

## ZEB 2025 Innovation Showcase Booking form

The Zero Emission Bus Conference will take place at Busworld Europe in Brussels from October 7-9, 2025. Building on the success of previous editions, this year's conference will once again bring together public transport operators, policymakers, manufacturers, and industry experts to explore the decarbonisation of public and private transportation.

### New for 2025: The ZEB Innovation Showcase

This exclusive opportunity will allow transport associations or funded projects to showcase their learnings and innovations in the Mezzanine area, a key networking hub where over 400 top-level industry stakeholders will gather.



### 1. ZEB 2025 Innovation Showcase Details

- **Event Name:** ZEB 2025 Innovation Showcase
- **Event Date(s):** 6<sup>th</sup> October 2025 – 9<sup>th</sup> October 2025

The Busworld Congress area is open from 6<sup>th</sup> October 6-9<sup>th</sup> October 2025. Innovation Showcase stands will be on display from 6-9<sup>th</sup> October in the Mezzanine. ZEB will take place from 7<sup>th</sup> October-9<sup>th</sup> October.

- **Location:** Brussels Expo – Hall 7 – Innovation Showcase stands will be displayed on the Mezzanine networking area.

Each stand is a non-staffed presentation of your association or project in the field of zero emission buses. Visual material related to your project must be submitted for approval to ensure it aligns with the event's scope and objectives.

## Benefits of the Innovation Showcase Stand

Gain premium brand exposure and exclusive perks by showcasing your innovative project or organisation at an Innovation Showcase stand:

- **Newsletter Feature** – A spotlight introduction in our newsletter (~1,860 subscribers).
- **LinkedIn Promotion** – A dedicated post on the ZEB LinkedIn channel (~610 followers).
- **Website Recognition** – Your project or organisation’s logo featured on our website.
- **Brochure Visibility** – A dedicated section in the ZEB 2025 physical brochure, distributed to all conference participants.
- **Complimentary Conference Ticket** – One free ticket to the ZEB Conference (valued at €475).

Showcase your innovation and connect with key industry leaders!

## 2. Participant Information (please use capitals)

- **Company Name:** \_\_\_\_\_
- **Contact Person:** \_\_\_\_\_
- **Job Title:** \_\_\_\_\_
- **Phone Number:** \_\_\_\_\_
- **Email Address:** \_\_\_\_\_
- **Company Website:** \_\_\_\_\_

## 3. Stand

The stand includes:

- **Basic stand set up:**
  - Frame 2.50m high in wooden slats – including support frame (120cm x 30 cm (can carry up to 20 kg)
- **Construction and Dismantling:** Provided by a professional stand constructor
- **Lighting and Power Supply:** Included in the stand setup
- **Full-Color Printed Communication Board:**
  - **Technical Specifications:** 150 cm height x 78 cm width
  - **Submission Deadline:** Friday 30th May 2025
  - **Submission Format:** PDF, to be sent to [nancy.vanenys@busworld.org](mailto:nancy.vanenys@busworld.org)
- **TV:**
  - **Technical Specifications:** 40-inch TV screen
  - **Submission Deadline:** Friday 30th May 2025
  - **Submission Format:** MP4 - To be sent to [Nancy.vanenys@busworld.org](mailto:Nancy.vanenys@busworld.org)
- **Signage:** The name of your project or organisation will be displayed on top of your stand. Please note all communication should be in English.

- The size of the name signage is 46 cm x 46 cm – black background
- Signage Text (**please use capitals**):

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#### 4. Participation fee

Stand type	Price
Stand with TV	€2,500.00

*Prices are excluding VAT. For Belgian participants the amount must be increased by 21%.*

Price includes entrance to the ZEB Conference for 1 representative (valued at €475).

Payment via bank transfer would be required upon confirmation of participation.

#### 5. Communications requirements

Should your booking form be accepted, you will be expected to:

- **Newsletter or Email Promotion** – If you have a dedicated newsletter or email communication channel, include at least one promotion of the ZEB conference. If not, collaborate with the Organiser to identify the most relevant targeted communication format within your existing channels (excluding social media).
- **Social Media Engagement** – Create at least one original post about your participation in the event on your social media platforms and actively engage with content from the ZEB social media accounts.

## ZEB 2025 Innovation Showcase Booking form

Please complete the booking form and email it to: [Nancy.vanenys@busworld.org](mailto:Nancy.vanenys@busworld.org) and [Jessica.Pickles@erm.com](mailto:Jessica.Pickles@erm.com)



### Company Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

VAT / Tax Number (if applicable): \_\_\_\_\_

(if no VAT or Tax number is provided, 21% VAT will be applied)

### Contact Person Information

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

### Payment Details

Billing Contact Name: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_

### Billing Address

Street: \_\_\_\_\_

City: \_\_\_\_\_

Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Presenting a project or association at the ZEB 2025 Innovation Showcase costs €2,500.00 excluding VAT.



## Agreement

BETWEEN

The Showcaser:

Company Name: \_\_\_\_\_

Address: City: \_\_\_\_\_

Country: \_\_\_\_\_

Registration number (if applicable): \_\_\_\_\_

Name and title of representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

AND

Environmental Resources Management Limited, with registered office at 2<sup>nd</sup> Floor  
Exchequer Court, 33 St Mary Axe, London EC3A 8AA.

By signing this document, Environmental Resources Management and the Showcaser agree to the specific terms and conditions of the Showcase Agreement and to the general terms and conditions set forth below.

The showcaser ('Showcaser') named above hereby applies to showcase their project or organisation at the ZEB 2025 Innovation Showcase at the above-mentioned event ('European Zero Emission Bus Conference 2025'). By signing this Agreement, the Showcaser agrees to ensure that the full amount payable is done so in no more than Thirty (30) days after receiving invoice. The Showcaser's signature below signifies that the Showcaser has read, understands, and agrees to be bound by all the terms and conditions of this contract attached. Also, by signing below, the Showcaser acknowledges that if the Showcaser has deemed it necessary or desirable, the Showcaser has raised and obtained satisfactory answers to any questions about the clarity, legibility, or readability of agreement on behalf of the Showcaser. **"Late payment will result in the loss of your opportunity to showcase your project or organisation at the ZEB 2025 Innovation Showcase, as this is set up on a first come, first served basis."** *This form must be signed for application to be processed. On completion and receipt of the signed booking form, Busworld Foundation will send you an invoice for you to complete your payment, more details regarding your payment will be set out in the terms and conditions listed below.*

## Terms and Conditions

### Offers and acceptance

The Showcaser's submission of the Zero Emission Bus Conference 2025 Innovation Showcase Booking form shall constitute an offer from Showcaser to enter into such Agreement with Environmental Resources Management Limited (the "Organiser") and Busworld Foundation (the "Co-Organiser") (together the "Organisers"). Such offer can only be accepted by the Organiser signing such Agreement at the Organiser's place of business in London. The Organiser reserves the right to refuse if the showcase proposal is judged not to be consistent with the purpose of the conference. After signing, the Organiser will send to the Showcaser a fully signed copy of the Agreement document, which shall constitute Organiser's acceptance and cause the Agreement to become effective. At this point, the Showcaser will have to pay the showcase amount within 30 days after receipt of the fully signed Agreement.

### Photography and filming

The Organisers reserve the right to take pictures and film at the conference event. This material may appear without compensation in publications, on the web or in other printed or electronic materials related to the role and function of the Zero Emission Bus Conference and of the Organisers. Showcaser agrees to be included in this material. Any requests for exclusion should be directed towards the Organiser who will evaluate such requests on a case-by-case basis.

### Cross-promotion

The Showcaser agrees to promote their participation in the European Zero Emission Bus Conference 2025. For Showcasers with dedicated newsletter or email communications, this promotion should include at least one newsletter or email to their customers. If such dedicated channel is not available, the Showcaser will identify with the Organiser the most relevant targeted communication format within their existing channel (excluding social medias). Additionally, the Showcaser commits to create at least one original post about their participation to the event on their social media platforms, as well as engaging with the content from the ZEB social media accounts. The ZEB team will provide assistance for the content of those dissemination activities.

### Remedies

If the Showcaser fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as defined in the next sentence) after the Showcaser has received written notice from the Organiser specifying the breach, The Organiser shall have the right to exercise (without further notice) any one or more of the following remedies and any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) evict the Showcaser from any form of participation to the event (iii) have any of the Agreement's violated provisions specifically enforced; and (iv) exercise any other remedy available by rule of law. By "reasonable time" is meant: (i) immediately, in the case of any breach occurring during the Conference; and (ii) 5 days, in the case of any other breach. In addition, the Organiser may keep any and all monies received from the Showcaser as liquidated damages, it being understood that the Organiser's losses and damages from Showcaser's breach of the Agreement are difficult to ascertain and that the agreed liquidated damages are not intended as a penalty.

### Liability

Neither the Organisers nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to the Showcaser or to the Showcaser's employees, invitees, licences, or guests, or the Showcaser's property from any cause whatsoever. Under no circumstances shall the Organisers or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity or any cost or damage resulting from any such loss. The Showcaser acknowledges that the risk allocations of this Section are reasonable based on the understanding that the Showcaser shall obtain, at its own expense, adequate insurance against any such injury, loss, or damage. The Organisers shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, natural disasters, terrorist attacks or any other cause beyond its control. There is no other Agreement or warranty between the Showcaser and the Organisers except as set forth in this

document. This Agreement represents the entire Agreement between the parties into which all prior understandings are merged. The rights of the Organisers under the Agreement shall not be deemed waived except through a writing signed by an authorised officer of the Organiser.

## Insurance

For the term of the Agreement, the Showcaser shall at all times maintain insurance sufficient to cover the liabilities of the Showcaser under the Agreement. The amount and scope of such insurance shall be reasonable satisfactory to the Organiser. Such insurance shall also provide coverage for the Showcaser's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. The Showcaser must be able to provide the Organiser, if requested, a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Conference.

## Force Majeure

In case the venue is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for the Organisers to permit the Showcaser to partake in their arrangements made with the organiser during any part or the whole of the period covered by the Conference, then during such circumstances the Organisers, the building management, and their respective privies will be released and discharged from the obligations to supply space, and the Showcaser will be reimbursed a proportionate share of the package previously received by the Organiser from the Showcaser.

## Jurisdiction and Attorney Fees

It is the Showcaser's responsibility to comply with the local authority's regulations.

This Agreement shall be governed and construed by the laws of England. Should any legal action be commenced to resolve any dispute under the Agreement: (i) The Showcaser hereby consents to venue and jurisdiction in the state court located in either one of the two organiser's locations (location of premises), and (ii) agrees that no such action may be brought in a forum not located in Brussels or London; and (ii) the prevailing party shall be entitled to an award of litigation expenses (including, but not limited to, deposition costs and expert witness fees and expenses), interest, and reasonable attorney fees, in addition to any other remedy obtained.

## Taxes and Licenses

The Showcaser shall be responsible for obtaining any licenses, permits, or approvals required under local, city, or national law applicable to the Showcaser's activity at the Conference.

## Cancellations

In the event that the Showcaser wishes to cancel its showcase, The Showcaser should inform the Organiser 45 days before the start of the conference, but only with the following understandings: first, all cancellations must be requested in writing and addressed to the Organiser. Second, the Organiser is not required to refund any portion of monies previously paid by the Showcaser. The Organisers assume no responsibility for having included the name of the Showcaser in the Conference catalogue, brochures, news releases, or other materials.

## Other matters

The conference is managed by Busworld Foundation, whose main office is at Moorseelsesteenweg 2, 8800 Roeselare, Belgium and by Environmental Resources Management Limited, whose main office is at 2<sup>nd</sup> Floor Exchequer Court, 33 St Mary Axe, London EC3A 8AA UK. All matters not expressly covered in the Agreement are subject to the reasonable decision of the Organiser, whose decision shall be final.

