

ZEB

ZERO EMISSION BUS
EUROPEAN CONFERENCE



SPONSORSHIP OPPORTUNITIES

2025



EUROPEAN
ZERO EMISSION BUS
CONFERENCE 7th - 9th October, 2025
@ Busworld Europe Brussels

Join us

FOR A CONTENT-DRIVEN CONFERENCE BRINGING TOGETHER
BATTERY AND FUEL CELL ELECTRIC STAKEHOLDERS



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.

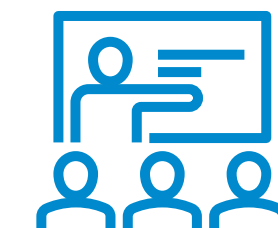
→ What to expect?

400

Attendees from the zero emission bus sector

500

Exhibitors, including the world's 80 biggest bus manufacturers



Speakers providing lessons learned, best practices and experts' insights



New: increased synergies with Busworld Exhibition, including exclusive ZEB tour of the Exhibition

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 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 an exclusive ZEB 2025 tour in the Exhibition**. Those breakout sessions will **facilitate more technical discussions and address key questions** about the opportunities and challenges associated with battery and fuel cell buses while the dedicated ZEB tour in the Busworld Exhibition will illustrate what has been discussed.

! New to this edition

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



Conference format

* **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[®]
EUROPE BRUSSELS
 4-9 OCT 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 and session formats for each day. *This may be subject to minor changes according to sponsors and speakers secured.*

Day	Session Theme
Monday 6 th of October, 2025	Free visit to the Busworld Exhibition
Tuesday 7 th of October, 2025 Afternoon	Opening session
Tuesday 7 th of October, 2025 Evening - from 18:00	Networking Dinner
Wednesday 8 th of October, 2025 Morning	Plenary and breakout sessions
Wednesday 8 th of October, 2025 Afternoon	Plenary and ZEB Tour of Busworld*
Thursday 9 th of October, 2025 Morning & Afternoon	Plenary and breakout sessions

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 hydrogen 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

>400 attendees expected at ZEB 2025

 **250+** Delegates

 **160** Organisations

 **22+** Countries

 **140+** Online Participants

Event moved online due to **Covid-19**

 **430+** Delegates

 **70+** Speakers

 **200+** Organisations

 **90+** representatives from transport operators and authorities

London 2016

Cologne 2018

Online ZEBINARS 2020

Paris 2021

Brussels 2023


 **350+** Delegates

 **220** Organisations

 **100%** would recommend event to colleagues

 **>50** Operators represented

 **400+** Delegates

 **200+** Organisations

 **50** Speakers

Audience at ZEB



Attendance split by sector

Based on previous ZEB conferences data



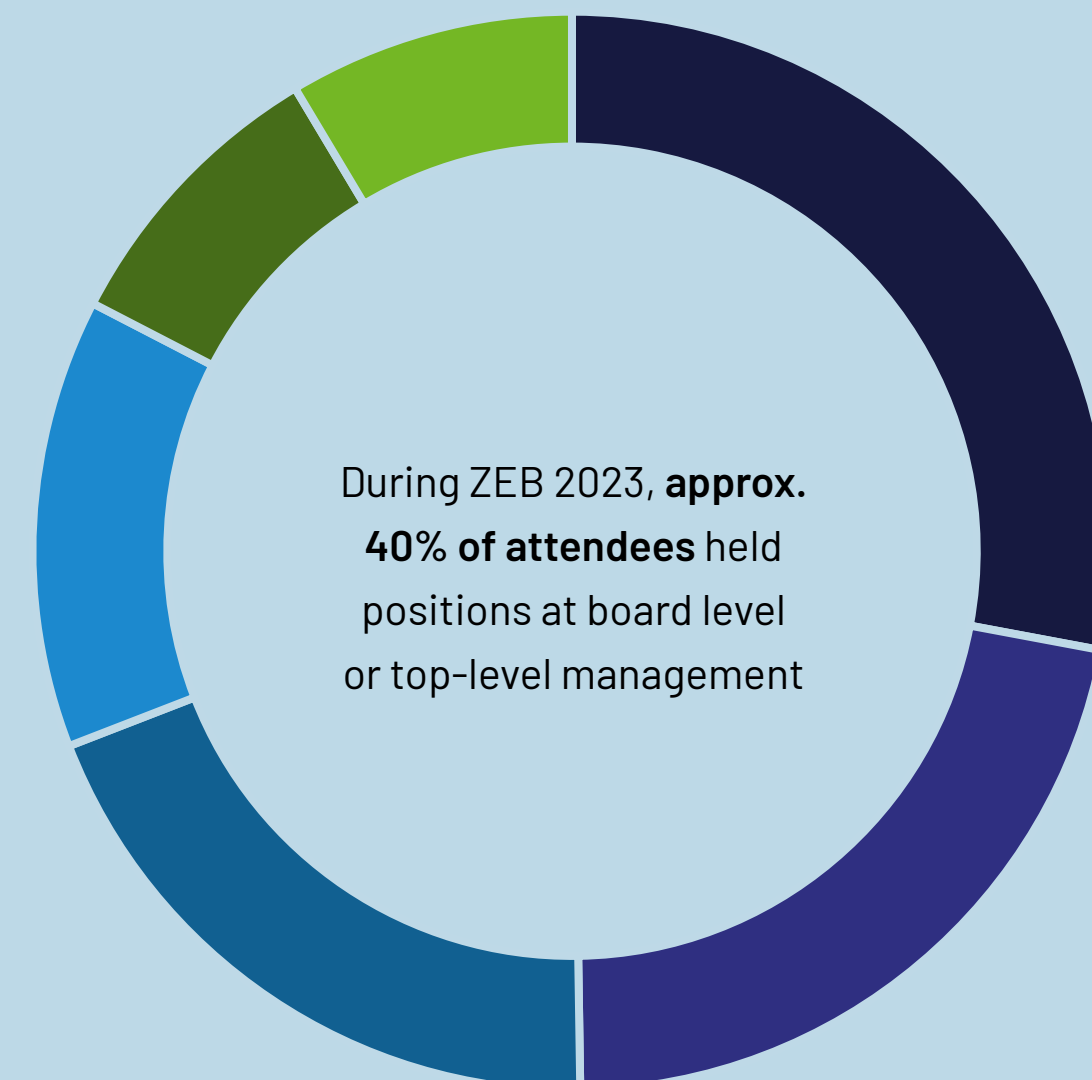
1/3 Industry



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

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)

Hear what attendees had to say about ZEB 2023 through our anonymous survey

"The depth of the talks, and especially the panel discussions, was very good"

"It was a great conference/event in all respects... Thanks all for your effort for organising it"

"It was a great event. Congratulations"

"Everything was very well organized"

"There were some great networking opportunities, especially the networking dinner."



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 on 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 the 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**

Previous sponsors



Sponsorship Packages



Sponsorship at a glance

The cost of a sponsorship package is primarily based on the **speaking opportunity** it offers - greater visibility and exposure mean a higher-tier package.

The differences between **plenary, breakout, keynote, panel,** and the **new ZEB 2025 Busworld Tour** are detailed in the next pages.

Diamond 22 000€

- Keynote speech during a plenary
- Welcome speech at the networking dinner

Keynote Gold 17 000€

- Keynote speech during a plenary

Panel Gold 15 000€

- Speaker in a plenary panel discussion

Tour Gold 12 000€

- Part in official ZEB 2025 Tour of Busworld

Keynote Silver 14 000€

- Keynote speech during a breakout session

Panel Silver 12 000€

- Speaker in a breakout panel discussion

Q/A Bronze 8 000€

- Speaker in a quickfire Q&A session during a plenary

Bronze 4 000€

- No speaking slot but strong brand visibility (see next page)

Sponsorship at a glance

The higher your sponsorship tier, the greater the **visibility, networking opportunities, and exclusive perks** you receive before, during, and after ZEB 2025.

We are committed to maximizing your company's presence and engagement throughout the event!

	Diamond	Gold	Silver	Bronze
Brand exposure to the ZEB 2025 audience				
Branding during official networking dinner	Yes			
Acknowledgement and logo during opening and closing speech	Yes	Yes		
Spotlight intro in an email	Yes	Yes	Yes	Yes
Promotion on social media	Yes	Yes	Yes	Yes
Logo in communications and website	Yes	Yes	Yes	Yes
Branding in conference area	Yes	Yes	Yes	Yes
Visibility in ZEB 2025 brochure – distributed to participants				
Brochure introduction (words)	150	125	100	75
Brochure ads (pages)	1	1	1/2	1/4
Brochure Q&A (pages)	1	1/2		
Complimentary tickets				
Free networking dinner tickets	4	3	2	1
Free interchangeable* tickets	5	5	3	2
Free passes for your clients	10	10	8	5
Exclusive networking opportunity				
Access to the list of attendees and organisations ahead of the conference	Yes	Yes	Yes	Yes
Promotion of your Busworld booth				
Shoots of your booth in the ZEB 2025 event video	Yes	Yes		
Spotlight of your Busworld booth	Yes	Yes	Yes	Yes

*Interchangeable between members of your organisation

Further information on the speaking opportunities

Plenary sessions will be held in front of the entire ZEB audience. Those will take place in the main conference room.

Sponsors choosing the **“Keynote in the Plenary”** will have a 15-minute time slot: 10-minute presentation [focusing on case studies] and 5 minutes of questions from the audience.

Sponsors choosing Q&A session in **“Q&A session in Plenary”** will have 5 minutes to both briefly introduce their company and answer questions.

Sponsors choosing **“Panel in the Plenary”** will have a seat in a panel of experts of 40-50 minutes alongside a moderator and other panelists.

ZEB 2025 Busworld tour - this will take place in the Busworld Exhibition. We will bring targeted group(s), expected between 20 to 30 people per group and mainly to be composed of transport operators and authorities, that will stop at your booth to attend your presentation.

Sponsors choosing the **“Spot in the Busworld Tour”** will have a 15-minute time slot, composed of a 10-minute presentation [focusing on case studies] and 5 minutes of questions from the audience.

This is the perfect opportunity to engage with a targeted audience.

Breakout sessions will occur in sets of two parallel sessions that ZEB attendees can choose from. Those will take place in breakout rooms. These offer a tighter way of interacting with a selected audience, and are designed to allow for deeper and more technical conversations on a specific topic.

Sponsors choosing the **“Keynote in Breakouts”** will have a 15-minute time slot: 10-minute presentation [focusing on case studies] and 5 minutes of questions from the audience.

Sponsors choosing the **“Panel session in Breakouts”** will have a seat in a panel of experts and answer questions on a specific topics [those will be prepared in advance]. Panel sessions expected to be between 40-50 minute long.

Sponsorship Package

Diamond

Keynote in the Plenary and Networking Dinner Introduction

Gold

Keynote/Panel in the Plenary

OR

Spot on the Busworld Tour

Keynote Silver

Keynote in Breakouts

Panel Silver

Panel session in Breakouts

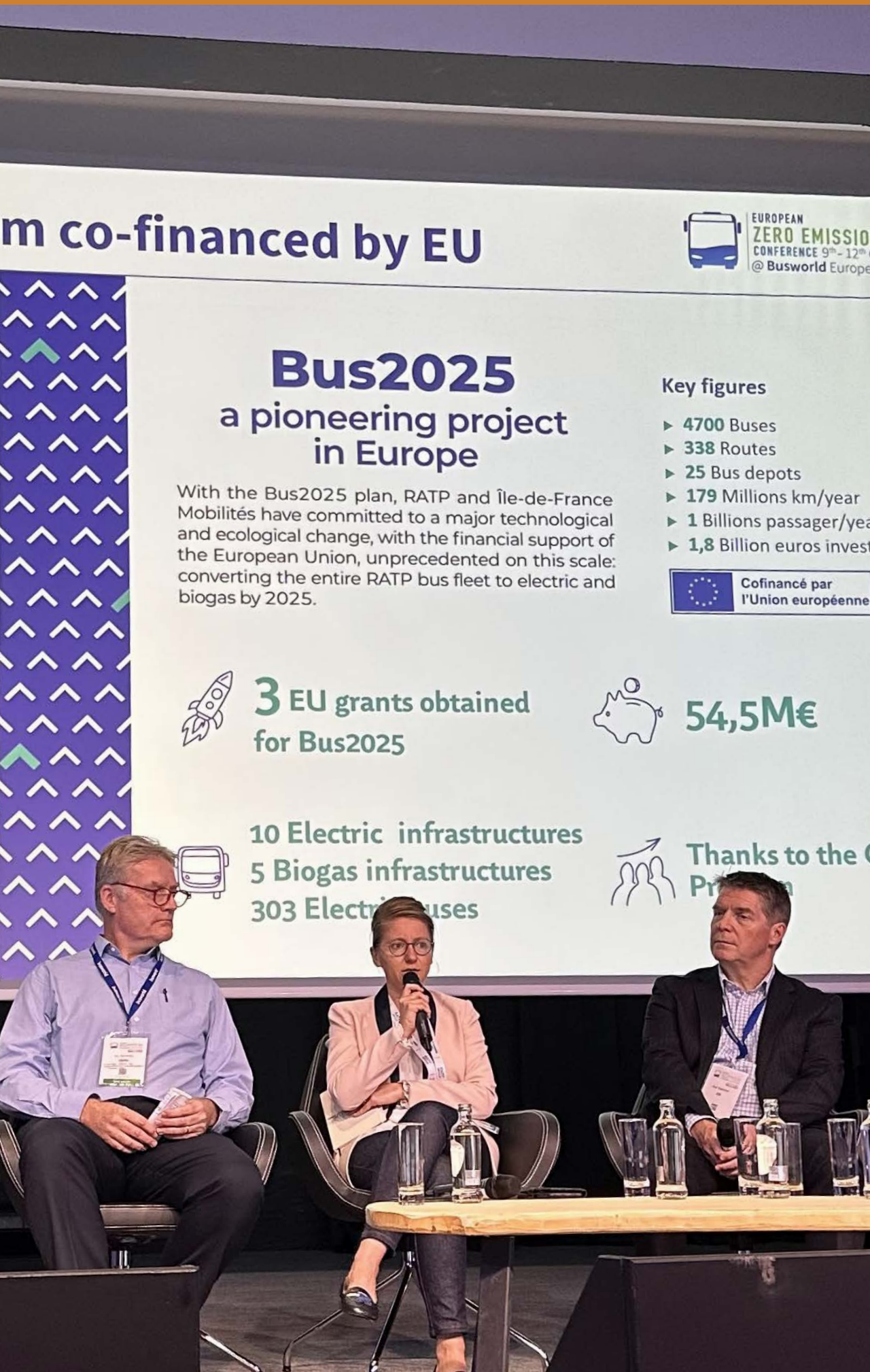
Q&A Bronze

Q&A session in Plenary

Standard Bronze

Bronze

Price: Package dependent



Your choice of one out of two Bronze package options

Option #1 Q&A Bronze - 8 000 €

- Strong brand visibility
- Speaker in a quickfire Q&A session during a plenary
- Quickfire Q&A: 5-minute opportunity to answer up to 2 moderator/audience questions in a session with all Q&A Bronze sponsors

OR

Option #2 Bronze - 4 000 €

- Strong brand visibility
- No speaking slot

Your Busworld Exhibition booth will be promoted in the ZEB 2025 agenda and during the conference. When relevant, your company's logo and booth information will be mentioned in the agenda and displayed in the conference/breakout rooms (on the slides during the presentations).

Spotlight of your Busworld booth



Conference benefits

- 2 interchangeable tickets for your organisation - exchangeable between members of your organisation
- 5 tickets for your clients

Brand promotion

- Logo on the ZEB website, in ZEB communications and post-event report
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: ~2k 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

Other benefits

- Access to photos after the event
- Access to the list of attendees and organisations ahead of the conference
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Possibility to distribute marketing materials at the conference

If you wish to further increase your brand visibility, you have the option to explore additional sponsorship opportunities to maximize your impact at the event. Further information on page 17.

Silver

Price: Package dependent



Your choice of one out of two Silver package options

Option #1 Keynote Silver - 14 000 €

- **Keynote Silver: 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

OR

Option #2 Panel Silver - 12 000 €

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

Your Busworld Exhibition booth will be promoted in the ZEB 2025 agenda and during the conference. When relevant, your company's logo and booth information will be mentioned in the agenda and displayed in the conference/breakout rooms (on the slides during the presentations).

Spotlight of your Busworld booth



Conference benefits

- **3 interchangeable tickets** for your organisation - exchangeable between members of your organisation
- **8 tickets** for your clients

Brand promotion

- Logo on the ZEB website, in ZEB communications and post-event report
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: ~2k 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**

Other benefits

- Access to photos after the event
- Access to the list of attendees and organisations ahead of the conference
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Possibility to distribute marketing materials at the conference

If you wish to further increase your brand visibility, you have the option to explore additional sponsorship opportunities to maximize your impact at the event. **Further information on page 17.**

Gold

Price: Package dependent



Your choice of one out of three exclusive benefits for the Gold package options

Option #1 Keynote Gold - 17 000 €

- 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

OR

Option #2 Panel Gold - 15 000 €

- Intervention as an expert panellist during a 40-50-minute roundtable - with a moderator and a maximum of 4 panellists

OR

Option #3 Tour Gold - 12 000 €

- 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 (1 spot available—first come first served) Sold Out.

Your Busworld Exhibition booth will be promoted in the ZEB 2025 agenda and during the conference. When relevant, your company's logo and booth information will be mentioned in the agenda and displayed in the conference/breakout rooms (on the slides during the presentations).

Spotlight of your Busworld booth



Conference benefits

- 5 interchangeable tickets for your organisation - exchangeable between members of your organisation
- 10 tickets for your clients

Brand promotion

- Acknowledgement during opening and closing speech
- Logo on the ZEB website, on the opening/closing slides of the conference, in ZEB communications and post-event report
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: ~2k 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 the list of attendees and organisations ahead of the conference
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Possibility to distribute marketing materials at the conference

If you wish to further increase your brand visibility, you have the option to explore additional sponsorship opportunities to maximize your impact at the event. For further information on page 17.

Diamond

Price: 22 000 €



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

Your Busworld Exhibition booth will be promoted in the ZEB 2025 agenda and during the conference. When relevant, your company's logo and booth information will be mentioned in the agenda and displayed in the conference/breakout rooms (on the slides during the presentations).

Spotlight of your Busworld booth



Conference benefits

- **5 interchangeable tickets** for your organisation - exchangeable between members of your organisation
- **10 tickets** for your clients

Brand promotion

- Acknowledgement during opening and closing speech
- Logo on the ZEB website, on the opening/closing slides of the conference, in ZEB communications and post-event report
- Spotlight introduction through email to our mailing list of current and previous ZEB participants: ~2k recipients
- Promotion on social media
- **Introduction (150 words), advertisement (full page), and Q&A (full 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 the list of attendees and organisations ahead of the conference
- Increase visibility of your organisation amongst the leading players in Europe's transition to zero emission public transport
- Possibility to distribute marketing materials at the conference

If you wish to further increase your brand visibility, you have the option to explore additional sponsorship opportunities to maximize your impact at the event. **Further information on page 17.**

Additional opportunities to add to your sponsorship package

ADDITIONAL SPONSORSHIP: LANYARDS
PRICE: 4K€ **SOLD OUT**



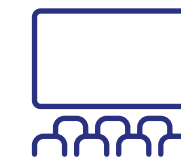
Your **branded lanyards** distributed to conference attendees, ensuring constant visibility throughout the event.

ADDITIONAL SPONSORSHIP: NETWORKING AND COFFEE/LUNCH AREA
PRICE: 2K€ **AVAILABLE**



Showcase your brand in the **mezzanine networking area**, a hub of activity for both ZEB and Busworld attendees, with space for your banners and promotional materials.

ADDITIONAL SPONSORSHIP: SPEAKER ROOM
PRICE: 2K€ **AVAILABLE**



Showcase your brand in the **speaker room**, frequented by sector leaders, with space for your banners and promotional materials.

ADDITIONAL SPONSORSHIP: BADGES
PRICE: 4K€ **SOLD OUT**



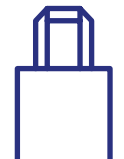
Feature your logo prominently on **ZEB 2025 badges** worn by all participants for maximum exposure.

ADDITIONAL SPONSORSHIP: REGISTRATION AREA
PRICE: 2K€ **AVAILABLE**



Showcase your brand in the **high-traffic registration area**, featuring your logo on kiosks and space for your banners and promotional materials.

ADDITIONAL SPONSORSHIP: GOODIES
PRICE: 5K€ **AVAILABLE**



Maximise your presence by branding the official **ZEB 2025 tote bags and notebooks** distributed to attendees (min. 100 units each, production and costs are covered by us).

Previous ZEB Participants

Key participants to the European ZEB conferences come from all around Europe and the world. Please find a non-exhaustive list of participants from ZEB 2023 and from previous editions (for the previous editions list, participants already mentioned in the 2023 list have not been repeated).



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-MVIB, EMT Madrid, SASA (Bolzano), Vervoerregio Amsterdam, Flixbus, Ruter, MZK Konin, Qbuzz, Keolis, OV-bureau Groningen Drenthe, Go-Ahead Group, Foothill Transit, Strateo, Verkehrsbetriebe Hamburg- Holstein (VHH), Svealandstrafiken AB, National Transport Authority of Ireland, Mowasalat (Karwa), CARRIS (Lisboa) and ATM (Barcelona)



Industry (manufacturer, distributor, software, etc.) including ABB, Accelera, Air Liquide, Air Products, Alexander Dennis, Ballard, BorgWarner, BYD, CaetanoBus, ChargePoint, ChargeSim, Chariot Motors, DAF Trucks, Daimler Buses, Enel-X, EVenergi, FPT Industrial, Heliox, Huber + Suhner AG, Hyundai, Irizar, Iveco, John Cockerill, Linde, Man Truck & Bus, Messer, Optibus, Plastic Omnium, Reeload, REFIRE, Resato, RWE Generation, SAFRA, Scania, Siemens, Skoda, Symbio, Toyota Motor Europe, TÜV NORD Mobilität, Van Hool, VOLVO Buses, Worthington, Wrightbus, Yutong, Zenobe, Zhongtong



Cities/Academics and key associations and bodies from the sector including ICCT, IRU, C40, AVERE, GPN (Global Passenger Network), France Hydrogène, HUMDA, ZEMO Partnership and CTE

KEY PARTICIPANTS FROM OTHER EDITIONS



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 Neuchâtelois, 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 Mobilty, Soci t  G n rale, IVECO, Jema Energy, Volvo, Honda, Everfuel, MAN, Faurecia, Forsee Power, 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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EUROPEAN
ZERO EMISSION BUS
CONFERENCE 7th - 9th October, 2025
@ Busworld Europe Brussels

ORGANIZERS



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MEMBERS OF ZEB 2025 ADVISORY COMMITTEE



Ruter#



PARTNERS



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