

Berlin, April 2nd, 2024

REQUEST FOR PROPOSALS

Vehicle Interoperability Testing Events (Testivals)

Contents

Issuer of RFP	2
Purpose of RFP	2
Key Activities and Dates	3
How Award is Determined	3
Eligible Bidders	4
Questions	5
Contact Information	5
Responses to this RFP	5
Goals, Objectives and Overall Scope	5
Task 0: Contract Agreement Management	7
Task 0.1 Kick-off Meeting	7
Task 0.2 Progress Report and Meetings	7
Task 1: Controlling and Financial Management	8
Task 2: Host/Event Management	8
Task 2.1. Host Nomination	8
Task 2.2 Host Management	9
Task 2.3. Event Management	9
Task 3: Vendor Management	10
Task 4: Participants Management	10
Task 4.1.: Tester Management	11
Task 4.2. Attendee Management	11
Task 5 Sales (Min. Marketing & Comm Package)	12
Task 5.1. Pre-Event Outreach	12



Task 5.2. During-Event Communication.....	13
Task 5.3. Post-Event Communication.....	13
Task 6 (optional) Extra Sales Boost (Comm. Campaign).....	14
Task 7 (optional) Sponsor Management.....	14
Task 8 (optional) Conference/ Exposition/ Fair.....	15
Task 9 (optional) Documentation (report).....	16

Issuer of RFP

CharIN Academy GmbH is the dedicated facilitating entity of the CharIN e.V. association providing stakeholders with an opportunity to benefit from live testing on-site, practice-oriented trainings on e-mobility and charging topics and by presentation of their portfolio on international trade fairs.

In the area of "IEC & ISO-based charging systems" (such as CCS, MCS, but also other future standards), we use a targeted selection of intelligent marketing tools. We also consolidate our global partner network at Festivals, trade fairs, congresses, and specialized technology forums.

Purpose of RFP

The purpose of this Request for Proposal (RFP) is to find one or several partner companies that will conduct a series of Charging Testing Events (Testivals) to support interoperability of electric vehicle (EV) charging.

For examples of Festival Events, refer to the CharIN e.V. Website, in particular [Global Festivals & Conferences - CharIN](#).

The contractor or contractors, working in collaboration and consultation with CharIN Academy (as Facilitator) and CharIN e.V. (as Branding Sponsor), will plan, conduct, and manage a minimum of 6 (six) and up to 10 (ten) Testivals globally during each year 2025, 2026 and 2027. These Testivals will convene key e-mobility stakeholders to conduct charging tests in a collaborative and low-risk environment, develop and finalize products and standards, and discuss what is required to overcome common technology barriers facing the electrification of global mobility.



Key Activities and Dates

Key activities including dates and times for this RFP are presented below.

ACTIVITY	ACTION DATE
RFP Release	April 2, 2024
Deadline for Written Questions by 5:00 P.M. CET	April 12, 2024
Anticipated Distribution of Questions/Answers	April 19, 2024
Deadline to Submit Proposals by 5:00 P.M. CET	April 30, 2024
Anticipated Presentation date of pre-selected Proposals	May 15, 2024
Anticipated Contract Awarding	June 1, 2024
Contract Start Date	July 1, 2024
Event Period Start Date	January 1, 2025
Contract Termination Date	December 31, 2027

How Award is Determined

Bids will be evaluated systematically and given scores according to fulfilment of pre-defined criteria. This is a work contract plus cost reimbursement and the award will be made to the responsible Bidder oder Bidders receiving the highest score.

Predefined criteria for evaluation (in no particular order or weighting)

- Timeliness of submission
- Completeness of submission
- Consistency of services
- Regional competence
- Efficiency, modularity and scalability of services
- Price of services



- References and work examples

Note: Biddings for partial or regional services will be treated equally to complete or global ones.

CharIN Academy reserves the right to award any Task, Subtask or Item from this RFP to other Service Providers than the Bidder or Bidders or their Subcontractors without reason. In Case a Task, Subtask or Item is awarded outside of the scope of the Proposal, the Bidder and CharIN Academy shall reach agreement on a reduced remuneration commensurate with the level of externally awarded Tasks, Subtasks or Items.

CharIN Academy reserves the right to award any Task, Subtask or Item to other Service Providers than the Contractor or Contractors or their Subcontractors during the Contract Duration without reason. In Case a Task, Subtask or Item is awarded outside of the scope of the Contract, the Bidder and CharIN Academy shall meet and reach agreement on a reduced remuneration commensurate with the level of externally awarded Tasks, Subtasks or Items.

CharIN Academy reserves the right to cancel scheduled Events at the latest 1 (one) month before the scheduled date. In case the Event is cancelled, the Bidder and CharIN Academy shall meet and reach agreement on a reduced remuneration commensurate with the level of already completed Tasks.

Eligible Bidders

This is an open solicitation for public and private entities. The Bidder and project team the team must have skills and experience in designing and conducting large-scale technical Events. The Bidder shall indicate for each Task or Subtask which it is not planning to deliver through own salaried staff the Name, Incorporation and relevant credentials of the intended Subcontractor. Additionally, it is advantageous if the Bidder, eventual Subcontractors and project team have expertise and knowledge in transportation electrification, communication standards and protocols for charging, and charging interoperability.

Each agreement resulting from this solicitation includes terms and conditions that set forth the Contractor's rights and responsibilities. Private sector entities must agree to use the attached standard Terms and Conditions (see Attachment). CharIN Academy will not award agreements to non-complying entities. CharIN Academy reserves the right to modify the Terms and Conditions prior to executing any agreements.

All corporations, limited liability companies (LLCs), limited partnerships (LPs) and limited liability partnerships (LLPs) or their international equivalents that submit bids to the RFP must be in solid financial condition, must not be in receivership, restructuring or any other extraordinary business condition threatening the continuity of business operations at the time of submitting the bid. This is to be stated in writing as a part of the bid documentation.



Questions

During the RFP process, questions of clarification about this RFP must be directed to the Contracts Officer listed in the following section. You may submit written questions via mail or electronic mail. However, all questions must be received by 5:00 P.M. CET on the Deadline for Written Questions listed in the Key Activities and Dates table above.

The questions and answers will be posted on the CharIN Academy Website.

Any verbal communication with a CharIN Academy or CharIN e.V. employee or representative concerning this RFP is not binding on the State and shall in no way alter a specification, term, or condition of the RFP. Therefore, all communication should be directed in writing to the CharIN Academy Representative (CAR):

Contact Information

Christoph Stürmer, CEO
CharIN Academy GmbH
Kurfürstendamm 11
10719 Berlin
Germany

E-mail: christoph.stuermer@charin-academy.global

Responses to this RFP

Responses to this solicitation shall be in the form of a Declaration of Interest, RFQ Quotation and an Service Description according to the requirements described in this RFP.

- The Declaration of Interest form.
- The RFP Quotation form.
- The RFP Service Description (in bidder-determined format).

Goals, Objectives and Overall Scope

The goal of this RFP is to establish a series of Festival Events to support product development and standards implementation for light-, medium-, and heavy-duty on-road vehicles and associated charging in a collaborative, low-risk environment to move toward an interoperable charging ecosystem.



This RFP will result in one (1) or several (n) contracts to conduct a minimum of 6 (six) and up to ten (10) Vehicle Inter-Operability Testing Events (Testivals) per year over a period of three (3) years. Testivals are meant to convene key e- mobility stakeholders to conduct collaborative, low-risk interoperability tests, develop and finalize products, conduct implementation testing and test tool development for charging standards and protocols, and discuss means to overcome common technology barriers facing the industry.

These stakeholders include but are not limited to: EVSE (charging equipment) manufacturers, automotive (and other) electric vehicle manufacturers (OEMs), charge point operators (CPO) and EV software/network providers. By gathering all of these stakeholders and their products together, Testivals will support rapid testing and validation of many combinations of products and provide an invaluable resource for product development and standards development and implementation.

This effort will further CharIN's promotion of EV and charging industry innovation by establishing a forum that will support interoperability testing, product development, standards implementation, collaboration, knowledge sharing, and a more competitive market composed of advanced and interoperable products.

Testivals are to be held in all relevant global regions, in particular Europe (at least 2 per year, e.g. in France and Poland), Asia excluding China (at least 1 per year, e.g. in South Korea or India) and North America (at least 2 per year, e.g. in Cleveland, OH, and Long Beach, CA), but also other regions of strategic interest, such as MENA (e.g., Dubai), LATAM (e.g. Santiago de Chile), APAC or Sub-Saharan Africa.

Bidders will be informed by the CAR on time planning, site selection and host qualification for Testivals according to CharIN e.V.'s global strategy, market requirements and tester preferences as well as other strategic and operational factors.

Testivals focus on on-site testing for electric vehicle charging, including cybersecurity testing such as certificate handling to ensure secure and interoperable Public Key Infrastructure (PKI). Additional required testing capabilities may include Plug & Charge (PnC) as well as Bidirectional Power Transfer including Vehicle-to-Grid capabilities. Other technologies and test features may be required by CharIN Academy according to CharIN e.V.'s global strategy, market requirements and tester preferences as well as other factors.

As mentioned in the objectives, Testivals may also include a separate public conference component to complement the private, closed doors testing, as an optional feature as determined by CharIN Academy/ CharIN e.V. This optional conference component will be focused on knowledge sharing and advancement and discussions around charging interoperability. Optional conference components such as press conferences, product exhibitions, recruiting Events, job fairs and interactive seminars may be required by CharIN Academy according to CharIN e.V.'s global strategy, market requirements and tester preferences as well as other factors. Conferences may also be required as a stand-alone Event.



CharIN may require to include additional components in Festival design, such as testing for other types of vehicles (apart from road-going vehicles), charging equipment, and charging features.

The successful Bidder or Bidders will be awarded a Contract according to above evaluation criteria and will thus become a Contractor. A Contractor will be required to fulfil the following Tasks in planning, organizing and delivering each of the Festivals and Events.

Task 0: Contract Agreement Management

The Contractor shall manage a team capable of undertaking all work assignments identified in this Scope of Work. All project work performed by the Contractor team shall be directed by and coordinated with the CAR. Work performed by the Contractor or its subcontractors beyond the term end date of the contract will not be reimbursed for payment.

Task 0.1 Kick-off Meeting

The Contractor shall organize and attend a “kick-off” meeting with CharIN Academy and CharIN e.V. representatives. The CAR will propose the location and/or method of meeting. The Contractor shall include their Project Manager, Contracts Administrator, Accounting Officer, and others designated by the CAR in this meeting. The administrative and technical aspects of this Agreement for the respective Event will be discussed at the meeting. The Contractor shall:

- Arrange the kick-off meeting including scheduling the date and time as well as technical means for communication and interchange.
- Provide an agenda of the meeting to all potential meeting participants prior to the kick-off meeting, in particular a Schedule of Tasks Completion.
- If necessary, prepare an updated Schedule of Tasks Completion based on the decisions made in the kick-off meeting.

Task 0.2 Progress Report and Meetings

The Contractor shall prepare progress reports which summarize all Agreement activities conducted by the Contractor for the reporting period, including an assessment of the ability to complete the Agreement within the current budget and any anticipated cost overruns.

Each progress report is due within 5 working days after the end of the reporting period. The CAR will provide the format and the timing for the progress reports. Progress reports are to be delivered in an efficient online manner including change alerts and overall status reporting. They are to be made permanently available to the CAR.



Upon request by the CAR, the Contractor is to propose and organize an in-person or virtual meeting series to discuss progress and decide on required activities. The contractor shall:

- Arrange the progress meeting including scheduling the date and time as well as technical means for communication and interchange.
- Provide an agenda of the meeting to all potential meeting participants prior to the progress meeting, in particular a Schedule of Tasks Completion.
- If necessary, prepare an updated Schedule of Tasks Completion based on the decisions made in the progress meeting.

Task 1: Controlling and Financial Management

As Event facilitator, CharIN Academy takes full financial responsibility and is the only entity paying or receiving financial means during the execution of the Tasks for each Event.

The Contractor shall prepare invoices for all reimbursable expenses incurred performing work under this Agreement in compliance with the Terms and Conditions of the Agreement. Invoices shall be submitted on a regular weekly basis during the execution of the Tasks for each Event. Every billing report shall also contain a forecast of billing until the completion of all Tasks for each Event.

Billing reports shall be addressed to the CAR or any representative nominated by such. They shall be integrated with the online reporting means for the interim reports.

The CAR will provide for the tax and legal framework of the Event and will inform the Contractor of any implications emanating for consideration in the fulfilment of Tasks connected with the Event.

Task 2: Host/Event Management

Task 2.1. Host Nomination

The CAR shall be fully responsible to determine an Event Date and Venue and communicate it to the Contractor at least 6 months before the planned Event date in case of a Festival Event, and at least 3 months before the date in case of an optional or stand-alone Conference Event. The CAR is also responsible to submit a draft List of Testing Capabilities to the Contractor. This must include the protocols/standards testing that will be offered, different types of charging interfaces that will be accommodated (e.g., conductive, pantograph, wireless, etc.), different types of vehicles that will be accommodated (e.g., passenger cars,



commercial vehicles, trucks, motorcycles, ships, agricultural or mining equipment, etc.), the power capabilities of the facility/Event, etc.

The CAR is also fully responsible to provide the necessary insurance for the Event and all participants upon request by the Contractor.

Task 2.2 Host Management

The Contractor shall negotiate and agree with the nominated Host on the actual testing capabilities and submit to the CAR for final approval.

The Contractor shall be the permanent and primary point-of contact for the Host during the execution of Tasks for the Event. In particular, the Contractor shall participate in conference calls with the Host as required by the CAR during Event planning, preparation, conduction, and conclusion. The Contractor shall summarize minutes of all Event-related conference calls; conduct a walkthrough of the nominated Event venue; finalize testing venue requirements; support the Host in understanding and meeting the Event's requirements and provide all other services necessary for the execution of the Event in cooperation with the Host.

It is also the Contractor's responsibility to cooperate with the Host on assuring the safety and security of all Participants, equipment and venue during the entire duration of the Event, fulfilling at least all applicable legal and technical requirements but also any additional safety measures as required by the Host or the CAR. Regular assessments of safety and security measures are a required element of the regular Progress Reports submitted to the CAR.

Task 2.3. Event Management

The goal of this subtask is to identify and execute event activities leading up to and during the Event.

The Contractor shall:

- Set up the testing area with participants' equipment and vehicles. In many cases that will include setting up one or several large tents or temporary edifices on the Host's premises, including all required technical infrastructure.
- Manage testing throughout the event, ensuring participants are adhering to the event rules and schedule.
- Work with participants to troubleshoot testing issues.
- Maintain record of testing outcomes, causes of failure, challenges encountered, etc.
- Ensure security and privacy of testing activities throughout the event.
- If required by Testers, set up TISAX-compliant information security management system.
- Set up and test audio/visual and video streaming equipment.
- Maintain and troubleshoot audio/visual equipment onsite.



- Produce a high-quality, live streaming video broadcast using web-based software for remote attendees.
- Serve as liaison and coordinator with venue personnel.
- Provide catering, socializing, workplace, amenities and all other services required for the successful execution of each Event.
- Tear down equipment, clean up and verify the facility at end of each Event in coordination with the Host and CAR.

Task 3: Vendor Management

The purpose of this task is to ensure that all necessary subcontractors are managed properly by the Contractor in accordance with the overall plan and intention of the Event. This includes but is not limited to:

- arrangement and execution of rental agreements with venue, equipment rentals, electrical/facility upgrades, and Internet service companies after consultation with and approval from the CAR
- arrangement and execution of service agreements with specialized technical and/or testing service providers after consultation with and approval from the CAR
- arrangement and execution of service agreements with catering and amenities companies after consultation with and approval from the CAR
- arrangement and execution of service agreements with off-site event locations for excursions, social gatherings after consultation with and approval from the CAR
- Provide copies of executed rental, service and other agreements with Event vendors to the CAR.

Task 4: Participants Management

The purpose of this Task is to ensure that both Testers as well as other Participants in the Events are properly addressed, informed, and supported ahead, during and after the Event. At each test Event, we expect up to 25 electric test vehicles (EV), an equivalent number of electric vehicle charging equipment (EVSE) as well as additional feature tests. The number of participants at test and other Events may range from 100 up to 300 persons.

The contractor shall:

- provide tester management and



- provide attendee management.

Task 4.1.: Tester Management

Testers are at the heart and core of the Festival events and require the utmost attention and support. They are highly specialized engineers that are tasked with the design, development, application, and quality management of strategic product projects for the companies they represent. In many cases, the testing equipment they provide to the Festival is under strict secrecy requirements and must not be seen by the wider public. Also, much of the equipment is in an early technical development stage, so it may display unexpected or even potentially dangerous behavior.

The contractor shall:

- Prepare a Festival Testing Agenda in agreement with CAR.
- Organize pre-Event and in-Event information and networking opportunities for Testers, both on-site as well as virtually (e.g, on a dedicated Event app or platform)
- Provide CharIN-branded Tester management system for Tester registration, compilation of bills according to CAR specifications and submission in the course of Financial reporting.
- After delivery of the List of Registrants for Testing Participants and the Summary of Testing Participant Details, develop and agree a Schedule and Plan for Testing and Pairing Participants with the CAR. In this case, the subcontracting of a specialized technical service provider for pairing and test execution is highly recommended. It is expected that at each Festival, a minimum of 4 (four) and up to 20 (twenty) electric vehicles, a matching number of electric charging devices will attend each Festival. In addition, other testing equipment may be present and operated.
- Develop and provide Testing Survey Questions to gather feedback from testing participants after the Event in agreement with CAR.
- Provide in-person on-site Tester support such as guidance and welcome, signing of NDA forms, check in of all pre-registered testing Participants, printing and handing out of lanyards as well as ongoing support and information.
- Electronically distribute Testing Survey Questions to all testing participants.
- Compile and provide Summary of Testing Results, Outcomes, Challenges, Lessons Learned, and Next Steps to CAR.

Task 4.2. Attendee Management

Attendees are important members of the Festival events and require the utmost attention and support. They are highly specialized industry professionals and public stakeholders that are tasked with the design,



development, application, and quality management of strategic product and business projects as well as regulations and standards for the companies, associations or administrations they represent.

The contractor shall:

- Prepare an Attendee Management Agenda in agreement with CAR.
- Organize pre-Event and in-Event information and networking opportunities for Attendees, both on-site as well as virtually (e.g. on a dedicated Event app or platform)
- Provide CharIN-branded Attendee management system for Attendee registration, compilation of bills according to CAR specifications and submission in the course of Financial reporting. At each Testival event, a number of minimum 50 (fifty) and a maximum of 300 (three hundred) Attendees is expected.
- Develop and provide Attendee Survey Questions to gather feedback from Attendees after the Event in agreement with CAR.
- Provide in-person on-site Attendee support such as guidance and welcome, signing of NDA forms, check in of all pre-registered testing Participants, printing and handing out of lanyards as well as ongoing support and information.
- Electronically distribute Attendee Survey Questions to all testing participants.
- Compile and provide Summary of Feedback Results, Outcomes, Challenges, Lessons Learned, and Next Steps to CAR.

Task 5 Sales (Min. Marketing & Comm Package)

The purpose of this task is to ensure the commercial and communicative success of each Event for the benefit of CharIN e.V. and CharIN Academy. For the fulfilment of this task, the Contractor may employ own staff or sub-contract all or partial activities to specialized subcontractors on their own commercial risk, but in agreement with the CAR.

Task 5.1. Pre-Event Outreach

The goal of this subtask is to identify and prepare the necessary marketing and communications steps in advance of each Event. This subtask is critical to developing increasing, diverse and broad participation of the Events over the duration of the Contract. The Contractor shall:

- Prepare an Event Marketing Plan to promote the testing event, in agreement with the CAR. The Testival Marketing Plan shall include, but not be limited to:
 - Identification of target participants, with strategies to drive engagement and participation.
 - Develop event theme, positioning and any proposed sponsorship packages as well as relevant text copy and imagery for promotion the Event for identified target groups in agreement with the CAR.



In the case of global events, ensure local-language and cultural competence and outreach in addition to overall English-language communication.

- In accordance with the CAR-approved Event Marketing Plan, design an Event Invitation to be sent via email to potential participants, in agreement with CAR.
- In accordance with the CAR-approved Event Marketing Plan, develop a List of Event Outreach Contacts with contacts towards which outreach efforts will be made in agreement with CAR.
- In accordance with the CAR-approved Event Marketing Plan, conduct outreach to standards organizations, charging equipment manufacturers, charging network providers, software providers, auto OEMs, industry associations, utilities, and testing companies, as well as relevant Media and Multipliers. Summarize outreach in a weekly Report on Event Outreach efforts to the CAR.
- In accordance with the CAR-approved Event Marketing Plan, develop a List of Testing Participants Receiving the Event Invitation in agreement with the CAR.
- Distribute Testival Invitation, after CAR approval of recipients, and manage responses. Submit a List of Registrations of Testing Participants to the CAR on a weekly basis.
- Monitor effectiveness and efficiency of pre-event communication outreach continuously and provide adequate and complete reporting to CAR for each Event on a weekly basis.

Task 5.2. During-Event Communication

The goal of this subtask is to identify and prepare the necessary marketing and communication steps during each Event. This subtask is critical to providing stakeholders and the identified target groups with an ongoing, appealing and informative coverage of each Event. The Contractor shall:

- Provide for detailed on-site coverage of each Event through photography, filming, interviews and other interactions with Participants – under strict consideration and adherence to agreed safety, security and confidentiality requirements.
- Submit all material for communication to and clear by CAR before publication with appropriate time for reviewing and processing.
- In accordance with the CAR-approved Event Marketing Plan, conduct outreach to standards organizations, charging equipment manufacturers, charging network providers, software providers, auto OEMs, industry associations, utilities, and testing companies, as well as relevant Media and Multipliers. Summarize outreach in a weekly Report on Event Outreach efforts to the CAR.
- Monitor effectiveness and efficiency of during-event communication outreach continuously and provide adequate and complete reporting to CAR for each Event on a weekly basis.

Task 5.3. Post-Event Communication

The goal of this subtask is to identify and prepare the necessary marketing and communication steps after each Event. This subtask is critical to providing stakeholders and the identified target groups with a truthful and informative summary and compilation of results of each Event. The Contractor shall:



- Provide for a truthful and informative summary and compilation of results of each Event through photographs, movies, citations and other content – under strict consideration and adherence to agreed safety, security and confidentiality requirements.
- Submit all material for communication to and clear by CAR before publication with appropriate time for reviewing and processing.
- In accordance with the CAR-approved Event Marketing Plan, conduct outreach to standards organizations, charging equipment manufacturers, charging network providers, software providers, auto OEMs, industry associations, utilities, and testing companies, as well as relevant Media and Multipliers. Summarize outreach in a weekly Report on Event Outreach efforts to the CAR.
- Monitor effectiveness and efficiency of post-event communication outreach continuously and provide adequate and complete reporting to CAR for each Event on a weekly basis.

Task 6 (optional) Extra Sales Boost (Comm. Campaign)

The purpose of this task is to ensure the commercial and communicative success of each Event for the benefit of CharIN e.V. and CharIN Academy with additional measures, for example additional communication platforms, public relations events, EV rallies, townhall meetings, manifestations, research demonstrations, startup concourses or pitches, publications, or any other appropriate format. For the fulfilment of this task, the Contractor may employ own staff or sub-contract all or partial activities to specialized subcontractors on their own commercial risk, but in agreement with the CAR.

For this Task, the Bidder is free to select from above list as well as suggest other additional and appropriate sales and marketing activities serving both the individual success of each Event as well as the overall success of all Events over the Contract period. For this, the Bidder shall outline for each additional marketing or communications activity:

- The proposed nature of the additional marketing or communications activity
- The expected cost
- The expected effectiveness and efficiency
- The fit and contribution to the overall goals of this Contract.

Task 7 (optional) Sponsor Management

Sponsors are important members of the Festival events and require the utmost attention and support. As corporates or government bodies, they are highly important industry professionals and public stakeholders that are active in the design, development, application, and quality management of strategic product and



business projects as well as regulations and standards for the companies, associations or administrations they represent. Their financial, service and content contributions form a significant element of the overall success of each Event.

The contractor shall:

- Identify a long-list of potential target Sponsors, with strategies to drive engagement and participation.
- Develop event theme, positioning and any proposed sponsorship packages as well as relevant text copy and imagery for promotion the Event for identified target groups in agreement with the CAR. In the case of global events, ensure local-language and cultural competence and outreach in addition to overall English-language communication.
- In accordance with the CAR-approved Event Marketing Plan, design a Sponsor Invitation to be sent via email to potential Sponsors, in agreement with CAR.
- In accordance with the CAR-approved Event Marketing Plan, develop a List of Sponsor Contacts with contacts towards which outreach efforts will be made in agreement with CAR.
- Prepare a Sponsor Management Agenda in agreement with CAR.
- Provide CharIN-branded Sponsor billing according to CAR specifications and submission in the course of Financial reporting.
- Organize pre-Event and in-Event information and networking opportunities for Sponsors, both on-site as well as virtually (e.g. on a dedicated Event app or platform)
- Develop and provide Sponsor Survey Questions to gather feedback from Sponsors after the Event in agreement with CAR.
- Provide in-person on-site Sponsor support such as guidance and welcome, signing of NDA forms, check in of all pre-registered Sponsor Participants, printing and handing out of lanyards as well as ongoing support and information.
- Electronically distribute Sponsor Survey Questions to all testing participants.
- Compile and provide Summary of Feedback Results, Outcomes, Challenges, Lessons Learned, and Next Steps to CAR.

Task 8 (optional) Conference/ Exposition/ Fair

The purpose of this task is to support any Meeting format (such as Conference, Exposition, Job Fair, Hackathon, Convention, etc.) to each Event for the benefit of CharIN e.V. and CharIN Academy as an optional item in the proposal. For the fulfilment of this task, the Contractor may employ own staff or sub-contract all or partial activities to specialized subcontractors on their own commercial risk, but in agreement with the CAR.



For this task, the Bidder is free to select one or several additional and appropriate Meeting formats from above list serving both the individual success of each Event as well as the overall success of all Events over the Contract period. For this, the Bidder shall outline for each additional Meeting format:

- Identify a long-list of potential target Attendees, with strategies to drive engagement and participation.
- Develop Meeting theme, positioning and any proposed Attendee packages as well as relevant text copy and imagery for promotion the Meeting for identified target groups in agreement with the CAR. In the case of global Meetings, ensure local-language and cultural competence and outreach in addition to overall English-language communication.
- In accordance with the CAR-approved Meeting Marketing Plan, design a Attendee Invitation to be sent via email to potential Attendees, in agreement with CAR.
- In accordance with the CAR-approved Meeting Marketing Plan, develop a List of Attendee Contacts with contacts towards which outreach efforts will be made in agreement with CAR.
- Prepare a Attendee Management Agenda in agreement with CAR.
- Provide CharIN-branded Attendee billing according to CAR specifications and submission in the course of Financial reporting.
- Organize pre-Event and in-Event information and networking opportunities for Attendees, both on-site as well as virtually (e.g, on a dedicated Meeting app or platform)
- Develop and provide Attendee Survey Questions to gather feedback from Sponsors after the Meeting in agreement with CAR.
- Provide in-person on-site Attendee support such as guidance and welcome, signing of NDA forms, check in of all pre-registered Attendees, printing and handing out of lanyards as well as ongoing support and information.
- Electronically distribute Attendee Survey Questions to all testing participants.
- Compile and provide Summary of Feedback Results, Outcomes, Challenges, Lessons Learned, and Next Steps to CAR.

Task 9 (optional) Documentation (report)

The goal of this task is to prepare a comprehensive Final Reporting that describes the original purpose, approach, results, and conclusions of the work completed under this Agreement for each Event. The Final Report shall be prepared in language easily understood by the public or layperson with a limited technical background. The Final Report should, at minimum, include the following:

- Documentation of the Event, including Event setup, Event focus (such as vehicle classes or specific standard/protocol), and types of testing conducted, etc.



- Participant list of the Event, including GDPR-compliant agreements by participants for the storage, processing, and utilization of their personal data by CharIN Academy, CharIN e.V. and affiliated entities.
- Documentation of notable testing results, such as major bugs, gaps identified in existing standards, and so forth. To respect the sensitivity of product development processes, discussion of results should anonymize the identities of specific participants as appropriate.
- Documentation of the (optional) public conference component.
- Documentation of the publicity impact of the Event, such as articles published, mentions in relevant blogs, forums, newsletters, magazines, newspapers, direct web impressions and other relevant visibility parameters.
- Photographic documentation of the Event in no less than 100 relevant and reproduceable photographs with full transfer of copyright.
- Video documentation of the Event in no less than 3 relevant and reproduceable videos of 3 minutes duration with full transfer of copyright
- Proposed improvements report for future events.
- Final Proposed Improvements Report for Future Events addressing any comments and edits from the CAR.

The Final Report must be completed before the termination date of the Agreement in accordance with the Schedule of Tasks Completion.

The Final Report shall be handed over only to the CAR with full transfer of copyright for further use, such a full or partial publication, distribution, or other use of its contents by CharIN Academy, CharIN e.V. or affiliated companies.

.....

//End of RFP