



T FESTIVAL



Sponsorship Opportunities for the CharIN Festival & Conference

NORTH AMERICA 2024

Date: **June 11 - 14, 2024**

**Early Bird
Deadline:
April 15th**



Host:
Lincoln Electric
Cleveland, OH

Register now:
www.charin.global/events/charin-festival-conference-north-america-2024/



T FESTIVAL

CharIN Festival NORTH AMERICA 2024

Why Sponsor?

Sponsoring the 2024 North America CharIN Festival & Conference provides you access to **top-notch attendees**, as well as an opportunity to **increase brand awareness** and **promote new products**. You'll have a unique opportunity to get in front of the broader EV industry to pitch reliability, testing, and component equipment directly to end users and influencers. Anticipated attendees include members of the:

- auto industry
- electric vehicle charging infrastructure hardware and software providers
- testing facilities
- government officials & other VIPs

Sponsorship Opportunities

Your business will have a chance to leverage the immense **marketing opportunities** offered at this testing event. As an event sponsor, you'll have access to a range of **high-value options**, and unlike other events with tiered sponsorship levels, you only pay for what you want.

All sponsors will receive the same benefits:

- One complimentary ticket to the conference and testing event
- Sponsorship information on the event website and digital on-site signage
- Recognition in opening remarks of the Festival
- Company logo will be included in selected social media messages via LinkedIn

All other sponsorship options are included in the following **a la carte menu** and available on a first-come, first-served basis where indicated. Customized sponsorship packages are also available.

Contact festival@charin-academy.global for details.



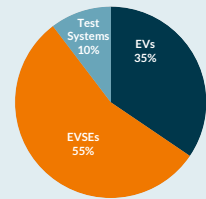
More informations about the Event:

www.charin.global/events/charin-festival-conference-north-america-2024

[#festival](https://www.linkedin.com/company/charin-academy)

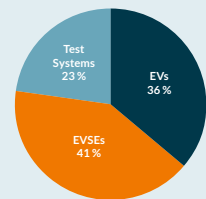
Testival and Conference participation in the past:

Testival EUROPE 2023 In Arnhem (The Netherlands)



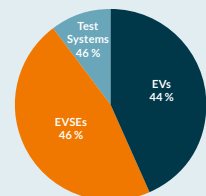
179 Participants |
29 Testing Companies

Testival & Conference EUROPE 2023 In Valencia, (Spain)



176 Conference Participants |
239 Testival Participants |
108 Companies Overall

NA Testival & Conference 2023 In Cleveland, Ohio (USA)



308 Testival Participants |
32 Testing Companies

Please note: Some opportunities have limited inventory and are allocated on a first-come-first-served basis. **Payment terms:** Full payment is due upon receiving your invoice, prior to the event. Prices exclude VAT. Register for your chosen package on the event portal. After submitting your registration, the Testival team will contact you for further steps.



Event Sponsor

All sponsors must select this option before selecting premium sponsorship options.

Event sponsor benefits:

- One complimentary ticket to the conference and testing event
- Sponsorship information on the event website and digital on-site signage
- Recognition in opening remarks of the Testival
- Company logo will be included in selected social media messages via LinkedIn

All sponsors will receive the same Event Sponsor benefits.

All other sponsorship options with additional benefits are included and available in the following a la carte menu on a first-come, first-served basis where indicated.

\$ 1,600 (Early Bird)

\$ 2,000 (Regular)



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TESTIVAL

Conference Sponsor (limited to 3 sponsors)

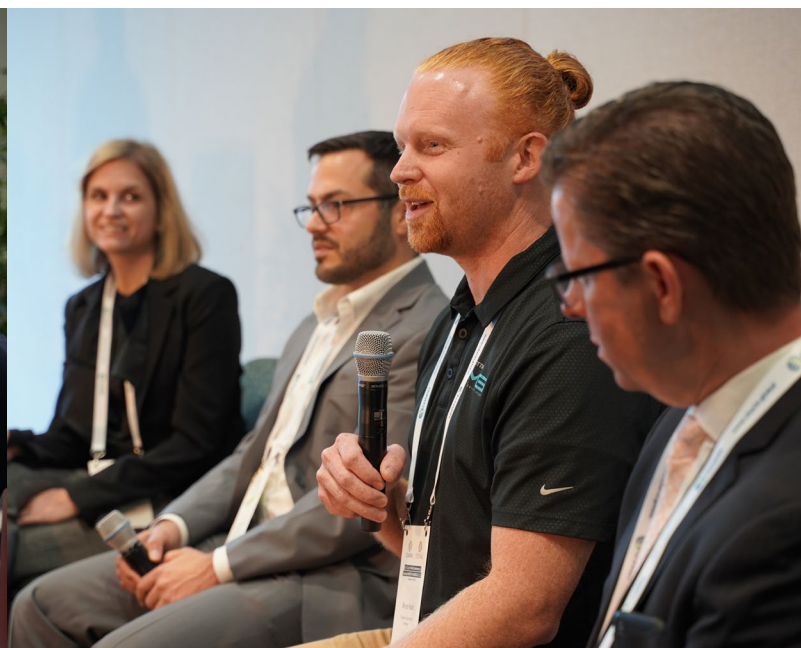
- Sponsors will have the opportunity to provide one (1) minute of prepared remarks during the introductory remarks portion of the Conference and display up to 1 pop-up banner next to the stage in consultation with CharIN. Anticipate 250-300 in-person attendees.

+ \$ 800 (Early Bird)
+ \$ 1,000 (Regular)

Conference Session Sponsor (limited to 6 sponsors)

- Sponsors will have the opportunity to provide two (2) minutes of prepared remarks (including slides) during the introduction of an individual session and display up to 1 pop-up banner next to the stage in consultation with CharIN.
- Maximum of 1 sponsor per session.
- Session selection will be available on a first-come, first-served basis. Anticipate 250-300 in-person attendees.

+ \$ 800 (Early Bird)
+ \$ 1,000 (Regular)



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Demonstration Sponsor (limited to 8 sponsors)

- Sponsors will have the opportunity to demonstrate their technology during the first day of the Festival.
- Space will be provided in an on-site climate-controlled tent adjacent to the testing area and included with an exhibitor booth.
- Demonstrations will be included in the agenda, featured in the media kit with company contact information, and company representatives will be provided with the necessary equipment (e.g. microphone, monitor) to properly demonstrate the technology.
- Demonstrations must align with the focus of the event.
- Sponsors must first get approval of their tech demonstration before finalizing payment.
- Please contact festival@charin-academy.global to schedule an initial meeting. The deadline for demonstration commitments is April 15.
- Opportunity to display up to 2 pop-up banners or alternative marketing signs, in consultation with CharIN.

+ \$ 1,600 (Early Bird)
+ \$ 2,000 (Regular)

Tour Sponsor Exclusive (limited to 1 sponsor)

- This sponsorship gives you the opportunity to organize an off-site tour in the Cleveland area.
- The tour will be included in the agenda and featured in the media kit with company contact information.
- The tour must align with the focus of the event. The host must organize any related transportation, tour logistics, agenda, refreshments, giveaways, etc.
- All tours must be approved prior to registration and organized in consultation with CharIN.
- Please contact festival@charin-academy.global to schedule an initial meeting.
- Opportunity to display up to 2 pop-up banners and/or other marketing signs close to conference registration.

+ \$ 2,250 (Early Bird)
+ \$ 3,000 (Regular)



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Exhibitor Booth

(limited spaces available)

- Sponsors will get an on-site 6x10ft networking booth with draped table and 2 chairs will be positioned in an on-site climate-controlled tent adjacent to the testing area and co-located with the demonstration area on the first day of testing (Wednesday).
- The company must provide all signage, additional furniture, and equipment/materials as needed.
- Limited spaces available on a first come, first served basis.

+ \$ 600 (Early Bird)
+ \$ 800 (Regular)

Testing Sponsor

(limited to 3 sponsor)

- Sponsors will have the opportunity to provide one (1) minute of prepared remarks during the opening ceremony on the first day of the Testival and display up to 2 pop-up banners next to the stage in consultation with CharIN. Anticipate 150-200 in-person attendees.

+ \$ 800 (Early Bird)
+ \$ 1,000 (Regular)



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Conference & Testival Media Package

(limited to 2 sponsors)

- Press release (1) exclusively about company's participation (draft comes from the sponsor) to be posted in the 'News' section of CharIN website.
- Press release will be distributed to CharIN North America media contact list.
- A company contact will be added to the media press kit, and all onsite staff will be granted access to the onsite media room.
- While media will be directed to an on-site or off-site company spokesperson, coverage cannot be guaranteed.

+ \$ 2,000 (Early Bird)
+ \$ 2,500 (Regular)

Lounge Area Sponsor

Exclusive (limited to 1 sponsor)

- Sponsor will have the opportunity to display up to 3 pop-up banners as well as 1 video (no sound) in the two lounge areas (one indoors, one outdoors) in consultation with CharIN.
- The lounge rooms are near the testing site areas and are used as a space for networking and co-working. Anticipate a constant flux of participants through the spaces.

+ \$ 1,600 (Early Bird)
+ \$ 2,000 (Regular)



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Media Outlet Recording Room

(limited to 2 sponsors)

- A private and secure room at Lincoln Electric will be made available to a registered media outlet that will be available for their exclusive use throughout the duration of the Festival and Conference event week.
- The space will be suitable for use for video, podcast, or other private interview activities and will include necessary furniture, A/V, and electrical.
- All recording equipment, lighting, and other necessary soundproofing equipment must be provided by the media outlet.
- A company contact will be added to the media press kit and all onsite staff will be granted access to the onsite and separate media room.

+ \$ 800 (Early Bird)

+ \$ 1,000 (Regular)



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Conference & Festival Video Package

(limited to 3 sponsors)

- A designated contact will be interviewed for, and included in, the 2024 North America Conference & Festival highlights video.
- The company logo will be included in video footage.
- The highlights video will be widely promoted to EV community through partner organization channels and permanently placed on the CharIN webpage and YouTube channel.

+ \$ 2,000 (Early Bird)
+ \$ 2,500 (Regular)

CharIN Dinner Sponsor

(limited to 2 sponsors)

- Sponsorship for the first day of the Festival evening reception and dinner at a TBD location available on a first come, first served basis. Attendees from the Conference and Festival will be invited.
- A company representative will provide up to 3 minutes of prepared opening remarks at the start of the dinner.
- Opportunity to display up to 2 videos (no sound) throughout the area and 2 pop-up banners, in consultation with CharIN, during the evening event.
- Both sponsorships may be combined for one exclusive dinner sponsorship.

+ \$ 3,200 (Early Bird)
+ \$ 4,000 (Regular)



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TESTIVAL

Lanyard & Registration Sponsor

Exclusive (limited to 1 sponsor)

- Exclusive sponsorship for 4 days of Conference & Testival registration, available on a first come, first served basis.
- Opportunity for placing the company logo on official event lanyards (needs to be organized and procured by the company in coordination with the Testival planning team).
- Opportunity to display up to 2 pop-up banners and other marketing signs, co-located with the main registration area, in consultation with CharIN.

+ \$ 800 (Early Bird)
+ \$ 1,000 (Regular)

Giveaway Sponsor

Exclusive (limited to 1 sponsor)

- Sponsorship gives you the opportunity to distribute giveaways during the Testival (e.g. cookies, mouse pads at testing tables, beanies, ice cream, etc.).
- Giveaways should be sustainable and must be organized and procured by the company in consultation with CharIN.

+ \$ 800 (Early Bird)
+ \$ 1,000 (Regular)



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TESTIVAL

Sponsorship Agreement CharIN Festival & Conference NA 2024 (June 11 – 14, 2024)



This agreement defines the terms and conditions of this event. By signing up on the event portal, the participant formally agrees to abide by these [terms and conditions](#). Submitting the agreement does not guarantee the sponsorship. All packages are subject to availability.

Event Sponsor	EB \$ 1,600*	\$ 2,000*
Conference Sponsor (limited to 3 sponsors)	EB + \$ 800*	+ \$ 1,000*
Conference Session Sponsor (limited to 6 sponsors)	EB + \$ 800*	+ \$ 1,000*
Demonstration Sponsor (limited to 8 sponsors)	EB + \$ 1,600*	+ \$ 2,000*
Tour Sponsor (exclusive – 1 sponsor)	EB + \$ 2,250*	+ \$ 3,000*
Exhibitor Booth (limited spaces available)	EB + \$ 600*	+ \$ 800*
Testing Sponsor (limited to 3 sponsors)	EB + \$ 800*	+ \$ 1,000*
Conference & Festival Media Package (limited to 2 sponsors)	EB + \$ 800*	+ \$ 1,000*
Lounge Area Sponsor (exclusive – 1 sponsor)	EB + \$ 1,600*	+ \$ 2,000*
Media Outlet Recording Room (limited to 2 sponsors)	EB + \$ 800*	+ \$ 1,000*
Conference & Festival Video Package (limited to 2 sponsors)	EB + \$ 2,000*	+ \$ 2,500*
CharIN Dinner Sponsor (limited to 2 sponsors)	EB + \$ 3,200*	+ \$ 4,000*
Lanyard & Registration Sponsor (exclusive – 1 sponsor)	EB + \$ 800*	+ \$ 1,000*
Giveaway Sponsor (exclusive – 1 sponsor)	EB + \$ 800*	+ \$ 1,000*

*All prices are excl. VAT

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