

LAS VEGAS · 2027

The UK Pavilion

"The UK Pavilion" and the backdrop branding are holding names for now. Mock-up is illustrative, brands are fictional.

The idea

A shared, branded UK area at a leading US EV show in Las Vegas. 6 to 10 UK e-mobility businesses, each with their own pod, plus a networking night with US buyers and partners. You get a US presence without the cost of a solo stand, typically around £10,000 for the space plus £4,000 to £8,000 to fit it out, before staffing and travel.

Why now

- **The US just changed direction.** After last week's midterms, control of Congress changes hands in January. The message from contacts on the ground is consistent: a two year run-in to the next big green push.
- **Action is already starting.** States are stepping up their own EV incentives, and US businesses are gearing up now rather than waiting.
- **First in wins.** The businesses that land in 2027 will be established by the time the market opens up. The ones that wait will be playing catch up.
- **The UK is years ahead.** Smart charging, load management, fleet and home charging at scale. The US is still catching up, and buyers want partners who have already made the mistakes.

26%
of new UK cars are battery electric (Jan to Sep 2026)

~6%
EV share of new US car sales (Q3 2026)

2 yrs
to get set up before the next big US push

Sources: SMMT via electrive; Cox Automotive via EVwire; US midterm results, November 2026; conversations with US-based industry contacts.

What's included

Branded pod
Counter, tall brand header and power

Show passes
Two staff, third on request

UK Pavilion presence
Shared build, backdrop and floor plan listing

UK and US promotion
Pre-show marketing to US buyers, plus UK coverage so your market at home sees you going global

Networking night
Private evening with invited US guests

One point of contact
We run the organiser, suppliers and logistics

Pre-show introductions: we target the US buyers, operators and partners you want to meet, through our network and the show's own tools.

Where and when

Las Vegas, end of Q1 or Q2 2027. We're in talks with the leading US EV shows. We'll commit to one event, chosen around the businesses that sign up, so the whole line up is in the same room.

Who you'll meet
Charge point operators, site hosts, fleets, utilities, installers, OEMs and investors

What you walk away with
US leads, partner conversations and a real read on the market before you commit to going it alone

Who we want in it

A full UK line up, one or two from each part of the market: **hardware, software and platforms, installation and services, funding, energy and data.** Not eight of the same thing. Early conversations already cover charger hardware, charge point software, infrastructure funding and recruitment. No US product yet is fine. Concepts or a prototype on the counter are enough to start conversations.

INDICATIVE PACKAGE

Around £5,000

Per business, excl. VAT. Fixed once the space is booked. Travel and hotels not included.

Nov	Register interest
Dec	Event, space and price confirmed
Jan	Deposit secures your pod
Q1/Q2	Show and networking night

Want in, or know someone who should be?
Pods are limited and go in order of commitment.

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