

# EVERYTHING ELECTRIC AUSTRALIA

SYDNEY OLYMPIC PARK | 9TH, 10TH & 11TH FEBRUARY 2024

POWERED BY



PRESENTED BY YOUTUBERS

FULLY CHARGED SHOW

EVERYTHING ELECTRIC SHOW

THE ELECTRIC VIKING

Engineering with ROSIE



## THE WORLD'S NO.1 HOME ENERGY & ELECTRIC VEHICLE EXPO

**Powered by the Fully Charged SHOW, the multi-award winning Fully Charged LIVE events have been rebranded to attract more mainstream attendees than ever before...**

Launching to universal acclaim, the 2023 Sydney event was our most successful launch show to date by every measure.

Our unparalleled visitor insights, extensive experience in delivering smash-hit shows packed with immersive visitor experiences have earned us the reputation as the fastest growing live event in the sector.

If you're selling products or services in the electric vehicle or home energy sectors, the quality of our audience is second to none.

Millions research these products through our YouTube episodes, with the most motivated buying tickets with a view to investing in these technologies.

This guarantee's exhibiting companies, something very few events offer, an influx of thousands of pre-educated consumers with money to spend.

**Everything Electric AUSTRALIA 2024** is anticipated to attract >20,000 'EV ready', 'energy savvy' consumers eager to invest in greener, cleaner technologies.

Contact our commercial team today to reserve your place **Commercial@FullyCharged.SHOW**



### EXHIBITING RATES

**Space Only \$450+GST per m<sup>2</sup>**

**Shell Scheme \$500+GST per m<sup>2</sup>**

**Exceptions\* \$300+GST per m<sup>2</sup>**

For sponsorship opportunities contact our commercial team **Commercial@FullyCharged.SHOW**

\* Exceptions include, participants within activations or attractions



**FULLY CHARGED SHOW**

In terms of influence, 55% and 63% confirmed that their switch to clean energy and electric vehicles respectively was influenced by **Fully Charged**.



**GINA COWAN**  
EVENT DIRECTOR  
(AUSTRALIA)

**Your participation in Everything Electric AUSTRALIA guarantees exposure to our global audience of which:**

**96%**

INTEND TO PURCHASE A BATTERY ELECTRIC VEHICLE FOR THEIR NEXT CAR

**93%**

ARE INTERESTED IN IMPROVING THE USE OF ENERGY IN THEIR HOME  
(ENERGY SAVING & ENERGY GENERATING)

**90%**

ARE INTERESTED IN FUTURE TECHNOLOGIES



"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."



Take Charge

"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



"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**



RIVIAN

"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."



**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.

**HENRIK FISKER**  
CEO AND FOUNDER

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



**What an electrifying three days at #FullyChargedLIVE**

**Thanks to everyone who came to see us at the #Nissan stand**

**NISSAN**

What a team! Thanks for your dedicated hard work, professionalism and enthusiasm @fullychargedgedshw

We received some fantastic feedback from guests over the course of the show. Already looking forward to the next one!



**"Fully Charged Live puts the jolt back into motor shows"**

**THE AUSTRALIAN**

"I suspect that from the success of the launch event that this will become the major annual EV and Energy event in Australia moving forward"



**CONTACT OUR COMMERCIAL TEAM TODAY**  
**Commercial@FullyCharged.SHOW**