



Westin Detroit Metropolitan Airport Hotel
August 9-10, 2023

SPONSOR PROSPECTUS

HIGHLIGHTS

EV Symposium: Managed Charging

Charge up your brand by actively participating in PLMA's first-ever EV Symposium which will play an important role in helping to enable widespread EV adoption with managed charging.

In addition, this new Symposium will provide you with a significant opportunity to be seen front and center with major EV stakeholders as we gather to address this critical energy topic. **Limited opportunities exist to maximize your exposure so be sure to book early!**

Symposium Goals

This goal of the Symposium is to discuss important learnings to date, emerging opportunities, existing challenges, and the steps needed to ensure the successful implementation of EV managed charging. Approximately 150 industry professionals are expected to attend this seminal event.

The Format of PLMA's EV Symposium

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

- Today's learnings and experiences with EV managed charging (Day One),
- Tomorrow's challenges to achieving widespread EV adoption with managed charging (Day Two).



Sponsor Benefits Based on Sponsorship Level

Sponsor Benefits	EV VEHICLE & 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 7/7/23 with EV Vehicle and Level 3 Sponsors; then weekly (Fridays) for ALL Sponsors beginning 7/14/23. The final attendee list will be distributed on 8/10/23 following the Symposium.	✓	✓
2. Brand recognition on the PLMA EV Symposium website, app, and printed program. EV Symposium sponsor logos and company descriptions will be included in the 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 2 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.	✓	✓



EV VEHICLE SPOTLIGHT SPONSORSHIP – LIMIT 2

The **EV Vehicle Spotlight Sponsorship** provides the opportunity to showcase the newest trends in your EV vehicles to an audience of utility executives and other EV stakeholders. Your vehicle will be displayed front and center (with optional pop-up banners) during the Symposium’s **Grand Dinner Reception**, to be held at the Henry Ford Museum. Your brand will garner even more attention with images you provide for the rotating backlit graphics which will be displayed on large pillars on the event floor.

EV Vehicle Spotlight – Limit 2	\$11,000
<p>BENEFITS:</p> <ul style="list-style-type: none"> • Display of 1 Electrical Vehicle (note sponsorship includes handling/movement charges for the EV vehicle from a transport vehicle at the Henry Ford Museum, paid by PLMA, and estimated at \$2,500). Sponsor will be responsible for shipping its vehicle to and from the venue. • Two premium backlit images displayed in rotating fashion on large columns on the event floor. • Two pop-up banners at dinner event 3'x6' maximum provided by sponsor. • May provide giveaways at branded table near exit or at vehicle location. Sponsor to provide branded table skirt. • Logo recognition/acknowledgement throughout 2 days and during dinner by PLMA Chair. • Includes Sponsor Table space in meeting foyer at Symposium. • Includes 2 Registrations to Symposium. 	
Optional Meeting Room available only to EV Vehicle Spotlight and LEVEL 3 Sponsors	\$ 500



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!

<p>Grand Dinner Reception – Limit 5</p> <p>Super charge your presence by sponsoring the flagship networking event and receive maximum exposure when you sponsor the Grand Dinner Reception. Included in your sponsorship:</p> <ul style="list-style-type: none"> • One premium backlit image on rotating display pillars at the Dinner; image to be provided by your design team. • Two pop-up banners (3'x'6' maximum) in the reception ballroom. • Opportunity to provide a giveaway at your branded table upon exit; sponsor to provide their own branded table skirt. • 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 foyer at a discounted rate of \$1,500 (offered on a first come, first serve basis). <p>Optional Meeting Room available to EV Vehicle Spotlight and LEVEL 3 sponsors.</p>	<p>\$5,000</p> <p>\$ 500</p>
<p>Product Showcase Roundtable – Limit 4 (Day 1)</p> <p>Accelerate your brand visibility by participating in the Product Showcase Roundtable. You'll give a quick intro and highlight a customer case study within a 3-minute time slot, followed by a short 15-minute roundtable discussion lead by a PLMA Chair.</p> <ul style="list-style-type: none"> • A 3-minute presentation based upon an accepted case study abstract. • 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 foyer at a discounted rate of \$1,500 (offered on a first come, first serve basis). <p>Optional Meeting Room available only to EV Vehicle Spotlight and LEVEL 3 Sponsors.</p>	<p>\$5,000</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.

<p>Mobile App Sponsor</p>	<p>\$2,500</p>
<p>Sponsorship of the official PLMA Mobile App for the Symposium 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>Wi-Fi Sponsor</p>	<p>\$2,500</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 mobile 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>Power Alley Sponsor</p>	<p>\$2,500</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>Audio Visual (AV) Sponsor</p>	<p>\$2,500</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 mobile app. Additional acknowledgements will be made during the Symposium from the podium and in slideware</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.

<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 15 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, 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>	



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.

<p>Symposium Breakfast and Lunch Sponsor</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>	<p>\$2,000</p>
<p>Symposium Break Sponsor</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>\$2,000</p>
<p>Device Charging Station Sponsor – 2 Available</p> <p>Attendees needing a "Quick Charge" will stop by your branded charging station where your logo will be in full view as they wait for their faithful device to charge! Your brand will be featured on the top and vertical column of the charging station. Branded stations will be prominently located in the foyer of the Symposium hotel. You will also receive logo recognition in signage and other acknowledgements throughout the event.</p>	<p>\$1,500</p>



PLMA™ **EV**
Symposium:
Managed Charging

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.