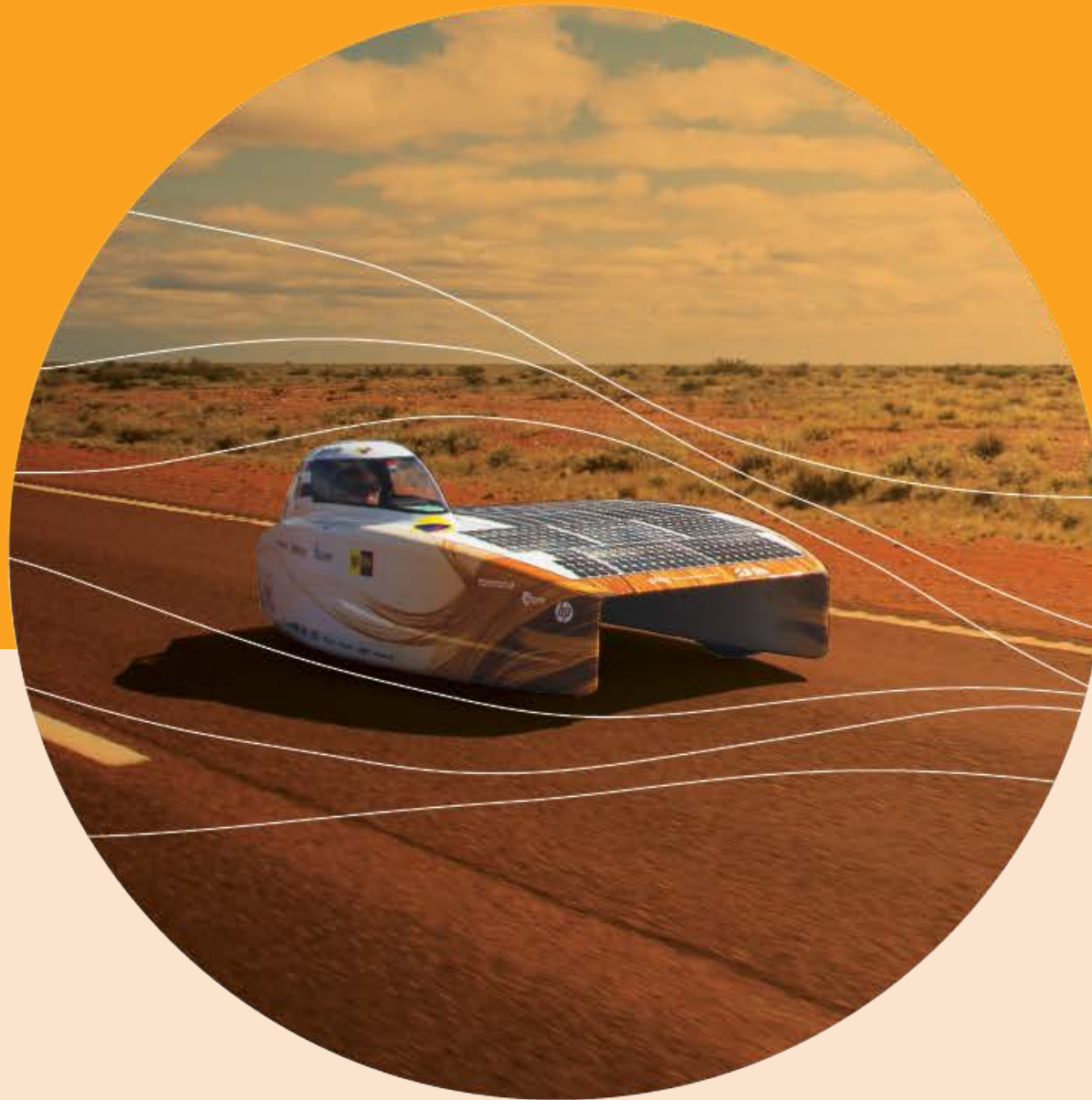


**BRIDGESTONE  
WORLD SOLAR  
CHALLENGE  
3000KMS**

**VICTORIA SQUARE/  
TARNTANYANGGA  
26 - 29 OCT 2023**



**TRADE, DISPLAY &  
ACTIVATION SITE  
INFORMATION**



# THE QUEST FOR EFFICIENCY NEVER ENDS





**THE WORLD'S GREATEST  
ENGINEERING AND  
INNOVATION CHALLENGE**



# EXECUTIVE SUMMARY

Every two years, teams from all around the world descend on Australia for a very different kind of road trip... The Bridgestone World Solar Challenge (BWSC). A design and technology challenge that tests innovation of new transport concepts in some of the world's harshest and vast conditions. The journey attracts over 40 teams, across 20+ countries equating to 1200 team members. The enduring adventure is a transcontinental crossing using only the power of the sun to power the vehicles. Teams travel as far as they can each day from 8am until 5pm when teams must stop for the day, making camp by the side of the Stuart Highway.

## **The Bridgestone World Solar Challenge (BWSC) promotes:**

- Innovation
- Worldwide Participation
- Environmentally sustainable transport solutions

The events media reach is over 18 million people. This reach provides media exposure and publicity for you to showcase your support in innovation, bringing the world together and environmental sustainability.

The BWSC global alumni are forging careers in the world's leading innovation companies such as Tesla, Space X and Google.

A vision and aim of a more environmentally sustainable future, the events uptake of support from millennials is rapidly becoming more evident. Millennials not only make up the largest BWSC participant demographic, but they are also now the largest market segment globally and rapidly becoming the most affluent, with sustainability key to their purchasing and career choices.

# SUPPORT INNOVATION FOR A BETTER TOMORROW

- **THE WORLDS #1 SOLAR TRANSPORT CHALLENGE EVENT**

The BWSC is the greatest innovation and engineering challenge in the world. A transcontinental crossing that ventures across some of the world most remote locations. The remoteness of the challenge warrants the teams to be at the fore-front of technology and deliver the latest advance methods, systems and products. These are key innovators striving to win the challenge to become the number 1 solar car team in the world.

- **INNOVATIVE PATHWAYS RECOGNISED GLOBALLY**

As a true proving ground to showcase innovation, new ideas and future technology, The events uniqueness attracts many companies to scout new talent for its international companies. The alumni of BWSC have gone on to be the world leaders in their fields in companies like Tritium, Google, Tesla, Space X and Bosch.



Media Article - Austrade – The Tritium Story - 17/12/2022

View [here](#)



# EVENT DISPLAY AND ACTIVATION OPPORTUNITIES

As part of the 2023 Bridgestone World Solar Challenge Village to be held in Victoria Square/ Tarntanyangga between Thursday 26 October and Sunday 29 October 2023, the SAMSB is seeking activation and display expressions of interest from organisations and businesses with a science, technology, solar, electronics, sustainability, renewable energy, vehicle or mobility connection.

Use the event to help interact with and showcase your brand to an engaged audience, with approximately 10,000 people attending the finish line village and activities in 2019.

## INVESTMENT:

SIZE	PRICE INC GST
3m x 3m (9sqm)	\$2,850
6m x 3m (18sqm)	\$5,500

## INCLUSIONS:

Please see the next page for related inclusions

Thanks to RAA and Eagers Automotive Group, a significant drawcard to the Village will be the RAA EV Drive Experience. For the first time, South Australians will also have the opportunity test drive cars from multiple electric vehicle manufactures in one location, as well as be educated on the states EV charging station roll out. The RAA EV Drive Experience will include static display vehicles, vehicles ready and available to drive, inclusive of cars, bikes, scooters, solar and EV home charging demonstrations and displays and the opportunity to educate patrons on EV charging infrastructure.



# EXHIBITOR AND ACTIVATION SITE INCLUSIONS

## INCLUSIONS

Three-sided marquee (back, and 2 sides)

Exhibitor sign at the front of the marquee (printed by SAMSB with your organisation's name in text – no logo)

Access to power (single power point)

1 x Trestle Table and 2 chairs (table clothe not included)

24/7 onsite security

### **Additional Elements Available:**

*Audio Visual Support through the appointed AV Supplier to assist with elements such as display LCD screens*

*Flooring, brochure stands, table clothes, plants etc from the appointed Hire and Exhibition Partner*

**Bridgestone World Solar Challenge  
South Australian Motor Sport Board**

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