Sydney Electric Vehicle Expo is a unique sponsorship opportunity. Sponsors will benefit from promotions leading up to the event, having your brand in front of the Australian EV community and those interested sustainability more broadly.

Exclusive Brand Partner - \$20,000

- Naming rights (the ** Sydney Electric Vehicle Expo 2019)
- Co-branded signage and acknowledgement in all marketing materials
- Verbal recognition during consumer sessions
- Opportunity to present the Glen George Perpetual Trophy
- Full page advertisement in the Sydney EV Expo marketing (artwork to be provided by sponsor by specified date)
- Four social media posts before, during or after the Expo
- Vehicle Exhibitor display space (specified below)

Platinum Sponsor - \$10,000

- Prominent logo and acknowledgement in all marketing materials
- Prominent logo on event sponsor web page with link your company website
- Logo on all generic consumer conference slides
- Verbal recognition
- Half page advertisement in the Sydney EV Expo marketing (artwork to be provided by sponsor by specified date)
- Two social media posts before, during or after the Expo
- Vehicle Exhibitor display space (specified below)

Gold Sponsor - \$7,500

- Logo and acknowledgement in all marketing materials
- Logo on event sponsor web page with link your company website
- Verbal recognition
- Quarter page advertisement in the Sydney EV Expo marketing (artwork to be provided by sponsor by specified date)
- Vehicle Exhibitor display space (specified below)

A full list of event related services and operational costs is available upon request. **AEVA is not registered for GST therefore all prices are ex-GST.**

General Exhibitors

Vehicle Exhibitors - \$2,500

- Large under cover area, prominently positioned near hall entry
- 8m x 5m display space
- Table with table cloth
- Two chairs

Trade Display - \$1,000

- 3m x 2m display space centrally positioned
- Table with table cloth
- Two chairs

Configurable Display Areas - negotiable

- Tailor made to your requirements
- 3m x 2m lots area per \$500

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The EV-grin:

The EV-grin comes from the experience an electric vehicle delivers: a smooth, quiet ride with powerful acceleration and torque, low lifetime maintenance and low, predictable fuel costs. An experience driving an electric vehicle often creates this EV-grin.

Advertising and Marketing

To promote the event, we will be using various methods of getting the message out, some of which are outlined below

- Social media, with weekly posts providing links on “Facebook” generated by our 4000 members and expanding to other social media as further marketing progresses
- Release of articles for motoring magazines including photos and story content to highlight Electric Vehicles and the upcoming EV expo
- TV and Radio targeted media releases
- There will be “teaser” mini displays of one or two at environmental and car display events throughout Sydney by our members giving the opportunity to provide information leaflets to specifically promote the EV expo
- The Sydney Olympic Park Precinct will assist with promotion by advertising on its website
- We have members that in the past have been interviewed by radio and TV regarding electric cars and we will be pursuing that avenue
- We also have a website where past conferences E.V. Expo's/Festivals are available to view which will have content added regularly to promote the event
- We ask all exhibitors to help promote the event by adding a reference to the event in their general advertising
- General advertising in public locations

Sponsorship Application

Company Name: _____

Contact name: _____

Email address: _____

- Yes, I want Email updates as they occur

Address: _____

Phone No: _____ Mobile: _____

Website: _____

Brief Description of your products/services for our program:

How would you like to be involved?

- Exclusive Brand Partner
 Platinum Sponsor
 Gold Sponsor
 Vehicle Exhibitor
 Trade Display
 Other Display Area
 Other - Please specify: _____

On receipt of your application, an invoice will be issued with payment details. If you require a vendor form to be filled in, or other information to be provided, please email this along with your application to info@TheEvExpo.com

This form is also available online here: <https://form.jotform.co/83337311061851>

More Information

- AEVA Mitsubishi Cradle Mountain Challenge video: <https://youtu.be/0l-3e5x8MrA>
- Glen George Perpetual Trophy: <https://evfest.aeva.asn.au/grandtour/>
- Find us on Facebook: [The AEVA Electric Vehicle Expo 2019](#)



Terms and Conditions

AEVA 2019 Sydney Electric Vehicle Expo – Sponsorship and Trade Display

The following terms and conditions apply to your application to sponsor and/or exhibit at 2019 AEVA Sydney Electric Vehicle Expo. By returning a completed, signed and dated form, you (the sponsoring/ exhibiting organisation) accept these terms and conditions. It is your responsibility to read the full terms and conditions. These terms and conditions may be subjected to change. For further information, please email the event organisers.

AEVA does not accept responsibility for any errors, omissions or changes but will endeavour to address and correct any such errors promptly. Details may change without notice. The event website will have the latest information: www.TheEvExpo.com

Payment: All prices are in Australian Dollars and does not include GST. AEVA is not registered for GST. We will issue an invoice which is payable within 30 days but no later than 7 days prior to the event. Bookings will only be confirmed when payment is received.

If you miss the payment date, any applicable early payment discounts will be lost. You will only receive any sponsorship or exhibition entitlements, including allocation of table location (allocated to sponsors first and then to exhibitors), when all monies have been paid. Preferred payment method is by direct transfer to our account. Details are provided on the invoice. You agree to pay any bank charges and must include these in the amount you transfer.

Cancellation: You must notify us in writing if you need to cancel. Your non-payment does not cancel your contractual obligations to us. Cancellations made before 12th September 2019 will be refunded less 50% of the total purchase price. Cancellations made after 12th September 2019 will not be refunded.

In the unlikely event that the event cancels AEVA will determine the extent of refunds. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

Print/promotion entitlements: Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format. No print or web recognition will be given unless payment terms have been met.

Table preferences: Table preferences can be submitted at the time of application. Table preferences are considered 'reserved' until confirmed by the AEVA. Table preferences submitted via mail cannot be guaranteed. Table preferences will be held for 30 days from the time of application. If payment is not received by this time, the table will be released and available to others. Exhibitors may then select their preferred table from those available once payment has been received and/or remittance provided.

Table allocations: Table allocations are tables and immediately adjacent floor space a total of 2mx3m. Display areas, signage, etc are the responsibility of the stallholder and must fit within your allocated area. Stallholders are responsible for keeping their own table and the surrounding area clean throughout the day. Spaces are limited and will be filled as completed registrations with payment are received.

The aisles, passageways and overhead spaces remain under the control of the AEVA, and no signs, decorations, banners, advertising matter or exhibits will be permitted in those areas except by written permission of the AEVA.

The Exhibitor shall forfeit right to the space and all prepaid rentals in the event of failure to occupy or use the space or to have the exhibit in place by the opening of the Show. AEVA reserves the right to relocate the exhibitor.

Car Displays: The Sydney Showground and Event Organisers will allocate car display areas. These will be assigned based on size and weight of the car to be displayed. Exhibitors must ensure that they turn up to bump in at the allocated times in order to have their allocated spot. Failure to arrive in a timely manner may forfeit your spot. Please ensure that you have provided all relevant measurements.

Exhibitor responsibilities: You may not assign, share, sub-let, or grant licences for the whole or part of the table without our prior approval. You must conduct business only from within your allocated area. You may not tout or place any material outside your allocated area causing obstruction of the aisles. You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric. Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with AEVA and the Centre.

Privacy statement: AEVA are required to collect contact details of all registered delegates to communicate relevant event information. Your name and contact information, including electronic address and phone number, may be used by parties directly related to the event such as the host association, approved stakeholders and sponsors for relevant purposes such as promotion, networking and administration of this and future events of this type, and for other communication purposes in accordance with the National Privacy Principles outlined in the Privacy Act 1988. If you do not consent to your contact details being provided to approved stakeholders of the event (such as sponsors) please contact TheEvExpo@gmail.com

In addition, your name, position, organisation and state/country of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in the delegate list, please contact TheEvExpo@gmail.com

Further terms and conditions as set by Sydney Showground.

Signage and display: Nothing is to be nailed, screwed or fixed in any way to any wall, door or other part of the building unless the Sydney Showground grants prior permission. The Exhibitor agrees to reimburse the Facility for any loss or damage occurring to the premises or equipment.

Signs or displayed products must not obstruct the view or disadvantageously affect the display of other exhibitors.

Outside caterers: No food or beverage of any kind will be permitted into the Sydney Showground Centre for consumption at the function by the patron or any of the patrons' guests unless previously approved by Function Centre manager.

Insurance: Onsite security is provided by the Sydney Showground, but it will not accept responsibility for damage or loss of merchandise left in the Howie Pavilion prior, during or after a function. Public liability is provided by AEVA for the public in public areas. This does not cover stallholders personal or property liability and as such stallholders are required to provide this for themselves. All stallholders are required to carry their own public and product liability insurance and proof of insurance is required to be provided to AEVA prior to the event. Failure to do so may cancel your registration.

Fire safety: The use of compressed gas, flammable liquid/gas, heaters, lamps, lanterns and other heat producing devices are forbidden in the Sydney Showground precinct. The above devices if needed by the function must have prior approval of the Sydney Showground.

Cleaning/damages: General cleaning is included in the hire of any space within the Sydney Showground however, if cleaning requirements are considered excessive at completion of any function, additional cleaning charges will be incurred. Any occurrence of malicious damage to building fittings and furniture during a function may be charged to the stall holder.

Deliveries/pick-ups: All deliveries to the Sydney Showground must be advised to the Venue Manager prior to arrival and must be clearly marked with the function name and date. Deliveries must arrive during the agreed

time discussed. The Sydney Showground does not provide storage space for goods unless previously arranged. Please discuss this prior to September 30th 2019 with your co-ordinator.

Unforeseen events: Sydney Showground /AEVA does not accept liability in the event of any natural disaster, labour dispute, transportation strike, picketing, power failure, or other unforeseen circumstance beyond the Sydney Showground control.

Guests under 18 years: The Sydney Showground does not accept responsibility for guests under the age of eighteen years. All minors attending functions at the Sydney Showground must be accompanied by a supervising adult and under no circumstance may they be served or provided alcohol.

Power: Standard single phase power (10 amps) will be provided, however additional power (above 10 amps, three phase or multiple outlets) can be organised in advance for an additional charge. Any use of electrical equipment beyond what is supplied by the Function Centre will incur the cost of installation or rewiring / reconnection. Details to be confirmed.

To satisfy AEVAs obligations under the Workplace Health and Safety Act and in accordance with Australian Standard AS3002/2002, as required by the venue, it is a requirement that all power leads and electrical equipment are tagged and tested by a licensed electrician prior to use onsite.

Community standards: The Sydney Showground/AEVA reserve the right to exclude or eject any and all person(s) exhibiting objectionable behaviour from the function or Sydney Showground premises without liability. AEVA reserves the right to restrict or remove exhibits, without refund, that have been falsely entered, or are deemed by the AEVA unsuitable or objectionable. This restriction applies to, but is not limited to, noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the Sydney Showground, AEVA or the other exhibitors.

Security: AEVA will be providing general security oversight in the venue on night of Saturday 12th October to ensure the building is secure at closing time but cannot guarantee the security of all small items of value. Sydney Showground also provide security for general on-site security. Stallholders are asked to ensure that all items are removed and not left on the premises overnight. You are solely responsible for any physical loss or damage to your own property.

Bump in and Bump out: Stall holder bump in times will be announced closer to the date and will depend on your display type. Further information will be provided to you.

Copyright/music licensing: You shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Show, unless you have obtained all necessary rights and paid all required royalties, fees or other payments. You shall hold AEVA harmless for all licensing and enforcing fees for recorded or live music played or performed in their booth space.

Indemnification: You shall indemnify and hold harmless the AEVA and the Facility from and against any and all claims, damages, losses and expenses including attorneys' fees arising out of or resulting from the activities of the Exhibitor, or the officers, contractors, licensees, agents, servants, employees, guests, invitees or visitors of Exhibitor.

Complete agreement: This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this Contract, shall be deemed to exist or to bind any of the parties hereto.