



Partnership & exposition prospectus

**35TH EDITION INTERNATIONAL
ELECTRIC VEHICLE SYMPOSIUM & EXHIBITON**

Oslo, Norway | June 11–15 2022 | evs35oslo.org

Organized by: Norwegian EV Association & Norway Convention Center

Hosted by: AVERE and WEVA

 **EVS35**
POWERED BY OSL2022

PLAY A KEY ROLE AT EVS35 AND IN **ELECTROMOBILITY**



Towards 2022 the electromobility ecosystems of the world will develop fast. It is clear that E-mobility will be more advanced and more mainstream. We know that Norway will still be years ahead of most other countries in terms of Electric Vehicle market penetration, the city of Oslo will still be full of green inspiration. Therefore EVS35 in Oslo is a more relevant destination than ever!

In June 2022 we expect more than 10 000 visitors – many of these will be experienced EV drivers and early movers hungry for new technology. We expect 7 500 delegates (over three days) with a high competency level in academia, in industry or in government of countries, regions and cities.

Because so many relevant people travel to EVS, companies and associations often take the opportunity to host – in the days before or after - their own events, f ex global annual meetings and general assemblies, workshops, training sessions etc. For companies invested in E-mobility we can

recommend also electric field trips after EVS in 2022. Creating the links between users, academia, policymaking and industry is what we in AVERE believe is the key to success in E-mobility. When we talk about industry that means not only the car industry, but also the power producers, the grid owners, charging operators and services, IT, and a whole range of expertise required to make our future sustainable, including materials and recycling.

The specialty of EVS, after 50 years of existence, is to bring together the unique collection of people and meetings, creating an unparalleled arena for inspiring collaboration in many dimensions.

Join our team of main sponsors to be in the spotlight, find and develop your preferred collaborations, dialogues and expertise. We want our main sponsors to help shape EVS35.

Espen Hauge, President AVERE



EVS PRIMARY GOALS

CONVENE leading electric drive professionals from academia and industry to participate in the Symposium and Exposition.

PROVIDE a comprehensive program highlighting the latest innovations in electric drive technologies, policies, and market strategies.

CATALYZE industry and academic collaboration through participant networking opportunities.

MAXIMIZE industry and participant visibility across international, national, regional, and local media platforms.

HIGHLIGHT global policy leadership and initiatives for electric drive

ASSEMBLE the largest and most diverse exposition of electric drive technologies and products from around the world to promote industry development and consumer understanding.

THE EVS EXPERIENCE

EVS attendees have access to presentations on leading-edge electric mobility products and research through a full program of juried papers (symposium) and to EV Market Development presentations (AVERE E-Mobility Conference, AEC). The Scientific Symposium counts with 3 plenaries and 150 oral and poster sessions, while the AEC program englobes 8 keynote sessions and 8 round tables.

Delegates and exhibitors will also enjoy full access to the Ride, Drive & Charge and multiple show floor networking events, including the Welcome Reception, EVS Network Dinner and dozens of Side Events (public or private) organized by our partners.

The exhibition floor (300+ exhibitors) and the Ride, Drive & Charge (indoor and outdoor circuit, presenting all sorts of electric transportation) is open to the general public Saturday and Sunday, highly visible and well-attended, giving exhibitors the opportunity to directly engage with the Nordic public and local governments to raise awareness of electro-mobility advantages.



WHO ATTENDS THE EVS

REPRESENTATION

- Vehicle/Auto Manufacturer/Auto Suppliers
- Charging/Refueling Infrastructure
- Battery Developers
- Utilities
- Academia/Students
- Government
- Media

TITLE

- Research & Development
- Management
- C-Level
- Sales & Marketing
- Purchasing
- Engineering
- Government/Public Affairs
- Computer Systems & Services
- Banking, Investment, Market Research
- Economic Development

TOP COUNTRIES ATTENDING EVS

- | | |
|---------------------|----------------|
| – Germany | – Spain |
| – France | – Turkey |
| – US | – Switzerland |
| – Belgium | – Canada |
| – Netherlands | – Norway |
| – China | – Sweden |
| – UK | – Italy |
| – Japan | – Austria |
| – Republic of Korea | – South Africa |



EVS 1–35

Since its establishment in 1969, EVS has been held in various cities and regions attracting ever greater attention from experts, technicians and researchers.

EVS-1 1969 Phoenix, USA

EVS-2 1971 Atlantic City, New Jersey, USA

EVS-3 1974 Washington, DC, USA

EVS-4 1976 Dusseldorf, Germany

EVS-5 1978 Philadelphia, Pennsylvania, USA

EVS-6 1981 Baltimore, Maryland, USA

EVS-7 1984 Versailles, France

EVS-8 1986 Washington, DC, USA

EVS-9 1988 Toronto, Ontario, Canada

EVS-10 1990 Hong Kong

EVS-11 1992 Florence, Italy

EVS-12 1994 Anaheim, California, USA

EVS-13 1996 Osaka, Japan

EVS-14 1997 Orlando, Florida, USA

EVS-15 1998 Brussels, Belgium

EVS-16 1999 Beijing, China

EVS-17 2000 Montreal, Canada

EVS-18 2001 Berlin, Germany

EVS-19 2002 Busan, Korea

EVS-20 2003 Long Beach, CA, USA

EVS-21 2005 Monaco

EVS-22 2006 Yokohama, Japan

EVS-23 2007 Anaheim, USA

EVS-24 2009 Stavanger, Norway

EVS-25 2010 Shenzhen, China

EVS-26 2012 LA, USA

EVS-27 2013 Barcelona, Spain

EVS-28 2015 Goyang, Korea

EVS-29 2016 Montreal, Canada

EVS-30 2017 Stuttgart, Germany

EVS-31 2018 Kobe, Japan

EVS-32 2019 Lyon, France

EVS-33 2020 Portland, Oregon, USA

(Cancelled due to Covid19)

EVS-34 2021 Nanjing, China

EVS-35 2022 Oslo, Norway



EVS35 2022 KEY EXPECTATIONS

10 000
VISITORS FROM
MORE THAN
70
COUNTRIES

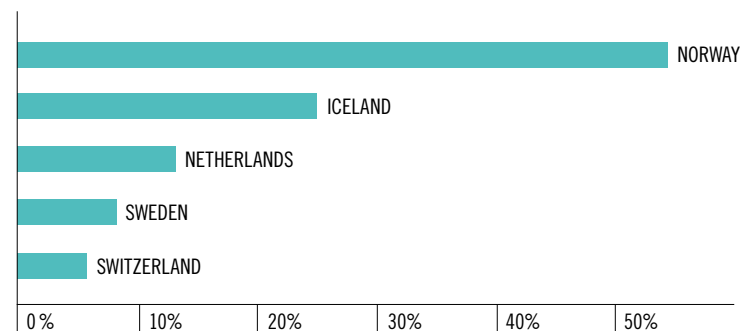
300
EXHIBITORS
FROM
30
COUNTRIES

WELCOME TO THE EV CAPITAL OSLO

- Oslo is leading the way in the shift to zero emission vehicles. In 2020, Oslo had a record of 63% market share for BEVs and 16% for PHEVs
- Oslo has ambitious goals for climate and emission reductions. 50% reduction in CO2 emissions by 2020 and 95% by 2030. A large share of this reduction is dependent on the transport sector
- In addition to zero emission passenger cars, Oslo has a goal of transforming the public transport system to zero emission by 2020 (buses and ferries). By 2022 all taxis should also be zero emission
- The European Green Capital was awarded to Oslo for 2019. The city of Oslo also supports the initiative to host EVS35

TOP 5 EUROPEAN EV MARKET SHARE 2020

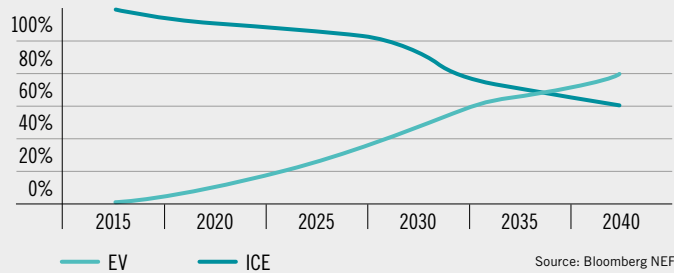
Battery EV



Source: EAF0

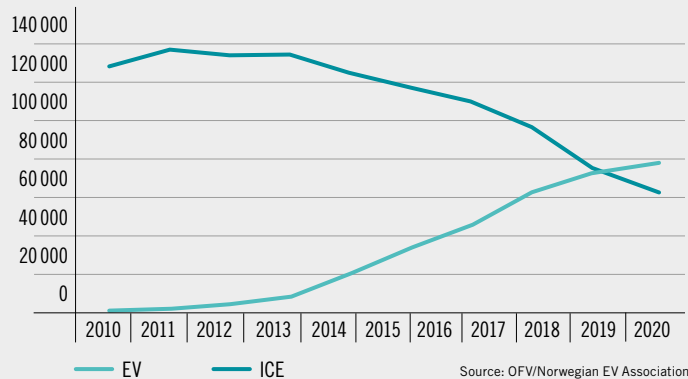
GLOBAL EV AND ICE SHARE OF LONG-TERM PASSENGER VEHICLE SALES

Share of annual sales



NEW PASSENGER CAR SALES IN NORWAY

2010–2019



WHY OSLO AND NORWAY?

- The whole world looks to Norway to learn from the Norwegian EV policy and market
- First early mass market in the world with 54% market share for BEVs in 2020 on a national level
- The Norwegian Parliament has an ambitious goal of 100% market share for zero emission vehicles by 2025
- National grid of fast chargers every 50 km on main roads all over Norway
- Rapid increase in commercial charging infrastructure, both basic home charging and fast charging

NORWEGIAN EV POLICY AND MARKET

The Norwegian market share for electric vehicles is by far world leading at 74% in 2020 (54% BEV and 20% PHEV). Over 350.000 BEVs are registered in Norway in the beginning of 2021, constituting to over 12% of the total fleet passenger cars.

The Norwegian Parliament and Government has set a goal that all new cars sold from 2025 should be zero emission. This goal will be achieved by extending and adjusting the car tax system based on the polluter pays principle.

This long-term Norwegian EV policy will contribute to further growth in the EV market and Norway will most likely still be heading the development of electrification in the transport sector. By 2022 the Norwegian EV Association anticipate there will be 600.000 BEVs registered in Norway.

PRELIMINARY PROGRAM

NORWAY CONVENTION CENTER, JUNE 11–15 2022

	SATURDAY June 11	SUNDAY June 12	MONDAY June 13	TUESDAY June 14	WEDNESDAY June 15
MORNING	Ride & Drive Public exhibition	Ride & Drive Public exhibition	Registration Ride & Drive EVS35 Conference and Exhibiton Avere E-mobility Conference	Ride & Drive EVS35 Conference and Exhibiton Avere E-mobility Conference	Ride & Drive EVS35 Conference and Exhibiton Avere E-mobility Conference
LUNCH			EVS35 Opening ceremony		
AFTERNOON			Ride & Drive EVS35 Conference and Exhibiton Avere E-mobility Conference		Closing ceremony
EVENING		Registration & Get together	Welcome to Oslo reception	Networking dinner	Dismantling

MAIN TOPICS

VEHICLES & TRANSPORTATION SYSTEMS

- Passenger cars
- Medium and heavy-duty vehicles
- Micro mobility, including two- and three-wheel vehicles
- Public transportation,
- Shared and autonomous mobility
- Other vehicle technology and applications

ELECTRIC DRIVE

- Battery electric vehicles
- Plug-in hybrid vehicles
- Fuel cell vehicles

ELECTRIC DRIVE COMPONENT TECHNOLOGIES

- Batteries
- Fuel cells
- Propulsion systems (motors & power electronics)
- Telematics and auxiliary electric drive systems

CHARGING/FUELING INFRASTRUCTURE

- Conductive charging infrastructure (Level 1, Level 2 and DC fast charging)
- Ultra-fast vcharging infrastructure
- Hydrogen fueling infrastructure
- Charging/refueling standardization and interoperability
- Wireless charging infrastructure (static & dynamic)
- Infrastructure deployment case studies

GRID, POWER SUPPLY AND VEHICLE CONNECTIVITY

- Demand management
- Automotive format batteries in energy storage
- Grid implications of DC fast charge and ultra-fast charging
- V2G, V2X and connectivity advances
- Utility project deployment case studies

MARKET DEVELOPMENT

- Market development strategies
- Consumer demand growth, including education, demonstration and motivation analysis
- Global strategies for market development
- Fleet vehicle deployment case studies

POLICY

- National and international electric drive policies
- State level initiatives
- Local and regional partnerships
- Government project deployment case studies

ENVIRONMENT, ENERGY, AND SOCIAL ASSESSMENTS

- Environmental benefits of EVs and E-mobility
- Supply chain analysis: Materials, manufacturing, recycling & re-use
- Energy security
- Social impact of electric mobility analyses

AVIATION

- Batteries
- Fuel cells
- Charging and fueling systems
- Drones and other aviation concepts

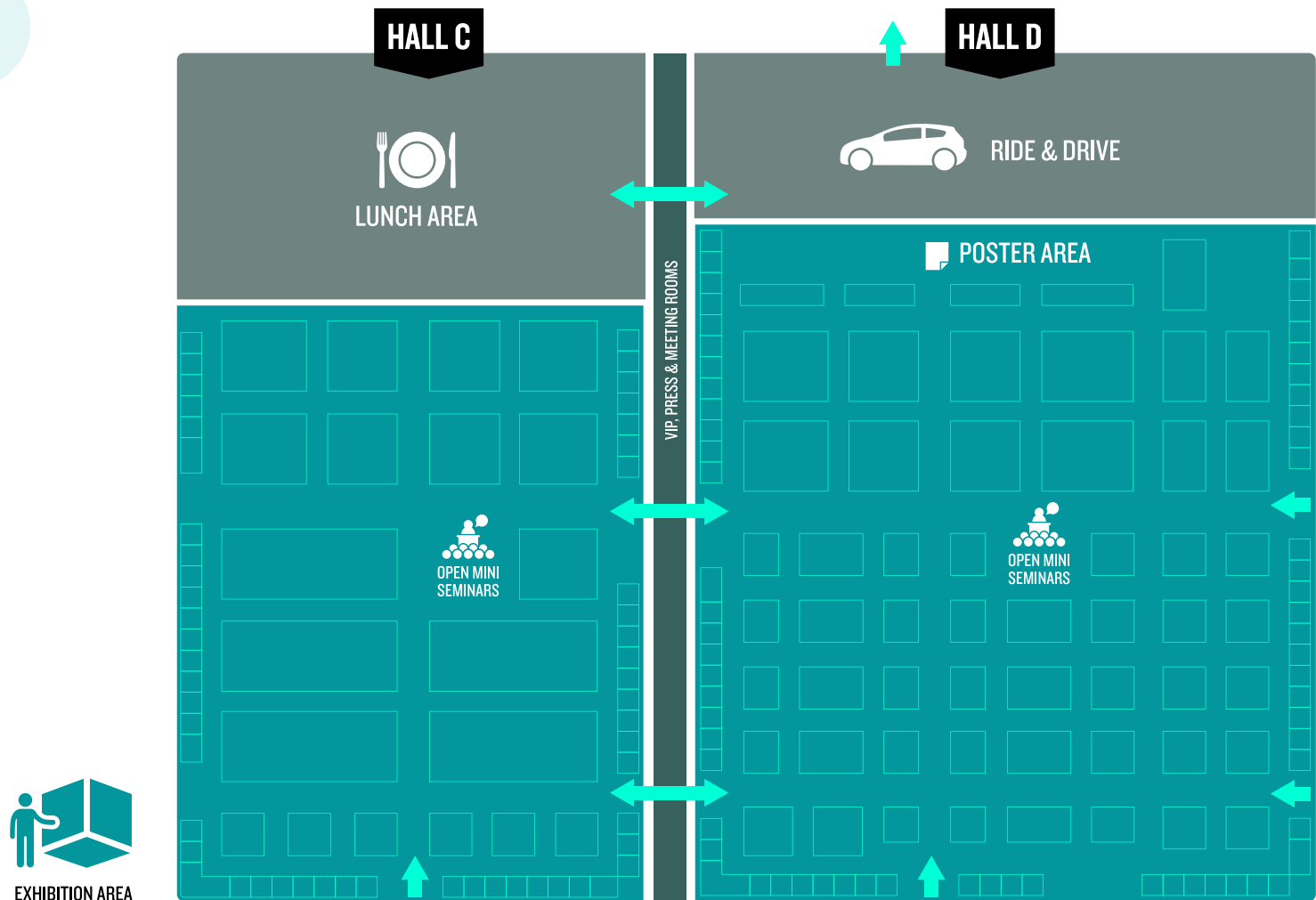
MARITIME

- Batteries
- Fuel cells
- Onshore power supply

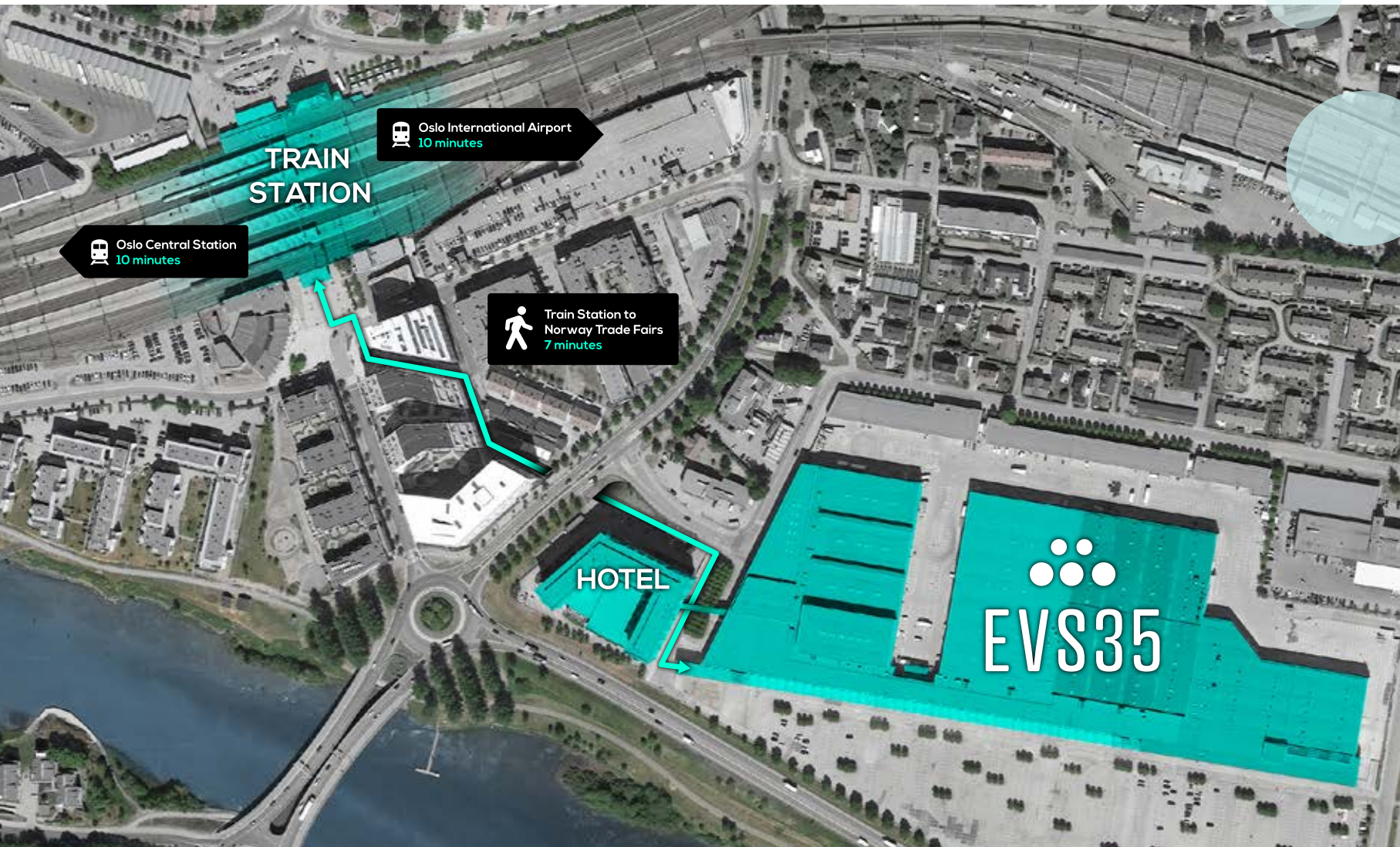




EXHIBITION HALL PLANS EVS 35



LOCATION PLAN EVS 35



BOOK EARLY FOR BEST RATE AND BEST LOCATION PRICES

	EARLY BIRD until December 1st	REGULAR PRICE from December 1st
EDTA/WEVA/ AVERE members	NOK 2.100 per sqm	NOK 2.400 per sqm
Non-members	NOK 2.250 per sqm	NOK 2.500 per sqm
Registration fee	NOK 2.500 per sqm	NOK 2.500 per company

Prices are in NOK (Conversion rate per April 2021; NOK 1000 app EUR 98). VAT (25%) will be added, subject to refund from Norwegian Tax Authorities.

STAND ALTERNATIVES

Open space Open space, 4 open sides, no walls. Minimum size 50 sq.m
Wall stand Furnished with standard white walls towards neighbors.

PARTICIPATION INCLUDES

- Stand size according to booking
- Listing in all exhibitors lists on EVS35 websites, including product categories and company description and logo
- Weblinks on EVS35 websites
- Exhibitor badges, quantity depending on stand size
- Listing and links on EVS35 mobile app



HOW TO BOOK

- Enter our websites on **www.evs35oslo.org**
- Find “book a stand”
- Follow the instructions, find the interactive floorplan and secure your optimal location
- Read terms&conditions before posting the booking form
- You will receive a booking confirmation in your mailbox

PROCESS AFTER BOOKING

- Receive your booking confirmation
- Hall plans will be distributed to all exhibitors
- The venue is a full-service exhibition center and will offer exhibitors all kind of services, as; design of stands, stand equipment and furnituring, catering services, meeting room facilities and advertising spaces at the venue
- Newsletters containing progress in planning process of exhibition and conference is distributed regularly

PAYMENT AND CANCELLATION

- Shortly after booking, you will receive an invoice of the registration fee
- Stand rental fee will be invoiced in January 2021
- All rental fees will be invoiced by e-mail, for bank transfer. If need to pay be credit card, contact organizer
- All cancellations must be done by writing
- Cancellation prior to December 1st 2021, 50% refund of stand fee
- Cancellation after December 1st, 2021, no refund
- No refund on registration fee

EXHIBITION SCHEDULE

BUILD UP & MOVE IN

Thursday 9th June	0800 – 2000
Friday 10th June	0800 – 2000

PUBLIC EXHIBITION, RIDE & DRIVE

Saturday 11th June	1000 – 1700
Sunday 12th June	1000 – 1700

EXHIBITION, CONFERENCE, RIDE & DRIVE

Monday 13th June	0900 – 1800
Tuesday 14th June	0900 – 1800
Wednesday 15th June	0900 – 1300

MOVE OUT, DISMANTLING

Wednesday 15th June	1300 – 2300
Thursday 16th June	0800 – 1600

SPONSORSHIP PACKAGES

Maximize visibility through sponsorship to showcase your achievements and expertise to all attendees. **Please note:** Below are a variety of standardized options. We are happy to customize a program to match your interests and budget level.

SPONSORSHIP PACKAGES WITH EXHIBIT SPACE BENEFITS		PLATINUM 1.000.000,-	GOLD 750.000,-	SILVER 500.000,-	BRONZE 250.000,-
BENEFITS		VISIBILITY			
	Roundtable	•	•	•	
	WORKSHOP or speaker:	•	•		
	Booth	36 sqm	24 sqm	18 sqm	12 sqm
	Full Conference tickets	10	7	3	1
	Networking dinner tickets	5	3		
	Exhibition tickets	30	20	15	10
	Priority given when choosing the exhibition space	•	after platinum	after gold	after silver
VIDEO	An institutional film and logo can be shown in the session rooms between sessions	•	•		
LOGO BRANDING	Projected before and after the plenary session	•	•		
	Projected before and after the panel discussion	•	•	•	
	Projected between sessions	•	•	•	•
	On the registration board	•			
	On the sponsor board	•	•	•	•
	On the gala dinner venue board	•	•		
	On the welcome reception venue board	•	•	•	
	Outside exhibition hall	•	•	•	
	On printed materials	•	•	•	•
	On the official EVS 35 website (home page)	•	•	•	
OTHER BRANDING	Company logo and hyperlink on the official EVS 35 website (sponsor page)	•	•	•	
	Brochure or leaflet in the congress bag (material must be provided by the sponsor)	•	•		
	Product image on the official EVS 35 website	•	•		
	Greeting message at the networking dinner	•			
	Greeting message at the Welcome reception		•		
	E-Newsletter Banner sponsor (option € 5000)				

Prices in Norwegian kroner excl. VAT (NOK). Per April 2021; NOK 1000 app EUR 98

BE SEEN - BE HEARD - BE CHOSEN

MAXIMIZE ENGAGEMENT WITH A STAND THAT YOUR VISITORS NOTICE

- Restaurant stand, food serving throughout the day at your extended booth area
- Smart charge area, your booth equipped with charging station for laptop, iPad, cell phones etc.
- Soft charge area, your booth equipped as a relaxing lounge area. A space to relax and recharge during the day
- Coffee stand with dedicated baristas serving the highest quality coffee, tea, hot chocolate, juice and smoothies

ON-SITE VISIBILITY

- Window ads. Promotion at the entrance, sized up to 3 x 3 meters
- Floor graphics / floor ads. Central location, size 3x3 meters
- Advertising space at restroom doors. Up to 100 individual points
- Advertising billboards
- Stickers in elevators/escalators/etc...
- Sponsored arrows guiding to a specific booth,

DIGITAL MARKETING

- WIFI sponsorship. Company logo/name on opening view for all delegates
- Digital screen entrance/registration area. Visible for all attendees at first point registration
- Digital screen circulation area. 4 x 3 meters size, 2 individual points, ads in loop
- Exclusive App sponsor (including a dedicated splash screen anytime the app gets opened)
- Exclusive Push Notification (with specific slots, 1 per 1/2 day)
- Emailing sent to participant database (5 different options with cost increasing as the event draws closer)

MERCHANDIZING ITEMS

- Conference Lanyards
- Customized Event Cases (delivered at cloakroom)
- Customized Pens (delivered at the entrance)

*These are examples, there are other alternatives and options too.
Please contact us for more exact information.*



ABOUT THE ORGANIZERS

NORWEGIAN EV ASSOCIATION

The Norwegian EV association represents over 85.000 electric car owners in Norway. The association cooperates with the Norwegian government, the electric car industry, charging operators and other organizations to speed up the transition to electric mobility. And also promotes Norway as a best case for electric vehicles policy to Europe and the rest of the world.

NORWAY CONVENTION CENTER

Norway Convention Center is a modern venue located midway between the airport and Oslo city centre. Together with the onsite Thon Hotel Arena and Scandic Lillestrøm the center can offer up to 64 meeting rooms of different sizes, as well as additional exhibition space (appx 40.000 sq.m).

AVERE

The European Association for Electromobility (avere.org), founded in 1978, is a network of members from industry, academia, EV users and anyone working with policy related to the electrification of transport. AVERE work across these sectors guided by an electromobility vision for Europe with four pillars: a strong electromobility industry, clean, quiet and healthy cities, energy-efficient transport, and independence from fossil fuels.

WEVA

The World Electric Vehicle Association consists of three regional organizations – the Electric Drive Transportation Association (EDTA), the European Association for Electromobility (AVERE) and the Electric Vehicle Association of Asia Pacific (EVAAP). These three international associations promote electric vehicle concepts and policies in their respective regions. WEVA organizes the International Electric Vehicle Symposium (EVS) series.

GL EVENTS

Partner Exhibitor & Sponsor Sales



CONTACT INFORMATION

EXHIBITION STAND & SPONSORSHIP



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GENERAL INQUIRIES



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Photo: VisitOSLO/Tord Baklund



Photo: Aysel Jernstad



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Photo: VisitOSLO/Roberto Meazza

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