

THE WORLD'S NO.1 HOME ENERGY & ELECTRIC VEHICLE —SHOW—

KINDLY SUPPORTED BY
**MOBILITY
SERVICE.**



ROBERT LLEWELLYN'S
**FULLY
CHARGED**

LIVE

SALES & SPONSORSHIP PACK

RAI AMSTERDAM NETHERLANDS WINTER 2023 | 24TH, 25TH & 26TH NOVEMBER
— THE SMASH HIT LIVE VERSION OF THE  **YouTube** SENSATION —



IN PARTNERSHIP WITH...

**INTERNATIONAL
CARGO BIKE
FESTIVAL**



Can't afford events without a pre-qualified audience?

Then choose events proven to offer digital precision

Founded and hosted by Robert Llewellyn (Red Dwarf, Scrapheap Challenge, Carpool) the **Fully Charged SHOW** is not solely about Electric Cars, but is about Electric Vehicles of all shapes and sizes, and is investing heavily in Home Energy and Clean Energy solutions too. **Fully Charged LIVE** is a hugely powerful series of events set in six locations globally in 2023 – **AUSTRALIA, CANADA, EUROPE, USA & UK (X2)**.

FULLY YouTube
CHARGED
SHOW

4.2 MILLION
GLOBAL VIEWS IN
SEPTEMBER ALONE

You might know it's the World's No.1 Electric Vehicle & Home Energy Show, but what makes **Fully Charged LIVE** unlike anything else around the world?

After 12 years of building a global community brick-by-brick and click-by-click, **Fully Charged LIVE** offers an unbeatable audience of energy savvy, EV-ready consumers with the financial means to spend on your products and services today.

With an incredibly high % of pre-qualified, potential customers, **Fully Charged LIVE** promises an unrivalled 'return on investment' (ROI) that no other events come close to.

Unbelievable? Don't take our word for it, see what others have had to say overleaf.

Of course, the best way to find out is to talk to our Commercial Team today –
Commercial@FullyCharged.Show

We look forward to working with you.

JO CAESAR | GLOBAL EVENTS DIRECTOR



MAARTEN POMPEN
| EVENT DIRECTOR
(EUROPE)

GLOBAL SALES TEAM

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JO CAESAR | GLOBAL EVENTS DIRECTOR
RICHIE MARTIN | INTERNATIONAL SALES DIRECTOR
JASON HEARD | EVENT DIRECTOR (CANADA)

ADAM HART | UK SALES DIRECTOR
MAARTEN POMPEN | EVENT DIRECTOR (EUROPE)
KEVIN LEAP | EVENT DIRECTOR (USA)

GINA COWAN | EVENT DIRECTOR (AUSTRALIA)
ELLIOT RICHARDS | CONSULTANT (CHINA)
RICKY ROY | CONSULTANT (NORTH AMERICA)

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Never before have I experienced people actually RUNNING towards a manufacturer to test drive their vehicles! Fully Charged 2022 was quite the weekend 🏎️ over 500 test drives in 3 days 🚗 We smashed it!! ...see more



*"It was absolutely fantastic to work with the **Fully Charged LIVE** team again this year as we took our brand presence at the event to a whole new level. It was our first year sponsoring the Home Energy Advice Team (HEAT) zone and it was hugely successful, both in terms of driving huge footfall and engagement with our team of experts on the stand, as well as increasing our overall brand visibility and exposure throughout the full footprint of the event."*



Exhibitor Feedback

Don't take our word for it, see what those that came had to say!



"Thank you again for all your support to Rivian. Our team had a great time meeting the FCL crew and attendees, and we appreciate the opportunity to meet with Rivian pre-order customers in Austin and debut our Rivian R1T and R1S to your audience."



What a team! Thanks for your dedicated hard work, professionalism and enthusiasm @fullychargedshw We received some fantastic feedback from guests over the course of the show. Already looking forward to the next one!



*"We had an amazing experience at **Fully Charged LIVE**. We really appreciate your team and all you did to make the event a success."*

We've already had thousands of new reservation holders and investors join Aptera's solar revolution after seeing us at the show."

Sarah Hardwick,
Chief Marketing Officer, Aptera



CEO AND FOUNDER
HENRIK FISKER



Fully Charged exceeded our expectations in every way and gave us a great opportunity to meet with the public and our reservation holders. The San Diego location was ideal for Fisker, given our headquarters in Manhattan Beach. We look forward to more interactions as we launch the Fisker Ocean all-electric SUV and redefine mobility for the 21st century.



"We were encouraged by the audience of electric car buyers that the Fully Charged Show attracted to Amsterdam, and we see the Fully Charged LIVE exhibitions around the world as the perfect platform to showcase XPENG's smart electric vehicles."

Brian Gu, Vice Chairman
and President, XPENG

The world's no.1 home energy and electric vehicle show is returning to Europe in 2023

After successful launches at Silverstone and Farnborough and in Amsterdam, Austin and San Diego, Fully Charged LIVE has proven itself.

With a global audience of 4.2m in September alone on YouTube, the **Fully Charged SHOW** has unrivalled consumer pulling power.

Time and again its audience travels far and wide to attend **Fully Charged LIVE** events and more than 25% of its viewers live in Europe.

- Furthermore, the **Fully Charged** communications team has extensive experience of event marketing campaigns, and of harnessing influencer marketing beyond its own YouTube channels and across multiple platforms.
- Additionally, the **Fully Charged LIVE** Commercial Team has unparalleled access to decision-makers at electric vehicle and clean energy companies around the world.
- And **Fully Charged LIVE Europe** has been chosen above all other locations as the venue for the **Fully Charged AWARDS**. A global consumer-choice ceremony with 1,500 of the industries' heavy-hitters.
- **Fully Charged** had contracted with the vastly experienced and well-connected Electrevents team to deliver the Amsterdam event.



Due to demand **Fully Charged LIVE** is 'tripling-down' by taking 3 times the space taken in 2022 and moving to the flagship halls at RAI Amsterdam



12,000-15,000 attendees expected, with more than 50% from outside of the Netherlands, especially Germany, Belgium, Denmark, France, Norway, Sweden, Finland, Switzerland, Austria



FULLY CHARGED
—LIVE—
EUROPE

A '**content-first**' festival of electrification, with an array of carefully curated visitor attractions



Fully Charged LIVE Europe Floor-Plan

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RAI AMSTERDAM NETHERLANDS
24TH, 25TH & 26TH NOVEMBER 2023

3 X BIGGER!

WE HAVE GROWN FROM 10,000 SQM
IN 2022 **TO 30,000 SQM IN 2023**



**THE WORLD'S FIRST CONSUMER
CHOICE AWARDS FOR THE
ELECTRIC VEHICLE &
HOME ENERGY INDUSTRIES**



*The awards will have the
following 15 global categories:*

- ★ Best Energy Project
- ★ Best Energy Supplier
- ★ Best Home Energy Technology
- ★ Best Small-Scale Electric Vehicle
- ★ Best Commercial Electric Vehicle
- ★ Best Large-Scale Electric Vehicle
- ★ Best EV Charging Network
- ★ Best Innovative EV Manufacturer
- ★ Best Sustainable EV Manufacturer
- ★ Best Small Electric Vehicle
- ★ Best Energy Efficient Vehicle
- ★ Best Electric Vehicle <€15,000
- ★ Best Electric Vehicle <€30,000
- ★ Best Electric Vehicle <€45,000
- ★ Best Electric Vehicle >€45,000

For further information contact
Dan@FullyCharged.Show

Exhibiting & Sponsoring | Standing out for the crowds

Sponsorship Options

Sponsorship Investments are EUR 5,000 and include a variety of benefits including space, promotion, presentation opportunities and more.

Exclusive Headline Sponsor: MOBILITY SERVICE

Innovation Partner: LIGHTYEAR

Experience Partner: FASTNED

Competition Partner: ABB E-MOBILITY

Association Partners: VER (Association Electric Drivers), GLOBAL EV ALLIANCE

City Partner: Available

Renewable Energy Partner: Available

Car Sharing Partner: Available

Used EV Partner: Available

Micro Machines Partner: Available

Watt Drive Partner: Available

Electric Alley Sponsor: Available

Kidz Zone Partner: Available

Home Energy Advice Team Sponsor: Available

Zero Carbon Kitchen Sponsor: Available

Business Partner: Available

Marine Partner: Available

Giga Theatre Partner: Available

Mega Theatre Partner: Available

Wristband Partner MYENERGI



Exhibiting Rates

Early Bird Stand Space Only:
EUR 225 per m² (early bird until 1st of March 2023)

Regular Stand Space Only: **EUR 250 per m²**

Shell Scheme: **Additional EUR 80 per m²**

Contact Commercial@FullyCharged.Show
for more information

**FULLY
CHARGED
—LIVE—
EUROPE**



MARCH 2023



APRIL 2023



MAY 2023



SEPTEMBER 2023



OCTOBER 2023



NOVEMBER 2023

OUR GLOBAL COMMERCIAL TEAM



JO CAESAR

GLOBAL EVENTS DIRECTOR

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Email Commercial@FullyCharged.Show for further information

Websites: FullyCharged.SHOW | FullyCharged.LIVE | FullyCharged.WIN  [@fullychargedshw](https://twitter.com/fullychargedshw)  [@fullychargedshow](https://www.instagram.com/fullychargedshow)