

# SPONSOR & EXHIBITOR INFORMATION



**energy | efficiency** 2024  
**electric expo** 

**Australian Electric Vehicle Association**  
PRINCES WHARF NO.1 | HOBART TASMANIA | 1-3 NOVEMBER 2024

 [eeetasmaniaexpo.com.au](https://eeetasmaniaexpo.com.au)



**FAST  
FACTS**

1–3 November 2024  
Princes Wharf 1 Shed (PW1)  
Expected visitation of  
2000+ each day



## About AEVA

The Australian Electric Vehicle Association (AEVA) LTD is a volunteer-run, not-for-profit organisation

dedicated to the cause of switching Australia's transport networks to electric drive as quickly as possible.

We all share a common interest in Electric Vehicles (EVs) and EV technology. Formed after the oil price shocks of 1973, the AEVA is the longest continuously running EV society in the world.

Our purpose is to provide a forum for social and technical communication in the EV field, create greater awareness of EVs and encourage their use, to foster further research and development in EV technology, and to be an official source of information on EVs in Australia.

## EVENT OVERVIEW

The 2024 Australian Electric Vehicle Association's National Conference and **Energy Efficiency Electric Expo** introduces a groundbreaking expo showcasing cutting-edge technology, environmental and energy efficiency and the limitless possibilities of electric vehicles. With a primary focus on energy efficiency, this expo is your gateway to explore the latest innovations.

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

### PURPOSE

The purpose of the event is to guide patrons through the complex maze of energy options through informative and ethical exhibitors. Showcase new EVs coming to market, along with related charging equipment and infrastructure, highlight the enormous diversity of electric transport options, and what's possible in creating efficient living spaces and reforming energy into the now.





**FREE PUBLIC ENTRY!**

# EVENT ATTRACTIONS



Visitors will: DISCOVER / EXPLORE / EXPERIENCE / HEAR AND MEET.

## What's on each day?

Held over three days at Hobart's premier waterfront location PRINCES WHARF 1 Hobart.

### DAY ONE – FRIDAY 1 NOVEMBER

- AEVA National Conference (Off-site)
- EEE Expo Bump in at PWI
- EEE Expo Ticketed VIP experience

### DAY TWO – SATURDAY 2 NOVEMBER

- The kunanyi Challenge
- EEE Expo open to the public day 1 (10-4)
- The kunanyi Challenge cocktail party

### DAY THREE – SUNDAY 3 NOVEMBER

- EEE Expo Day 2 (10-3)
- Exhibitor bump out



#### Diverse Electric Vehicle Showcase

Immerse yourself in the world of electric mobility with a stunning array of electric vehicles from renowned manufacturers.



#### In-Expo Theatre

Engaging speakers will give introductory presentations that everyone can understand. Learn about home batteries, solar, insulation, car finance or dozens of other topics at our walk-in theatre.



#### Innovative Charging Solutions

Explore state-of-the-art charging technology and infrastructure, from rapid chargers to in-home EV charging stations, offering visitors a glimpse into the convenience and efficiency of recharging an electric vehicle.



#### Home Efficiency Solutions

How to keep your costs down by saving on heating, cooling and water use. Monitor your daily usage to provide valuable insights.



#### Networking Opportunities

Connect with like-minded individuals, business professionals, and organisations passionate about sustainability. Build valuable relationships and explore potential partnerships, with two social events in addition to the Expo.



#### Innovative Electrical Products

Batteries for your home or business. Vehicle to Grid, Vehicle to Home, Vehicle to Anything! See what's on offer right now in this exciting new area, and be inspired by what's just around the corner.



#### kunanyi Challenge

An exciting new event tests vehicle technology and driver skill. Which team can make the return trip to the top of kunanyi / Mt Wellington using the least amount of electricity?



Australian Electric Vehicle Association  
[www.aeva.asn.au](http://www.aeva.asn.au)

# AEVA NATIONAL CONFERENCE

Held in conjunction with the EEE Expo – the AEVA National conference will take place on Friday 1 November. Run as a one day event, the conference will feature carefully selected session topics and esteemed speakers who are experts in their fields and will deepen your knowledge about the technologies presented in the e-mobility ecosystem and the opportunities and threats to be faced in the transition to e-mobility.

There will be a call for abstracts and we encourage you to submit for consideration on the program.

**Venue: Hobart Function & Conference Centre, Elizabeth Street Pier, Hobart.**

Additional registration fees will apply.

[www.aeva.asn.au](http://www.aeva.asn.au)

## Your invitation

Tasmania has 2750 electric vehicles, the highest number per capita in Australia.

There will be huge public interest in this expo.

## Key Contact



**Kim Murray**

**Sponsorship & Exhibition Manager**

Ph +613 6234 7844

[kim@laevents.com.au](mailto:kim@laevents.com.au)



# EXHIBITOR CATEGORIES

We invite exhibitors from these sectors to participate in the Energy Efficiency Electric Expo. If you're part of this industry, we encourage you to consider showcasing your offerings in Hobart in November 2024. From big to small ... join us at Princes Wharf Number 1.

- EV manufacturers - Cars, Trucks, Boats, Heavy-Industry etc.
- EV dealerships
- EV charging and chargers
- EV rental companies
- Solar technologies and installation
- EV Related - Towing, Insurance, Tinting etc.
- E-Bikes & E-Scooters
- Energy efficiency monitoring solutions
- Environmentally friendly products
- Energy Storage
- Inverters
- Energy Management
- Metering, Monitoring & Analytics (electricity, gas, water, temperature, other)
- Wind Energy
- Waste to energy
- Smart Grid
- Innovative electricity tariffs and products
- Training Providers in related fields
- Government Departments
- NGOs and Community Organisations
- Political Candidates
- Double Glazing solutions
- Innovative building products
- Thermal insulation for home and commercial buildings
- Solar and Heat Pump hot water systems
- Heat Pump, Hydronic and other heating products



# REASONS TO EXHIBIT

Don't miss out on the opportunity to showcase to an engaged audience.

**Exposure to a Target Audience:** Reach a diverse audience of electric vehicle enthusiasts, environmental advocates, industry professionals, and tech-savvy consumers who are actively seeking energy-efficient solutions.

**Brand Visibility:** Gain prominent visibility and recognition as a forward-thinking, eco-conscious company committed to sustainability.

**Networking Opportunities:** Connect with industry leaders, experts, and like-minded organisations, fostering valuable business relationships and potential collaborations.

**Demonstrate Leadership:** Showcase your commitment to environmental responsibility and sustainable technology leadership to your customers and stakeholders.

**Media Coverage:** Benefit from extensive media coverage and PR opportunities that come with being associated with a high-profile event focused on energy efficiency and clean transportation.

**Product Showcase:** Display your energy-efficient products, services, or technologies to a captive audience, offering a platform for product demonstrations and engagement.

**Educational Impact:** Support and engage in environmental education and awareness, aligning your brand with a cause that matters.

**Community Engagement:** Strengthen your ties with the local community and show your support for a sustainable future.

**Access to Market Insights:** Gain a unique perspective on emerging trends, market developments, and the latest innovations in the electric vehicle and energy efficiency sectors.

**Customisation Options:** Tailor your sponsorship package to meet your specific marketing goals and budget, ensuring that you get the maximum return on your investment.

**Data Collection and Feedback:** Acquire valuable data and feedback on customer preferences and behaviours, helping you shape future strategies and offerings.

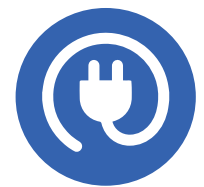
**Branding Opportunities:** Enjoy logo placement, signage, and promotional activities that will increase brand recognition and engagement during the event.

**Demonstrable Impact:** Be a part of the collective effort to reduce carbon footprints and foster a greener world, reinforcing your company's commitment to corporate social responsibility.

**Exclusive Access:** Receive VIP access to special events, VIP lounges, and insider networking opportunities during the expo.

**Community Engagement:** Showcase your company's dedication to community engagement and support for sustainable initiatives that resonate with your audience.

# EXHIBITION FLOOR PLAN



## PRINCES WHARF NO. 1



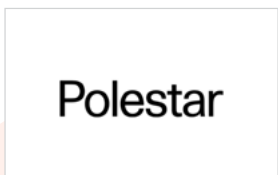
CASTRAY ESPLANADE

\* Preliminary plan, subject to change.





## PREVIOUS PARTNERS & SPONSORS



**How to sign up  
as an exhibitor?**

Please contact:  
[kim@laevents.com.au](mailto:kim@laevents.com.au)

To discuss how you  
wish to be involved





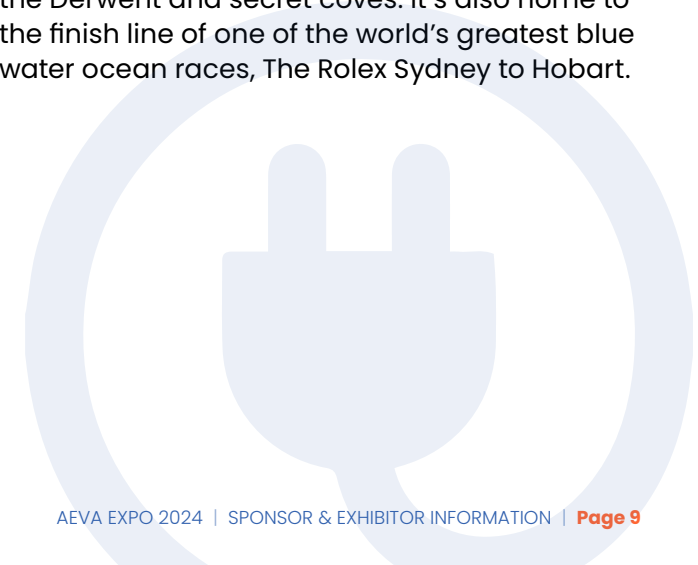
# THE DESTINATION

## HOBART, TASMANIA

In Hobart, you can see world-renowned art, eat freshly caught seafood and climb a mountain all in one day.

The Tasmanian capital of Hobart is a dynamic city that surpasses expectations at every turn. Australia's southernmost capital is brimming with history and bursting with creativity (hello MONA). It boasts an incredible food and wine scene with local produce making the short journey from farm to table and is fringed by scenic wilderness.

It sits at the southern end of the island, on the edge of the River Derwent. It is a port town that dates to early explorers and convicts sent here for stealing rams. Water runs deep – it's the second deepest port in the world but also offers a myriad of waterways that please the sailor who has navigated a globe of oceans. Calm rivers, spinnakers of energetic colour across the Derwent and secret coves. It's also home to the finish line of one of the world's greatest blue water ocean races, The Rolex Sydney to Hobart.





# SPONSORSHIP & EXHIBITION PACKAGES

Sponsorship packages have been designed to ensure the greatest ROI. All prices are shown in Australian dollars and are inclusive of GST.



## SPONSORSHIP OPPORTUNITIES AT A GLANCE

<b>PLATINUM SPONSORSHIP</b>	\$55,000	1
<b>KUNANYI CHALLENGE SPONSORSHIP</b>	Interested, let's talk. <b>POA</b>	1
<b>GOLD SPONSORSHIP</b>	\$33,000	4
<b>SILVER SPONSORSHIP</b>	\$16,500	6

### All sponsors will receive

App trade guide features including:

- 100 word company listing
- Product and brand listing
- Colour advertisement

### Lead Tracking App

Allowing you to scan the badge of any visitor, collect contact information and add notes to their record, delivered to you immediately after the event has concluded.

### Exhibitor Dashboard

Measure your return on investment, improve your online engagement with your customers, view and download your leads scanned at the show as well as view recommendations made to visitors.





## PLATINUM SPONSOR

**\$55,000**

### Exclusive Opportunity

#### PRE-EVENT PROMOTION

- Acknowledged as the Platinum sponsor of the Energy Efficiency Electric Expo in pre and post publicity and advertising, over a 12 month period
- 4 x dedicated social posts to the AEVA audience on Facebook / Linked in / Instagram
- 2 x email advertorial feature, logo included, visual asset and 50 word descriptor
- 3 x 30 second videos filmed as part of your involvement, promoting energy efficiency for use on your own channels and AEVA
- We'll provide you with a "Proud sponsor" of the EEE Expo logo for use on your marketing material

#### AT THE EXPO

- Prominent signage opportunities at the venue, at the main entrance
- Naming rights to the Expo theatre
- Host your own 20-minute information session at the Expo on Day 1 in the your brand theatre
- Create your own amazing display in a prominent 7 metre x 7 metre space in the EEE Expo
- 10 x tickets to the VIP Opening of the EEE Expo (Friday 1 November 2024), 5.30pm-7.30pm
- 10 x tickets to the kunanyi Challenge cocktail event (Saturday 2 November 2024), 5.30pm-7.30pm
- Prominent branding on the Energy Efficiency Electric app – available free to all attendees

#### AFTER THE EXPO

- Premium platinum recognition and logo placement on the post-show Thank You email communication
- Feature highlight in the official Energy Efficiency Electric Expo highlights video
- Sponsor acknowledgement in post-event report
- Event photos displayed on the expo website and social media

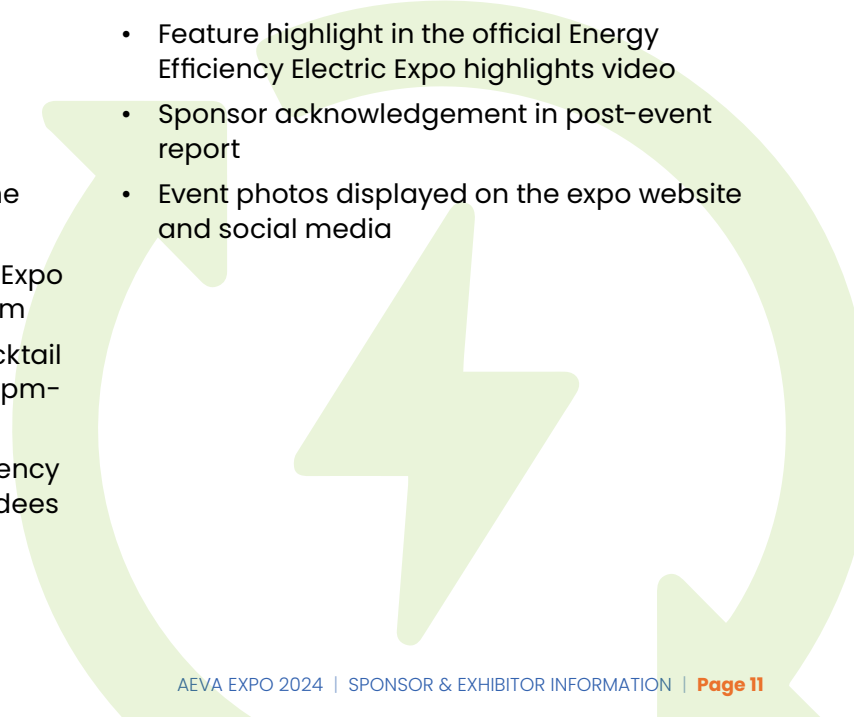






Image: Luke Tschirke



# KUNANYI CHALLENGE SPONSOR

# \$POA

**Exclusive Opportunity**

Contact [morgan@laevents.com.au](mailto:morgan@laevents.com.au)

## WHAT'S IT ABOUT

Think of our expo, then imagine that one wall of the space is lined with 30 AC chargers! Plus large screens displaying your software, and your representatives to field inquiries.

Competitors exit the Expo at about 2pm, and drive to the checkpoint at the top of kunanyi / Mt Wellington. Participants must follow the road rules, but otherwise the route and speed is up to them to decide. Steep sections on the return trip make for plentiful regenerative braking!

The competitors arrive back at the expo towards the end of the day. They enter the expo and park at your stand, each one to a charger. Once they are all in place, and at the end of the expo opening hours, the announcer draws attention over to your stand where 30 cars are all lined up, each at a charger. The announcer builds up the anticipation as all competitors prepare to plug in their car. At the end of a count-down the announcer instructs the competitors to plug in their cars simultaneously. Will Hobart's electricity supply cope? Will we ruin everyone's weekend? No, of course everything works smoothly as planned.

Competitors and others are invited back to the venue in an hours' time to a ticketed reception among the cars.

At the reception, competitors, sponsors etc. are provided with drinks and canapes as the cars charge. The chargers have been configured to deliver the same charging rate to each car, so the first one to 100% full is the 'Line Honours' winner. During the reception your company software will be displaying on large screens above the patrons, to give everyone a sense of the 'race' going on, and to display how useful your software is.

Prizes will be given for:

- Line honours winner (first to 100%)
- Overall winner (least energy used, as determined by the chargers)
- Handicap winner (best efficiency compared to WLTP rating)

## BENEFITS

- Your opportunity to be associated with the first Electric Vehicle efficiency challenge to the summit of beautiful kunanyi / Mt Wellington, Hobart. Taking place on Saturday 2 November 2024, during the first day of the EEE Expo.
- As the major sponsor of this event, you will provide 30 AC EV chargers to be installed, operational and prominently displayed within the expo. Your branded chargers and software will be central to this unique event.





- Challenge vehicles will leave from and return to your expo stand within the expo building. The start and finish of the kunanyi Challenge centres around your expo stand.
  - The culmination of the kunanyi Challenge is at your stand in the evening, with the competition vehicles being charged by your chargers, and winners chosen by your software in real-time at a ticketed cocktail event.
  - Event vehicles will be encouraged to stay at your stand for the second day of the expo, where they will be an attraction to your stand.
  - After the event the chargers may be disposed of as you see fit, for instance they may be used as prizes or sold as an 'expo special'.
  - Sponsor will have an opportunity to speak in the theatre area on Day 1 of the event (15 mins); and again at the kunanyi Challenge cocktail event at the conclusion (5 mins)
- Prominent signage opportunities inside the expo venue
  - 6 tickets to the VIP Opening of the EEE Expo (Friday 1 November 2024), 5.30pm-7.30pm
  - 6 tickets to the kunanyi Challenge cocktail event (Saturday 2 November 2024), 5.30pm-7.30pm
  - Prominent branding on the Energy Efficiency Electric app – available free to all attendees

### AFTER THE EXPO

- Recognition and logo placement as the kunanyi Challenge sponsor on the Thank You email communication
- Feature highlight in the official Energy Efficiency Electric Expo highlights video
- Sponsor acknowledgement in post-event report
- Event photos displayed on the expo website and social media







## GOLD SPONSOR

\$33,000

### 4 Opportunitiles Available

#### AT THE EXPO

- Acknowledged as a Gold sponsor of the Energy Efficiency Electric Expo in pre and post publicity and advertising over a 12 month period
- Host your own 10 minute information session at the Expo on Day 1 (Saturday) in the EEE theatre
- 4 x dedicated social posts to the AEVA audience on Facebook / Linked in / Instagram
- 1 x email advertorial feature, logo included, visual asset and 50 word descriptor
- 1 x 30 second videos filmed as part of your involvement, promoting energy efficiency for use on your own channels and AEVA
- We'll provide you with a "Proud sponsor" of the EEE Expo logo for use on your marketing material

- Create your own amazing display in a prominent 3 metre x 6 metre space in the EEE Expo
- 4 tickets to the VIP Opening of the EEE Expo (Friday 1 November 2024), 5.30pm-7.30pm
- 4 tickets to the kunanyi Challenge cocktail event (Saturday 2 November 2024), 5.30pm-7.30pm
- Prominent branding on the Energy Efficiency Electric app – available free to all attendees

#### AFTER THE EXPO

- Recognition and logo placement as a Gold sponsor on the Thank You email communication
- Feature highlight in the official Energy Efficiency Electric Expo highlights video
- Sponsor acknowledgement in post-event report
- Event photos displayed on the expo website and social media







## SILVER SPONSOR

**\$16,500**

### 6 Opportunities Available

#### AT THE EXPO

- Acknowledged as a Silver sponsor of the Energy Efficiency Electric Expo in pre and post publicity and advertising over a 12 month period
- 4 x dedicated social posts to the AEVA audience on Facebook / Linked in / Instagram
- 1 x email advertorial feature, logo included, visual asset and 50 word descriptor
- 1 x 30 second videos filmed as part of your involvement, promoting energy efficiency for use on your own channels and AEVA
- We'll provide you with a "Proud sponsor" of the EEE Expo logo for use on your marketing material
- Create your own amazing display in a prominent 4 metre x 3 metre space in the EEE Expo

- 2 tickets to the VIP Opening of the EEE Expo (Friday 1 November 2024), 5.30pm-7.30pm
- 2 tickets to the kunanyi Challenge cocktail event (Saturday 2 November 2024), 5.30pm-7.30pm
- Prominent branding on the Energy Efficiency Electric app – available free to all attendees

#### AFTER THE EXPO

- Recognition and logo placement as a Silver sponsor on the Thank You email communication
- Feature highlight in the official Energy Efficiency Electric Expo highlights video
- Sponsor acknowledgement in post-event report
- Event photos displayed on the expo website and social media



## EXHIBITOR PRICING

Pricing includes a 2.4 metre high wall and aluminium frame, as a 3 metre x 2 metre exhibition booth, printed fascia with your organisation name, two energy efficient spotlights and one single 4 amp power point. The booth will come with a trestle and two chairs.

Each exhibitor will receive 50 words of text in the Expo App, and your company will be listed on the Expo's Exhibitor listing in a prominent position at the entrance to the Expo.

- Access to lead scanning with the app - to track potential business
- Full details relating to set up and packdown will be provided in the guidelines

### Inside Princes Wharf No 1

<b>3 metre x 2 metre (6sqm)</b>	<b>\$1,650</b>
<b>3 metre x 3 metre (9sqm)</b>	<b>\$2,475</b>
<b>3 metre x 6 metres (18 sqm)</b>	<b>\$4,950</b>
<b>3 metre x 9 metres (27sqm)</b>	<b>\$7,425</b>
<b>6 metre x 6 metre (36sqm)</b>	<b>\$9,900</b>

Raw space - based on \$275 per square metre.

Contact us if you have an enquiry regarding a custom space.

### Outside Princes Wharf No 1

Our venue has a large forecourt which is open to the public, 2,000 square metres available to create a highly visible display to the passing public. We have the capacity to include exhibits in this area. Raw space is available only; exhibitors would be required to provide all elements of their display, including marquees and security.

Raw space - based on \$175 per square metre.

**FOR FURTHER  
INFORMATION  
AND TO BOOK  
YOUR PLACE**

please contact:  
[kim@laevents.com.au](mailto:kim@laevents.com.au)







## Terms and Conditions

### Marketing & Public Relations

A professionally planned marketing strategy will ensure the benefits of attending EEE Expo are widely known. Extensive direct mail campaigns, an official website supported by regular email newsletters plus editorial and advertising in professional publications will provide potential sponsors and exhibitors access to current information about the Expo.

### Exhibition Details

Please note the floor plan is subject to change at the discretion of the venue or the conference organisers at any time.

### Appliance Testing

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007 and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted on site, instead power boards with overload cut off are permitted. NOTE: The venue is at liberty to check that the electrical appliances you bring on site are appropriately tagged.

### Event Sponsorship & Exhibition Application Terms & Conditions

A full set of terms and conditions for sponsorship and exhibition packages are available on the Expo website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.