



DECARBONISING LONDON'S TRANSPORT

12-13 November 2019

London

Partnership Prospectus

Decarbonising London's 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 LONDON? 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 International decarbonisation targets and air quality ambitions, the adoption of EVs is rapidly becoming one of the global economy's must-watch events.

This is brought home on a micro level when you look at the activities of certain leading cities. With the creation of the London EV Infrastructure Taskforce in 2018, Mayor Sadiq Khan set London on the course that has made it one of the 25 Ev Capitals of the world. Following this in June 2019 with the London EV Infrastructure Delivery Plan has set out concrete steps to a carbon free city in 2050.

But decarbonising a city requires more than just a focus group and delivery plan, certain areas have been highlighted that will be key drivers for this development:

- ⦿ Policy and Regulation
- ⦿ Charging Infrastructure
- ⦿ Last Mile and Urban Logistics
- ⦿ Fleet Electrification

London, it's Mayor and resident companies and people have some serious challenges ahead:

- ⦿ How will London address it's issues around land use for charge point installation?
- ⦿ What new last mile mobility and logistics solutions will emerge?
- ⦿ Does London need a unified CPN to deliver a truly powerful user experience?
- ⦿ How will this massive infrastructure roll out be financed and will it deliver the ROI needed?
- ⦿ How will new vehicle ownership models affect electrification and charge point utilisation?

With London setting a more ambitious target than England and the Rest of the UK, of electrifying all new vehicles by 2030, the City is blazing a trail for the rest of the country. This means mobilising investment all the more quicker, while navigating challenges more prominent in the London market, such as a fragmented regulatory environment.

Everything EV Live: London will be the must-attend conference for the London 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](#)

Event at a glance

Day One

Keynotes

- How the Mayor's London Electric Vehicle Infrastructure Delivery Plan will decarbonise the city
- Explore the impact London Clean Air Days have on curbing harmful emissions
- Hear how the CIIF is developing London's infrastructure

Policy and Regulation

- What lessons can be learned from London's journey from congestion charging through LEZ and ULEZ and finally to ZEZ
- Explore the role taxi licensing stipulations, incentives and support play in electrifying fleets
- Learn how to navigate the challenges inherent in forming coherent policy with 32 boroughs

Energy Storage Focus Day

- Learn how to deliver V2G and Smart Charging to minimise grid upgrades and enable renewable provision
- Understand the how to roll out stationary energy storage
- Explore the use cases for mobile charging/private wire networks and
- Discover the role of second life batteries in reducing energy storage costs

Finance and Investment Focus Day

- Hear how to engage with EV infrastructure as an asset class
- Learn how to ensure ROI from charging infrastructure through innovative business models
- Understand how to best deploy limited public funds
- Address investment uncertainty around charging standards and obsolescence

Day Two

Charging Infrastructure

- Understand how to navigate land constraints and development rights to roll out infrastructure
- Assess demand and install the correct mix of chargers
- Explore how to support the roll out of fast charging hubs

Energy Strategies

- Learn how to deliver end to end EV tariffs
- Explore how renewable provision will allow for true transport decarbonisation
- Discover best practise for time of use incentives and demand management

Fleet Electrification


- Are the vehicles ready to fully electrify London's black cabs, private hire and uber
- Explore how to decarbonise public transport
- Explore how to support the electrification of commercial fleet

Urban Logistics & Last Mile

- Understand the role of eBikes, micro mobility in the urban environment
- Explore how electric vehicles will supercharge MAAS and multi modal transport solutions
- Are eDelivery vehicles now the only solution in London after the ULEZ?

Everything EV Live: London Focus Days

For the first time Everything EV Live will include two focus days uniquely developed for the London market.



**EV Energy
Storage
Focus Day**

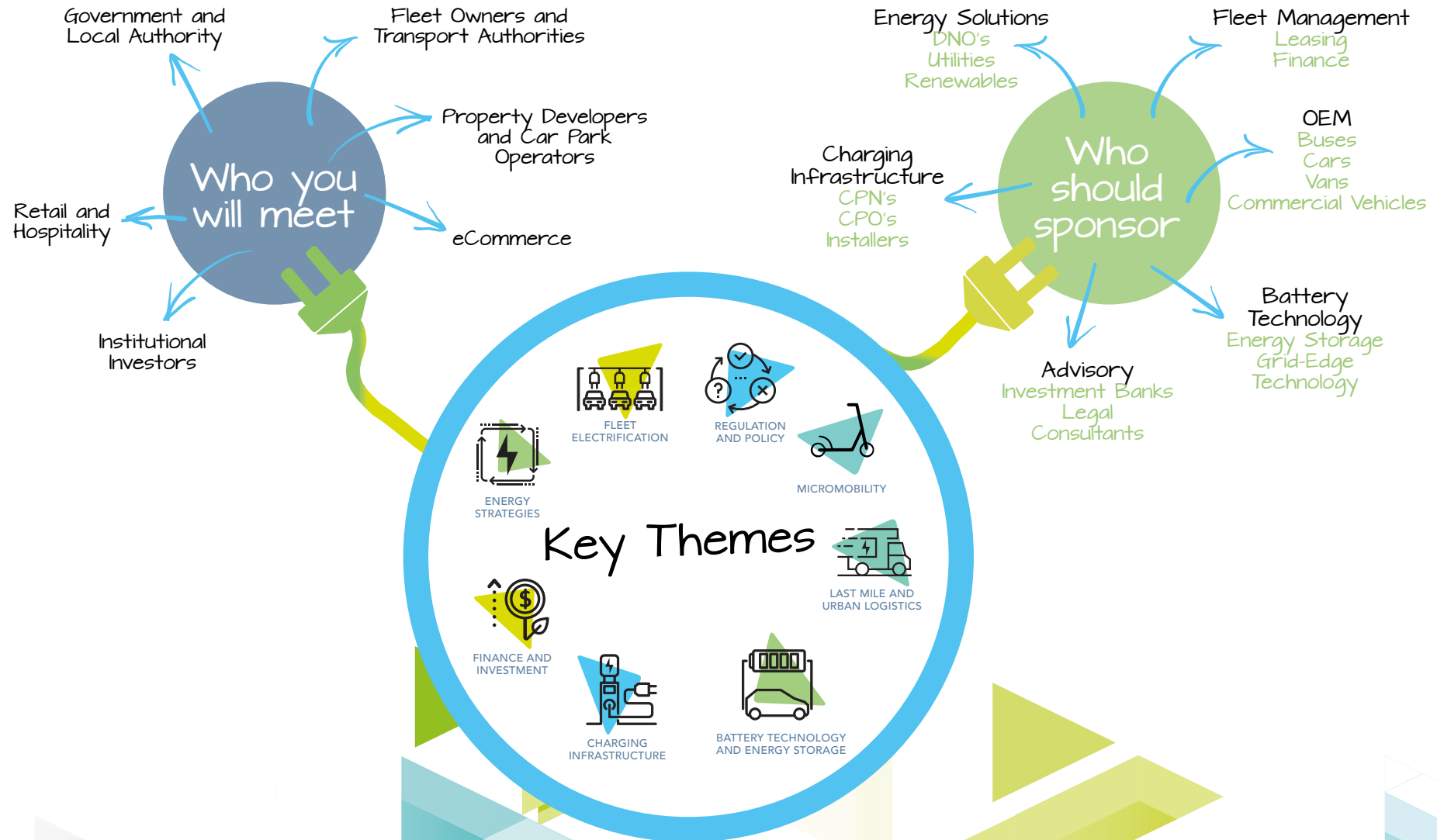
12 November 2019

**EV Finance
& Investment
Focus day**

12 November 2019

The Everything EV Eco-System

Strategy, solutions and partnerships

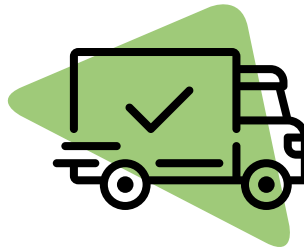


London's EV Market Aspirations



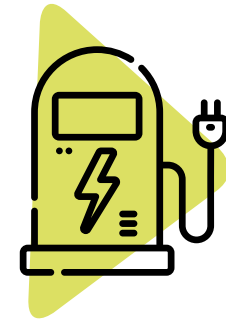
By 2030 60%

of vehicles in London
will be electric



310,000+

more EVs forecast in
London by 2025

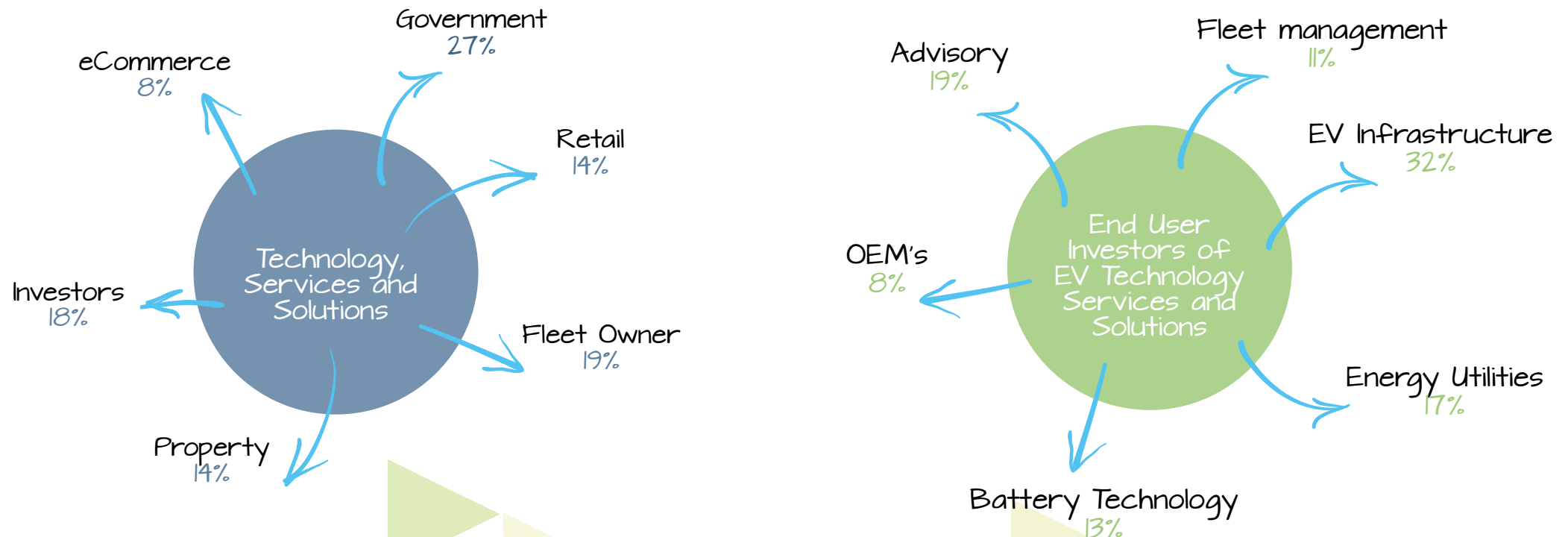


50,000+

more charge points
needed in London
by 2025

GET
INVOLVED

Everything EV Live: London 2019 Attendee Breakdown



This event was extremely valuable; it brought together leading organisations and allowed time make new business connections in the comfortable and well-timed networking sessions.

Stirling Habbits, Triodos Bank NV

Everything EV was everything it stated on the tin. I thoroughly enjoyed the event, met some interesting contacts and will definitely be attending again in the future.

Keenan Grattrick, Aten Group Ltd.

Attendees Sample List

Key Industry Stakeholders and Policymakers

Business, Energy and Industrial Strategy Committee
Cenex
Ofgem
Innovate UK
IPA/HM Treasury
National Grid
National Grid Electricity Transmission
The Climate Group
Transport for London
UK Power Networks
Warwick Manufacturing Group

Technology, Services and Solutions

Aeris
Alfen
ARUP
BP Chargemaster
Cisco
Connected Kerb
Drax Group
Driivz
Enel X
Engenie
EY
Foot Anstey
Freeths LLP
Gemserve
Gridserve
Hogan Lovells
KPMG
Liberty Global
Linklaters LLP
Lloyds Bank
Nuve
Octopus Electric Vehicles
Ovo Energy

Raw Charging
Shakespeare Martineau LLP
Shell
Siemens
TLT LLP
Vattenfall
Votia

End User Investors of EV Technology Services and Solutions

Abundance Investment
Anesco
Anglian Water
Applegreen
Applegreen PLC
BBC
Birmingham City Council
Brighton & Hove City Council
Brighton Energy Co-op
Bristol City Council
Cambridge City Council
City of London Corporation
Cornwall Council
Devon County Council
Durham County Council
Ealing Council
eCar Club
ESB Group
Essex County Council
Global Action Plan
gnewt
Gnewt Cargo
Greater London Authority
Green Frog Connect
Green Motor Sport
Hermes Parcelnet Limited
Hertfordshire LEP
IKEA

Infrastructure and Projects Authority¹
Intu
investec
Islington Council
Jaguar Land Rover
Landsec
London Borough of Hammersmith & Fulham
London Borough of Tower Hamlets
London Calling Arts Ltd
London Fire Brigade
Low Carbon Vehicle Partnership
Macquarie
National Grid Ventures
NCP
North Somerset Council
Nottingham City Council
Oxfordshire County Council
Richmond Council
Richmond/ Wandsworth
Royal Borough of Greenwich
Savills
Southampton City Council
Southend-on-Sea Borough Council
Southwark Council
Suffolk County Council
Surrey County Council
Sustainable Development Capital LLC
Swindon Council
The AA
Transport for Greater Manchester
Triodos Bank
Triodos Bank NV
Wandsworth Council
Warrington Borough Council
Welcome Break
West Berkshire Council
Yorkshire Ambulance Service NHS Trust
ZeCargo Ltd
Zouk Capital

What our Attendees Say



It was such a fantastic event, I am still on a high from it and building on the connections made there!

North Somerset Council



Really enjoyed the day – the range and extent of the content was spot on.

Anglian Water



It was a great event and a good mix of funders, innovators, manufacturers, academics and public sector.

Transport for Greater Manchester



This conference was a 'must attend' for anyone involved in the transition to electric transport.

Suffolk County Council

“FANTASTIC”

“COLLABORATIVE”

“ENERGETIC”

“INSIGHTFUL”

“WORTHWHILE”

“CATALYSING”

“DEFINING”

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

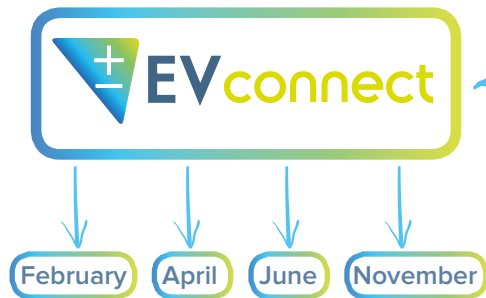
Investment Level	£30K	£20K	£16K	£12K	£6K
Thought Leadership	Headline	Platinum	Gold	Silver	Exhibitor
Keynote Day 1 Speaking Opportunity		✓			
Keynote Day 2 Speaking Opportunity			✓		
First Sponsor Speaking Slot Day 1	✓				
Event Chairman (Day 1 or 2)	✓				
Q&A's Published on Event Website and Current+	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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