



ROADMAP 12

Portland, OR | June 18-19, 2019

SPONSORSHIP OVERVIEW

ABOUT US

ROADMAP 12

The Roadmap Conference is the leading electric and smart mobility conference in the United States. Held each summer in the Pacific Northwest, Roadmap includes nearly 100 national and international speakers, dozens of exhibits, regional smart mobility tours, and high-energy interactive breakout sessions. With over 800 participants in 2018, Roadmap continues to be the premier forum to explore emerging industry trends and best practices with a diverse mix of industry, utility, and government leaders.

We believe that widespread electric vehicle adoption requires a diverse and supportive “ecosystem” of stakeholders, from utilities and local governments to vehicle OEMs, charging providers, technology startups, public interest groups, and drivers. The Roadmap Conference brings all of these stakeholders together in a highly interactive format to explore emerging trends, share best practices, and map the road ahead.

Roadmap 12 will explore a range of emerging questions, such as:

- How are connected, autonomous, shared, and electric technologies working together to transform mobility? What impact will these converging technologies have on our communities, our commutes, and our economy?
- How are leading “smart cities” integrating electric and smart mobility, and what lessons do they have for other regions?
- What is the appropriate role for utilities in promoting transportation electrification? What models and pilots are pointing the way forward?
- How are electric vehicles and the “smart grid” converging, and what impacts will this have?
- What new challenges and opportunities are being created as fast chargers increasingly move from 50 kW to 150 kW, 300 kW, and beyond?
- What are the prospects for lighter electric vehicles, such as electric assist bicycles? What about electric buses and industrial equipment?
- What models are emerging to ensure that electric and “smart” mobility technology benefits low-income and traditionally underserved communities?
- What roles do transportation agencies, local government planners, developers, and other stakeholders have to play in a rapidly evolving market?
- What strategies and tactics are most effective in marketing and selling electric vehicles?
- What does the future hold for key policy drivers, such as the Zero Emission Vehicle mandate?

Late June is a beautiful time of year in the Pacific Northwest, making this an ideal opportunity to plan an extended learning vacation to explore Oregon’s world-leading charging infrastructure and award-winning electric byways.



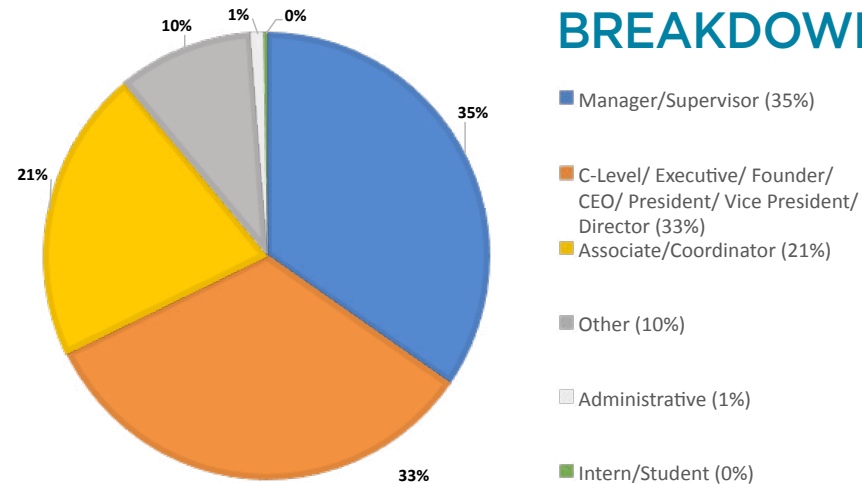
Forth is transforming the way we get around. Through innovation, demonstration projects, advocacy and engagement, we are advancing electric, smart and shared transportation in the Pacific Northwest and beyond. Learn more at ForthMobility.Org.

WHO ATTENDS?

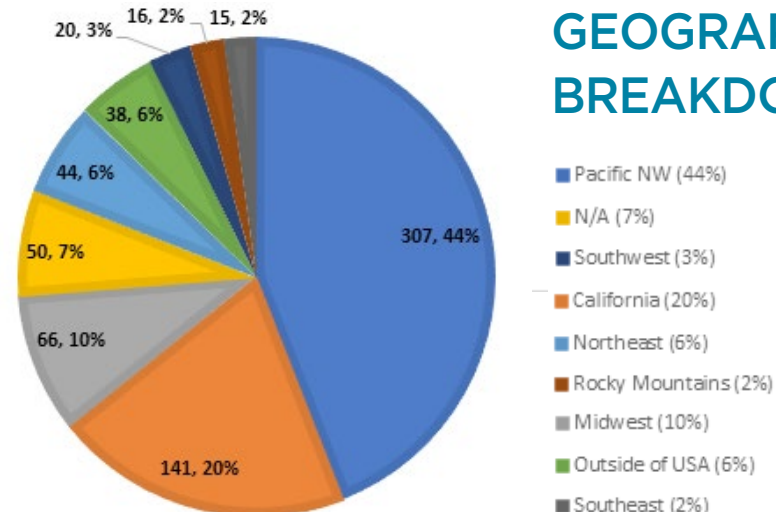
Roadmap brings together electric vehicle leaders who make, sell, buy, use, study, report on, or promote electric vehicle adoption. Last year's Roadmap drew over 800 leaders from industry, government, and universities across the nation.

- ABB Inc.
- ABM
- AeroVironment Inc.
- AESC, Inc.
- Amazon
- American Honda Motor Co.
- APPM
- Argonne National Laboratory
- Assn. of Global Automakers
- Atlas Public Policy
- Austin Energy
- Avista Corp.
- Barcelona City Council
- EV4
- CalETC
- California PEV Collaborative
- CALSTART
- CarCharging Group
- CASE Forensics
- CH2M
- ChargePoint, Inc.
- China Technology and Automotive Research Center
- City & County of Denver
- City of Seattle
- City of Surrey
- Clark Public Utilities
- Clean Edge & Smart Grid NW
- Ecova
- Edison Electric Institute
- EDTA
- Efacec USA, Inc.
- ElaadNL
- Electrification Coalition
- eluminocity US, Inc.
- Energy Trust of Oregon
- EVmatch
- Exelon Utilities
- Faraday Future
- FCA Group US
- FHWA
- FIER
- FleetCarma
- FlexCharging
- General Motors
- General Services Administration
- Georgetown Climate Center
- Governor's Office of Energy
- Great River Energy
- Green Car Reports
- Green4U Technologies
- GreenFlux
- Greenlots
- HAO
- Hawaiian Electric Company, Inc.
- IBEW Local 48
- Idaho National Laboratory
- Intel Corp.
- Iowa Department of Transportation
- ITS-UC Davis
- Jaguar Land Rover
- NEEA
- Nissan North America, Inc.
- NRDC
- PlugInConnect, LLC
- PlugShare
- PROTERRA
- Puget Sound Clean Air Agency
- Qualified Electricians/IBEW Local 48
- Railplane Inc.
- Rare Comet LLC
- REACH Strategies, Inc.
- ReachNow LLC
- Seattle City Light
- SELECT Center - Utah State University
- SemaConnect, Inc.
- Smart Charge America
- Smart Columbus
- SMUD
- Stint
- Stoel Rives LLP
- Subaru
- Technology Association of Oregon
- Telefonix, Inc.
- Toyota
- Travelers Rest Enterprises LLC
- TRI at WOU
- TriMet
- Tritium
- Twin Cities Clean Cities Coalition
- Uber
- US DOE/NETL
- USDOT-FHWA
- Utilities and Transportation Commission
- VEIC
- Volta Charging
- Vulcan Inc.
- Washington State Energy Office
- WeDriveU, Inc.
- WSDOT
- Xcel Energy
- ZEF Energy

ATTENDEE JOB TITLE BREAKDOWN



GEOGRAPHIC BREAKDOWN



For the full list of attendees visit: roadmapforth.org/who_attends

SPONSORSHIP LEVELS

WHY SPONSOR?

Sponsoring Roadmap is a great way to demonstrate your organization's leadership in promoting transportation electrification, reach a concentrated audience of electric vehicle leaders, and connect with potential partners, customers, and suppliers. Sponsorship levels and benefits are provided in the following pages.

Key Collaborator	<ul style="list-style-type: none">- Title Sponsor- Presenting Sponsor	These are exclusive opportunities to demonstrate your commitment to advancing the electric vehicle industry as it relates to innovation and sustainable solutions.
Stage Time	<ul style="list-style-type: none">- Stage Sponsor- Keynote Sponsor- Panel Sponsor	Choose a relevant topic from our program that aligns with your company's electric vehicle efforts and showcase your support for a related session or speaker.
On-Site Engagement	<ul style="list-style-type: none">- Reception Sponsor- Registration Sponsor	Select a prominent location on-site for your custom display. Spark excitement with conference attendees via interactive activities (lunch & learn, photo booth, ask-an-expert lounge, video reel, etc.).
Community Engagement	<ul style="list-style-type: none">- Electric Road Trip Sponsor- EV Ride & Drive Sponsor	Help us design a conference component that furthers the conversation about electric vehicles among our members. Bring people together with social spaces, tours, test drives, funding for student registration or other activities that align well with our conference and your objectives.
Awareness	<ul style="list-style-type: none">- Event Sponsor- Exhibitor	Gain brand awareness through Roadmap marketing, plus network on-site.



LET'S GET CREATIVE

Is there another way you'd like to partner with Roadmap? Let's work together to create a package that helps you to connect with our audience.

SPONSORSHIP BENEFITS

TOP TIER SPONSOR BENEFITS

- Top-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- Banner placement (provided by sponsor, placed by Roadmap)
- Social Media announcement and re-tweeting of relevant news
- Opt-in attendee list (by request)
- Additional tickets available for purchase at a discounted rate

TITLE SPONSOR | \$25,000 (exclusive)

- Title feature/mention and logo(s) included below Roadmap logo, to be used in all correspondence
- Opportunity to give input/recommendations for conference program
- Company leader featured in conference program during kickoff (customized upon request)
- Double booth space (6x10, includes optional 4-ft table and 2 chairs) – event layout planned around you
- **10** full-conference registration passes included

PRESENTING SPONSOR | \$15,000 (3 available) **ALL SOLD**

- Presented by feature/mention and logo(s) included in all outgoing marketing and promotional activities
- Opportunity to give input/recommendations for conference program
- Company leader included in speaking program
- 6x6 exhibitor space (includes optional 4-ft table and 2 chairs)
- **8** full-conference registration passes included

STAGE SPONSOR | \$12,500 (exclusive) **SOLD**

- Custom signage/display featured on main conference stage (approved by Forth, provided by sponsor)
- 6x6 exhibitor space (includes optional 4-ft table and 2 chairs)
- **6** full-conference registration passes included

RECEPTION SPONSOR | \$7,500

- Company leader to introduce networking reception in sponsor foyer/networking reception stage/main area
- Logo feature next to Networking Reception in marketing materials
- 6x6 exhibitor space (includes optional 4-ft table and 2 chairs)
- **5** full-conference registration passes included
- **10** additional passes for the reception included

TRACK SPONSOR | \$7,500 (One per track, e.g. **Cars SOLD, Charging SOLD, Community, Cutting Edge**)

- Sponsor logo on screen during Track
- 6x6 exhibitor space (includes optional 4-ft table and 2 chairs)
- **5** full-conference registration passes included

TOP TIER

SPONSORSHIP BENEFITS

MID TIER

MID TIER SPONSOR BENEFITS

- Mid-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- Opt-in attendee list (by request)
- Additional tickets available for purchase at a discounted rate

PLENARY / KEYNOTE PRESENTING SPONSOR | \$5,000 (2 per keynote)

- Introduction of keynote by a sponsor executive on main stage
- Company promotion handed out/on chairs during keynote session
- Sponsor logo on main stage screen during keynote and next to session in marketing materials
- 4 full-conference registration passes included

APP SPONSOR | \$5,000 (exclusive) **SOLD**

- Top-Tier logo feature in Roadmap 12 official app
- 4 full-conference registration passes included

REGISTRATION SPONSOR | \$5,000 (exclusive) **SOLD**

**opportunity to add lanyard sponsorship for \$2,500 - see below*

- Official sponsor of Roadmap registration
- Sponsor sign/banner/custom display featured at/surrounding registration
- 4 full-conference registration passes included

EQUITY SCHOLARSHIP SPONSOR | \$5,000 (Maximum of 3 available) **3 SOLD**

- Official Sponsor of the Equity Scholarship, providing free Roadmap registration and \$500 travel/lodging stipends to representatives from 3 community based organizations
- Leader to recognize scholarship winners on stage (5-10 minutes)
- Social Media announcement and re-tweeting of relevant sustainability-focused news
- 4 full conference registration passes included

MINI-SESSION SPONSOR | \$5,000

- Sponsor hosts a 30-minute mini-session presentation during a break, on a topic of your choice (content/topic must be approved by Forth)
- Logo next to Mini Session featured in program
- 3 full-conference registration passes included

COFFEE and BREAK SPONSOR | \$4,500 (1 per break)

- Signage featured in coffee service area
- 3 full-conference registration passes included

SESSION SPONSOR | \$4,500 (maximum of 2 per session)

- 2 minute introduction of panel session by sponsor
- Logo feature next to session in marketing materials
- 3 full-conference registration passes included

Option to add exhibit space in Roadmap 12 Sponsor Foyer to any package for \$1,000

SPONSORSHIP BENEFITS

BASE TIER

BASE TIER SPONSOR BENEFITS

- Base-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- Additional tickets available for purchase at a discounted rate

ELECTRIC ROAD TRIP/FIELD TRIP SPONSOR | \$4,000

- Introduction of “Electric Road Trip” by your company/agency leader
- Opportunity to provide promotion provided to Road Trip participants
- Opt-in attendee list (by request)
- **3** full-conference registration passes included
- **5** additional passes to the sponsored Road Trip

LANYARD SPONSOR | \$4,000 (exclusive) **SOLD**

- Lanyards provided by sponsor, logo featured on all lanyards (800 quantity)
- **3** full-conference registration passes included

EVENT SPONSOR NO BOOTH | \$2,500

- Opt-in attendee list (by request)
- **2** full-conference registration passes included

MOBILITY SPONSOR | \$2,500

- Sponsor to provide mobility options (cash or in-kind) for Roadmap
- Opt-in attendee list (by request)
- **2** full-conference registration passes included

EXHIBITOR | \$2,000 (Forth Members \$1,000)

- 6x6 exhibitor space (includes optional 4-ft table and 2 chairs)
- Logo and link featured on website, text listing in print program
- **1** full-conference registration passes included

VEHICLES

VEHICLE RIDE & DRIVE | \$4,000 (Forth Members \$2,000)

Each additional vehicle is \$1,500 (\$750 for members)

- 1 vehicle available for test drives by attendees
- Banner placement (provided by sponsor)
- **2** full-conference registration passes included

VEHICLE EXHIBITOR | \$4,000 (Forth Members \$2,000)

- 1 vehicle on display on Plaza/Reception location
- Banner placement (provided by sponsor)
- **1** full-conference registration passes included

VEHICLE RIDE & DRIVE (2 wheels) | \$2,000 (\$1,000 for Forth members)

Each additional vehicle is \$1,500 (\$750 for members)

- 2 vehicles available for test drives by attendees
- Banner placement (provided by X)
- **2** full-conference registration passes included

GET IN TOUCH

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JOIN THE CONVERSATION



@ForthMobility



Forth Mobility

EVENT DETAILS

Date June 18-19, 2019

Place Oregon Convention Center | Portland, OR

