

EVERYTHING ELECTRIC

FORMERLY

FULLY CHARGED LIVE

PRESENTED BY YOUTUBERS

FULLY CHARGED SHOW

EVERYTHING ELECTRIC SHOW

electroheads

JUST HAVE A THINK

BOSHI!

Targeting 100,000 Attendees
OVER 3 EXHIBITIONS
IN THE UK!

HEAR FROM THE EXPERTS OF ENERGY & TRANSPORT - ROBERT LLEWELLYN, JACK SCARLETT & IMOGEN BHOGAL & MANY MORE!

EVERYTHING ELECTRIC LONDON

EXCEL LONDON 28-30 MARCH

EVERYTHING ELECTRIC NORTH

HARROGATE 24-26 MAY

EVERYTHING ELECTRIC SOUTH

FARNBOROUGH 11-13 OCTOBER

THE WORLD'S NO.1 HOME ENERGY & ELECTRIC VEHICLE EXPO
SALES & SPONSORSHIP
PACK 2024

Contents

'Fierce competition' for customers? **2-3**

Show Dates **5**

Visitor Attractions **6-8**

Opportunities to participate – Automotive Tech **9**

Opportunities to participate – Home Tech **10**

Visitor Profile **11-12**

Marketing Activity **13**

Press Activity **14-15**

Costs to Participate **15**

Recommendations **16**

Contact us **17**



'Fierce competition' for customers?

For several reasons, the UK has been a challenging environment for cleaner technologies this year. 2024 is set to be similarly challenging, but not if you know precisely how to find 'ready' consumers: Consumers with the funds to invest in electrification technologies & that imminently intend to do so. When so few people are ready to invest, why waste precious resources on finding 'unready' customers? Our latest, large-scale survey* has directed our **'Everything Electric'** strategy. Allow it to inform yours...

- **Fully Charged Show launched on YouTube in 2010, receives millions of views every month.**
- **Boosted by a 2nd YouTube channel (Everything Electric Show) and multiple digital touchpoints.**
- **With 6 global exhibitions, Fully Charged LIVE, is being broadened to 'Everything Electric' in 2024.**
- **Our platforms can outperform others (by orders of magnitude), due to our unique business model.**
- **An unrivalled audience that offers unerring digital accuracy and physical purchasing opportunities.**
- **As competition increases, the electric vehicle and cleaner energy space is becoming increasingly crowded.**
- **So, who are the 'prosumers' at the leading edge of this emerging market, and where will you find them?**



65%
OUTRIGHT
CURRENT
VEHICLE
OWNERSHIP

90%
PREFER TO TEST
DRIVE AN EV
BEFORE BUYING

92%
SHIFT TO EVS
COULD CHOOSE
A DIFFERENT
BRAND

56%
FIRST EV
PURCHASE
INTENDED
2023/25

INTEREST AREAS?

95%
ELECTRIC
VEHICLES
87%
CLEAN
ENERGY

91%
HOME
ENERGY
85%
FUTURE
TECH

56% FIRST EV PURCHASE INTENDED 2023/25

1. Audience Acquisition? 42.57% of YouTube subscribers joined in last 3 years | Only 25.40% subscribed more than 5+ years.

2. Average Age? 45 (65+ 13.0% | 55-64 16.4% | 45-54 21.4% | 35-44 24.4% | 25-34 19.1%).

3. Gender Balance? 91.82% of digital audience is male | NB physical audience is significantly more diverse.

4. B2C or B2B?
86.16% are not and 13.84% are in the energy & transport sectors | NB 22.8% are in the technology sector.

5. Disposable Income?
Medium-to-high disposable income 72.76%.

6. Purchasing Power?
Current Vehicle Ownership – Outright 64.96% | Intended Vehicle Ownership – Outright 59.03%.

7. Interest Areas? Electric Vehicles 95.22% | Home Energy 90.66% | Clean Energy 87.25% | Future Tech 85.38%.

8. First Electric Vehicle purchased?
2023 16.19% | 2022 16.68% | 2021 17.68% | 2020 13.83% | 2019 11.27% | 2018-2010 24.35%.

9. First Electric Vehicle purchase intended?
2023-2025 55.78%.

10. Electric Vehicle current ownership?
56.46% own an EV, of that 11.73% own more than one | 43.54% do not own an EV.

11. Attitudes to ICE Vehicles?
90.7% of EV Drivers that responded do not intend to own an ICE vehicle in the future.

12. Attitudes to BEV Vehicles? 94.16% are highly likely (86.93%) or somewhat likely (7.23%) to buy an EV as their 'next car'.

13. Attitudes to OEM Brands? 91.56% said the 'shift to EVs could make them choose a different brand'.

14. Importance of Test Drives?
89.78% 'prefer to test drive a battery electric vehicle before making an investment'.

15. Home Energy interest by type?
Improving energy usage 92.87% | energy storage 89.84% | energy generation 87.69%.

16. Home Energy intended investment?
2023/24 50.99% | 2025-2030 49.01%.

Fully Charged is the 'cheat code!'

You can access our unique, acquisitive audience through the following channels:

- 1. Appearing on Fully Charged SHOW (mobility), Everything Electric SHOW (energy) – by invite only.**
- 2. Selling via our online Everything Electric 'marketplace', supported by social media, newsletter etc) – by invite only.**
- 3. Selling (as an exhibitor and / or sponsor) at Everything Electric LONDON, NORTH & SOUTH in 2024.**



Our exhibitions – the 13th to 17th editions of which will be delivered in 2024 are evolving event-by-event.

- **Broadening brand to attract a wider audience, beyond those aware of Fully Charged, especially harnessing 'home tech'.**
- **Continue to attract existing audience that are familiar with, or fans of the Fully Charged SHOW.**
- **Utilising the traction of YouTube influencers (not only Fully Charged presenters) by advertising in all of our episodes.**
- **Building multiple attractions** to make each day unique and encourage multi-day and/or longer attendance duration.**
- **Setting OKRs (objectives and key results) to the benefit of all:**
 - ❑ 100,000 Attendees (in total, across all UK exhibitions) / significantly rising year-on-year.
 - ❑ 30,000 Electric Vehicle Test Drives (all UK exhibitions) / become the primary multi-car test drive opportunity nationally.
 - ❑ 10,000 Micro Mobility Test Rides (all UK exhibitions) / become the primary multi-micro-EV test ride opportunity nationally.
 - ❑ 5,000 Energy Advice Sessions (all UK exhibitions) / become the primary home energy advice opportunity nationally.
 - ❑ 300,000 'live session' attendees (all UK exhibitions) / become the primary knowledge provider nationally.

2024 OKRs

100,000
ATTENDEES

30,000
ELECTRIC
VEHICLE TEST
DRIVES

10,000
MICRO MOBILITY
TEST RIDES

5,000
ENERGY ADVICE
SESSIONS

**CAP BY
SEGMENT**

300,000
'LIVE SESSION'
ATTENDEES

8 out of 10
EXHIBITOR
SATISFACTION

- ❑ Cap by segment (e.g., a maximum of 20 residential EV charger companies per show).
- ❑ Ensuring exhibitor satisfaction at (or above) an average of 8 out of 10 for all exhibitors.

We know where the 'EV and cleantech-ready' consumers are all year around, and we know where they'll be for 9 days next year.

Join us there; as enabling you to sell successfully to our audience, and to return on your investment many times over, is our mission.

LET'S MAKE 'EVERYTHING ELECTRIC' IN 2024!

** Ever-present attractions include: ~50 'live sessions' across 2 theatres (Giga & Mega), Watt Drive? test drive programme, Electric Alley, Electric Launchpad, Energy Advice Zone, Zero Carbon Kitchen, Two-Wheel Test Track, Commercial Vehicle Zone, Business Day, Family Fun Zone.

***Launch attraction: 'Live Car Arena' at Everything Electric LONDON only in H1 2024.

Show Dates

Join the world's no.1 home energy and electric vehicle show in London, Harrogate and Farnborough

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**

Visitor Attractions

ENERGY ADVICE ZONE



Visitors can book an appointment with a home energy expert, and receive tailored advice on home improvements whilst reducing their impact on the planet

COMMERCIAL VEHICLE ZONE



Including a display of the latest vans, trucks, buses, hosted by experts

GIGA & MEGA THEATRES



Over 50 live 'electrifying' panel sessions hosted by **Fully Charged** presenters and covering topics from decarbonisation to off street charging. Exhibitors will be offered the opportunity to participate in our live panel sessions, subject to availability

EVERYTHING ELECTRIC

Visitor Attractions

WATT DRIVE?



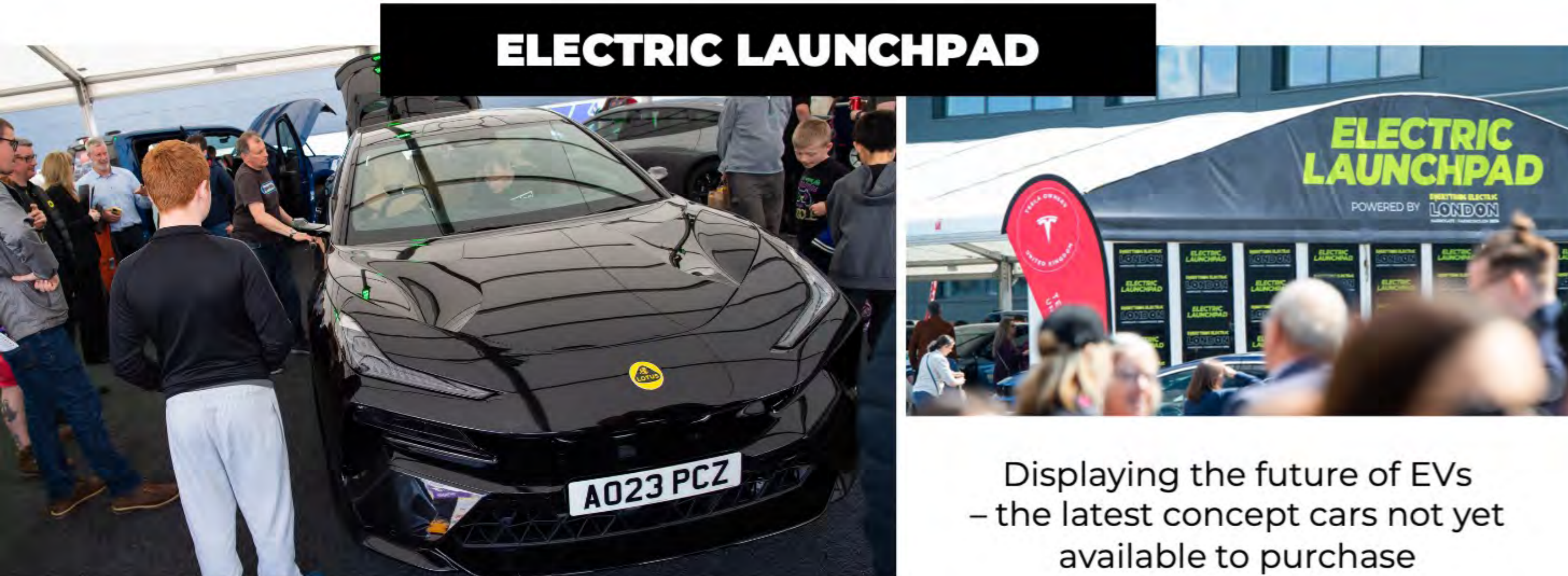
The biggest test drive programme at any UK show, offering visitors the opportunity to test drive EVs and 'try before they buy'

ELECTRIC ALLEY



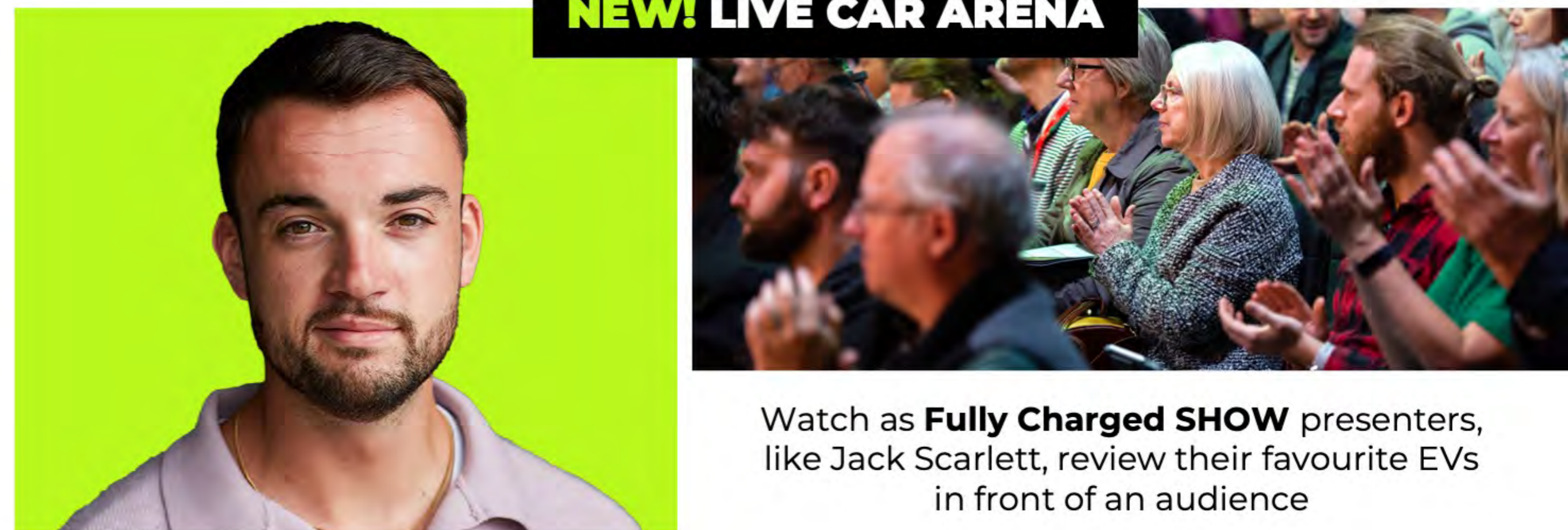
A display of the latest EVs available to purchase

ELECTRIC LAUNCHPAD



Displaying the future of EVs – the latest concept cars not yet available to purchase

NEW! LIVE CAR ARENA



Watch as **Fully Charged SHOW** presenters, like Jack Scarlett, review their favourite EVs in front of an audience

Visitor Attractions

ZERO CARBON KITCHEN



Featuring live plant-based cookery demos, led by world-famous chefs, BOSH!



TWO-WHEEL TEST TRACK



From e-bikes, to e-skateboards and everything in between, visitors can try out the latest micro mobility products



FAMILY FUN ZONE



Offering fun for all the family, our dedicated activities for youngest visitors includes: fun-fair rides, small animal experiences & sustainability talks, arts & crafts, face-painting, lego building and much more



Opportunities to participate Automotive Tech

We provided 15,000 test drives in 2023, are targeting 30,000 in 2024, with some OEMs benefiting from 750-1000 test drives per event!



- Providing a suggested test drive route at each location (approx 5 miles / 15-20 mins in length/duration), visitors are highly impressed by the quality and driving experience of the test drive programme.
- EV car charging infrastructure is provided at all locations
- As a car brand exhibiting at Everything Electric you have the unique opportunity to provide 10-15 test drive cars (subject to availability)
- All car brands participating are offered additional opportunities to join our live panel discussions on the Giga & Mega Theatres

A SELECTION OF THE BRANDS WE HAVE WORKED WITH...



Opportunities to participate Home Tech



As a home energy exhibitor, you will benefit from an energy conscious audience keen to understand the benefits of how to live a cleaner, greener lifestyle whilst saving money and making a positive impact on the planet

A SELECTION OF THE BRANDS WE HAVE WORKED WITH...



Visitor Profile

Who attends an Everything Electric event?

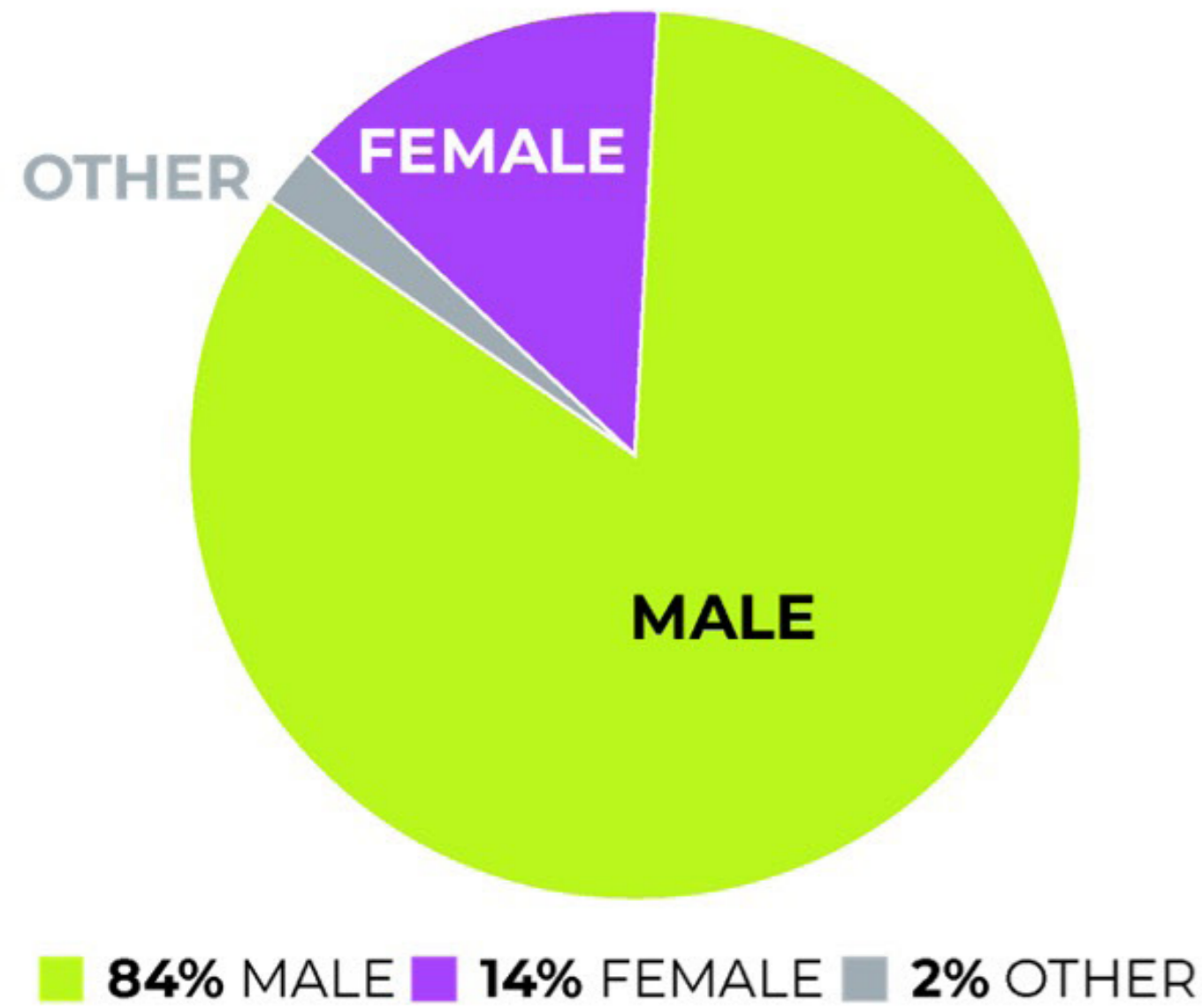
We have built up a fiercely loyal, energy savvy and EV-ready community.

Everything Electric events attracts affluent consumers who are passionate about their EVs and Clean energy solutions, hungry to learn about new technologies and solutions.

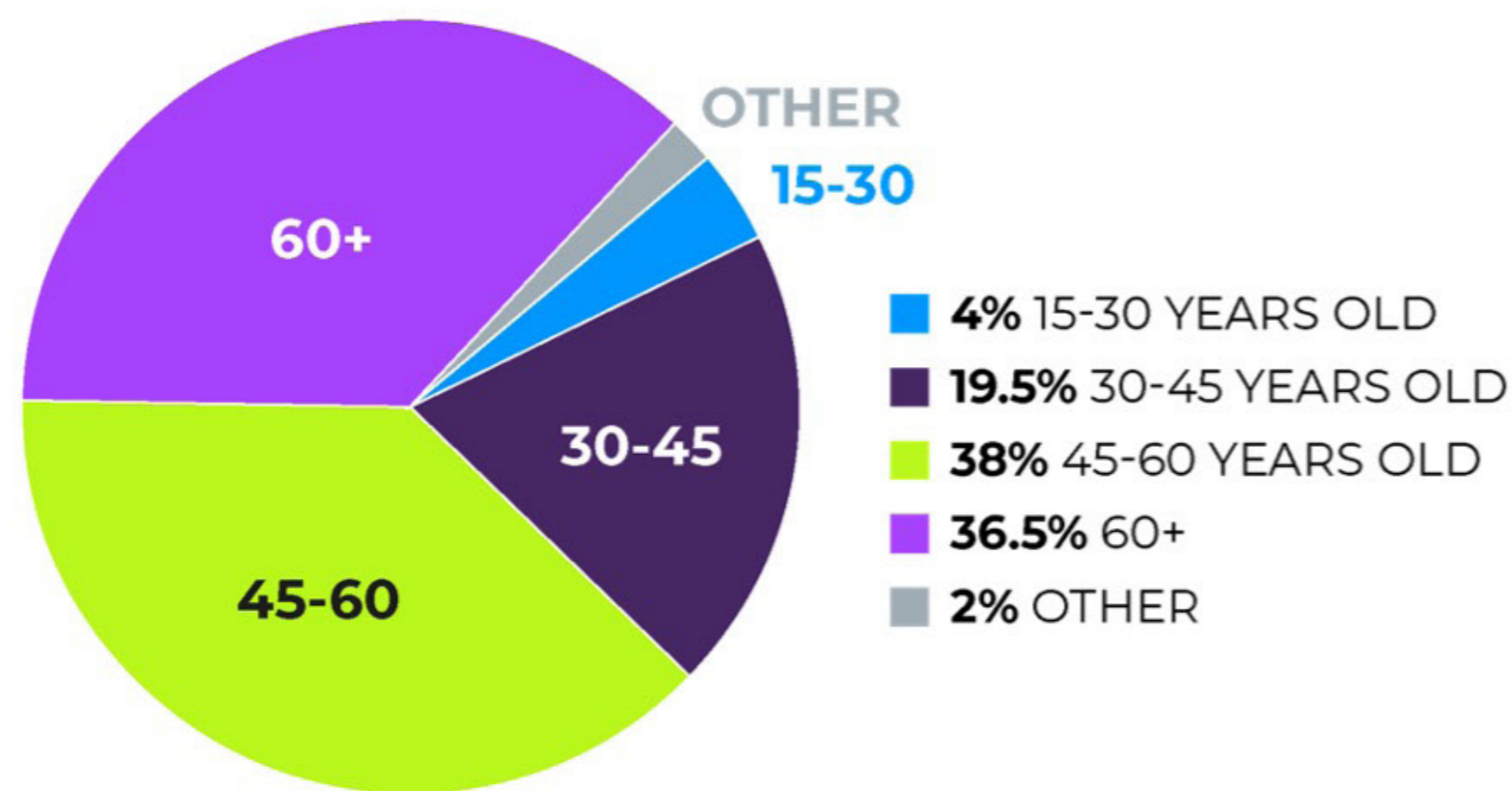
Our credible and long-standing reputation makes us the not-to-miss event of the year!



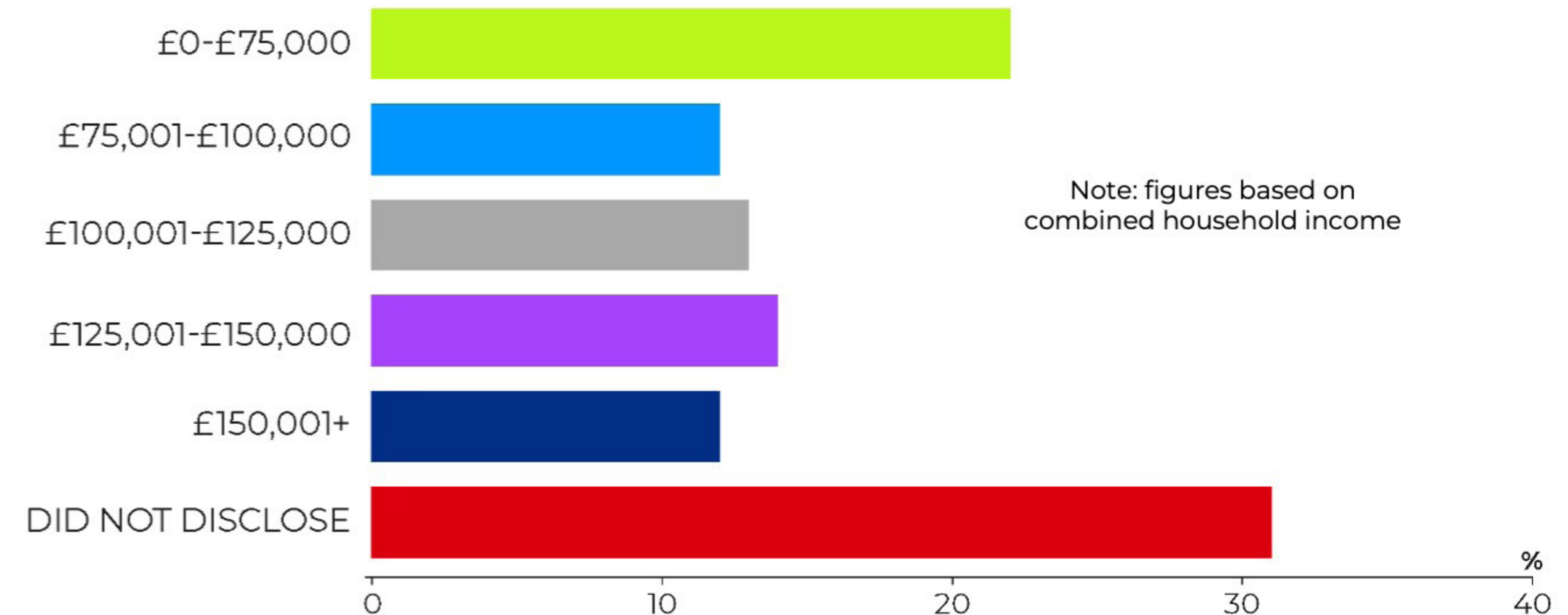
Gender



74.5% 45 to 75 (60+)



Affluent attendees 51% ABC1



Visitor Profile

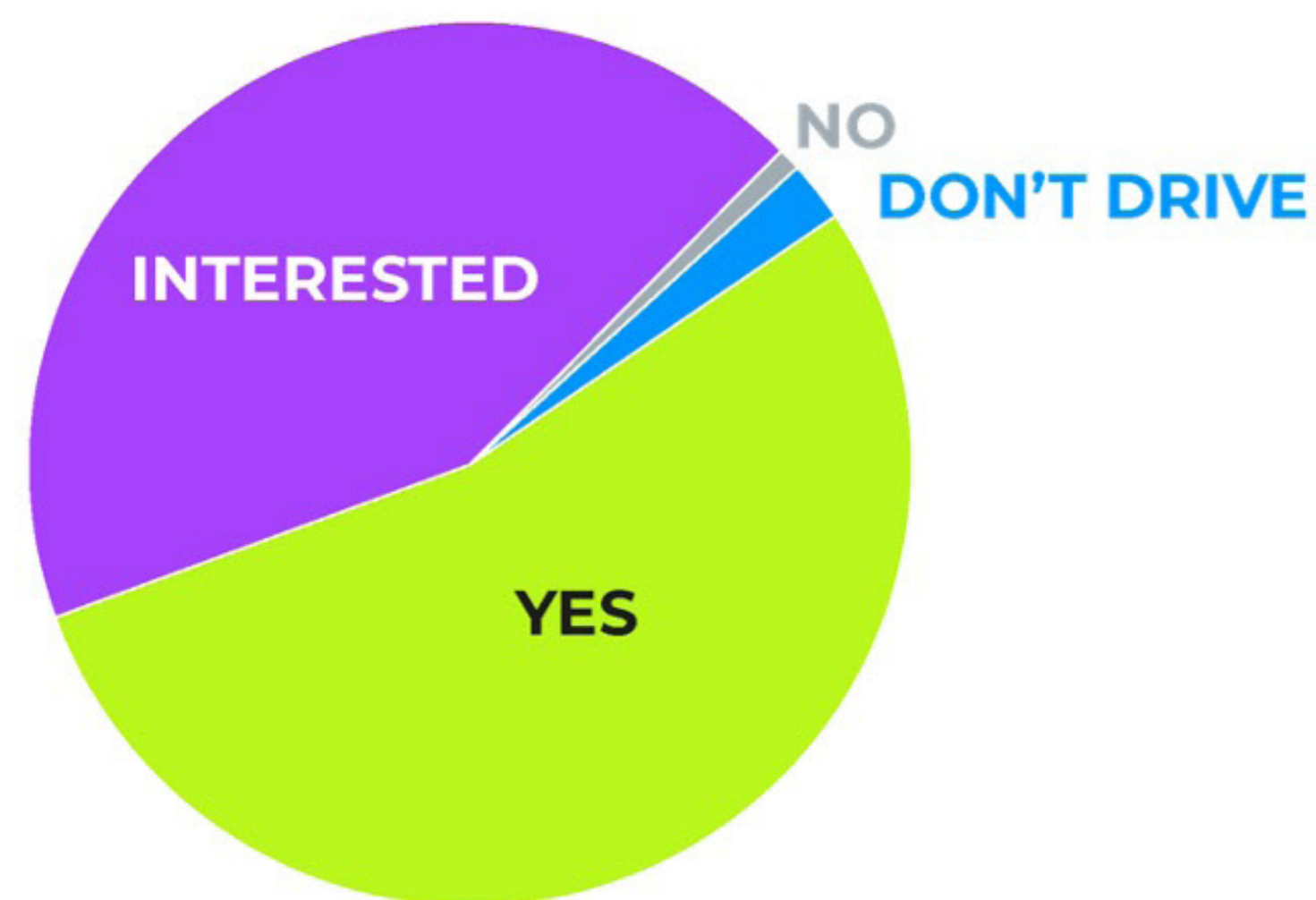


72% attend 3-6 live sessions once at the show



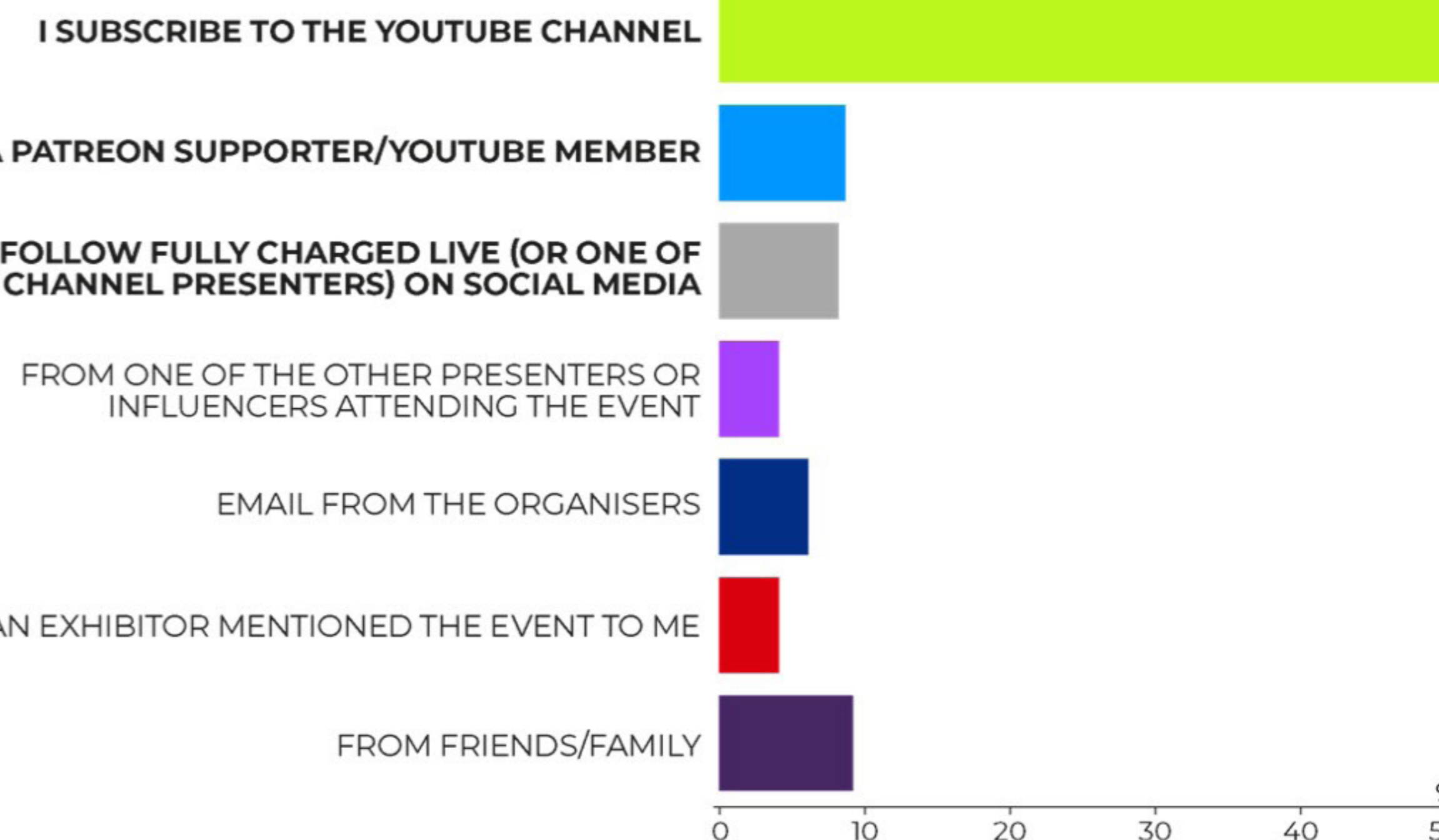
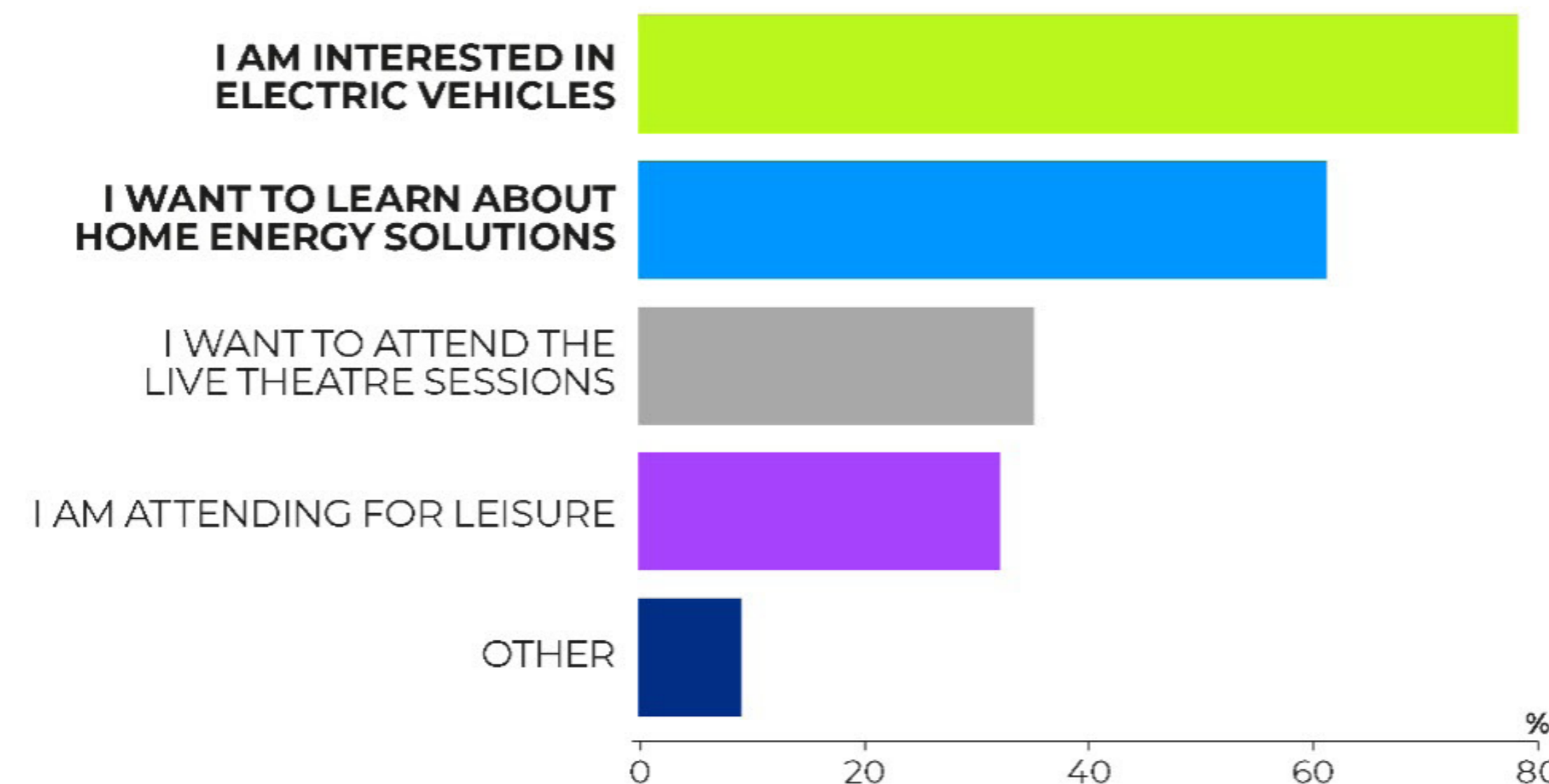
65.5% is aware / supports Fully Charged / EE brand

97% Interested in EVs



- 54% YES, I HAVE ONE
- 43% NO, BUT I'M INTERESTED
- 1% NO, I'M NOT INTERESTED
- 2% I DON'T DRIVE

70% attendees visit to see EVs or learn about Clean Energy solutions



Marketing Activity

The Everything Electric brand will be promoted through the targeted channel marketing campaign.

We will be investing in an Omni Channel approach with a focus of expanding our reach of EV & Home Energy ready audiences to include sustainable enthusiasts and the and the early mainstream members of the general public looking to switch to EVs and for advice on how to reduce costs of energy consumption.



Campaigns going live 16 weeks before each event, including the following channels:

- ***Paid Digital campaign (Search, Display, Programmatic, Social)***
- ***Paid print / outdoor – varies depending on event budgets***
- ***Radio – paid advertising & QAs / interviews with presenters***
- ***Organic Social media – including promotion in all episodes of the YouTube channel in the weeks leading up to the event (1m+ subscribers) & using Fully Charged SHOW & Everything Electric SHOW accounts – amplification of promotion via presenters personal accounts***
- ***Direct email Campaign – database varies per event***
- ***Social Media amplification tool for Attendees, Exhibitors, Speakers to share their participation at the event (GleanIn)***
- ***Public Relations & Press***
- ***Partnerships with Media titles and Social media influencers in EVs, Clean Energy and Tech***
- ***Partnerships with local Associations and EV Clubs***
- ***Event listings***
- ***Campaign amplification via Sponsor channels***

Press Activity

Everything Electric events are the perfect platform to launch your new electric vehicle or clean energy technology to national and international media as well as a qualified consumer audience of thousands.



- In 2023 we delivered successful electric vehicle launches across our global events including the MG 4 (Australia), the BYD Dolphin (UK South), Ora's next electric car model (UK South), Munro Motor's 'Big Yellow' (UK North), Polestar 2 (Canada), Hyundai all new 2023 Kona (Canada), the Voyah DREAM (Europe) and the Zeekr X (Europe).
- We also helped Mixergy launch their smart tank (Europe), myenergi launch their Libbi battery (Europe) as well as multiple micro-mobility unveils including the Joule E-Motorcycle in Canada.
- We work directly with businesses and our PR teams in each territory to maximise exposure and coverage pre-event as well as the launch itself.

The launchpad for Everything Electric...



200+
PRESS
ATTENDANCE

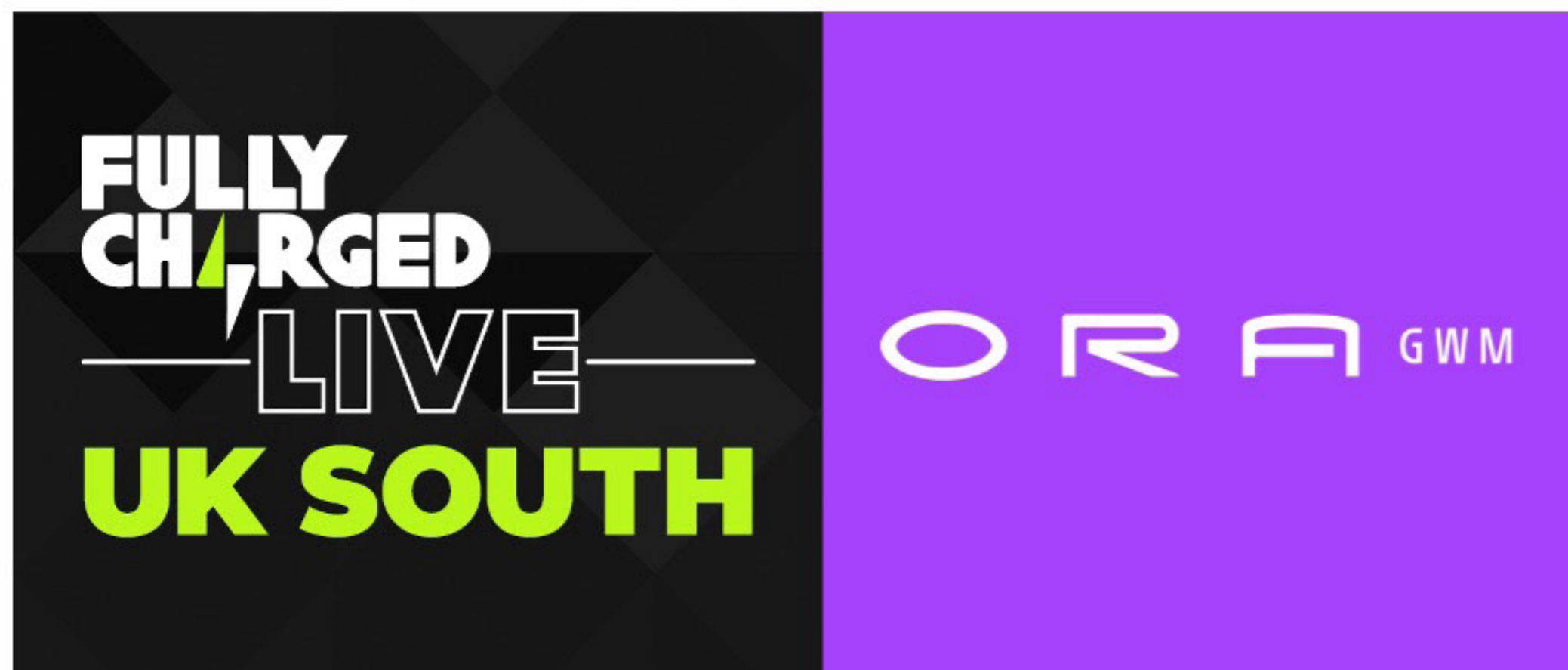
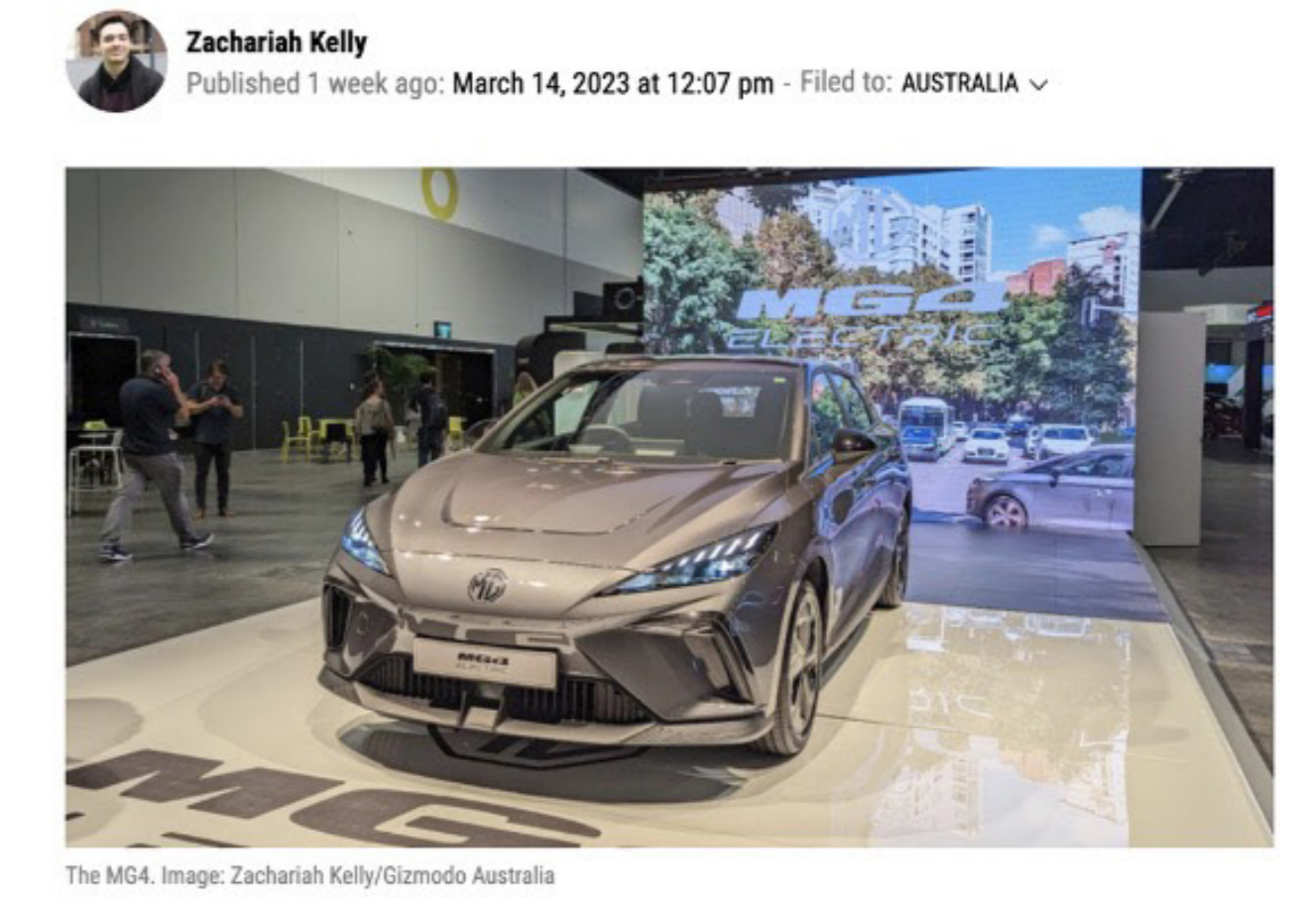
364 total attendance at preview including government representatives & exhibitors

400+
PIECES
OF
MEDIA
COVERAGE

112M+
COMBINED
TOTAL
POSSIBLE
REACH

2023

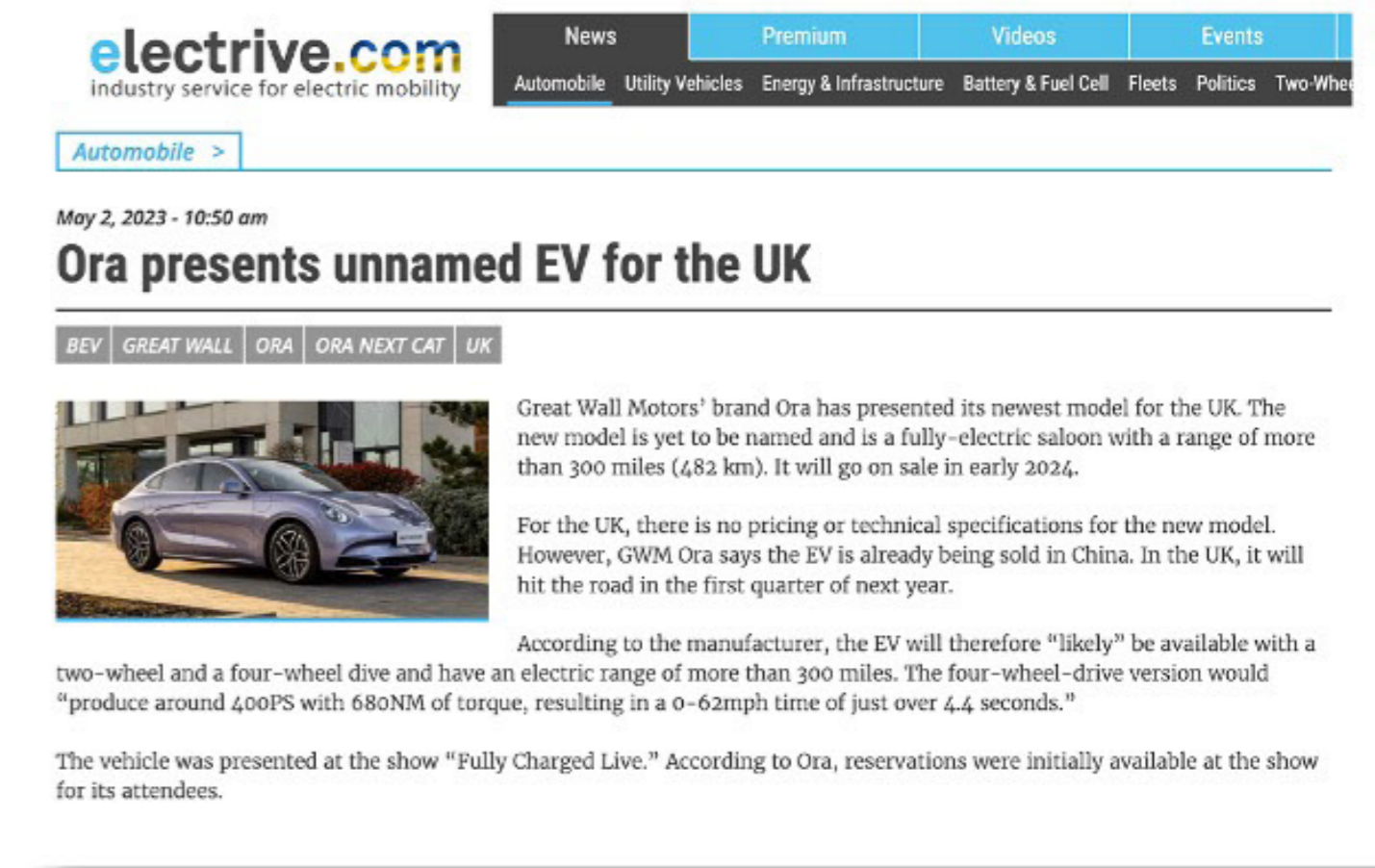
MG Reveals 2 New EVs Heading to Australia That Boast Impressive Battery Range



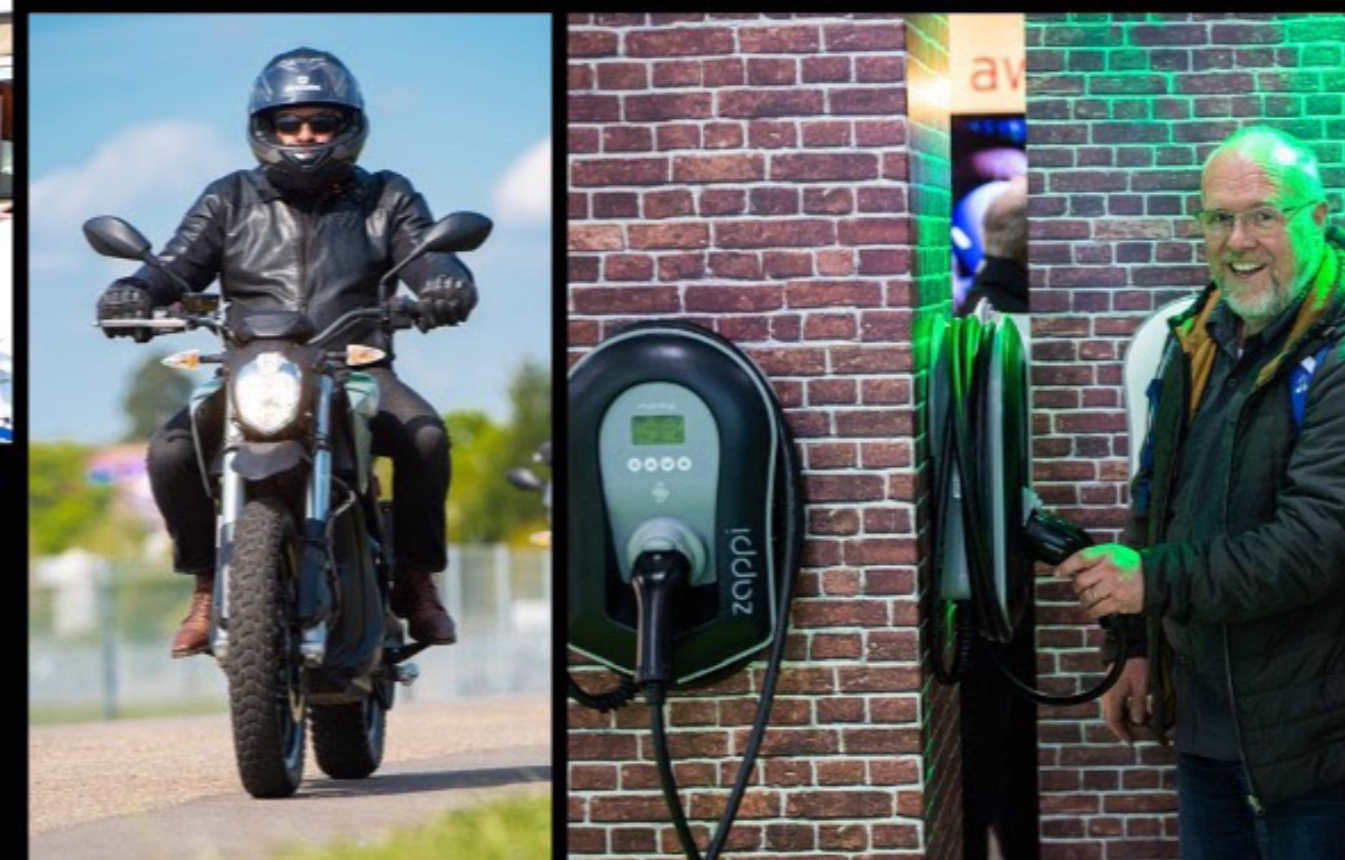
Circa 30
ONLINE
ARTICLES

120K +
VALUE OF
COVERAGE

4.4M
COMBINED
REACH



Costs to Participate Exhibition & Sponsorship



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 **CONFIRMED**

Tyre Sponsor **available**

Other sponsorship and branding opportunities are available on request

Contact Commercial@FullyCharged.Show for more information

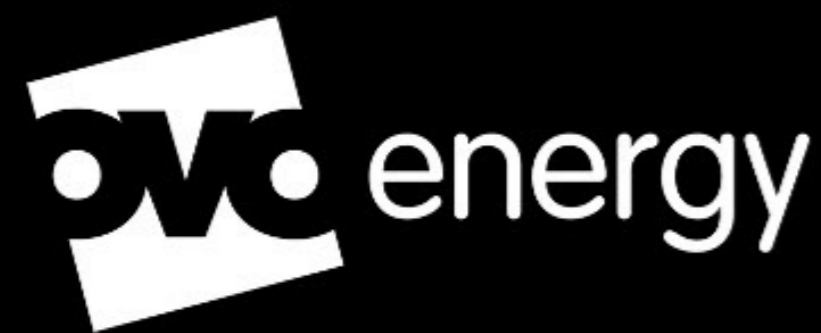
*Exceptions include: Companies that take more than 100m²; companies that participate within the test drive, or test track programmes; converted classic companies.



Recommendations

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

*"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



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 RT and R1S 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**



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**

Contact us

At Commercial@FullyCharged.Show for more information

**EVERYTHING
ELECTRIC**

EverythingElectric.SHOW

Websites

**EVERYTHING
ELECTRIC
LONDON**

**EXCEL LONDON
28TH-30TH MARCH 2024**

UK.EverythingElectric.SHOW/LONDON

**EVERYTHING
ELECTRIC
NORTH**

**YORKSHIRE EVENT CENTRE
24TH-26TH MAY 2024**

UK.EverythingElectric.SHOW/NORTH

**EVERYTHING
ELECTRIC
SOUTH**

**FARNBOROUGH INTERNATIONAL
11TH-13TH OCTOBER 2024**

UK.EverythingElectric.SHOW/SOUTH