

BCIT[®]

EVOLUTION '22
Festival of Learning

**Participation
Opportunities**





The era of alternative fuel vehicles is here and BCIT is leading the charge.

Initiatives such as designing Canada's first campus-wide smart micro-grid, a solar-powered electric car-charging infrastructure, and our Hydrogen power initiatives are just some examples of how BCIT is partnering with industry to build BC's EV infrastructure.

Join our commitment to innovation and support of the ever-growing EV industry by participating in **EVolution '22 - Festival of Learning**.

EVolution '22 will be Western Canada's first public open house event featuring all aspects of EVs, ZEVs, Hybrids, sustainable energy, infrastructure, supply chains, and the innovation and leadership needed to get us to a greener tomorrow.





EVENT DETAILS

June 12, 2022

BCIT Burnaby Campus

3700 Willingdon Avenue

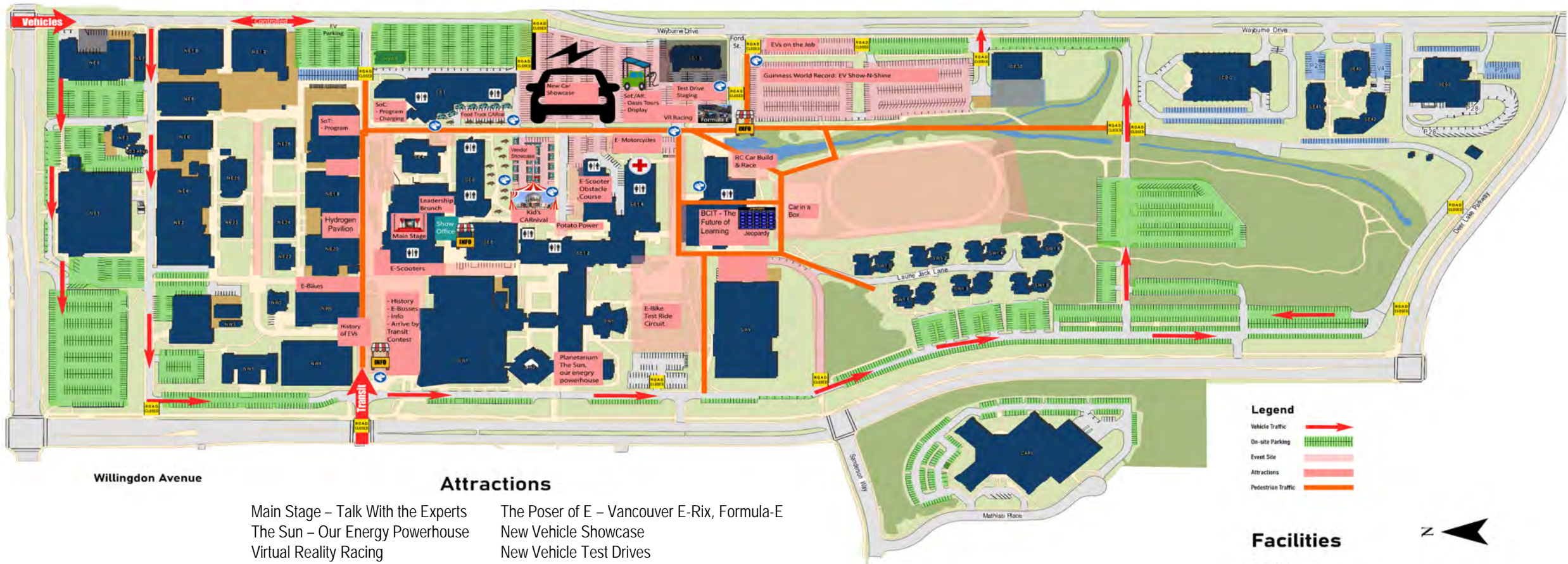
Evolution '22 will be heavily promoted attracting over **10,000** motivated consumers interested in learning about all aspects of your products, services, and B.C.'s evolving Hybrid/EV/ZEV infrastructure.

A **free family fun** day of exploration and edutainment awaits us all.



Aligned with the **2022 E-Prix Formula E World Championship** to be held in Vancouver on July 2, 2022.

Our strategic partnership with Vancouver Formula E is also providing additional opportunities to promote the event throughout the Pacific Northwest.



- Legend**
- Vehicle Traffic →
 - On-site Parking ▨
 - Event Site ▨
 - Attractions ▨
 - Pedestrian Traffic →

Facilities

- First Aid
- Food Services
- Hand Sanitation Stations
- Information
- Show Office
- Washrooms
- Recycling Centre - by Return It

Willingdon Avenue

Attractions

- | | |
|------------------------------------|---|
| Main Stage – Talk With the Experts | The Poser of E – Vancouver E-Rix, Formula-E |
| The Sun – Our Energy Powerhouse | New Vehicle Showcase |
| Virtual Reality Racing | New Vehicle Test Drives |
| Passport to Learning contest | Guinness World Record attempt – Largest EV Parade |
| E-Bike Test Ride Circuit | World's largest EV Show-N-Shine |
| E-Scooter Obstacle Course | Car in a Box competition |
| Energy Oasis | Kid's CARnival: Science World, Potato Energy & more |
| History of Electric Vehicles | International Food Truck CARral |
| EVs on the Job | Hydrogen pavilion |
| EV Jeopardy | Knowledge Treasure Hunt |
| Leadership Forum | BCIT – Learning of the Future pavilion |
| Municipal Roundtable | Arrive by Transit contest |
| Product and Service Showcase | Mini lessons, tours, and demonstrations |

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Site Map
Event = 36 ha

REASONS TO PARTNER

The BCIT brand is highly regarded in British Columbia - and increasingly, internationally.

Supporting **EVolution '22 Festival of Learning** will enable your organization to:

- ✓ **Align** with BCIT's reputation for innovation, technology, applied learning, industry partnerships;
- ✓ **Associate** with other leaders in the evolving fields of alternative transportation, energy and sustainability;
- ✓ **Generate interest** in your products and services;
- ✓ **Connect** with motivated customers;
- ✓ **Establish connections** with like-minded organizations and associated industries;
- ✓ **Demonstrate your commitment to sustainability** and a better world for all.



PARTICIPATION OPPORTUNITIES

By partnering with us today, you will become a part of a vibrant community dedicated to launching **EVolution '22 - Festival of Learning**. Your involvement will provide significant profile and benefits to your organization. Examples include:

- access to advertising and promotional space not only on the day of, but in the months leading up to the event at **5 prime physical campus locations** - downtown Vancouver, Burnaby, Richmond, New Westminister, and the North Shore;
- inclusion in **print, television, and social media** activities - our digital community is made up of students, professionals, and the public who have a shared common interest in learning and buying into the world of EVs.

We anticipate reaching in excess of **2.5 million people**.

Your leadership and support will help to inspire the public about sustainability and the importance of a greener future we all strive for.



PARTICIPATION OPTIONS

Evolution '22 is being hosted by BCIT in support of this emerging market sector. As a break-even event, we are committed to keeping costs to a minimum, while delivering a professional experience worthy of your involvement. Our sponsorship and participation options will help us recoup our direct expenses and provide a range of benefits we are confident will meet your needs. If, after reviewing the following, you are not able to find an opportunity that fits your ability to participate, please contact us to discuss options: evolution22@bcit.ca

Our primary focus is making Evolution '22 work for you as we all strive to move this market forward.

Partnership

- All participating organizations – **Sponsors** and **Participants**.

Sponsors

- Partners who support the event in general, or specific attractions, through funds or in-kind contributions.

Participants

- Organizations who present their goods and services through displays, booths, mainstage presentations, or other means during the event.

JOIN THE GROWNING LIST OF PARTICIPANTS!



bcit.ca/evolution22



PARTICIPATION OPTIONS

EVolution '22 is about sharing your stories and knowledge as you make those all important sales and networking connections. Display space allows you to showcase, demonstrate, engage, and educate attendees about your products and services.

Benefits may include:

- Inclusion, as a featured destination, in the EVolution '22 Passport to Learning.
- Booth space located in our Vendor Showcase area (1 space = 16'D X 27'W) - **\$500**
- Outreach package for business tie-in.
- Electrical feed to your booth - **\$50**
- Tent – If needed.
- Identification signage.
- Table and chairs.

Keys to Success:

1. Let them see you. Stand out in a crowd through your signage, colour, thematic display.
2. Create brand awareness. Even the use of colours derived from your logo can help.
3. Draw them in. Movement, hands-on, demonstrations, contests, give-aways.
4. Make sure people can get to you, keep the front on our booth open and accessible.
5. Don't block the door. Nothing intimidates more than someone standing on guard at the entrance to your booth.
6. Include information in both passive (signage) and active (personal engagement) ways.
7. Remind them when they get home. Provide some type of branded takeaway. Even a simple website business card will do it.

Contact us for a Participation Order Form to book your space: evolution22@bcit.ca

ATTRACTION SPONSORSHIP OPTIONS

We have one sponsorship available for each of the following event attractions:

Main Stage – Talk With the Experts - \$10,000

Kid's CARnival - **Taken**

Leadership Networking Forum and Brunch - \$7,500

Virtual Reality Formula-E Racing - **Taken**

Passport to Learning - **Taken**

E-Bike Test Ride Circuit - **Taken**

History of Electric Vehicles - **Taken**

E-Scooter Obstacle Course - **Taken**

Car in a Box Competition - **Taken**

Potato Power - **Taken**

The Power of E, Formula-E - **Taken**

EVs on the Job - **Taken**

The Sun, Our Energy Powerhouse - \$1,000

Knowledge Treasure Hunt - \$1,500

BCIT – Learning for the Future - **Taken**

Carnival Treats - \$1,000

School of Transportation – Student participation - \$5,000

School of Energy – Student participation - **Taken**

School of Construction and the Environment – Student participation - \$5,000

School of Business and Media – Student participation - \$5,000

EV Parade & Show-N-Shine 1,000 - Guinness Book of Records attempt - \$7,500

Arrive by Transit - **Taken**

Hydrogen Pavilion - **Taken**

Food Truck CARral - **Taken**

New Car Showcase and New Car Test-drives - \$5,000

Food Truck CARral – **Taken**

EVolution '22 Show Office and Information - **Taken**

??? *We've still got room for your ideas*

Benefits may include:

- Your attraction will be brand it with your organization's name and logo.
- Participants will be directed to your attraction through the Passport to Learning and all wayfinding signage.
- Promotion in our public outreach material, including social, broadcast, print, and street signage on 4 campuses.
- Outreach package for business tie-in.

Contact us if you are interesting in attraction sponsorship, or if you have questions or ideas to discuss: evolution22@bcit.ca

PRESENTING SPONSORSHIP OPTIONS

120 Volt, 240 Volt, or 800 Volt sponsorship levels

Presenting Sponsors, *limited availability*

- \$15,000, \$20,000 and \$25,000 value

Benefits may include:

- Presentation-level or major attraction sponsorship branding
- Lead feature on event website from date of supplied content to two weeks after the event
- Identification on large-scale street promotional signage
- Recognition in broadcast and social media coverage
- Outreach package for business tie-in
- Event logo oxford and EVolution '22 collector shirts
- Recognition during the opening ceremonies
- Feature segments during the on-site event news broadcast
- Seats at the Leadership Networking Forum & Brunch
- Tickets to the Vancouver E-Prix Formal E
- Access to exclusive use in-door space
- Display space

Let us know how we can make EVolution '22 work for you - evolution22@bcit.ca



START YOUR ENGINES

Motors

bcit.ca/evolution22
evolution22@bcit.ca

