

EVERYTHING ELECTRIC

FORMERLY

FULLY CHARGED LIVE

PRESENTED BY
YOUTUBERS

FULLY
CHARGED
SHOW

EVERYTHING
ELECTRIC
SHOW

electroheads

JUST
have a
THINK

BOSHI!



EVERYTHING
ELECTRIC
LONDON

EVERYTHING
ELECTRIC
NORTH

EVERYTHING
ELECTRIC
SOUTH

THE WORLD'S NO.1 HOME ENERGY & ELECTRIC VEHICLE EXPO
SALES & SPONSORSHIP PACK 2024
EXCEL LONDON MARCH | HARROGATE MAY | FARNBOROUGH OCTOBER

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. **Everything Electric** powered by **Fully Charged** is a hugely powerful series of events set in six locations globally in 2024 – **AUSTRALIA, CANADA, EUROPE, USA & UK (X3)**.

FULLY YouTube
CHARGED
SHOW

4.2 MILLION
GLOBAL VIEWS IN
SEPTEMBER ALONE

September 2022

You might know it's the World's No.1 Electric Vehicle & Home Energy EXPO, but what makes **Everything Electric**, presented by the **Fully Charged SHOW** and a host of other YouTube channels, **unlike anything else around the world?**

After 12 years of building a global community brick-by-brick and click-by-click, **Everything Electric** powered by **Fully Charged** 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, **Everything Electric** powered by **Fully Charged** 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 | CHIEF OPERATING OFFICER



GLOBAL SALES TEAM

2

JO CAESAR | CHIEF OPERATING OFFICER
CARLO ZOCCALI | CHIEF COMMERCIAL OFFICER
RICHIE MARTIN | UK SALES DIRECTOR

JASON HEARD | EVENT DIRECTOR (CANADA)
ADAM HART | UK SALES DIRECTOR
MAARTEN POMPEN | EVENT DIRECTOR (EUROPE)

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

EVERYTHING
ELECTRIC



*"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."*



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



Exhibitor Feedback

*"What a weekend! What a crowd, with thousands of people who streamed through Robert Llewellyn's **Fully Charged LIVE** show in Sydney"*

Polestar

"We were blown away in terms of the amount of interest from visitors and people who registered their interest in the MG4 and the ZS."



*"So much passion and excitement. Electric vehicles are really taking over, electrification is happening... What an **AMAZING** success!"*



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!



"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 RTT and RIS to your audience."

*"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



"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

What an electrifying three days at #FullyChargedLIVE
Thanks to everyone who came to see us at the #Nissan stand

NISSAN



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.

CEO AND FOUNDER
HENRIK FISKER

The world's no.1 home energy and electric vehicle show returns to Harrogate & Farnborough & launches in London 2024

2024: join us in London in March, the North in May, and the South in October, for by far and away, the biggest and best electric vehicle and home energy events in the UK (and globally).

Powered by the **Fully Charged SHOW**, the multi-award winning **Fully Charged LIVE** shows are being rebranded to attract more mainstream attendees than ever before.

Everything Electric LONDON 2024, NORTH 2024 & SOUTH 2024 are anticipated to attract >100,000 'EV-ready', 'energy savvy' consumers eager to invest in greener, cleaner technologies.

**EVERYTHING
ELECTRIC
LONDON**

28TH-30TH MARCH 2024

**EVERYTHING
ELECTRIC
NORTH**

24TH-26TH MAY 2024

**EVERYTHING
ELECTRIC
SOUTH**

11TH-13TH OCTOBER 2024



**EVERYTHING
ELECTRIC**

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



 **HOME ENERGY
ADVICE TEAM**

 **ELECTRIC
ALLEY**

 **RECHARGE**

 **GIGA
THEATRE**

 **ELECTRIC
LAUNCHPAD**

 **COMMERCIAL
VEHICLE ZONE**

 **MEGA
THEATRE**

 **WATT
DRIVE**

**EVERYTHING
ELECTRIC BUSINESS**

 **MICRO
MACHINES**

 **ZERO CARBON
KITCHEN**

 **KIDZ ZONE**



Exhibition & Sponsorship

STAND OUT FOR THE CROWDS



Exhibiting Rates

Indoor Space Only **£350 per m²**

Indoor Shell Scheme **£400 per m²**

Outdoor Space Only **£350 per m²**

Outdoor Structured Stand **£400 per m²**

Outdoor Exceptions* **£200 per m²**



Sponsorship Options

A selection of sponsorship options available – please enquire for further details

Headline Sponsor **RESERVED**

Business Partner **CONFIRMED**

Climate Change Partner **available**

Test Drives Partner **RESERVED**

Preloved EV Partner **available**

Giga Theatre Sponsor **RESERVED**

Mega Theatre Sponsor **available**

Family Fun Zone Sponsor **available**

Home Energy Advice Team Sponsor **RESERVED**

Commercial Vehicle Zone Sponsor **available**

Car Park Sponsor **available**

Infrastructure Sponsor **available**

Zero Carbon Kitchen Sponsor **available**

Electric Alley Sponsor **available**

Electric Launchpad Sponsor **available**

EV Insurance Sponsor **available**

Tyre Sponsor **available**

Other sponsorship and branding opportunities are available on request

Contact Commercial@FullyCharged.Show for more information

*Exceptions include: Companies that take more than 100m²; companies that participate within the test drive, or test track programmes; converted classic companies.