ZERO EMISSION BUS
EUROPEAN CONFERENCE

SPONSORSHIP OPPORTUNITIES

2025

ZEB

ZERO EMISSION BUS
EUROPEAN CONFERENCE
Join us at the Zero Emission Bus Conference @Busworld Europe in Brussels from October 7th to 9th, 2025. Building on our previous successful editions, we will bring together public transport operators & authorities, policymakers, manufacturers, and industry experts to discuss decarbonizing public and private transportation.

What to expect?

**Attendees** from the zero emission bus sector

400

**Exhibitors**, including the world’s 80 biggest bus manufacturers

500

**Speakers** providing lessons learned, best practices and experts’ insights

New: increased synergies with Busworld Exhibition, including exclusive ZEB tour of the exhibition
ZEB 2025 is being organised by ERM in partnership with Busworld Foundation. Thanks to this partnership, the ZEB Conference will be held at Busworld Europe in October 2025. This will bring considerable mutual benefits to both events: the conferences and the exhibition. Among other things, this collaboration will increase the attractiveness of the events towards the targeted audience. All ZEB attendees will have free entrance to the Busworld Europe 2025 exhibition.

The ZEB 2025 programme is designed to give bus and coach operators, public transport authorities, and local policy makers a complete overview of the considerations for deploying zero emissions fleets at scale. Building on the feedback from ZEB 2023, ZEB 2025 will offer more in-depth technical content than ever before.

ZEB 2025 will complement the plenary sessions with interactive breakout sessions and exclusive ZEB tours in the exhibition. Those breakout sessions are expected to facilitate more technical discussions and address key questions about the opportunities and challenges associated with battery and fuel cell buses while the dedicated ZEB tours in Busworld Exhibition will illustrate what has been discussed.

Below the expected key topics to be tackled during ZEB 2025

- Grid challenges - capacity and procurement
- Depot energy management
- Opportunity charging
- BEB & FCB performance and drivetrain development
- Business models to meet increasingly CAPEX-intensive operations
- Maintaining ZEB fleets & vehicle aftersales
- Battery management - degradation, safety, and end of life
- Evolution of OPEX for FCBs: Outlook and strategies to reduce the cost of hydrogen
- HRS implementation: design, ownership and time to market
- HRS operations: protocols, maintenance and aftersales
- Optimising operations through technology and telematics - scheduling, SOC and data management

About ZEB 2025

THE 6TH EDITION OF THE EUROPEAN ZERO EMISSION BUS CONFERENCE WILL BE ORGANISED CONCURRENTLY WITH @BUSWORLD EUROPE 2025 IN THE BELGIUM CAPITAL CITY OF BRUSSELS. AS THE HOME OF BUSWORLD EUROPE AND EUROPEAN POLITICS, ACCESSIBLE FROM ALL CORNERS OF EUROPE AND WITH STRONG NATIONAL COMMITMENTS TOWARD A FULLY DECARBONISED ECONOMY BY 2050, BRUSSELS PROVIDES THE PERFECT LOCATION FOR ZEB 2025.
ZEB 2025 will be held between 7th and 9th of October 2025, and will include visits to the Busworld Europe exhibition as well as networking opportunities. Please find below the conference format and session themes for each day.

<table>
<thead>
<tr>
<th>Day</th>
<th>Session Theme</th>
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<tbody>
<tr>
<td>Monday 6th of October, 2025</td>
<td>Free visit to the Busworld Exhibition</td>
</tr>
<tr>
<td>Tuesday 7th of October, 2025</td>
<td>Opening session</td>
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<td>Tuesday 7th of October, 2025</td>
<td>Networking Dinner</td>
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<tr>
<td>Wednesday 8th of October, 2025</td>
<td>Plenary and breakout sessions</td>
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<tr>
<td>Wednesday 8th of October, 2025</td>
<td>ZEB Tour of Busworld *</td>
</tr>
<tr>
<td>Thursday 9th of October, 2025</td>
<td>Plenary and breakout sessions</td>
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* New to ZEB 2025 is a guided tour of the sponsor exhibition booths. Gold Tour sponsors will have the opportunity to host presentations at their booth showcasing case studies and their experience. This format is expected to foster synergies with the exhibition.

Busworld - Busworld Europe hosts over 500 exhibitors, including 80 of the world’s largest bus builders in the world, suppliers of charging and fuelling infrastructure, Electricity and H-producers & -distributors, energy management systems, providers of engines and powertrains, Intelligent Transport System (ITS), Advanced Driver Assistance (ADAS), etc. Busworld attracts 40 000 visitors coming from 111 countries.

The Venue - The European ZEB 2025 conference @Busworld Europe will be held at the Brussels Expo Centre, which is located in the north of the capital city of Belgium.
ZEB 2025 builds on successful previous editions

Sponsorship Opportunities  ZEB 2025

Online ZEBINARS 2020

Event moved online due to Covid-19

London 2016
- 250+ Delegates
- 22+ Countries
- 160 Organisations
- 100% would recommend event to colleagues

Cologne 2018
- 350+ Delegates
- 220 Organisations
- >50 Operators represented

Online ZEBINARS 2020
- 140+ Online Participants

Paris 2021
- 400+ Delegates
- 200+ Organisations
- 50 Speakers

Brussels 2023
- 430+ Delegates
- 70+ Speakers
- 200+ Organisations
- 90+ representatives from transport operators and authorities

>400 attendees expected at ZEB 2025

Sponsorship Opportunities ZEB 2025
Audience at ZEB

Attendance split by sector
Based on previous ZEB conferences data

1/3 Industry
1/3 Transport Operators
1/3 Local Authorities, politicians and others

Attendance split by role
Based on ZEB 2023 conference data

- 9% Board Level
- 28% Top Level Management
- 22% Middle Level Management
- 13% First Level Management
- 19% Senior Employee
- 9% Employee

During ZEB 2023, approx. 40% of attendees held positions at board level or top-level management.
Feedback from ZEB 2023 @ Busworld

89% Good or Excellent value for money

95% Satisfaction with the content of the conference*

* Source Feedback survey sent following ZEB 2023 (37 answers gathered)

Feedback from Sponsors

“Thank you for the great organisation of the ZEB Conference and your support”
Caroline Blauvac, Messer

“Thanks for the preparation and discussions around the panel yesterday (...) some interesting topics either side of the panel”
Fraser McGregor, Siemens Financial Services

“Excellent quality of speakers. Excellent networking opportunities”
Lionel Boillot, Clean Hydrogen Partnership

Feedback from Participants

“Great work at the conference – really good sessions, very informative and seamless. Well done”
David Barnett, Translink

“It was a real pleasure to take part to the ZEB Conference & Busworld. It was the first time for me and won’t be the last for sure. It was extremely interesting to get to know direction transportation is taking for the future”
Alberto Cossa, Globus Travel Services SA

Perfect event from our side. Hope to be part of it with you again next time
Francois Vauxion, RATP

Great added value of the combination between the conference and Busworld. I enjoyed all panels and liked the set-up of having a conversation instead of listening to presentations
Gerard Hellburg, Vervoerregio Amsterdam

Thank you very much on behalf of the whole Flix team! We appreciate the great organisation and collaboration. The event was a great success
Daniel Zellinger, Flixbus

It was great to see all stakeholders in the Zero Emission Buses in the conference, and we greatly benefited from the discussions
Fatih Canitez, Imperial College

ZEB 2025 is expected to be the biggest edition yet!

We listened to sponsors’ feedback. We have incorporated in our sponsorship packages: enhanced brand visibility, more free and discounted tickets, improved networking opportunities, a more focused and technical conference format and a new ZEB tour of Busworld

*Excellent quality of speakers. Excellent networking opportunities*
<table>
<thead>
<tr>
<th>Sponsor Logo</th>
<th>Sponsor Name</th>
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<tbody>
<tr>
<td>CaetanoBus</td>
<td>Gases for Life</td>
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<tr>
<td>TOYOTA TSUSHO EUROPE</td>
<td>Air Liquide</td>
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<tr>
<td>Linde</td>
<td>Symbio</td>
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<td>BALLARD</td>
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<td>REFIRE</td>
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<td>accelera</td>
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<td>heliox</td>
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<td>FREUDENBERG</td>
<td>greenmot</td>
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<td>Vanner</td>
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<td>EMCEL</td>
<td>KVB</td>
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## Sponsorship Packages at a Glance

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Price (€)</th>
<th>Key Conference Benefit</th>
<th>Networking Dinner</th>
<th>Tickets and Promotion</th>
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<tbody>
<tr>
<td>Standard Bronze</td>
<td>5K€</td>
<td>Keynote during conference</td>
<td></td>
<td>Number of interchangeable tickets for organization: 2</td>
</tr>
<tr>
<td>Q&amp;A Bronze</td>
<td>8K€</td>
<td>ZEB Tour of Busworld</td>
<td></td>
<td>Number of client passes: 5</td>
</tr>
<tr>
<td>Panel Silver</td>
<td>12K€</td>
<td>Keynote during breakout</td>
<td></td>
<td>Brochure introduction (words): 75</td>
</tr>
<tr>
<td>Keynote Silver</td>
<td>14K€</td>
<td>Panel session in breakout</td>
<td></td>
<td>Brochure ad (pages): ¼</td>
</tr>
<tr>
<td>Gold</td>
<td>20K€</td>
<td>Quickfire Q&amp;A</td>
<td></td>
<td>Logo in emails and on website: ✔</td>
</tr>
<tr>
<td>Diamond</td>
<td>25K€</td>
<td></td>
<td></td>
<td>Spotlight intro in email: ✔</td>
</tr>
</tbody>
</table>

### Key Conference Benefit
- **Keynote during conference**
- **ZEB Tour of Busworld**
- **Keynote during breakout**
- **Panel session in breakout**
- **Quickfire Q&A**

### Networking Dinner
- **Main networking dinner sponsor**
- **Welcome speech during dinner**
- **Number of networking dinner tickets included**
  - Standard Bronze: 1
  - Q&A Bronze: 1
  - Panel Silver: 2
  - Keynote Silver: 2
  - Gold: 3
  - Diamond: 4
- **Discounted networking dinner tickets**
  - Unlimited - as many as required for sponsor

### Tickets and Promotion
- **Number of interchangeable tickets for organization**
  - Standard Bronze: 2
  - Q&A Bronze: 2
  - Panel Silver: 3
  - Keynote Silver: 3
  - Gold: 5
  - Diamond: 5
- **Number of client passes**
  - Standard Bronze: 5
  - Q&A Bronze: 5
  - Panel Silver: 8
  - Keynote Silver: 8
  - Gold: 10
  - Diamond: 10
- **Brochure introduction (words)**
  - Standard Bronze: 75
  - Q&A Bronze: 75
  - Panel Silver: 100
  - Keynote Silver: 100
  - Gold: 125
  - Diamond: 150
- **Brochure ad (pages)**
  - Standard Bronze: ¼
  - Q&A Bronze: ¼
  - Panel Silver: ½
  - Keynote Silver: ½
  - Gold: 1
  - Diamond: 1
- **Brochure Q&A (pages)**
  - Standard Bronze: ½
  - Q&A Bronze: ½
  - Panel Silver: ½
  - Keynote Silver: ½
  - Gold: ½
  - Diamond: ½
- **Logo in emails and on website**
- **Spotlight intro in email**
- **Promotion on social media**
- **Branding outside conference**
- **List of attendees and organizations**
- **Photos of speakers and event**
- **Shots of booth in ZEB 2025 event video**
Standard Bronze

Price: 5 000 €

Conference benefits
• 2 interchangeable tickets for your organisation
• 5 tickets for your clients

Brand promotion
• Logo on the ZEB website and in ZEB communications
• Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
• Promotion on social media
• Introduction (75 words) and advertisement (quarter page) in printed physical brochure distributed to all participants

Networking dinner
• 1 free networking dinner ticket
• Unlimited discounted networking dinner tickets (at break-even cost)

Other benefits
• Access to photos after the event
• Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
• Increase visibility of your organisation amongst the leading players in Europe’s transition to zero emission public transport
• Can distribute marketing materials at the conference

Paid opportunities exclusive to sponsors
• 2K€ - Sponsorship of networking coffee/lunch zone
• 4K€ - Sponsorship of lanyards and badges
**Q&A Bronze**

Price: 8 000 €

**Exclusive benefits for this Q&A Bronze package only**

**Quickfire Q&A**

5-minute opportunity to answer up to 2 moderator/audience questions in a session with all Q&A Bronze sponsors

**Conference benefits**

- 2 interchangeable tickets for your organisation
- 5 tickets for your clients

**Brand promotion**

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (75 words) and advertisement (quarter page) in printed physical brochure distributed to all participants

**Networking dinner**

- 1 free networking dinner ticket
- Unlimited discounted networking dinner tickets (at break-even cost)

**Other benefits**

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- Can distribute sponsorship material at the conference

**Paid opportunities exclusive to sponsors**

- 2K€ - Sponsorship of networking coffee/lunch zone
- 4K€ - Sponsorship of lanyards and badges
Panel Silver

Price: 12 000 €

Exclusive benefits for this Panel Silver package only

Participation in a panel session with targeted audience in a breakout session

Conference benefits
- 3 interchangeable tickets for your organisation
- 8 tickets for your clients

Brand promotion
- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (100 words) and advertisement (half page) in printed physical brochure distributed to all participants

Networking dinner
- 2 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)

Other benefits
- Access to photos after the event
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe’s transition to zero emission public transport
- Can distribute marketing materials at the conference

Paid opportunities exclusive to sponsors
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Other benefits
- 3 interchangeable tickets for your organisation
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Brand promotion
- Logo on the ZEB website and in ZEB communications
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- Promotion on social media
- Introduction (100 words) and advertisement (half page) in printed physical brochure distributed to all participants

Networking dinner
- 2 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)
Keynote Silver

Price: 14 000 €

Exclusive benefits for this Keynote Silver package only

- 10-minute keynote presentation focusing on case studies in front of a targeted audience in the breakout session
- 5-minute Q&A after your breakout session keynote presentation

Conference benefits

- 3 interchangeable tickets for your organisation
- 8 tickets for your clients

Brand promotion

- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (100 words) and advertisement (half page) in printed physical brochure distributed to all participants

Networking dinner

- 2 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)

Other benefits

- Access to photos after the event
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe’s transition to zero emission public transport
- Can distribute marketing materials at the conference

Paid opportunities exclusive to sponsors

- 2K€ - Sponsorship of networking coffee/lunch zone
- 4K€ - Sponsorship of lanyards and badges
Gold

Price: 20,000 €

Your choice of one out of two exclusive benefits for the Gold package only

Option #1 - New to this edition!
- Your organisation is a stop on the ZEB tour of Busworld. The tour will invite ZEB participants to stop at specific booths in Busworld, where you will get 15 minutes to demonstrate your experience through case studies
- Opportunity to host drinks at your booth at the end of the tour (2 spots available - first come first served). This can be advertised to a specific list of attendees

Option #2
- 10-minute keynote presentation focusing on case studies in front of the entire ZEB audience in the plenary session
- 5-minute Q&A after your plenary session keynote presentation

Conference benefits
- 5 interchangeable tickets for your organisation
- 10 tickets for your clients

Brand promotion
- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (125 words), advertisement (full page), and Q&A (half page) in printed physical brochure distributed to all participants

Networking dinner
- 3 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)

Other benefits
- Access to photos after the event. Your Busworld booth will feature in the event video
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe’s transition to zero emission public transport
- Can distribute marketing materials at the conference

Paid opportunities exclusive to sponsors
- 2K€ - Sponsorship of networking coffee/lunch zone
- 4K€ - Sponsorship of lanyards and badges
Diamond

Price: 25 000 €

Exclusive benefits for this Diamond package only

- 10-minute keynote presentation focusing on case studies in front of the entire ZEB audience in the plenary session
- 5-minute Q&A after your plenary session keynote presentation
- Exclusive sponsorship of the networking dinner: you have a 5-minute welcome speech to dinner attendees, and your branding is visible all night

Conference benefits
- 5 interchangeable tickets for your organisation
- 10 tickets for your clients

Brand promotion
- Logo on the ZEB website and in ZEB communications
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: >1.5K recipients
- Promotion on social media
- Introduction (150 words), advertisement (full page), and Q&A (half page) in printed physical brochure distributed to all participants

Networking dinner
- 4 free networking dinner tickets
- Unlimited discounted networking dinner tickets (at break-even cost)

Other benefits
- Access to photos after the event. Your Busworld booth will feature in the event video
- Access to list of names and organisations attending. Operators will have different colour lanyards, allowing you to recognise them more easily
- Increase visibility of your organisation amongst the leading players in Europe’s transition to zero emission public transport
- Can distribute marketing materials at the conference

Paid opportunities exclusive to sponsors
- 2K€ - Sponsorship of networking coffee/lunch zone
- 4K€ - Sponsorship of lanyards and badges
Previous ZEB Participants

KEY PARTICIPANTS FROM ZEB 2023

Political bodies, with representatives from the European Commission (CINEA, Clean Hydrogen Partnership, EIB, EBRD, DG MOVE, etc.) and national governments

Experienced bus and coach operators as well as transport authorities including Transdev, TFL, RATP, Translink, TMB Barcelona, STIB-MIVB, EMT Madrid, SASA (Bolzano), Vervoerregio Amsterdam, Flixbus, Flixbus, Ruter, MZK Konin, Qbuzz, Keolis, OV-bureau Groningen Drenthe, Go-Ahead Group, Foothill Transit, trateo, Verkehrsbetriebe Hamburg–Hholstein (VHH), Svealandstrafiken AB, National Transport Authority of Ireland, Mowasalat (Karwa), CARRIS (Lisboa) and ATM (Barcelona)

Industry/Operators/ Mayors associations and bodies including ICCT, IRU, C40, AVERE, GPN (Global Passenger Network), France Hydrogène, HUMDA, ZEMO Partnership and CTE

KEY PARTICIPANTS FROM OTHER EDITIONS

Example of key participants to the European ZEB conferences come from all around Europe and the world. Please find below a non-exhaustive list of participant from previous editions (organizations present in 2023 and already mentioned on the left are not repeated below):

Political bodies: Department for Transport representatives from several countries, European Commission

Transport operators, authorities and cities: EMT Valencia, First Bus, WSW mobil Wuppertal, Syndicat Mixte des Transports Urbains de Pau, Transports Publics Neuchâtelais, Movia, Tower Transit, OVB, Miejski Zakład Komunikacji Wejherowo, Brighton & Hove Buses, Metrobus, Rhein-Main-Verkehrsverbund, Rheinbahn AG Düsseldorf, ESWE-Verkehr, Rigas Satiksme, Jelgavas Autobusu Parks, DeLijn, Regionalverkehr Köln, City of Tarragona, Ville de Luxembourg, Government of Ljubljana/Slovenia, Region Nordjylland, City of Copenhagen, City of Cologne, North Denmark region, City of Zagreb, Municipality of Torres Vedras, Province South Holland.

NeoT Green Mobility, Société General, IVECO, Wrightbus, Jema Energy, Volvo, Honda, Everfuel, MAN, Faurecia, Forsee Power, Air Liquide, Enei X, Heliox, Engie, Cummins, Alstom, Daimler, Nel, Shell, etc.
Contact us!

Please contact a member of the ZEB team to discuss which of our sponsorship packages is right for your organisation. We are happy to discuss which option is the best fit and help maximise your value and visibility at the conference.

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ABOUT ERM
As the largest global pure play sustainability consultancy, ERM partners with the world’s leading organizations, creating innovative solutions to sustainability challenges, and unlocking commercial opportunities that meet the needs of today while preserving opportunity for future generations.

ERM’s diverse team of 8,000+ world-class experts in over 150 offices in 40 countries and territories combine strategic transformation and technical delivery to help clients operationalize sustainability at pace and scale. ERM calls this capability its “boots to boardroom” approach - a comprehensive service model that helps organizations to accelerate the integration of sustainability into their strategy and operations.

ABOUT BUSWORLD FOUNDATION
Busworld foundation is the non-profit platform where all stakeholders of the bus and coach industry and policymakers meet, discuss, learn and grow.

MEMBERS OF BUSWORLD CONGRESS ADVISORY BOARD

ORGANIZERS