

e_mob
EMOBILITYFESTIVAL
2023

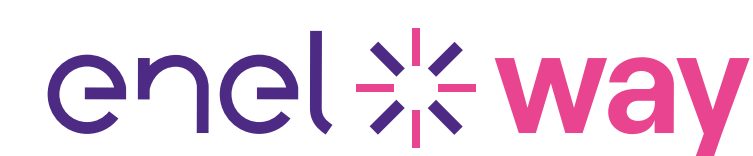
7 - 10 OCTOBER

Piazza del Duomo
Milan
Lombardy

Who



ORGANIZING COMMITTEE



SCIENTIFIC COMMITTEE



What

E_mob is the permanent round table and the Italian **community of electric mobility stakeholders**: companies, public administrations, research institutions, non-profit organizations committed to implement and report on **zero emissions mobility**.

Since 2016 **e_mob** is an annual national conference, the main moment of institutional, technical-scientific and cultural debate on the present and the future of electric vehicles in Italy.

e_mob is also a festival with exhibitions open to professionals, schools and general public where you can see up close the “plug-in” means such as buses and electric proximity vehicles, and also try the driving experience of different types of vehicles: micromobility models, pedal assisted bikes, scooters, motorcycles and electric cars.



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The Showcase

E_mob is the ideal showcase for all stakeholders who are investing in the electric mobility sector.

Companies, sector associations, start-ups and institutions will be able to meet, tell each other and exchange ideas and projects, in order to develop their own network of contacts and promote their own brand.



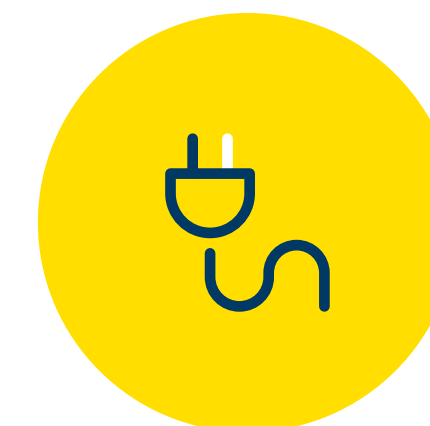
E-BIKE
ELECTRIC MOTORCYCLE



PUBLIC TRANSPORT
ELECTRIC CARS
BIKES & MICROMOBILITY



FINANCIAL SERVICES
CIRCULAR ECONOMY
SHARING



ENERGY PRODUCTION
CHARGING INFRASTRUCTURES
PUBLIC UTILITY SERVICES



ELECTRIC BOATS
COMMERCIAL VEHICLES
AIR MOBILITY



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The Value



The protagonists of e-mob can therefore benefit from this extra value that is added to the showcase of the **highest institutional profile** that is made available to them in the days of the event, declined in different participation formulas adaptable to the exhibition needs of each company.

We facilitate the relationship with the public administration, helping companies to contribute to the application of laws and norms, during the process of decarbonization of transport.

- › **Meetings** with the most important players in the sector in one of the most beautiful historical buildings in Milan
- › **Working days** dedicated to specific transversal targets (institutions, technicians, general public)
- › **Insights** and analysis of market trends and future developments
- › **In-depth** on the concrete impact of the topics discussed in the past editions
- › **Participation in projects** that the e_mob companies' community is able to build by 2026
- › A **showcase** in the very city center of Milan, piazza Duomo, with hundred of thousands people passing by
- › **Increasing visibility** and linking brands to the theme of sustainability
- › **Meetings** with new potential partners and customers

The Program

The articulation of the 2023 National Conference is still being defined, but there will certainly be particularly significant moments, such as the presentation, in the presence of high institutional offices, of the proposals emerging from e_mob 2022, meetings and thematic discussion tables, also in the light of the Recovery Plan and its repercussions on electric and sustainable mobility, with projects that can be set up by 2026, in order to be financed by the European Union.



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The Experience

E_mob is not a fair, but an **awareness** and **dissemination** event.

For this reason, alongside the Conference and as its natural complement, there is an area in which companies are invited to concretely show the opportunities and innovations for the world of sustainable mobility, with a layout that is not merely commercial but which, reflecting the sense and spirit of the initiative, is presented homogeneous for all the participants in the exposition, even in the possibility of making the presence of each recognizable.



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Where

Piazza Duomo e dintorni

E_mob takes place in a unique context in terms of beauty, prestige and visibility, between **Piazza del Duomo** and **Via Mercanti**, in Milan.



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The Conference

The national conference will be held, as in the previous two years, at **Palazzo dei Giureconsulti**, which overlooks the corner between Via Mercanti and Piazza del Duomo, on **9 and 10 October**.

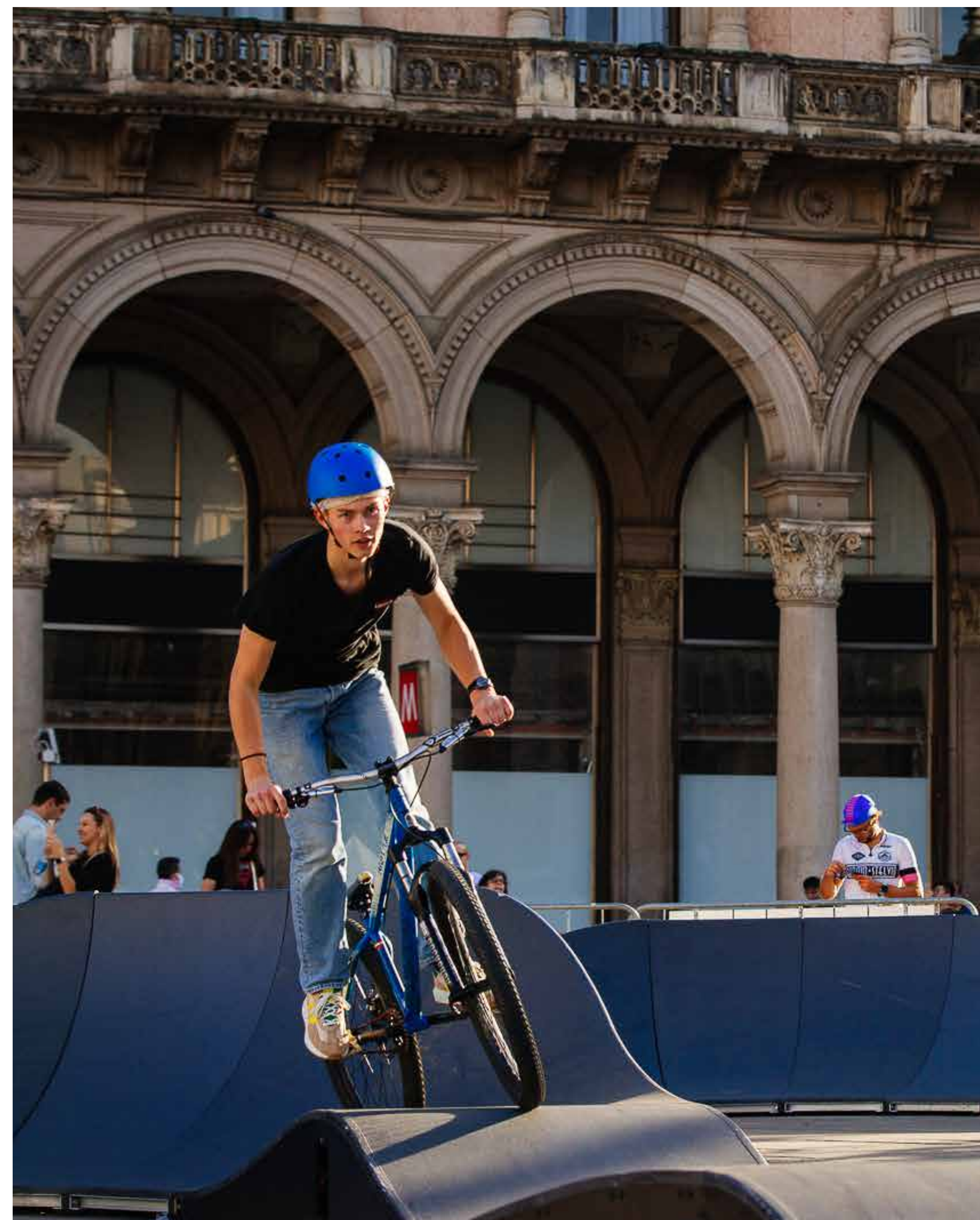
Attendance is expected upon registration. In any case, the works will also be broadcast in live streaming.



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The Exhibition

The exhibition part will be held from **7 to 10 October** with stands and experiential activities between Via Mercanti and Piazza del Duomo.

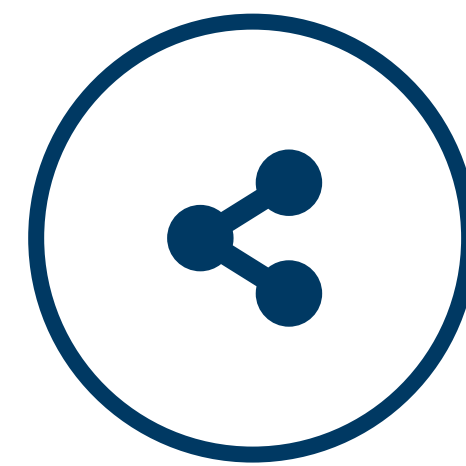


e_mob2023

The Communication Strategy



OFFLINE
PRESS OFFICE



ONLINE
WEBSITE AND SOCIAL MEDIA



Results of Communication in 2022



+115

ARTICLES AND
JOURNALISTIC
SERVICES



2⁵⁰⁰

VIEWS OF THE
WEBSITE ON THE
CONFERENCE
DAYS



573

THE REGISTRATION
IN PRESENCE
IN THE DAY
OF THE CONFERENCE



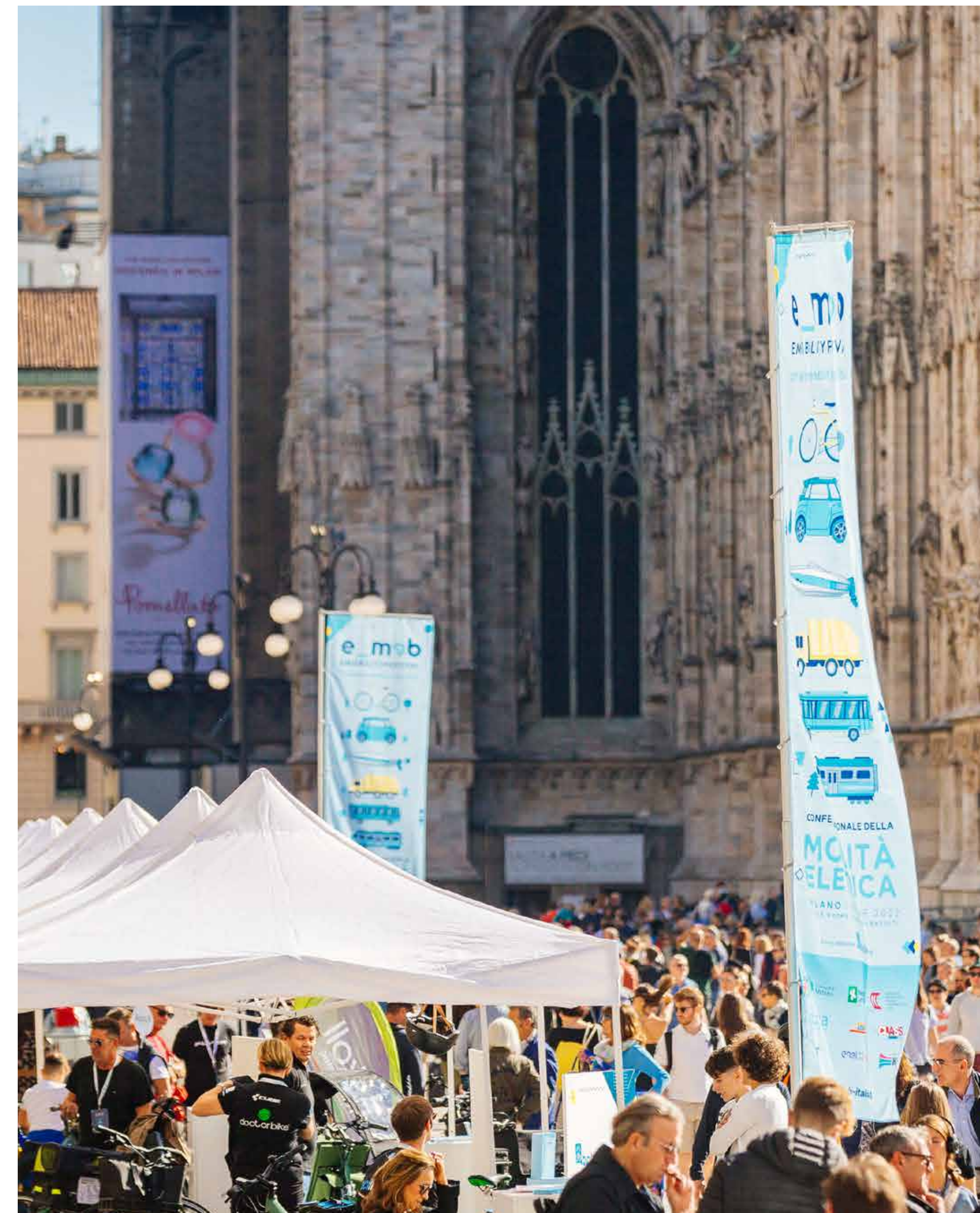
250⁰⁰⁰

PEOPLE WHO ARE
TRANSITED IN
PIAZZA DEL DUOMO
AND VIA MERCANTI

The Participation

For institutions and companies interested in joining the **E_mob Community** or in confirming their participation, diversified and customized sponsorship formulas are possible, as regards both the inclusion of their contents and interventions within the Conference and their presence in the exhibition areas.

Contact us and together we will certainly find the most suitable solution.



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Promoting cities of Metropolitan Chart



The **Metropolitan Chart of Electric Mobility**, signed by over 200 Italian municipalities over 20 thousand inhabitants, is a guide document designed during e_mob 2017 with the aim of involving and educating cities and municipalities towards a more sustainable and clean mobility. Many municipalities are convinced of the importance of electric mobility, but often do not know how to act concretely. Membership of the Metropolitan Chart allows to exchange information and good practices successfully tested throughout Italy.



Conference

SPEECH PARTICIPATION



Session 1 MONDAY, OCTOBER 9 (MORNING) 10.000 €



Session 2 MONDAY, OCTOBER 9 (AFTERNOON) 7.000 €



Session 3 TUESDAY, OCTOBER 10 5.000 €



Sponsor



	DOUBLE	FULL	ULTRA	FAST	QUICK	POLE
	14.500 €	10.800 €	9.000 €	8.000 €	6.000 €	3.000 €
Grey carpet area	18 x 4 m	12 x 4 m	10 x 4 m	8 x 4 m	6 x 4 m	3 x 4 m
Tent (3 x 3 m)	2	✓	✓	✓	✓	
Desk + Stool	2	✓	✓	✓	✓	✓
Totem (100 x 50 cm)	2	✓	✓	✓	✓	✓
Editorial e-mob newsletters	3	3	3	2	1	
Connection to electricity grid	✓	✓	✓	✓	✓	



Coordination by



Class Onlus – Comitato per l'ambiente e lo sviluppo sostenibile

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Technical organization by



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