

Fleets in Charge

BVRLA

Delivering road transport decarbonisation

**7 October 2021
A digital conference**

“It’s fantastic that so many BVRLA members are making commitments to introduce zero-emission fleets ahead of the Government’s phase-out target. BVRLA members are fundamental to the transition to cleaner road transport.”

Grant Shapps MP, Transport Secretary of State

[#fleetsincharge](#)

bvrla.co.uk/fleetsincharge



**Align yourself to the fleet
electrification debate with a
trusted and influential UK
trade body**

2020 Highlights

The event took place on **Tuesday 6 October** and used the latest in digital conferencing technology to maximise the opportunities for interactivity, information sharing and networking.

- Update on the BVRLA's bold and ambitious **Plug-in Pledge** of 2018, Gerry Keaney, BVRLA Chief Executive unveiled the [2020 Pledge](#).
- The Transport Secretary's **Grant Shapps** responded to the BVRLA's Pledge, touching on the vital role our industry plays in delivering zero emission ambition.
- Launched the new '[Road to Zero Report Card](#)' which inspects the EV tax regime and regulatory environment. Industry experts from across the breadth of the automotive industry supply chain discussed the findings in a live panel session.
- Minister keynote speech: **Nadhim Zahawi MP**, The Minister for Business and Industry's delivered a speech on how the Government is working to support businesses.

Over 450
attendees



BVRLA

Testimonials

'Liked the format and the access to senior industry leaders'

'Very well organised and run. You did a great job!'

'A very professionally run online conference'

'It is the only event that brings together under one roof fleet, hire, motor, leasing and the topics selected are always strong, topical with knowledgeable speakers'

2021 Conference



The online event will take place on 7 October 2021.

Topics on the agenda will include:

- **Decarbonising the fleet sector:** Showcasing decarbonisation insights and work from the BVRLA throughout the year including the latest sustainability credentials, the EV census results, top line results from the Road to Zero Report Card and engagement highlights.
- **Road to Zero 2021:** Sharing insights from our latest Road to Zero Report Card, with the session divided into three panel discussions looking at EV Supply, Demand and Infrastructure
- **Road to COP 26:** A session linked to the government's COP26 conference theme of 'Race to zero' sharing insights into achieving net zero emissions
- **Breakout Sessions:** A variety of different sessions delving into some of the more practical elements of EVs. Such as: how SME's can make the transition, EV charging, technology, aftermarket, total cost of ownership and salary sacrifice.

The march towards net-zero is gaining pace with the Government announcing ambitious plans to ban the sale of new petrol and diesel vehicles by 2030. BVRLA members are at the forefront of this change, as the purchasers of an estimated 80% of all battery electric vehicles sold in the UK in 2019. The destiny of road transport decarbonisation rests in the hands of the fleet sector.





As a sponsor you will benefit from:

- Aligning yourself and your brand with a trusted and influential UK trade body
- Brand visibility to an audience of circa 800 key stakeholders in the transport and automotive sectors
- Joining the conversation and share your views on the industry's hot topics
- A virtual exhibition to host thought-leadership resources
- An opportunity to demonstrate and amplify your commitment to driving forward the zero emissions transition in transport
- High-level brand exposure at the event and across digital marketing campaigns
- Increased audience reach through on-demand functionality, enabling delegates to watch at a time of their choosing



The Packages

As a headline partner, you will receive significant branding opportunities before, during and after the event. The package includes:

- Main billing as headline partner
- Branding on all conference marketing material including emails, website and during live event on platform
- Sponsor logo on the event platform registration page
- Website banner on BVRLA website for 12 weeks
- Virtual exhibition to include profiles, logo, bio, social media links, video content documents and representatives available for contact
- Opportunity to participate as panellist in a session or separate speaker slot*
- Opportunity to contribute to the Road to Zero Report Card
- Invitation to Autumn Parliamentary Reception at House of Commons
- Pre-event piece to camera promoted via BVRLA social media channels
- Company name mention in pre- and post-event press releases
- Social media posts via LinkedIn & Twitter promoting you as a partner prior to the event and on the live event day
- Inclusion in post-event video highlights

Cost: £7,500+VAT

*subject to speaker & content being in keeping with topics under discussion



**Headline
Partner**



**Supporting
Partner**

You will receive significant branding opportunities leading up to the event and at the event. This package includes:

- Secondary billing on event as supporting partner
- Opportunity to host a BVRLA Blog “your chance to share your views” ahead of the live event
- Opportunity to host a breakout session or participate in a panel discussion*
- Invitation to Autumn Parliamentary Reception at House of Commons
- Branding on all conference marketing material including emails, website and during live event on platform
- Sponsor logo on the event platform registration page
- Virtual exhibition to include profiles, logo, bio, social media links, video content documents and representatives available for contact
- Social media posts via LinkedIn & Twitter promoting you as a partner prior to the event and on the live event day

Cost: £5,000+VAT

*subject to speaker & content being in keeping with topics under discussion

As an exhibitor, you will receive significant branding opportunities before and during the event.

- The BVRLA will utilise the latest in digital conferencing technology ([hopin](#)) to maximise the opportunities for interactivity, information sharing and networking.
- Digital exhibition provides many benefits and is a cost-effective way to get your message across. There is no need to transport heavy banners or display equipment to a venue. You can communicate your message in many ways. Under your company logo and punchy key message/s you can present material in video, audio, or other digital form, even giving live 'traditional' presentations and/or inviting live 'one-to-one' and 'one-to-many' conversations.

The package includes:

- Billing as exhibitor on live event
- Website banner on BVRLA website for 12 weeks
- Virtual exhibition to include profiles, logo, bio, social media links, video content documents and representatives available for contact
- Pre-event piece to camera promoted via BVRLA social media channels
- Social media posts via LinkedIn & Twitter promoting you as a exhibitor prior to the event and on the live event day
- Invitation to Autumn Parliamentary Reception at House of Commons

Cost: £2,500+VAT



Exhibitor Package

**For more information email
brandpartnerships@bvrla.co.uk**
