ABOUT US

THE ROADMAP CONFERENCE

Forth’s Roadmap Conference is the leading electric and smart mobility conference in the United States and is gaining international recognition. Held each summer in the Pacific Northwest, Roadmap includes over 100 national and international speakers, dozens of exhibits, regional smart mobility tours, and high-energy breakout sessions. With nearly 1,200 participants in 2019 and over 2,000 virtual attendees in 2020, Roadmap continues to be the leading industry event that brings together key electric and smart mobility players.

Accelerated and widespread electric vehicle adoption requires a diverse and supportive “ecosystem” of industry 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 leaders together in a highly interactive format to explore emerging trends, share best practices and lessons learned, and chart the road ahead.

Returning to an in-person format in 2021, Roadmap will be the event to attend as we explore how to rapidly advance the market in the wake of the COVID-19 pandemic.

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 a nonprofit trade association advancing electric, shared, and smart transportation. The four main focus areas of our work are policy advocacy, consumer engagement, industry development and demonstration projects. Learn more at ForthMobility.Org.

WHY SPONSOR?

Sponsor Forth’s Roadmap Conference to demonstrate your organization’s leadership in electric and smart mobility, reach a concentrated audience of diverse industry leaders, and connect with potential partners, customers, and suppliers. Sponsorship levels and benefits are provided in the following pages.

“Great show. Tons of amazing booths, people, and presentations.”
- Stäbuli Electrical Connectors
WHO ATTENDS?

Roadmap brings together electric and smart mobility vehicle leaders who make, sell, buy, use, study, report on, or promote electric vehicle adoption. In 2019 Roadmap drew nearly 1,200 leaders from industry, government, and universities across the nation.

<table>
<thead>
<tr>
<th>ATTENDANCE BREAKDOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,184 Onsite Attendees</td>
</tr>
<tr>
<td>323 C-Level Executives</td>
</tr>
<tr>
<td>155 Speakers</td>
</tr>
<tr>
<td>62 Sponsors &amp; Exhibitors</td>
</tr>
<tr>
<td>16 Community Partners</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ATTENDEES BY CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government 20%</td>
</tr>
<tr>
<td>Utilities 20%</td>
</tr>
<tr>
<td>Nonprofit 14%</td>
</tr>
<tr>
<td>Electric Charging 10%</td>
</tr>
<tr>
<td>Professional Services 8%</td>
</tr>
<tr>
<td>Technology/Software 6%</td>
</tr>
<tr>
<td>Consulting 5%</td>
</tr>
<tr>
<td>Automakers 5%</td>
</tr>
<tr>
<td>Component Supplier 4%</td>
</tr>
<tr>
<td>Other 7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ATTENDEES BY LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>56% West Coast Attendees</td>
</tr>
<tr>
<td>39% Non-West Coast U.S Attendees</td>
</tr>
<tr>
<td>5% International</td>
</tr>
</tbody>
</table>

View the full list of 2019 attendees here
## TOP TIER SPONSORS

### TOP TIER SPONSOR BENEFITS
- Top-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow, event program and event app
- 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 | $75,000 (exclusive)
- Title feature/mention and logo(s) included in outgoing marketing and promotional activities
- Opportunity for company leader participate to provide input on conference program (company should commit by Fall 2020 to take advantage of this benefit)
- Company leader to provide 3-5-minute introduction for conference kickoff on day one (customized upon request)
- 10x20 exhibit booth in prominent location in exhibit hall (includes optional 6-ft table and 2 chairs)
- Ad featured in event app
- 15 full-conference registration passes included

### PRESENTING SPONSOR | $50,000 (Three available)
- Presented by feature/mention and logo(s) included in all outgoing marketing and promotional activities
- Company leader to provide 2-3-minute introduction for conference kickoff on day two
- 10x20 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- Ad featured in event app
- 10 full-conference registration passes included

### STAGE SPONSOR | $15,000 (exclusive)
- Custom signage/display featured on main conference stage behind panel chairs, not podium (approved by Forth, provided by sponsor)
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- Ad featured in event app
- 6 full-conference registration passes included

### RECEPTION SPONSOR | $10,000 (Up to 3 available per reception)
- Company leader to introduce Networking Reception in Sponsor Foyer/Networking Reception Stage/Main Area (3-5 minutes)
- Company sign/banner(s) featured during Hosted Networking Reception
- Logo feature next to Networking Reception in marketing materials
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- 5 full-conference registration passes included
- 10 additional passes for the reception included

---

"Roadmap is a great venue to network and learn about what's happening in policy and technology." - Greenlots

Forth members get 10% off all sponsorship levels!
# TOP TIER SPONSORS

## TOP TIER SPONSOR BENEFITS
- Top-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow, event program and event app
- Social Media announcement and re-tweeting of relevant news
- Opt-in attendee list (by request)
- Additional tickets available for purchase at a discounted rate

## TRACK SPONSOR | $10,000 *(Four available - One per track)*
- Sponsor logo on screen during Track
- Banner placement in or near Track room
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- 5 full-conference registration passes included

## CHARGING LOUNGE SPONSOR | $10,000 *(exclusive)*
- Branded chargers provided by Sponsor (optional)
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- Custom Charging Lounge located in exhibit hall with branded charging station (charging station ordered by/provided by Roadmap)
- Banner placement in Charging Lounge (provided by sponsor)
- 5 full-conference registration passes included

## MOBILITY FOR ALL SPONSOR | $10,000
- Company is Official Sponsor of the Equity Scholarship, providing free Roadmap registration and $500 travel/lodging stipends to representatives from 3 community-based organizations
- Company leader to give 3-5-minute remarks on main stage during sponsor recognition
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- 5 full-conference registration passes included

## APP SPONSOR | $10,000 *(exclusive)*
- Top-Tier logo feature in conference app
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- 5 full-conference registration passes included

"Roadmap was a great event to showcase our company and new product." - Blink Charging
### MID TIER SPONSOR BENEFITS

- Mid-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow, event program and event app
- 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)
- Opt-in attendee list (by request)
- Additional tickets available for purchase at a discounted rate

### PLENARY / KEYNOTE PRESENTING SPONSOR | $7,500 (2 per keynote)

- 3-5-minute introduction of Keynote by a company Executive on Main Stage
- Company promotion handed out/on chairs during Keynote Session (non-paper item)
- Sponsor logo on main stage screen during keynote and next to session in marketing materials
- Social Media announcement and re-tweeting of relevant sustainability-focused news
- 4 full-conference registration passes included

### LANYARD SPONSOR | $6,500 (exclusive) SOLD

- Opportunity to add Registration sponsorship for $3,500
- Lanyards provided by sponsor, company logo featured on all lanyards (1,000 quantity)
- 3 full-conference registration passes included

### REGISTRATION SPONSOR | $6,500 (exclusive) SOLD

- Opportunity to add Lanyard sponsorship for $3,500
- Company sign/banner/custom display featured at/surrounding Registration
- Opportunity to provide special offer to attendees in thank you email
- 3 full-conference registration passes included

### SESSION SPONSOR | $6,500 (maximum of 2 per session)

- 2 minutes Introduction of Panel Session by company leader
- Company logo feature next to session in Conference Program (website and app)
- 3 full conference registration passes included

### MINI-SESSION SPONSOR | $6,500

- Sponsor hosts a 20-minute Mini Session presentation during a break, on a topic of your choice (content/topic must be approved by Forth no later than April 30th, 2021)
- Company logo next to Mini Session featured in program on website, email promotion and printed program
- 3 full-conference registration passes included

### COFFEE | $6,000 (One day)

- Opportunity to sponsor both days for $10,000
- Signage featured in coffee service area
- 2 full-conference registration passes included

---

*“Best show yet! Best show ever!” - SemaConnect*
## BASE TIER SPONSOR BENEFITS

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

### ELECTRIC ROAD TRIP/FIELD TRIP SPONSOR | $5,000

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

### EVENT SPONSOR NO EXHIBIT SPACE | $5,000

*Add an exhibit space for $3,000
- Lanyards provided by sponsor, logo featured on all lanyards (800 quantity)
- Opt-in attendee list (by request)
- 2 full-conference registration passes included

### MOBILITY SPONSOR | $5,000

*Hard copy coupons encouraged – Sign up before April 2nd recommended for maximum visibility and usage
- Sponsor to provide mobility options (cash or in-kind) for Roadmap
- 2 full-conference registration passes included

---

“Great turnout of electric utilities. Great speakers & new material. Lots of networking opportunities.”
- FleetCarma
## EXHIBITORS

### EXHIBITOR ONLY BENEFITS

<table>
<thead>
<tr>
<th>EXHIBITOR</th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 10x10 exhibit booth in exhibit hall (includes optional 6-ft table and 2 chairs)</td>
<td></td>
</tr>
<tr>
<td>• Logo and link featured on website, text listing in print program</td>
<td></td>
</tr>
<tr>
<td>• 2 full-conference registration passes included</td>
<td></td>
</tr>
</tbody>
</table>

**Exhibit spaces include:**
- 10x10 exhibit space in trade show hall
- Back and side drape (black)
- Skirted 6ft table (black)
- Exhibitor sign
- Opportunity to order additional booth furniture/carpet Fern Expo Company (link to online portal sent with confirmation email)
- Booth electricity is not included - opportunity to purchase through Oregon Convention Center at an additional cost (link to online electricity order sent with confirmation email)

## RIDE & DRIVE

### RIDE & DRIVE SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>VEHICLE RIDE &amp; DRIVE (Passenger Vehicles)</th>
<th>$4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Each additional vehicle is $2,000</strong></td>
<td></td>
</tr>
<tr>
<td>• 1 vehicle available for test drives by attendees</td>
<td></td>
</tr>
<tr>
<td>• Company logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and conference program</td>
<td></td>
</tr>
<tr>
<td>• Banner placement (provided by sponsor)</td>
<td></td>
</tr>
<tr>
<td>• 2 full-conference registration passes included</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VEHICLE RIDE &amp; DRIVE (E-Scooters and E-Bikes)</th>
<th>$2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Each additional vehicle is $1,000</strong></td>
<td></td>
</tr>
<tr>
<td>• 2 vehicles available for test drives by attendees</td>
<td></td>
</tr>
<tr>
<td>• Company logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and conference program</td>
<td></td>
</tr>
<tr>
<td>• Banner placement (provided by sponsor)</td>
<td></td>
</tr>
<tr>
<td>• 2 full-conference registration passes included</td>
<td></td>
</tr>
</tbody>
</table>

To learn more about the benefits of a Forth membership and how to join, visit [ForthMobility.Org](http://ForthMobility.Org).
GET IN TOUCH

CONTACT

Savannah Mallo
Email  savannah@roadmapforth.org
Call   503.226.2377
Website roadmapforth.org

Ashley Duplanty
Email  AshleyD@forthmobility.org
Call   503.724.8670

JOIN THE CONVERSATION

@ForthMobility
Forth Mobility

EVENT DETAILS

Date   June 29-30, 2021
Place  Oregon Convention Center | Portland, OR