



YOUR INVITATION TO GET ON BOARD...

NOOSA EV & ELECTRIFY EXPO

SUNDAY 16 JUNE 2024

**SPONSORS & EXHIBITORS
PROPOSAL**

IN PARTNERSHIP WITH



... AND DRIVE CHANGE

WHAT IS THE NOOSA EV & ELECTRIFY EXPO?

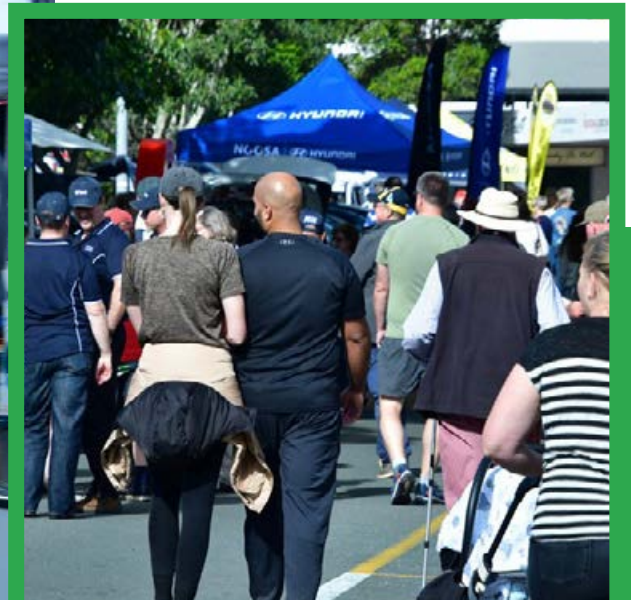
How to electrify everything and save money on your energy bills!

On Sunday 16 June 2024, there will be a renewable buzz about the streets of Noosa Junction as the Noosa EV & Electrify Everything Expo takes over the entire precinct!

The **FREE** community festival is a hands-on introduction to EV transport innovation and electrifying everything to reduce your energy costs.

The festival will introduce audiences to industry experts and suppliers who will share their experiences, ideas, products and knowledge from the expo stalls, product displays, test rides and demonstrations.

A series of fun and interactive zones that will inform and entertain attendees with stalls, displays and hands on fun!



"The Noosa EV Expo was the catalyst for me/my family to start the process of buying an EV car. It was really helpful to be able to meet and talk with many different EV car companies on the day."

— Andrew Fairbairn, Visit Sunshine Coast

NOOSA EXPO IS GROWING AND CHANGING



Since 2018, Noosa EV Expos have been an initiative of Zero Emissions Noosa Inc, a not for profit organisation committed to the goal of net zero carbon community emissions in Noosa Shire.

The 2022 & 2023 Expos saw 5,000 visitors from SEQ, embrace the event and the festival atmosphere in Sunshine Beach Rd., Noosa Junction. Visitors wandered between the 62 exhibitors, including electric cars at all price points, e bikes, e scooters, electric mopeds, motor cycles, buses, trucks, community groups and electric vehicle charger companies, as well as trying out e bikes & e scooters in a dedicated and safe trial ride area.

The 2024 Expo will follow the same format, but visitors will also be able to see by electrifying everything how they can save money on hot water heating, air conditioning, pool heating & pumps, solar & batteries, LED lighting & more.



THE NOOSA EV & ELECTRIFY EXPO AUDIENCE

- Commuters, cyclists and micro mobility users
- Influencers and early adopters - those likely to lead, trial, buy
- Sustainably minded families and individuals
- People wanting to save money on their energy bills. by electrifying their homes/businesses with energy efficient appliances



"The Noosa EV Expo held in 2023 was a very well attended event with great sales on the day. I also had great follow up enquiries. I've already booked my stand for 2024. Looking forward to another great event."

— Darren Walters, ecoTekk Electric Bikes

HOW THE EXPO CAN BENEFIT YOUR BUSINESS?

Together our strategic partnership will benefit your business by :

- Exposing your brand and products to a sustainability- minded audience reaching over 5,000 individuals through logo positioning on key assets -website, program, media, advertising and newsletters
- Exposing your brand through tailored digital media to over 35,000 people through Zero Emissions Noosa Inc., Tourism Noosa, Noosa Junction Association and Noosa Council platforms and channels
- Creating a unique opportunity to connect with Noosa, Sunshine Coast, SEQ locals and interstate visitors at the event
- Providing potential new customers to experience your product offering
- Offering tailored special offers to a receptive target audience
- Aligning your business and brand with the Noosa brand and Biosphere including sustainable values and ethos
- Hosting clients and suppliers in an award winning tourism destination

2023 SPONSORS

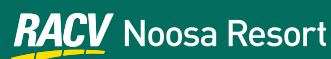


Community Bank
Tewantin-Noosa

 Bendigo Bank



Polestar



NOOSA TODAY



SolarCitizens



INVESTMENT OPPORTUNITIES AND BENEFITS

AND BENEFITS					Accommodation Sponsor \$2,500	Supporter In Kind \$1,500+	Exhibitor
	Platinum Sponsor \$10,000	Emerald Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500			
Bespoke Marketing Strategy	✓						
DISPLAY SPACE							
SPONSORS WITH VEHICLES							
Prime site location	✓	✓	✓	✓			
Number of vehicles	Up to 4 vehicles	Up to 3 vehicles	Up to 2 vehicles	Up to 1 vehicle			
Roaming activation / sampling	✓						
SPONSORS WITHOUT VEHICLES							
Prime site location	✓	✓	✓	✓			
3x3 m space				✓	✓	✓	
Choice of 3x3m or 6x3m space*			✓				
Choice of 3x3m, 6x3m or 9m x 3m space*	✓	✓					
Roaming activation / sampling	✓						
PROMOTION AND MARKETING FOR SPONSORS WITH & WITHOUT VEHICLES							
Logo placed in Expo program	✓	✓	✓	✓	✓	✓	
Advert in expo program	1 page	½ page	½ page	¼ page	¼ page	Logo only	
Recognition on Expo website	Logo, link, 100 words	Logo, link 50 word bio	Logo, link 50 word bio	Logo and link	Logo and link	Logo and link	
Logo on expo digital and printed marketing collateral	✓	✓	✓	✓	✓	✓	
Logo on event signage	✓	✓	✓	✓	✓	✓	
Logo on email footer	✓	✓	✓	✓	✓	✓	
Facebook & Instagram promotion of sponsorship	6	4	3	1	1	1	
Logo featured social tile provided to announce partnership in Expo	1						
Email feature to database	300 words dedicated email	200 words in existing email with other sponsors	100 words in existing email with other sponsors	50 words in existing email with other sponsors	50 words in existing email with other sponsors		
Mention in press releases and media coverage	✓	✓	✓		✓		
Radio advertisement	✓						
EXHIBITORS WITHOUT VEHICLES							
Site sizes of: 3x3m @\$150, 6x3m @\$300 or 9x3m @\$450							✓

WHO SHOULD EXHIBIT AT THE EXPO?

If you are in the business of more sustainable ways to travel & electrify homes or businesses – you should join us...

- EV vehicle manufacturers, owners & dealers, EV innovation, tech & software manufacturers
- Bicycle, scooter and skateboard manufacturers and retailers
- Suppliers of energy efficient induction cooktops, pool pumps/heaters; a/c systems
- Solar & home battery suppliers
- Active & sustainable transport businesses
- Regulatory and government agencies
- Rideshare companies, Insurance & finance companies.



IN 2023 ATTENDEES...

- 69% came to learn about EVs
- 18% came to try EVs
- 30% came to make a purchasing decision
- 39% came to learn about sustainability
- 42% came specifically to attend the EV Expo
- 81.8% of exhibitors said it reached their customer group
- 81.8% of exhibitors also said are likely to attend 2024 Expo

PREVIOUS EXHIBITORS

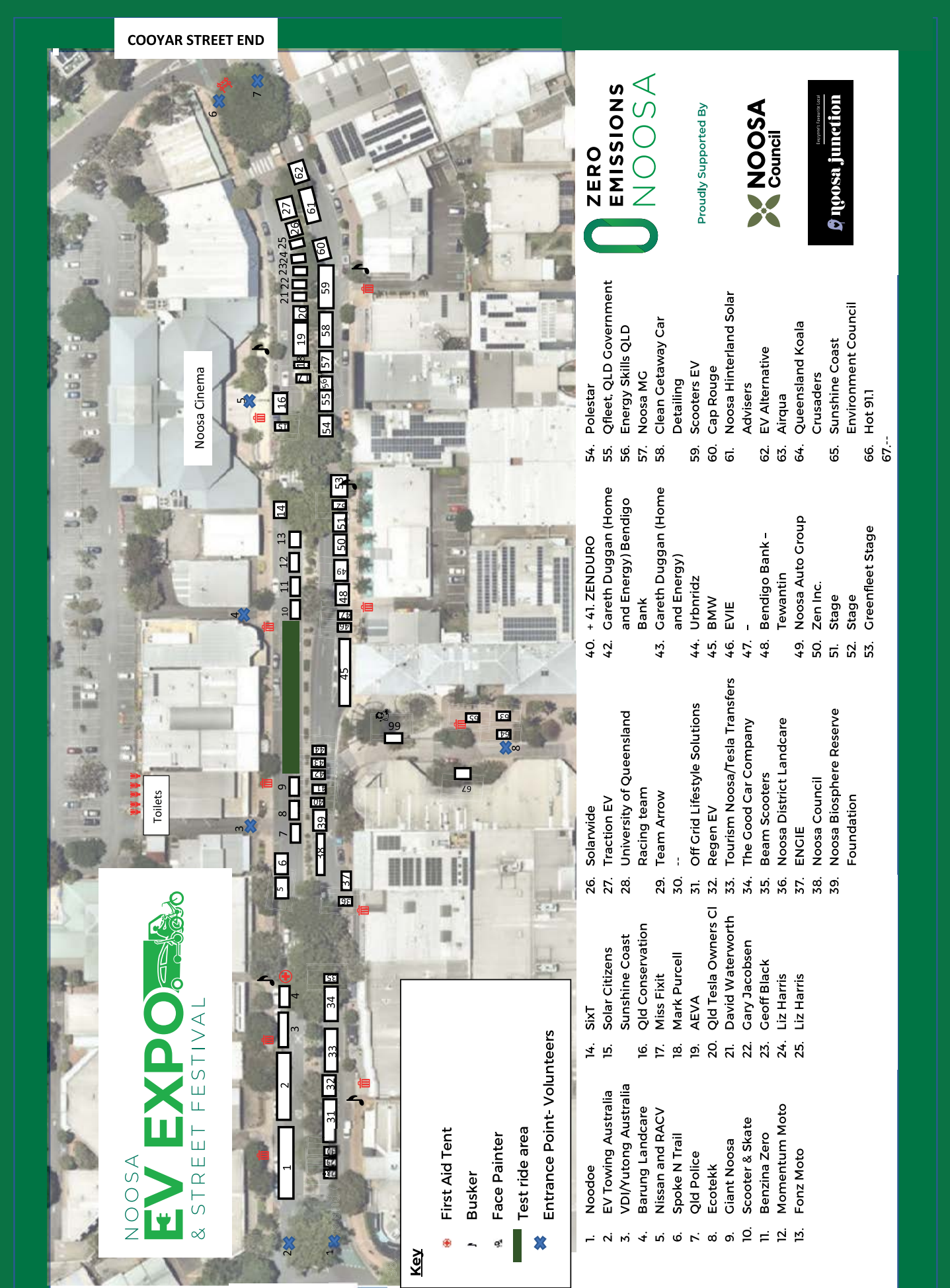
Airaqua
All Purpose Transport
AVEA
BEAM scooters
Bendigo Bank
Benzina Zero
BLK Auto
Bus Stop Sales & Service
Cap Rouge
Clean Getaway Car
Detailing PTY LTD
Coastline BMW
Drive by Nature
Ecoadvantage
Ecotekk Electric Bikes,
Trikes, Scooters
EMo S
Engie
EV Alternative
EV Educator
EV Towing
every Body e Bikes
Evie
Fimer
FONZ MOTO
Future Past EV
Giant Noosa
Good Car Company
Home and Energy
Hot 91.1

i Scoot
J&P Electrical Sunshine
Coast
Janus Electric Ltd
Le Cyclo Sportif
Matthew Flinders Anglican
College
Miss Fixit
Momentum Modo
NBRF
Noodoe
Noosa & District Landcare
Group
Noosa Auto Group
Noosa Council
Noosa Hinterland Solar
Advisers
Noosa MG
Odin motorcycles
Oggy E- scooters
Polestar
Polkadot community
incorporated association
QFleet, Qld Government
Qld. Police

Qld. Tesla Owners Club
Queensland Koala
Crusaders Inc
QUT Motorsport
RACV/ Nissan
Re Gen
Red Earth Energy Storage
Scoot Masters
Scooter Society
Scooters EV
Scoot n Skate
SIXT
Smart Charge Australia
Smart EV Solutions
Solar Citizens Sunshine
Coast
Solar Wide Pty Ltd
Spoke N Trail
Star 8 Australia
Sunshine Coast
Environment Council
Tourism Noosa/Tesla
Transfers
Traction EV
University of Queensland
Racing Team
Urbnridz
VDI/Yutong Aust.
ZEN Inc.
ZENDURO



2023 SITE MAP



CONTACT US

noosaevexpo.com.au



TONY CLARKE

Expo Coordinator, Zero Emissions Noosa Inc.

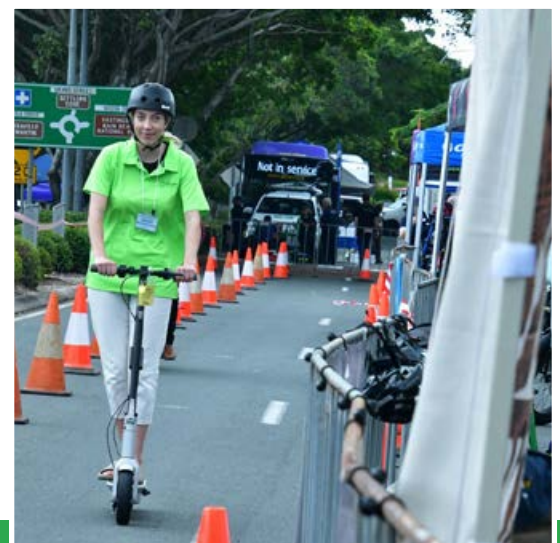
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MASK EVENTS

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All prices exclude 10% GST. Sponsorships require 50% payment on sign up. and balance due 60 days prior to event date. Exhibitors require 100% payment on sign-up.