



Australian Electric Vehicle Association

Presents

the
EV
EXPO
PERTH

EXHIBITOR PROSPECTUS



EVENT OVERVIEW

The 2023 Australian Electric Vehicle Association's National Conference and Electric Vehicle Expo aims to showcase innovation in electric transport and explore ideas on how to advance zero emissions travel.

Audiences will have the opportunity to access businesses and decision makers from around Australia the world. By bringing the technology to the public, the EV Expo keeps Australian's up to date with trends in the electric transport sector.

Held over 3 days the event will feature:

- One-day conference themed "Electrification for Everyone - How do we ensure all Australians can benefit from electric transport?"
- Gala Dinner at Perth's most iconic Kings Park, bringing together speakers and delegates from the conference to network and share ideas
- Two-day EV Expo free to the public - an opportunity for Perth and visitors to learn all about the latest EVs on offer, innovations in the zero-emission transport sector and even test-drive or ride some of the vehicles on offer.

PURPOSE

The purpose of the event is to keep the public informed about electric transport and e-mobility, the benefits, challenges, opportunities, and future trends.

VENUE

Perth Convention Centre, Perth

DATES

Conference (and Exhibitor Bump In): Friday 3 November, 9am – 4pm

Gala Dinner: Friday 3 November, 7pm – 10pm

Expo: Saturday 4 and Sunday 5 November, 10am – 4pm



YOUR INVITATION

We invite you to participate as an Exhibitor in the 2023 event at the Perth Convention Centre on Friday 3 November (Exhibitor Bump in) – Sunday 5 November 2023.

Benefits of exhibiting include the ability to:

- communicate directly to potential customers
- be showcased as a leading business in the EV and sustainable lifestyle market space
- build brand awareness
- build a new client base and dedicated following
- gain feedback and input from customers
- network with industry professionals
- the time economy, one weekend
- social media effective partnerships
- generate new sales and contacts
- a place where people can share their stories - word of mouth opportunities
- build business relationships
- market cost effectively
- promote knowledge sharing and facilitate collaboration opportunities
- promote a new brand or product
- stall hire fee is returned to marketing



AIMS AND ATTRACTIONS

The AEVA hosts workshops, exhibits and test-drive/ride events all over Australia, with the conference and EV Expo our signature annual show.

Our event aims to:

- Increase awareness of electric vehicles (EVs), educate, inform and inspire!
- Showcase new EVs coming to market, along with related charging equipment and infrastructure
- Highlight the enormous diversity of electric transport options
- Put the public in direct contact with vendors and retailers specialising in EV technology
- Gives the opportunity to experience first-hand the thrill of an EV.

EVENT ATTRACTIONS

- Conference featuring industry leaders and guest speakers to discuss issues and solutions facing the transport sector
- Fabulous networking opportunities amongst key players in the field
- Test-drives and rides of electric cars, motorcycles, scooters, bikes and devices from the Exhibition centre
- Consumer talks and presentations showcasing the latest electric offerings from manufacturers
- Exhibits demonstrating the capability of electric drive - from trains, trucks, drilling rigs, boats, aeroplanes and drones - if it moves, it can move on electricity
- Free public entry!



EXHIBITOR PRICING

Pricing includes 2.4m high wall and aluminum frame, printed fascia sign with stand/company name, two energy efficient spotlights and one single 4amp power point.

You will also be provided with a trestle table and two chairs.

In addition, your company (including details you provide us such as company blurb and website) will be displayed on the event website and your business will be included within the event program.

Additional power and equipment can be hired, please contact us to discuss:

info@visabel.com.au

3m x 2m (6sqm) - \$1,500 ex gst

3m x 3m (9sqm) - \$2,250 ex gst

3m x 6m (18sqm) - \$4,500 ex gst

3m x 9m (27sqm) - \$ 6,750 ex gst (limited available)

6m x 6m (36sqm) - \$9,000 ex gst (limited available)

Custom – Contact us to discuss options



BOOKING

To book your Exhibitor site please visit our online booking portal where you will be able to enter your company details as well as view the Exhibitor Terms and Conditions.

Allocation to sites will be on a first come first serve basis and the event organisers will ensure smooth access for the audience visiting the event with the key focus on audience experience.

As an exhibitor, you will receive a link to the exhibitor app which will enable you to collect leads from the event to assist you with future follow ups.

You may also like to consider attending either the conference and/or the gala dinner. Please note that Exhibitor bump in will be on Friday 3 November which is also the same day as the conference.

BOOK NOW



CONFERENCE AND GALA DINNER

You may like to join us at the Conference on Friday 3 November and the Gala Dinner on Friday evening, 3 November. Please note, Exhibitor bump in coincides with the Conference on Friday 3 November so please keep this in mind at the time of purchase.

When you register as an exhibitor, you have the option to add on the conference and/or gala dinner tickets to your order.

Ticket	*Early Bird 10 May – 31 July 2023	Full Price 1 August – 2 November
Conference and Gala Dinner	\$328.50 (inc gst) Discount Code: EARLYBIRD2023	\$365 (inc gst)
Conference Only	\$200 (inc gst) Discount Code: EBCONF	\$220 (inc gst)
Gala Dinner	**\$220 (inc gst)	\$220 (inc gst)

* Requires Discount Code to access Early Bird Prices

** No Early Bird Prices available on Gala Dinner

BOOK NOW



VENUE AND FLOOR PLAN

Perth Convention and Exhibition Centre
21 Mounts Bay Rd, Perth WA 6000

Perth Convention and Exhibition Centre is Perth’s first choice of venue for premier retail and trade exhibitions.

The event is located in Pavilion 3 on Level 1, which is specifically designed to accommodate a wide range of events, from boat and motor shows to home and lifestyle shows, career expos and computer exhibitions. The pavilion features column-free interiors, and the use of operable, acoustic walls.

Each pavilion has dedicated loading dock access and foyer with access available to the level 1 Registration Desk.

The floor plan located here is what we will be working off. Depending on the needs of all exhibitors and their specific site requirements, we will adapt this plan to suit the event and the exhibitors attending.

Please note, several of the large sites are reserved for Sponsors. If you would like to sponsor the event, please get in contact with us: info@visabel.com.au

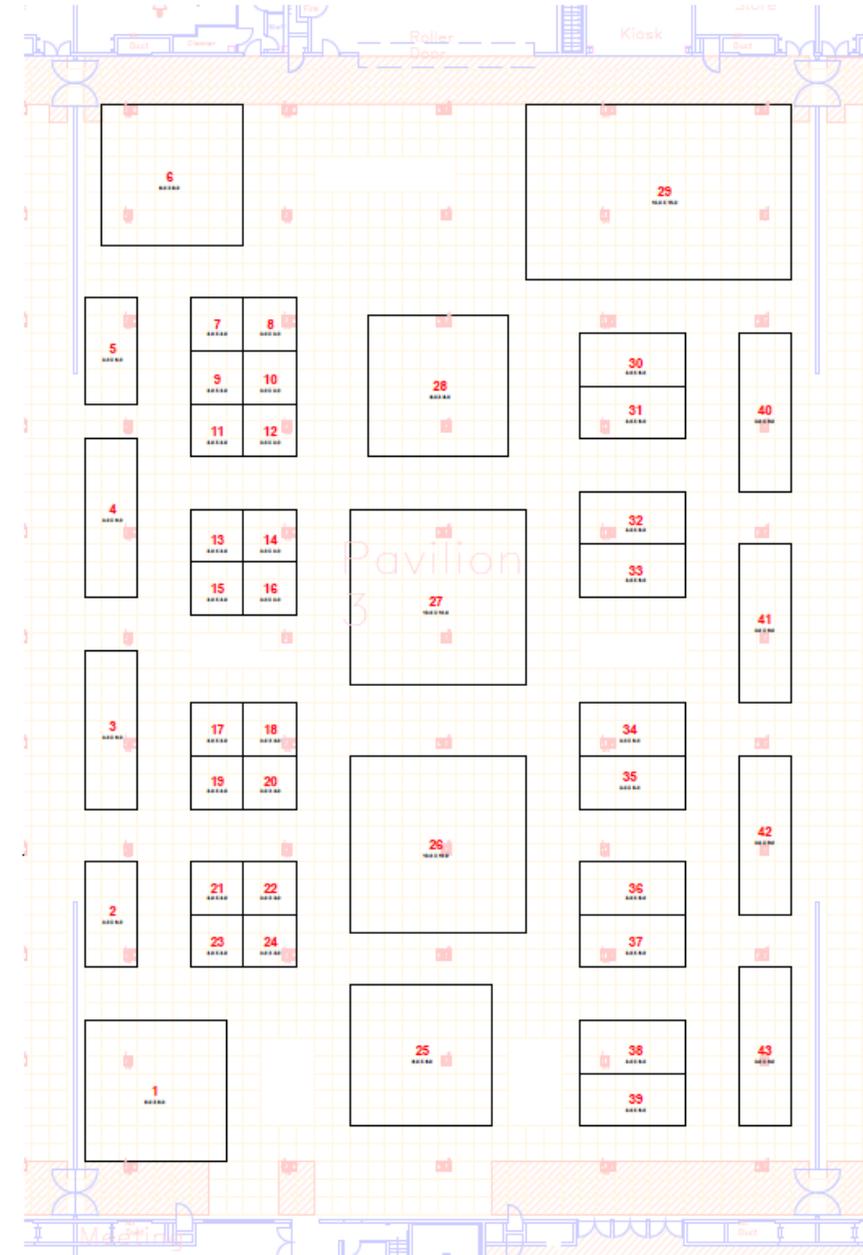
There are approximately 5,000 car parking bays within a 10 minute walk of Perth Convention and Exhibition Centre.

The City of Perth Convention Centre Car Park is located directly under the Centre.

City of Perth Convention Centre Car Park

Open: 24 hours, 7 days a week

Access: via Mill St, Mounts Bay Rd, or the Riverside Dv off-ramp from Mitchell Freeway.



SPONSORSHIP OPPORTUNITIES

Polestar 2
100% electric

Polestar 2

Polestar 2
0% electric

Polestar 2 Specifications

Specification	Value
Model	Polestar 2
Price	£39,990 - £54,990
Range	270 - 311 miles
0-100	3.8 - 4.7 seconds
Max Speed	107 - 115 mph
Charging	150 kW DC fast charging
Drivetrain	AWD
Power	230 kW
Acceleration	0-100 in 3.8s
Warranty	3 years / 50,000 miles
Features	Autopilot, Adaptive Drive, Polestar Pure Charge, Polestar Connect, Polestar Sound System, Polestar Performance, Polestar Charge, Polestar Navigation, Polestar Security, Polestar Care, Polestar Assist, Polestar Connect, Polestar Navigation, Polestar Security, Polestar Care, Polestar Assist

SPONSORING THE EVENT

You may also wish to consider sponsoring the event instead of just exhibiting. As a Sponsor of the event, you will receive a range of additional benefits that may be of interest to your business.

The AEVA is delighted to offer you the opportunity to play a key role in the success of this event. We will provide first-class presentation of EV technology and associated industry, at one of Perth's most accessible and convenient locations.

As a not-for-profit organisation we are looking for various levels of support from our partners.

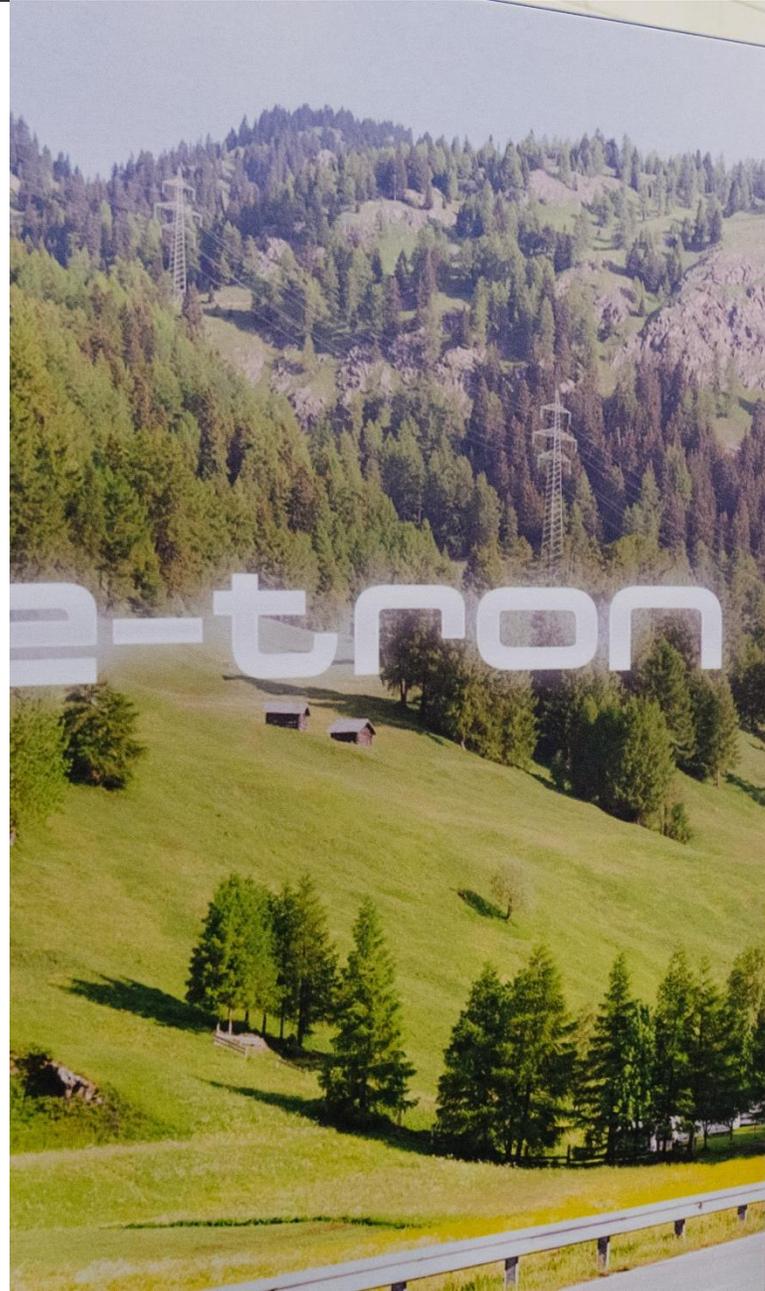
There are several ways you can sponsor the AEVA Electric Vehicle Conference & Expo.

As a partner of the event, You will benefit from a suite of partnership benefits, including several promotional activities in the lead up, during and after Conference and Expo in November.

Please consider the packages on offer, and which is right for you and your organisation.

This event seeks to address the challenges and opportunities the arrival of EVs now and in coming years presents. This is a great opportunity for all participants to gain a deeper understanding of the current state of the industry and into the future.

Through your generosity, the AEVA can provide crucial insight and advance a higher level of understanding in the community. With exponential growth in electromobility forecast for the next decade, it is our intention to continue to host this crucial event on an annual basis.



SPONSORSHIP PACKAGES

PLATINUM \$45,000	CONFERENCE \$20,000	GOLD \$15,000	GALA DINNER \$12,000	CATEGORY \$10,000
<p>The Event's Platinum Sponsor receives the following benefits:</p> <ul style="list-style-type: none"> • Official designation "Event Platinum Partner" • Logo inclusion and acknowledgement in all marketing materials • Large expo site (10m x 10m) allocation • Inclusion of sponsor advertising material in conference bag (advertising material supplied by sponsor) • Full page ad in Conference program • Website logo and banner ad • Presenting rights to networking drinks • 10 x Conference Tickets • 10 x tickets to the Gala Dinner • MC recognition across the events • Opportunity to provide lucky door prize at the Expo • Opportunity to present or appear on Conference panel 	<p>Our Conference Partner receives the following benefits:</p> <ul style="list-style-type: none"> • Official designation "Conference Partner" • Featured company image on cover of Conference program • Opportunity to appear as a speaker on the conference (session to fit in with conference theme) • 6 x Conference tickets • 2 x Tickets to the Gala Dinner • Logo inclusion on website • Banner image on Conference page of website • Opportunity to provide collateral to be placed on tables at conference • MC mentions during the conference • Logo on conference slides 	<p>Our Gold Partners receive the following benefits:</p> <ul style="list-style-type: none"> • Official designation "Gold Partner" • Logo and acknowledgement in marketing materials • Logo on event website • Quarter page ad in conference program • Expo site allocation 8m x 6m • MC mention during the expo announcements • 4 x conference tickets • 2 x gala dinner tickets 	<p>Our Gala Dinner Partner receives the following benefits:</p> <ul style="list-style-type: none"> • Official designation "Gala Dinner Partner" • Logo inclusion on gala dinner section of website • Opportunity to provide sponsor collateral at conference dinner on guest tables • Banner inclusion on stage or at entry at dinner • 6 x gala dinner tickets • Opportunity to address gala dinner audience 	<p>Categories include:</p> <ul style="list-style-type: none"> • Energy / Charging • Electric Avenue • Two Wheels • Conversion Corner • Heavy Haulage • Aero-nautic EVs • Innovation Station • Lithium Valley <p>Benefits received:</p> <ul style="list-style-type: none"> • 6m x 6m site allocation • Official designation (eg: "YOUR COMPANY NAME - Heavy Haulage Partner") • Inclusion in program as Category Partner • 2 x Gala Dinner tickets
1 ONLY	1 ONLY	4 ONLY	1 ONLY	ONLY 1 IN EACH CATEGORY

THE AUSTRALIAN ELECTRIC VEHICLE ASSOCIATION

The AEVA is the world's oldest, continuously active electromobility society, and has been advancing the case for electrification of our transport networks since the oil price shocks of 1973. We are a volunteer-run not-for-profit organisation with a national board and branches in every state and territory. The WA branch is hosting this year's conference and expo, which marks the 50th anniversary of the Association.

Following on from a very successful conference and expo in Brisbane (2018) with over 7,000 through the gate and Sydney (2019) where over 1,000 individual test drives took place, and Canberra (2022) where 9,797 people attended, the 2023 AEVA Electric Vehicle Conference & Expo in Perth will be a unique event, aiming to attract over 10,000 people to the Perth Exhibition Centre

We are an accomplished group, hosting several successful and well-run events every year, in every state. With major manufacturers, distributors and associated sustainability-focused businesses as sponsors this event aims to present and promote electromobility and raise the profile of all participants as a whole.

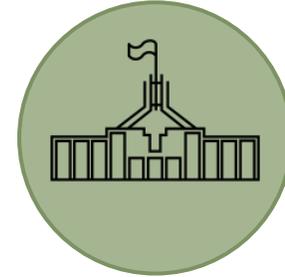
More Information

If you wish to enquire about sponsorship or exhibiting at the AEVA Electric Vehicle Conference & Expo the please contact:

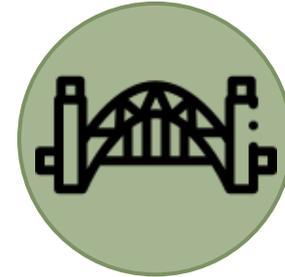
Event Producer (Visabel):
Vicki Cotter
E: info@visabel.com.au



BOOK NOW



CANBERRA 2022: A total of 9,797 people attended the event



SYDNEY 2019: Over 1,000 individual test drives took place



BRISBANE 2018: A total of 7,000 people attended the event

MARKETING CAMPAIGN



Paid

A paid campaign will take place and may include: TVC, radio, social media, outdoor advertising and signage



Owned

Owned channels include both AEVA and the EV expos websites, facebook and instagram pages, AEVA's linkedin, and EDM channels and also includes partner marketing via the EV Expo networks, exhibitors and sponsors channels.



Earned

The event will include PR and publicity and will feature press releases in the lead up to the event including the conference.





CONTACT:

For more information on exhibiting at the AEVA Electric Vehicle Conference & Expo the please contact:

Event Producer (Visabel):
Vickii Cotter
E: info@visabel.com.au



BOOK NOW

