

EV Experience in 2025 conference – REA Sponsorship Prospectus

For external review as of 5 February 2020

Event date: 2nd June 2020



Background

An annual opportunity for stakeholders in the UK's electric vehicle charging industry to convene and envision the collective consumer experience of the vehicles, charge points, and other EV products that are on the market or under development by 2025.

Organised for the industry by the industry.

Conference deliverables

- Updating delegates on key issues underpinning electric vehicle deployment, including vehicle manufacture, charging infrastructure, payment systems, policy, regulation, legislation, perceptions of other industry groups
- Excellent cross-sectorial networking

Details

- **Date:** Tuesday, 2nd June 2020
- **Timings:** Full Day, 9:00am - 6:30pm (inc drinks reception)
- **Location:** Eversheds Sutherland, 1 Wood Street, London EC2V 7WS
- £175+VAT for REA members
- £250+VAT for non-members
- Journalists will be invited to this event
- Number of attendees: up to 120

Event format

Fully day conference with speeches, panel discussions, followed by drinks reception

Relevant attendees include: Charge point operators, fleet operators, energy suppliers, EVSE and automotive manufacturers, property owners, payments platforms, property developers, policy makers, local authorities, politicians, NGOs, others.

Panel sponsor package

£3,000 + VAT (up to four available)

Panel sponsors to receive:

- Ability for a representative to speak at the event
- Ability to shape the theme of one panel discussion, in collaboration with REA
- Ability to have up to 5 complementary passes to the event for potential / current clients
- Branding on promotional materials and REA website
- Branding and promotional materials at the event
- Delegate list after the event (without email addresses)
- Ability to send, via the REA, promotional materials once to delegates following the event

**The REA is happy to discuss individual sponsorship packages and options to suit the needs of different companies.*

Drinks reception sponsor package

£2,000 + VAT (one available)

Drinks reception sponsor to receive:

- Ability for a representative to make a short (up to 5 minutes) speech at the drinks reception
- Ability to have up to 3 complementary passes to the event for potential / current clients
- Branding on promotional materials and REA website
- Branding and promotional materials at the event
- Delegate list after the event (without email addresses)
- Ability to send, via the REA, promotional materials once to delegates following the event

Responsibilities of all sponsors:

- Promote the event on social media channels
- Promote the event to networks / databases
- Facilitate delivery of external speakers

Proposed REA non-member stakeholder guests to invite (to be discussed with members and sponsors):

- National Franchise Dealers Association
- British Vehicle Rental and Leasing Association
- British Parking Association
- EV100 Campaign (run by Climate Group)
- Environmental Defence Fund Europe
- Transport for London
- OLEV
- Transport Scotland
- SMMT
- FTA
- Local Government Association
- London Councils

REA to potentially partner on the event and offer discounted tickets to members of:

- National Franchise Dealers Association
- British Vehicle Rental and Leasing Association
- British Parking Association
- Freight Transport Association

DRAFT Event Agenda

- 9:30am: registration & coffee
- 10:00am: opening speeches
- 10:15am - 11:15am Opening Panel (TOPIC TBA)
- 11:20am – 12:20am Panel Session (TOPIC TBA)
- 12:20am – 12:30pm Keynote speech 1
- 12:30pm – 2:00pm: lunch & coffee
- 2:00pm – 3:00pm: Panel session 3
- 3:00pm – 3:30pm: coffee & networking
- 3:30pm – 4:30pm closing panel
- 4:30pm-4:50pm: closing speeches
- 4:50-6:30pm: drinks reception

***NOTE: Agenda is draft. Other one-off presentations or workshops could be incorporated.**

For further information please contact:

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