



Scotland

DECARBONISING SCOTTISH TRANSPORT

Date To Be Confirmed
Edinburgh

Partnership Pack

Decarbonising Scotland's global transport

ABOUT US



SOLAR MEDIA
EVENTS | PUBLISHING | RESEARCH

As a business, Solar Media Ltd. focus on three main areas; events, publications and research. By being involved in these three areas, we believe we can be at the forefront of solar industry knowledge. Solar Media Ltd provides the most authoritative, independent and valuable information for the international solar industry whilst working in collaboration with our customers to help their businesses thrive and create a sustainable solar future.

WHY EVERYTHING EV SCOTLAND? WHY NOW?

Welcome to Everything EV, where our mission is to inspire change and create the knowledge and networks that will fast track the decarbonisation of global transport.

Everything EV Live is far more than just another event series - at the core of our proposition is that we are obsessed with delivering unique insights and creating dialogue and partnerships that don't happen sitting behind a desk.

Your customers attend Everything EV Live to seek inspiration from and invest in solutions that will turn their EV visions into reality.

As new ecosystems emerge, only the strongest and most innovative players will succeed; now is the time to invest in marketing and business development solutions that put your brand and your people front and centre of the EV revolution.

To our commercial partners, we are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, build your brand in this emerging sector or launch new products - no one is better placed to help you than our team.

Thank you for taking the time to discuss our offering and we look forward to taking this exciting journey with you.



Matthew Wallhead
Portfolio Director
Everything EV

Electric vehicle markets the world over are set to grow exponentially in the years ahead. Driven by decarbonisation targets and air quality ambitions, the adoption of EVs is rapidly becoming one of the global economy's must-watch events.

This much is clear just by watching the movements of the car sector. Automotive giants are turning to EVs with the kind of pace usually reserved for the vehicles they produce. Car manufacturers like Jaguar Land Rover and Ford have all put into place deadlines for the last of their conventional vehicles, led by both national regulation and consumer demand.

But the EV market is far more than just the natural progression of conventional vehicles. What's emerging is an industry in its own right, with manufacturers, suppliers, business models and an entire ecosystem to match.

The vehicles themselves are, evidently, only part of the equation.

- ⦿ What kind of infrastructure will be required to facilitate the transition to electric vehicles?
- ⦿ Whose role will it be to finance, build, operate and maintain that infrastructure?
- ⦿ What impact will mass adoption of electric vehicles have on the grid, and how will that be mitigated?
- ⦿ What new strategies for fleet ownership and management will emerge, and how will they benefit big business?
- ⦿ What will the consumer experience need to look and feel like?

With Scotland setting a more ambitious target than England of banning all conventional ICE vehicle sales by 2032, the country is on a more accelerated schedule. This means mobilising investment all the more quicker, while navigating challenges more prominent in the Scottish market, such as rural electrification.

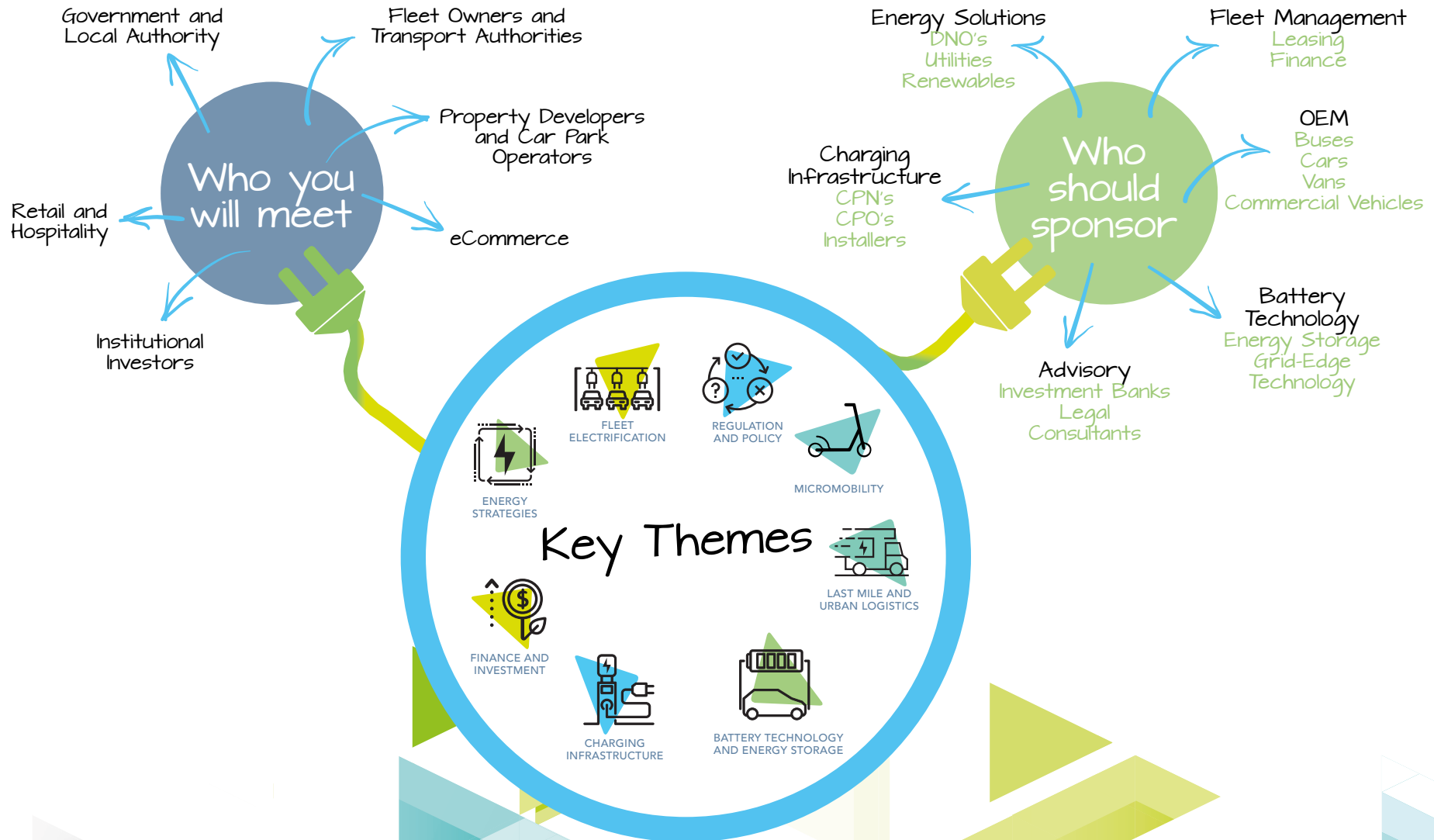
Everything EV Scotland will be the must-attend conference for the Scottish EV market as the transport sector prepares itself for potentially its most significant revolution yet.



Liam Stoker,
UK Editor of [Current+](#) and
[Solar Power Portal](#)

THE EVERYTHING EV ECO-SYSTEM

Strategy, solutions and partnerships



SCOTLAND'S TRANSITION TO ZERO EMISSIONS

“We will continue to invest more than £1 billion every year in public transport and deliver our programme of investment in all forms of transportation. We will increasingly focus our transport investment on low carbon solutions, in pursuit of the ambition we set out last year to phase out the need for new petrol and diesel cars and vans by 2032.”

**Delivering for today, investing for tomorrow: the Government's programme for Scotland
2018-2019 (04/09/2018)**

Building an EV strategy on a bedrock of national innovation in renewable energy

EV adoption in Scotland is growing at double the rate of the rest of the United Kingdom with the government set to invest £15 million in the deployment of electric vehicles. With the UK's most aggressive ambitions for the decarbonisation of transport, strategies and solutions need to be in place for end user groups to deliver.

The electric vehicle sector in Scotland is new and hasn't built the connections between key stakeholders yet that will allow it to deliver on the Government's clean air targets and ambition to ban sale ICE vehicles after 2032.

Government and
Local Authorities



Fleet Owners and
Transport Authorities



eCommerce



**BIG NAME
ATTENDEES INCLUDE**



Property Developers and
Car Park Operators



Retail and Hospitality



Investors

MORE THAN JUST AN EVENT

Year round industry engagement and insights



34,000+

NEWSLETTER
SUBSCRIBERS



4 NEWS PORTALS

3 PUBLICATIONS

+ portfolio of
market research
reports



60,000+

SOCIAL MEDIA
FOLLOWERS



250,000

UNIQUE PAGE
VIEWS PER MONTH
FOR OUR BRAND
SITES



WE OPERATE IN

5

CONTINENTS,
PROVIDING
THE WIDEST
REACH IN THE
SOLAR INDUSTRY

GROW YOUR BUSINESS THROUGH SPONSORSHIP



BUSINESS DEVELOPMENT and LEAD GENERATION

To develop new business opportunities with key stakeholders across the EV ecosystem.



KEY ACCOUNT MANAGEMENT

To further ring fence existing prospects and clients while cementing your position as a leading partner in the EV space.



BUILD PIPELINE AND SHORTEN SALES CYCLES

To accelerate and shorten sales cycles by accessing senior decision makers and stakeholders from across the EV ecosystem.



BRAND BUILDING

To enhance your brand positioning within the EV space and ensure that you're front of mind with decision makers and key industry stakeholders, as the EV sector moves into a period of accelerated growth and innovation.



THOUGHT LEADERSHIP

To ensure the market is fully cognisant of the unique benefits of your solutions and the advantages of partnering and investing with you.



INDUSTRY INNOVATION and LEADERSHIP

Demonstrate and amplify your commitment to driving forward the EV agenda and position yourself as a key enabler and partner of choice in making these aspirations a reality.

SPONSORSHIP PACKAGES AVAILABLE

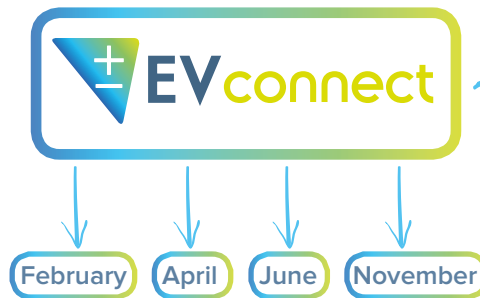
Investment Level	£30K	£20K	£16K	£12K	£6K
Thought Leadership	Headline	Platinum	Gold	Silver	Exhibitor
Keynote Day 1 Speaking Opportunity		✓			
Keynote Day 2 Speaking Opportunity			✓		
First Sponsor Speaking Slot Day 1	✓				
Event Chairman (Day 1 or 2)	✓				
Q&A's Published on Event Website and Current+	2	✓	✓		
Panel Moderator	✓	✓	✓		
Panel Participation				✓	
15 Minute Case Study Presentation	✓	✓	✓		
White Paper Published on Event website	✓	✓	✓	✓	
4 months Current+ Directory - Premium Level	✓	✓			
Lead Generation and Business Development	Headline	Platinum	Gold	Silver	Exhibitor
VIP Delegate Passes	12	8	5	3	2
Access to Networking App	3 weeks prior	3 weeks prior	2 weeks prior	2 week prior	1 week prior
Access to Customer Success Manager	4 weeks prior	4 weeks prior	3 weeks prior	2 weeks prior	✗
Access to Pre-Event Attendee List	3 weeks prior	3 weeks prior	2 weeks prior	2 week prior	1 week prior
Access to Post-Event Attendee List	✓	✓	✓	✓	✓
Exhibition Showcase	Premium	Premium	Premium	Standard	Standard
Customer & Prospect Invites	50	50	30	20	10
Branding published	Headline	Platinum	Gold	Silver	Exhibitor
Event Naming Rights (i.e. Everything EV Live Charged By)	✓				
Exclusive Lanyard Sponsor	✓				
EV Connect & Lunch Day 2 Sponsor OR Lunch Days 1 & 2 Sponsor	✓				
Current + Lead Generation	✓				
4 Months Current+ Directory Premium	✓				
Slido & Networking App Sponsor	✓				
Logo positioned on signage and staging	✓	✓	✓	✓	✓
Logo positioned on all on site event collateral	✓	✓	✓	✓	✓
Profile and Logo in event Show Guide	✓	✓	✓	✓	✓
Profile and Logo on event website	✓	✓	✓	✓	✓
Profile and Logo on event brochure	✓	✓	✓	✓	✓
Double Page Advert in Show Guide	✓	✓	✓		
Single Page Advert in Show Guide				✓	✓

Multi Event Discounts

2 Events 10%
3 Events 20%
4 Events 25%

Additional Sponsorship opportunities include:

Sponsor	Platinum	Gold	Silver	Exhibitor
EV Connect Sponsor	£4,995	£7,495	£9,995	£12,495
Lunch Day 1	£3,995	£5,995	£7,995	£9,995
Lunch Day 2	£2,995	£4,995	£6,995	£7,995
Lanyard Sponsor	£4,995	£6,995	£7,995	£9,995
Networking Coffee Breaks Day 1	£2,995	£3,995	£4,995	£6,995
Networking Coffee Breaks Day 2	£2,495	£3,995	£4,495	£5,995
Current+ Lead Gen	Included	£2,995	£3,495	£4,495
4 months Current+ Directory Premium	Included	£2,995	£3,995	£4,995
Slido And Networking App Sponsor	Included	£3,995	£4,995	£6,995
Webinar Sponsorship	£4,995	£6,995	£7,995	£9,995
Market Insights	£4,995	£6,995	£7,995	£9,995



Meet the Team and Get Involved



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A SOLAR MEDIA COMPANY

IN ASSOCIATION WITH



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