



Hyatt Regency O'Hare Chicago – Rosemont, IL
August 13-14, 2024

SPONSOR PROSPECTUS

HIGHLIGHTS **EV Symposium**

Charge up your brand by actively participating in PLMA's **EV Symposium 2024** which will play an important role in delivering the key insights, ideas, and learnings to date that can help foster widespread EV adoption in North America.

Sponsoring PLMA's EV Symposium 2024 will give you high profile visibility and opportunities to connect with more than 200 industry professionals from across the utilities and auto OEMs. **There are limited opportunities to maximize your exposure so be sure to book early!**

Symposium Goals

This goal of PLMA's EV Symposium 2024 is to discuss important learnings to date, emerging opportunities, existing challenges, and the steps needed to ensure the successful adoption of EVs across North America.

Symposium Format

Over the course of two half-days, this in-person, interactive Symposium will explore:

- **DAY 1:** Today's learnings and experiences with EV managed charging, V2X applications, and other load management applications related to EVs, and
- **DAY 2:** Tomorrow's challenges to achieving widespread EV adoption.



Sponsor Benefits Based on Sponsorship Level

Sponsor Benefits	LEVEL 3	LEVEL 2
Foundational Benefits based on Sponsor Level:		
1. Interim and final registration lists with full contact information on a tiered distribution based on level, beginning 7/12/24 for Level 3 Sponsors, then weekly (Fridays) for ALL Sponsors beginning 7/19/24. The final attendee list will be distributed on 8/14/24 following the Symposium.	✓	✓
2. Brand recognition on the PLMA EV Symposium website, App, signage, and printed program. Sponsor logos and company descriptions will be included in the App and printed program.	Logo, 75-word description	Logo, 50-word description
3. Symposium App inclusion of promotional documents, collateral, studies, and other key information.	Unlimited promotional materials	Up to two documents
4. Symposium App inclusion of a promotional video.	✓	N/A
5. Symposium App scrolling banner ad.	✓	N/A
6. Social media amplification of your posts related to your Symposium participation (#PLMAEV), plus a PLMA thank you post.	✓	✓
7. Ongoing Symposium updates and communications.	✓	✓



LEVEL 3 Sponsorship Opportunities

LEVEL 3 Sponsorship Opportunities provide you with two amazing options for product and brand awareness during the Symposium. Select from either the **Grand Dinner Reception**, or the **Product Showcase Roundtable** – or both! These are limited opportunities with maximum visibility, so make your selection today! **LEVEL 3 Sponsors may also book LEVEL 2 options to customize your sponsorship.**

<p>Grand Dinner Reception – Limit 6</p>	<p>\$5,000</p>
<p>Super charge your presence by sponsoring the flagship networking event and receive maximum exposure when you sponsor the Grand Dinner Reception held at Joe’s Live! Rosemont. Included in your sponsorship:</p> <ul style="list-style-type: none"> • Two RGB images (1920w x 1080h) that will be included within a sponsor loop prominently played on the venue’s multiple digital monitors. • One pop-up banner (3’x’6’ maximum) in the event area. • Logo recognition and acknowledgement throughout the Symposium on the event’s signage, website, and App, as well as from the podium. • One Symposium registration included with up to 2 more at a 50% discount. • One Sponsor Table Display in the Symposium foyer at a discounted rate of \$1,500 (offered on a first-come, first-served basis with 6 available). • Option for a reserved table of 8 during Dinner. • Add-on Upper-Level VIP Suite overlooking event/stage area. Holds 20 people. (2 Available – Act Quickly!) • Add-on Meeting Room available to LEVEL 3 sponsors. (4 Available – Act Quickly!) 	<p>\$ 500</p> <p>\$ 500</p>
<p>Technology Advancement Roundtable – Limit 4 (Day 1)</p>	<p>\$5,000</p>
<p>Accelerate your brand visibility by participating in the Technology Advancement Roundtable. Sponsors will have 3 minutes to showcase new or enhanced product and service offerings that are addressing EV managed charging challenges. Presentations will be followed by a short 15-minute roundtable discussion moderated by a PLMA Chair.</p> <ul style="list-style-type: none"> • A 3-minute presentation on products/services available today or in the near-term future including go-to-market plans. • Two questions to be submitted in advance to the session moderator. • Logo recognition and acknowledgement throughout the Symposium on the event’s signage, symposium website and App, as well as from the podium. • One Symposium registration included with up to 1 more at a 50% discount. • One Sponsor Table Display in the Symposium foyer at a discounted rate of \$1,500 (offered on a first-come, first-served basis with 6 available). <p>Add-on Meeting Room available to LEVEL 3 sponsors. (4 Available – Act Quickly!)</p>	<p>\$ 500</p>



LEVEL 2 Sponsorship Opportunities

LEVEL 2 Sponsorship Opportunities provide options for budget-conscious organizations. These include logo recognition and sponsorship acknowledgement throughout the Symposium. **All sponsors are welcome to choose LEVEL 2 options to further customize your sponsorship.**

<p>Symposium App Sponsor</p> <p>Sponsorship of the PLMA's Symposium App will position your logo within a scrolling banner acknowledgement, as well as within a logo icon treatment on the App home screen. This is a fantastic way to get eyeballs on your logo throughout the conference! Additional acknowledgement will be made during the Symposium and within the print program and signage.</p>	<p>\$2,500</p>
<p>Symposium Wi-Fi Sponsor</p> <p>Sponsorship of the Wi-Fi service for the Symposium is acknowledged throughout the duration of the Symposium within the print program and signage, Symposium App, and during sessions to remind attendees how to access the symposium network. Sponsor provides the Wi-Fi password to be used for access to the conference network.</p>	<p>\$2,500</p>
<p>Symposium Power Alley Sponsor</p> <p>Sponsorship of the complimentary power rows in the main plenary room during the Symposium will be acknowledged within the print program and signage, as well as our Symposium App giving logo brand recognition. Additional acknowledgement will be made during the Symposium from the podium and in slideware. Sponsor may provide one promotional item that will be placed at each seat within the Power Alley Rows.</p>	<p>\$2,500</p>
<p>Audio Visual (AV) Sponsor</p> <p>Sponsorship of the Audio Visual (AV) service for the Symposium is acknowledged throughout the duration of the Symposium within the print program and signage, and within the Symposium App. Additional acknowledgements will be made during the Symposium from the podium and in slideware.</p>	<p>\$2,500</p>



LEVEL 2 Sponsorship Opportunities (cont'd)

EV LEVEL 2 Sponsorship Opportunities provide options for budget-conscious organizations. These include logo recognition and sponsorship acknowledgement throughout the Symposium. **All sponsors are welcome to choose LEVEL 2 options to further customize your sponsorship.**

<p>Registration Desk/Lanyard Sponsor</p>	<p>\$2,500</p>
<p>The Symposium’s Registration Desk is the first place attendees will see your brand. Each attendee will receive a Symposium badge and a lanyard branded with your logo. You will also receive logo recognition in signage and other acknowledgements throughout the event.</p>	
<p>Sponsor Table Space – Limited to 6 tables overall</p>	<p>\$2,500</p>
<p>Your Sponsor Table space will enable you to familiarize attendees with your brand and services. Your table will be prominently located in the foyer outside the general meeting rooms and where conference breaks will be held, putting you and your brand in the spotlight! You’ll receive a 6’ skirted table with 2 chairs. Displays are limited to tabletop displays, pop-up banners, or other items that fit behind the table. No large exhibit-hall-type pop-up backdrops (6’-10’ wide) will be permitted.</p>	
<p>Symposium Breakfast and Lunch Sponsor</p>	<p>\$2,000</p>
<p>Become the Symposium Breakfast and Lunch Sponsor and receive acknowledgement in signage and from the podium during the Symposium. Attendees will see your brand whenever they reach for their favorite food item. Receive a bonus benefit by providing branded stickers for the to-go lunch boxes on Thursday, putting your logo right in the hands of attendees!</p>	



LEVEL 2 Sponsorship Opportunities (cont'd)

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<p>Symposium Break Sponsor</p>	<p>\$2,000</p>
<p>Attendees will see your brand whenever they stop for refreshments during the Symposium's 3 planned breaks. Your logo will be featured in the signage, and you'll also receive acknowledgement from the podium. Sponsor may also provide branded napkins for use at the food/beverage stations during the breaks.</p>	
<p>NEW! Grand Dinner Entertainment Sponsor – 2 available</p>	<p>\$1,500</p>
<p>Attendees will notice your brand at our Grand Dinner event at Joe's Live! Your logo image will be visible from multiple monitors throughout the venue, as well as on signage near the stage! This is a great affordable option to get the attention your brand deserves!</p>	



For More Information About Sponsorship, please contact us:

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For the most current list of available sponsorship options,
please visit the **[Sponsor Opportunities page](#)** on the
Symposium website.