

EVERYTHING ELECTRIC AUSTRALIA

SYDNEY SHOWGROUND | 7TH, 8TH & 9TH MARCH 2025

PRESENTED BY YOUTUBERS

FULLY CHARGED SHOW

EVERYTHING ELECTRIC SHOW

THE ELECTRIC VIKING

Engineering with ROSIE

CarTell.tv

ColdFusion DRIVE



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

THE WORLD'S NO.1 HOME ENERGY & ELECTRIC VEHICLE EXPO EXHIBITOR & SPONSOR PACK 2025

Uniquely delivering an affluent digital audience at a physical expo, ensuring top ROI worldwide!

The world's only YouTube Exhibition crossover reaches buyers others can't.

At **Fully Charged SHOW** and **Everything Electric**, our mission is to drive the transition to cleaner, more sustainable vehicles and home technologies, empowering individuals to make environmentally conscious choices that benefit the planet.

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 Home Energy and Clean Energy solutions too.

Everything Electric is a hugely powerful series of events set in multiple global locations including, Australia, Canada & UK.



HIGHLIGHTS
OF THE ELECTRIFYING
2024 EVENT

We are dedicated to educating & inspiring people to embrace electric solutions, one person at a time, **with the ultimate goal of making the world fully electric!**

After 12 years of building a global community brick-by-brick and click-by-click, **Everything Electric** 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** promises an unrivalled 'return on investment' (ROI) that no other events come close to.

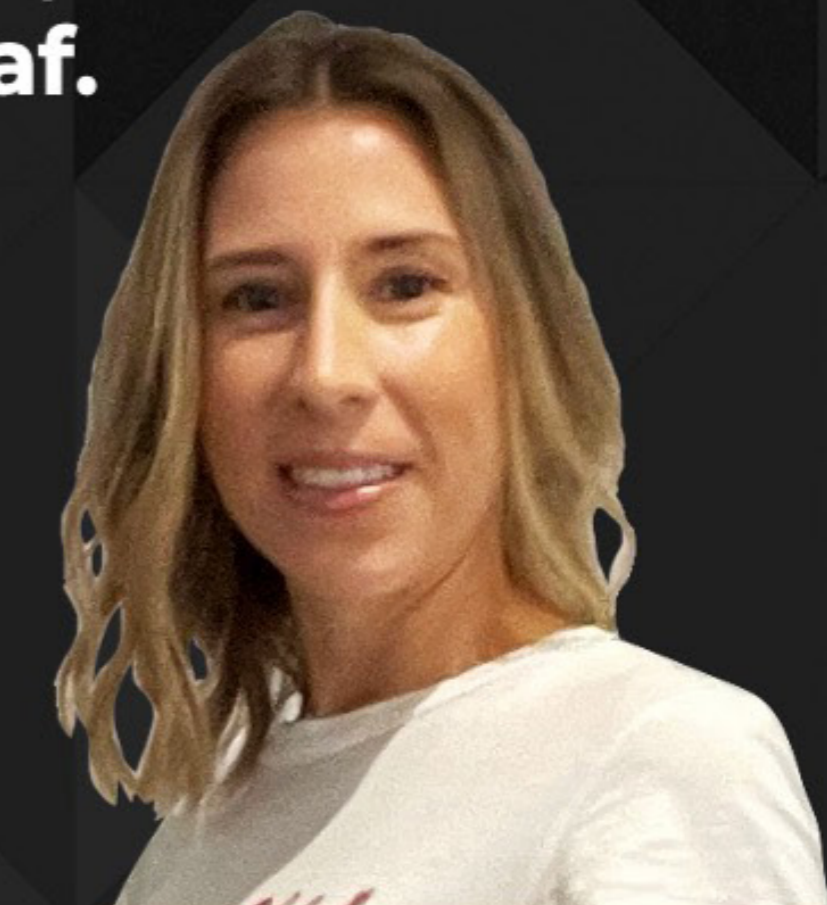


Unbelievable? Don't take our word for it, see what others have had to say overleaf.

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.

CARLO ZOCCALI
| CHIEF COMMERCIAL OFFICER



GINA COWAN
| EVENT DIRECTOR
(AUSTRALIA)

Show Dates & Venue

Join the world's no.1 Home Energy & Electric Vehicle Show in Sydney

Join us for an electrifying experience at the upcoming Home Energy and Electric Vehicle Show, returning to the prestigious Sydney Showground from March 7th-9th. Secure your stand early to maximize your exposure and position yourself as a leader in the clean energy and electric vehicle industry.

EVERYTHING ELECTRIC AUSTRALIA

7TH-9TH MARCH 2025

With a record-breaking attendance of 18,000 enthusiastic visitors at our 2024 show, this is your opportunity to connect with a diverse audience eager to explore the latest advancements in clean energy, home energy solutions, and electric vehicles.

To enquire about exhibiting at the Show, please refer to page 16 of this Prospectus or contact Commercial@FullyCharged.Show for more information.

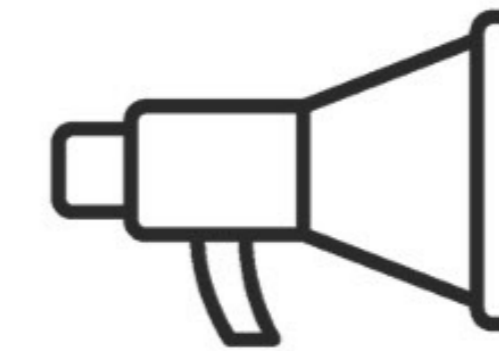
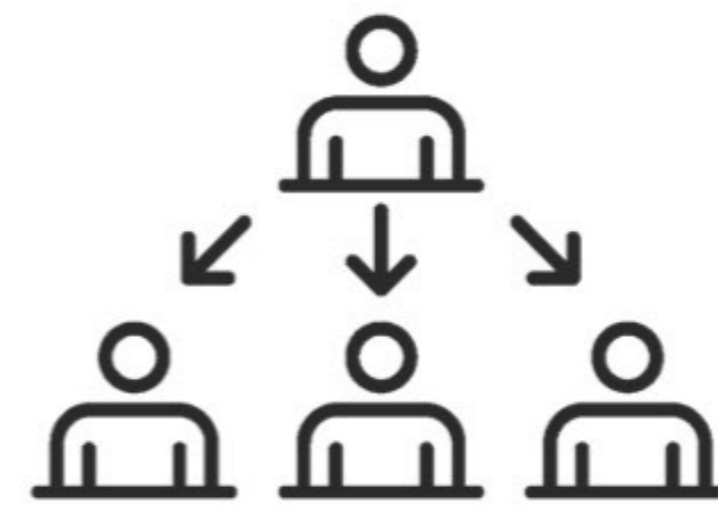
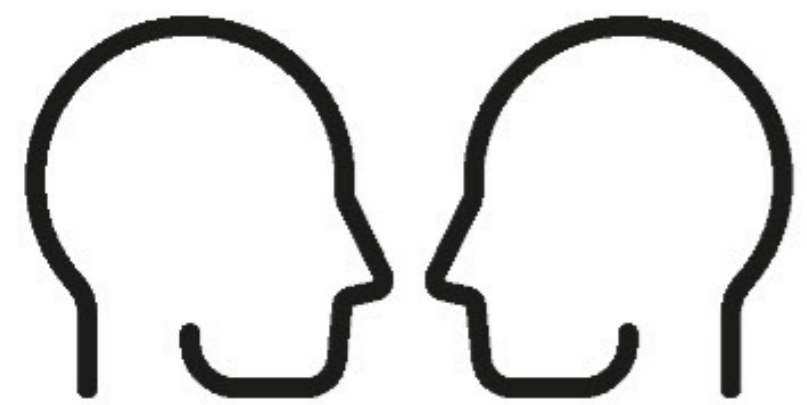
Thank you for your interest!



EVERYTHING ELECTRIC

How Everything Electric Can Benefit Your Business

The "**Everything Electric AUSTRALIA**" expo in Sydney offers a multitude of benefits to exhibitors and partners aiming to reach a targeted audience interested in electric and sustainable technologies. Here are several ways the event can be advantageous:



Direct Engagement

As an exhibitor, connect face-to-face with early adopters and mainstream consumers ready to invest in electric vehicles and sustainable energy solutions. Meet industry professionals and passionate buyers eager to explore and adopt the latest advancements in clean, sustainable technology.

Innovations

Exhibitors have the opportunity to showcase and demonstrate the latest innovations, technologies, and products in a live setting. This allows potential customers to experience these offerings firsthand, providing a unique and interactive way to engage with new advancements and see their benefits up close.

Brand Visibility

Exhibitors and partners can leverage event marketing channels, such as social media, email newsletters, and the event's website, to reach a broader audience. Additionally, the physical presence at the event itself boosts brand visibility among attendees.

Educational Sessions

Packed with 3 days of content featuring fireside chats, panel discussions and workshops led by industry experts. Exhibitors can participate in these to position themselves as thought leaders and subject matter experts. This can enhance their reputation and attract more attention to their stand.

Media

Our events attract substantial media coverage from mainstream media of both print & TV, industry publications, bloggers, and influencers. Exhibitors and partners can benefit from this exposure, as their participation might be highlighted in articles, interviews, and social media posts, further extending their reach beyond the event attendees.

Lead Generation

Exhibitors can collect valuable leads during the event. Attendees who visit their booths are likely already interested in their products or services, making them high-quality prospects. Follow-up after the event can convert these leads into sales and long-term customers.

ALSO FEATURING

**Networking Opportunities + Feedback & Market Research + Demonstrations & Workshops
+ Corporate Social Responsibility (CSR) + Sales & Pre-Orders**

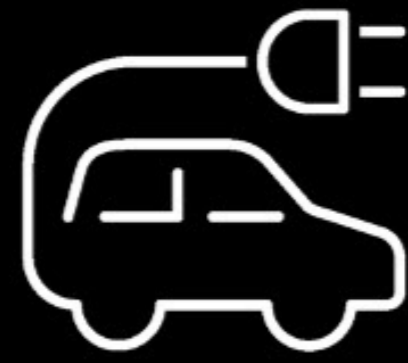
Audience & Demographics

Reaching the 'buyers' others can't reach

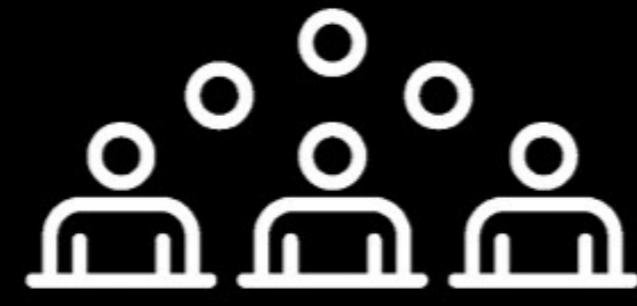
Since 2010 the **Fully Charged SHOW** has built a sizable audience around the world. Positioned as the 'leading expert communicator' on electric vehicles & 'cleaner' energy.



100 + Exhibitors



150+ Vehicles



18,000 + Visitors



Average Age 45-55



Visitor Profile 85% AB



Male Visitors 68%



Female Visitors 32%



Average House Income \$185,000

90%

PREFER TO TEST DRIVE AN EV BEFORE BUYING

95%

INTERESTED IN ELECTRIC VEHICLES

91%

INTERESTED IN HOME ENERGY

93%

INTERESTED IN IMPROVING ENERGY USE

87%

INTERESTED IN ENERGY GENERATION

90%

INTERESTED IN ENERGY STORAGE

2024 HEATMAP locations of visitors



62% FULLY CHARGED INFLUENCED SWITCH TO EVS

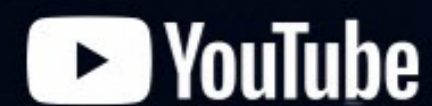
53% FULLY CHARGED INFLUENCED SWITCH TO HOME ENERGY

Fully Charged has real digital influence

By harnessing the digital influence of the **Fully Charged SHOW**, **Everything Electric** events achieve a broader and more impactful reach, driving higher attendance, greater exhibitor participation, and overall success.

FULLY CHARGED
SHOW

1.06m



SUBSCRIBERS

~2-3m monthly views



94k



SUBSCRIBERS

~400k monthly views

FULLY CHARGED
PODCAST

50k

LISTENS

AVERAGE ACROSS
PLATFORMS



177k

**EVERYTHING
ELECTRIC
FOLLOWERS**



55k

**FULLY
CHARGED
FOLLOWERS**



27k

**STOP
BURNING
STUFF
FOLLOWERS**



19k

SUBSCRIBERS



40k

SUBSCRIBERS



14.7k

FOLLOWERS



93%

ARE INTERESTED IN IMPROVING
THE USE OF ENERGY IN THEIR HOME

The digital reach for **Everything Electric** events is significantly enhanced because they are backed by the **Fully Charged SHOW**, which has over 1 million YouTube followers and averages 2-3 million views per month. Here's why this makes a difference:

1. EXTENSIVE AUDIENCE BASE: The **Fully Charged SHOW's** substantial following means that promotions for the **Everything Electric** events will reach a large, engaged audience. This existing fan base is likely already interested in electric and sustainable technologies, ensuring a high level of relevance and interest in the event.

2. HIGH ENGAGEMENT RATES: With millions of views per month, the **Fully Charged SHOW** has proven its ability to engage viewers consistently. This high level of engagement can translate into increased interest and attendance at the events.

3. CREDIBILITY AND TRUST: The **Fully Charged SHOW** is a well-established and respected platform in the electric and sustainable technology space. Its endorsement adds credibility to the **Everything Electric** events, making potential attendees and exhibitors more likely to participate.

4. TARGETED MARKETING: Leveraging the **Fully Charged SHOW's** digital channels allows for highly targeted marketing efforts. The show's audience is specifically interested in electric vehicles, renewable energy, and related technologies, ensuring that event promotions reach the right people.

5. AMPLIFIED PROMOTIONS: Content related to the **Everything Electric** events, such as promotional videos, interviews, and behind-the-scenes looks, can be shared through the **Fully Charged SHOWS's** channels. This amplification can significantly boost the visibility and attractiveness of the event.

6. CROSS-PLATFORM REACH: The **Fully Charged SHOW's** presence extends beyond YouTube to other social media platforms, websites, and possibly newsletters. This multi-channel approach increases the likelihood of reaching diverse segments of the target audience.

**EVERYTHING
ELECTRIC**

Previous exhibitors

When you participate in Everything Electric AUSTRALIA you'll be in good company

Electric Vehicle Brands



We anticipate 18-22 OEMs to be exhibiting in 2025

Home Energy



Others



96% INTEND TO PURCHASE A BATTERY ELECTRIC VEHICLE FOR THEIR NEXT CAR

How Everything Electric has benefitted previous exhibitors...



PEUGEOT Australia

“What an incredible event! It was an energising weekend at the **Everything Electric Show!** With hundreds of test drives and thousands of visitors.

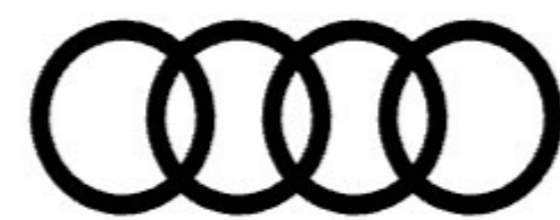
It was such a pleasure to be at **Everything Electric AUSTRALIA 2024** and an amazing opportunity to meet customers interested in PEUGEOT's 100% electric range.”



Origin Energy

“This year we brought along the whole Origin Energy family to showcase all the solutions that we have to help customers electrify their home and vehicles. We were so busy talking to attendees the whole weekend.

Big call out to the pulling power of Robert Llewellyn who still managed to attract a large crowd to the last panel session on Sunday.”



Audi Australia

“Delighted to announce Audi Australia successful participation at the **Everything Electric show** in Sydney. We proudly presented the Audi EV range, featuring the first public unveiling of the Q4 e-tron. With thousands of attendees, we facilitated an impressive 150 test drives across 3 days, led by our skillful Audi driving experience team.”



JET Charge

“What an exhilarating weekend it proved to be at **Everything Electric** Sydney!

We've been immersed in enlightening discussions and captivating panels, forging connections with fellow enthusiasts and experts in the field.

We're truly excited to witness the growing momentum in the electric vehicle space, and we're grateful to have been a part of it!

We're also immensely grateful to **Everything Electric** Team for delivering such an exceptional experience.”



BMW Australia

“A fun-filled, knowledge-packed festival that celebrates and demonstrates the future of electrification. Over the three-day extravaganza, our fully-electric BMW i model range was on display. With hundreds of test drives taken by electric enthusiasts and first-time electric drivers, these models became a key part of the largest EV test drive experience ever seen in Australia.”

Polestar

Polestar Australia

“Well that's a wrap on **Everything Electric 2024**.

Three times the size of last year, it was an action-packed three days.

Incredibly proud of our team who brought the best of Polestar to thousands of EV-curious visitors, and facilitated a record number of test drives too.

The organisers of **Everything Electric**, who once again raised the bar and made the complex look simple and elegant.

We'll be back in March 2025.”



Genesis Motors Australia

“That's a wrap on **Everything Electric AUSTRALIA 2024!** Genesis Motors took centre stage over the three-day event with the Electrified GV70 and GV60 models on display. **Everything Electric** is the largest EV expo to visit Australia and the perfect environment for sustainability conscious, EV interested consumers to learn more about the designs for the future that are readily available today.”

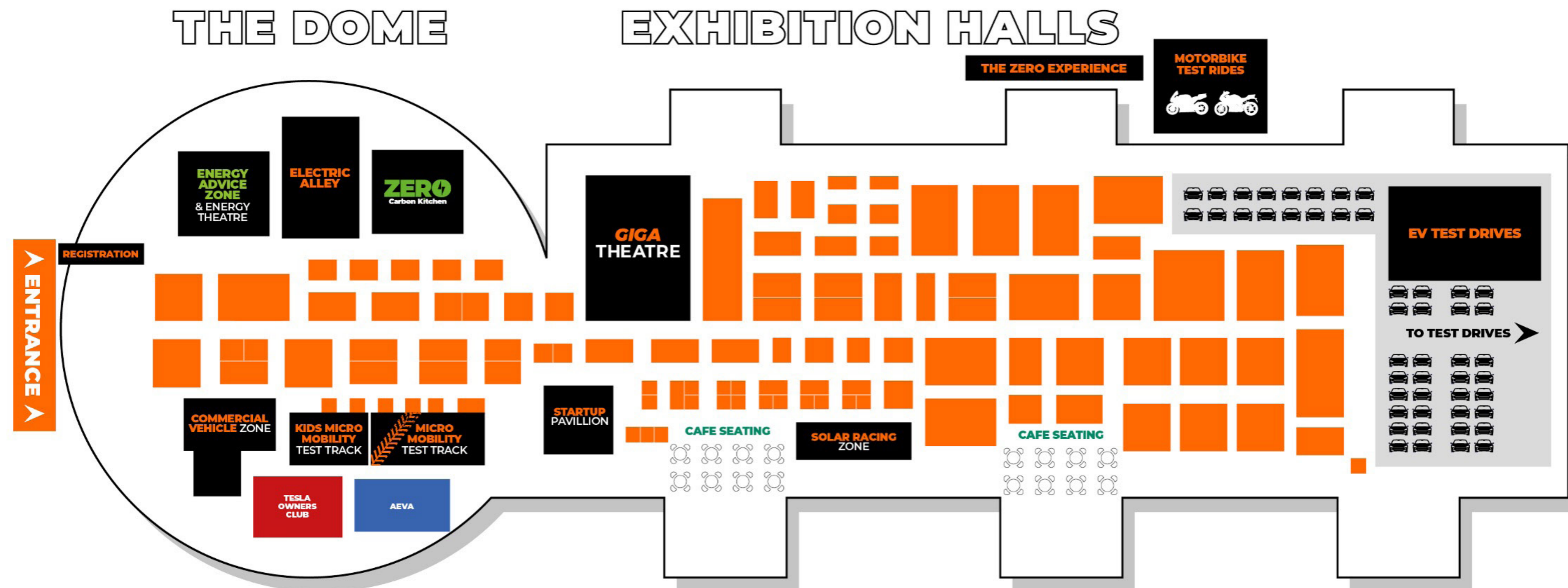


MG Australia

“We supported last year and this time it's twice the size and we've loved every minute of it, Test Drives have been Fully Booked out, people have really loved our product. We are excited to back next year with new models. The Show is a non confrontational environment, and we got to demonstrate full V2L capabilities to customers.”

Find your spot

Everything Electric offers your brand a wide range of exhibiting options to suit your budget and to achieve your business objectives. Following the highly successful move to Sydney Showground in 2024, the show offers you the opportunity to place your business at the heart of several dedicated, product-specific zones, targeted to the interests of our audience. Here is this year's show configuration.



For the latest availability please contact our sales team at Commercial@FullyCharged.Show

The Dome Features

ENERGY ADVICE ZONE



On hand to provide advice, our one-on-one experts in the Energy Advice Zone can assist attendees with heat pumps, insulation, batteries, smart meters, home EV charging, Solar PV, Solar Thermal Energy bills and more. Alongside this our Energy Theatre will feature panel sessions discussing all the latest home energy trends.

ELECTRIC ALLEY



Electric Alley boasts a broad range of electric vehicles available on the market not seen elsewhere in the show for attendees to see up close and compare.

ZERO CARBON KITCHEN



Featuring entertaining and educational live cooking demonstrations. Attendees can watch leading experts cook plant-based recipes with all-electric appliances, great opportunity for a manufacturer to demonstrate V2L capabilities, Sponsorship available see page 13.

COMMERCIAL VEHICLE ZONE



An array of vehicles that will excite and educate, from electric transit vans to buses to agricultural EVs. Get hands-on with the future of transportation and logistics.

MICRO MOBILITY ZONE



This zone features the latest trends and equipment in micro mobility. It is perfectly placed within the show layout to capture the imagination of first-time visitors who haven't realised the many ways they can experience electric mobility.

Exhibition Hall Features

GIGA THEATRE



Over 25 live 'electrifying' panel discussions hosted by leading experts & **Fully Charged** presenters. Covering topics from decarbonisation to off-street charging. All exhibitors will be offered the opportunity to participate in a session, subject to availability.

OEM ZONE & TEST DRIVE EXPERIENCE



A celebration of the latest EV's, attendees will get up close and personal with a huge range of Electric Vehicles available in Australia. With the opportunity to get hands on in our Test Drive Program by getting behind the wheels themselves. With an estimated 5,000 Test Drives in 2024, **Everything Electric** offers the largest Test Drive Program in Australia.

ELECTRIC MOTORBIKE ZONE & TEST RIDE EXPERIENCE



Visitors experience the thrill of our electric motorbikes with a dedicated test ride area, featuring professional rider demonstrations throughout the weekend with chance to showcase your brand & the future of electric mobility firsthand!

STARTUP PAVILION

NEW FOR 2025

We are excited to announce the launch of our new startup feature, designed to empower brands with the tools they need to effectively engage with our audience, test the market, and network with industry peers – all in a cost-effective manner. In partnership with EnergyLab Sydney, this initiative provides an unparalleled opportunity for brands to innovate, collaborate, and grow within a supportive ecosystem, fostering connections that drive success and sustainability.



Pricing & Stand Options

Exhibiting Rates

STAND TYPE	Price per sqm	3x3m	3x6m	6x4m	5x5m	6x6m	10x10
SPACE ONLY	\$475 +GST	\$4,275 +GST	\$8,550 +GST	\$11,400 +GST	\$11,875 +GST	\$17,100 +GST	\$47,500 +GST
SHELL SCHEME	\$525 +GST	\$4,725 +GST	\$9,450 +GST	N/A	N/A	N/A	N/A

Alternate stand sizes available upon request, please contact the team to discuss your individual requirements.

Shell Scheme Inclusions:

- 2.5m high white walls
- Fascia Name board sign
- 2 x 150 watt spotlights on arm
- 1 x 4 amp power point
- Carpet



Partnership opportunities

We specialise in tailored partnership opportunities & benefits to achieve your business objectives

PACKAGE INCLUSIONS	Giga Theatre	Home Energy Advice	Energy & Climate Change	Exhibitor Drinks Reception	Test Drive Experience Partner	Test Drive Charging Partner	Zero Carbon Kitchen	Sustainability Partner	Service & Tyre Partner
COST	SOLD	\$60,000	SOLD	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Sponsor logo on website carousel / web page	■	■	■	■	■	■	■	■	■
Branding on relevant web-pages	■	■	■	■	■	■	■	■	■
Branding on relevant marketing comms	■	■	■	■	■	■	■	■	■
Onsite branding on show signage (Plus relevant feature area branding)	■	■		■	■		■		
Rolling media video during all breaks in the Theatre	■								
Social media coverage pre event + during (1 post per day of the event)	■	■	■	■	■	■	■	■	■
Panel discussion slot per event weekend (Giga Theatre)	2		3	2	2	1	1	3	1
Official visit by one of the Fully Charged Channel team during the event	■	■	■	■	■	■	■	■	■
Free tickets to event (one day passes, good for all 3 days)	500	100	100	50	200	100	200	300	
20% Discount Ticket Code	■	■	■	■	■	■	■	■	■
Elevator Pitch (10 minute slot). Premium beverage package served with Chips/Nuts for 1 hours for 250pax				■					
Ad in Event Program	1/4 page	1/2 page	1/4 page		1/4 page		1/4 page	1/2 page	1/4 page

With a range of sponsorship opportunities to enhance your presence at **Everything Electric**, our team is on hand to tailor a bespoke solution for you, based on your business objectives, audience and budget.

Contact Commercial@FullyCharged.Show for more information



Marketing & PR Exposure

KEY STATISTICS



93K

WEB TRAFFIC
average monthly views



333k



SOCIAL MEDIA REACH



44k

EMAIL VISITOR DATABASE



336m

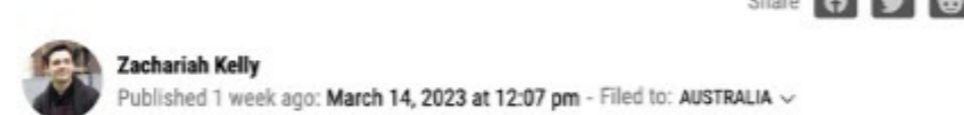
GLOBAL PR REACH



27k

GLOBAL NEWSLETTER

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



336

NEWS SEGMENTS

Generated with

115.4m

REACH

Marketing

The **Everything Electric** events offer the perfect opportunity to raise the profile of your brand to our highly engaged EV-ready and home energy savvy audience, both physically at the events themselves, and digitally to millions across our online channels.

Your Benefits

As part of your exhibitor package you will have access to the following marketing & PR benefits:

- **Exhibitor listing on the Everything Electric event website including opportunities to upload news/press releases, images, company descriptions and contact details**
- **Exhibitor listing on the floorplan via the Show Programme which is handed to every attendee onsite**
- **Access to our visitor email database within show updates and newsletters**
- **Access to our social media audience within show updates**
- **Discount codes for tickets to share with your audience**
- **A number of free of charge guest tickets**
- **PR support to boost the launch of your new products or amplify your announcements**
- **Brand exposure via general show PR which has seen the event featured in key Australian media outlets including The Morning Show, Weekend Today, 7 News, 2GB Radio, ABC, Sydney Herald and The Driven.**



Global Launches

Launch your product at Everything Electric



Our integrated marketing campaign for **Everything Electric AUSTRALIA** will cover multiple channels, engaging with existing audiences as well as reaching out to the broader mainstream as interest in electric vehicles and home energy continues to grow at an exponential rate.

The 2025 campaign will include:

- **Digital Marketing including PPC (Pay Per Click)**
- **Social Media**
- **Email Marketing**
- **Print Advertising**
- **Regional Press**
- **PR**
- **Exhibitor Promotions**
- **Relationship Marketing**
- **Community & Local Government Initiatives**



With tens of thousands of consumers attending each of our events, **Everything Electric** is the ideal occasion to launch your product or share key announcements. We have facilitated a wide range of launches including electric cars, bikes, scooters and commercial vehicles to heat pumps, home batteries and EV chargers. Our guided media tours bring in key media outlets to maximise your launch, coupled with consumers once the event is officially open.

BRANDS WE HAVE WORKED WITH



Polestar

BYD

ORA GWM



HYUNDAI

ZEEKR



VOYAH

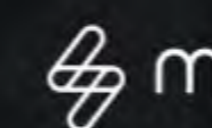
Munro



OMODA



mixergy



myenergi



DURACELL ENERGY

HYPERVOLT



EVERYTHING ELECTRIC



IN TERMS OF INFLUENCE, **55%** AND **63%** CONFIRMED THAT THEIR SWITCH TO CLEAN ENERGY & ELECTRIC VEHICLES RESPECTIVELY WAS INFLUENCED BY FULLY CHARGED

Contact us

Don't miss out on this chance to be part of the conversation driving the future of clean energy and electric vehicles.

*Contact our dedicated sales team today to secure your exhibition space and elevate your brand at **Everything Electric 2025!***

Let's power up together towards a sustainable future!

Email: Commercial@FullyCharged.Show

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 [@fullychargedshw](https://twitter.com/fullychargedshw)  [@fullychargedshow](https://www.instagram.com/fullychargedshow)

We look forward to welcoming you to the show!

EVERYTHING ELECTRIC

www.EverythingElectric.SHOW



EVERYTHING ELECTRIC AUSTRALIA

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7TH-9TH MARCH 2025

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