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.
### Champion Level

**Benefits**
- (1) Complimentary ticket to attend Roadmap
- Inclusion in the following marketing collateral:
  » Your logo (linked) displayed in our Community Partner section on the Roadmap website (top-tier placement)
  » Twitter shout outs about your events, announcements and programming from @ForthMobility (as provided)
  » Inclusion of your materials (200) on the Roadmap Community Partner table on-site at the event (optional)
  » Inclusion on Community Partner Thank You Sign on-site at Roadmap
- Customized discount code for your membership and network worth $75 off of registration for Roadmap.
- For every (10) tickets sold using your custom discount code, Roadmap will provide your organization (1) additional complimentary ticket.

**Commitment**
- Send (1) dedicated email by **May 17, 2019** inviting your membership to join you in attending Roadmap, which includes your custom discount code.
- Include Roadmap in a minimum of (4) email newsletters to your membership list.
- Tweet and/or post on Facebook/LinkedIn/Instagram about Roadmap a minimum of (3) times in the month leading up to the event.
- Allow Roadmap marketing materials to be distributed at your locations and/or events (where applicable).

### Catalyst Level

**Benefits**
- (1) Complimentary ticket to attend Roadmap Reception
- Inclusion in the following marketing collateral:
  » Your logo (linked) displayed in our Community Partner section on the Roadmap website
  » Twitter shout outs about your events, announcements and programming from @ForthMobility (as provided)
  » Inclusion of your materials (200) on the Roadmap Community Partner table on-site at the event (optional)
  » Inclusion on Community Partner Thank You Sign on-site at Roadmap
- Customized discount code for your membership and network worth $50 off of registration for Roadmap.
- For every (10) tickets sold using your custom discount code, Roadmap will provide your organization (1) additional complimentary ticket.

**Commitment**
- Include Roadmap in a minimum of (4) email newsletters to your membership list.
- Tweet and/or post on Facebook/LinkedIn/Instagram about Roadmap a minimum of (5) times in the 30 days leading up to the event.
- Allow Roadmap marketing materials to be distributed at your locations and/or events (where applicable).
CONFIRM

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JOIN THE CONVERSATION

@ForthMobility
Forth Mobility

EVENT DETAILS

Date    June 18-19, 2019
Place   Oregon Convention Center | Portland, OR