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.
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.

WHO ATTENDS?

ATTENDEE JOB TITLE BREAKDOWN

- Manager/Supervisor (35%)
- C-Level/ Executive/ Founder/ CEO/ President/ Vice President/ Director (33%)
- Associate/Coordinator (21%)
- Other (10%)
- Administrative (1%)
- Intern/Student (0%)

GEOGRAPHIC BREAKDOWN

- Pacific NW (44%)
- N/A (7%)
- Southwest (3%)
- California (20%)
- Northeast (6%)
- Rocky Mountains (2%)
- Midwest (10%)
- Outside of USA (6%)
- Southeast (2%)

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
- 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
- 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
- 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
- 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
- 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.
### 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
# Sponsorship Benefits

## Mid Tier Sponsorship 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**

<table>
<thead>
<tr>
<th>BASE TIER SPONSOR BENEFITS</th>
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<tbody>
<tr>
<td>• Base-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program</td>
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<tr>
<td>• Additional tickets available for purchase at a discounted rate</td>
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<table>
<thead>
<tr>
<th>ELECTRIC ROAD TRIP/FIELD TRIP SPONSOR</th>
<th>$4,000</th>
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<tbody>
<tr>
<td>• Introduction of “Electric Road Trip” by your company/agency leader</td>
<td></td>
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<tr>
<td>• Opportunity to provide promotion provided to Road Trip participants</td>
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<tr>
<td>• Opt-in attendee list (by request)</td>
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<tr>
<td>• 3 full-conference registration passes included</td>
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<tr>
<td>• 5 additional passes to the sponsored Road Trip</td>
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<thead>
<tr>
<th>LANYARD SPONSOR</th>
<th>$4,000 (exclusive) SOLD</th>
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<tbody>
<tr>
<td>• Lanyards provided by sponsor, logo featured on all lanyards (800 quantity)</td>
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<tr>
<td>• 3 full-conference registration passes included</td>
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<thead>
<tr>
<th>EVENT SPONSOR NO BOOTH</th>
<th>$2,500</th>
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<tbody>
<tr>
<td>• Opt-in attendee list (by request)</td>
<td></td>
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<tr>
<td>• 2 full-conference registration passes included</td>
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<thead>
<tr>
<th>MOBILITY SPONSOR</th>
<th>$2,500</th>
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<tbody>
<tr>
<td>• Sponsor to provide mobility options (cash or in-kind) for Roadmap</td>
<td></td>
</tr>
<tr>
<td>• Opt-in attendee list (by request)</td>
<td></td>
</tr>
<tr>
<td>• 2 full-conference registration passes included</td>
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<tr>
<th>EXHIBITOR</th>
<th>$2,000 (Forth Members $1,000)</th>
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<tbody>
<tr>
<td>• 6x6 exhibitor space (includes optional 4-ft table and 2 chairs)</td>
<td></td>
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<tr>
<td>• Logo and link featured on website, text listing in print program</td>
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<tr>
<td>• 1 full-conference registration passes included</td>
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<tr>
<th>VEHICLES</th>
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<tr>
<th>VEHICLE RIDE &amp; DRIVE</th>
<th>$4,000 (Forth Members $2,000)</th>
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</thead>
<tbody>
<tr>
<td>Each additional vehicle is $1,500 ($750 for members)</td>
<td></td>
</tr>
<tr>
<td>• 1 vehicle available for test drives by attendees</td>
<td></td>
</tr>
<tr>
<td>• Banner placement (provided by sponsor)</td>
<td></td>
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<tr>
<td>• 2 full-conference registration passes included</td>
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<tr>
<th>VEHICLE EXHIBITOR</th>
<th>$4,000 (Forth Members $2,000)</th>
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<tbody>
<tr>
<td>• 1 vehicle on display on Plaza/Reception location</td>
<td></td>
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<tr>
<td>• Banner placement (provided by sponsor)</td>
<td></td>
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<tr>
<td>• 1 full-conference registration passes included</td>
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<thead>
<tr>
<th>VEHICLE RIDE &amp; DRIVE (2 wheels)</th>
<th>$2,000 ($1,000 for Forth members)</th>
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</thead>
<tbody>
<tr>
<td>Each additional vehicle is $1,500 ($750 for members)</td>
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</tr>
<tr>
<td>• 2 vehicles available for test drives by attendees</td>
<td></td>
</tr>
<tr>
<td>• Banner placement (provided by X)</td>
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<tr>
<td>• 2 full-conference registration passes included</td>
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To learn more about the benefits of a Forth membership and how to join, visit [ForthMobility.Org](http://ForthMobility.Org).
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