

SPONSORSHIP · LAS VEGAS · 2027

Put your name on the UK Pavilion

"The UK Pavilion" is a holding name. Mock-up is illustrative, the sponsor and brands shown are fictional.

The opportunity

We're taking a group of 6 to 10 UK e-mobility businesses to a leading US EV show in Las Vegas in spring 2027, each with their own pod, plus a networking night with invited US buyers and partners. We're looking for one headline sponsor and one networking night sponsor. No stand to build or staff.

Why now

- **The US has just changed direction.** After last week's midterms, control of Congress changes hands in January. People on the ground talk about a two year run-in to the next big green push, and states are already stepping up their own EV incentives.
- **UK businesses are getting ready now.** Around 26% of new UK cars are battery electric against about 6% in the US. UK firms have done this already, and the smart ones are lining up their US move.
- **Those firms will need help.** Legal, funding, banking, FX, hiring and setting up. Sponsoring puts you in front of them at the exact moment they're making those decisions.

Why sponsor this, not something bigger?

Seen at home and abroad

We promote the pavilion in the UK as much as the US. Your name shows the UK market you're backing businesses going global, as well as reaching US buyers.

Top billing, not one logo of hundreds

At show level, a similar budget typically buys a coffee break or a sign. Here you're the named partner on the whole UK story.

The right room

If your clients are UK businesses heading to the US, they're on the pavilion, not walking the floor.

Something distinct

A UK pavilion is unique on that floor, and it's a story people want to share.

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

The packages

One of each available. Prices per sponsor, excl. VAT.

HEADLINE

Headline sponsor

£8,000

- "Supported by" on the pavilion backdrop and pod headers
- Top billing in all pre-show and post-show marketing, UK and US
- Named in LinkedIn content, emails and any press
- Show pass for one, plus 2 invites to the networking night
- Introductions to every pavilion business

NETWORKING NIGHT

Night sponsor

£6,000

- "Hosted by" on the invite and venue branding
- A short welcome to the room on the night
- 4 invites to the networking night
- Named in all night promotion, UK and US
- Introductions to guests and pavilion businesses

BEST VALUE

Both

£12,000

- Everything in both packages
- Own the pavilion and the night
- Lead name on everything, start to finish
- Save £2,000 against buying separately

Good fit for

Law firms, banks and funders, FX and payments providers, recruiters, consultancies, insurers, and US state or city economic development teams. Anyone whose customers are UK businesses going global, or who wants to be seen backing them.

WHERE AND WHEN

Las Vegas, end of Q1 or Q2 2027

One leading US EV show, chosen around the line-up. Confirmed once the space is booked.

Nov	Sponsor conversations
Dec	Event, space and sponsors confirmed
Jan	Pre-show marketing starts, UK and US
Q1/Q2	Show and networking night

Interested in one of the packages?
First come, first served. Happy to tailor the inclusions.

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