

## REGISTRATION FOR THE «EV EXPERIENCE 2024»

Due to limited ticket availability, a two-stage booking process has been put in place. This reservation will be confirmed in writing and when you sign and return the confirmation, it will become a validated contract with the exhibitor. Please return by 31 May, 2024 to: Auto Zürich AG, Postfach 28, 8010 Zürich or [info@auto-zuerich.ch](mailto:info@auto-zuerich.ch)

### Exhibitor's address

Company: \_\_\_\_\_  
Other info: \_\_\_\_\_  
Street/No.: \_\_\_\_\_  
Postcode/city: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

### Contact Person

Title            Ms            Mr  
First name: \_\_\_\_\_  
Last name: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

### Billing address

(if not the same as exhibitor's address)

Company: \_\_\_\_\_  
Other info: \_\_\_\_\_  
Street/No.: \_\_\_\_\_  
Postcode/city: \_\_\_\_\_

**To be part of the EV EXPERIENCE visitor test drive, a maximum of six time slots can be booked by specifying make and model: (exclusively for BEV and PHEV)**

Slot 1: \_\_\_\_\_  
Slot 2: \_\_\_\_\_  
Slot 3: \_\_\_\_\_  
Slot 4: \_\_\_\_\_  
Slot 5: \_\_\_\_\_  
Slot 6: \_\_\_\_\_

### The advantages of the «EV EXPERIENCE» for you:

- The EV EXPERIENCE takes advantage of the direct vicinity to the Auto Zürich with 60,000 visitors most recently.
- Visitors can easily sign up for the EV EXPERIENCE in advance or during the event using their ticket data.
- All test drives are accompanied by a Product Genius who familiarizes participants with the product and charging infrastructure and also uses the dialogue to gather data to generate leads.
- The EV EXPERIENCE is supplemented by an extensive consulting module regarding (charging) infrastructure and multi-mobility (e.g. presentation of e-bikes).
- Any surplus visitors who were unable to book a test drive are also forwarded as a data set for use in commercial operations.

### We offer the following special terms for the participation in the EV EXPERIENCE:

Flat rate per vehicle:                    **\*CHF 9'950.–**  
Exhibition set-up & Organisation:    **included in the price**  
Digital Lead Generation:               **included in the price**  
Product Genius:                           **must be provided by the exhibitor** (1 person per vehicle.)

\*excluding 8.1% VAT.