

Operational Document

EV Experience – 24, 25 and 26 September 2026

Introduction

We are pleased to welcome you as an exhibitor at EV Experience. Together with you, we aim to create a fantastic event and accelerate the energy transition.

This document contains all important information regarding your participation. If you have any questions, we are of course available by phone, email, or WhatsApp.

EV Experience Team

For all operational questions, please contact:



Linda Verwer

+31 6 20677543

linda@buro10events.nl

Gertjan Roos

+31 6 10191687

gertjan@buro10events.nl

You may also contact your regular contact person:

Maarten Pompen

+31 6 15315297

maarten@evexperience.nl

Koen Bogaerts

+31 6 53533950

koen@evexperience.nl

Ilse Boot

+31 6 44392523

ilse@evexperience.nl

The EV Experience organization team will be present during setup, the event itself, and dismantling to answer any questions directly. We are recognizable by our yellow jackets and can be found on the event grounds or in the organization office next to pit box 0.

Checklist & Deadlines

Deadline	Item	Notes
Ongoing	Ticketing	Invite guests
7 Sept 2026	AV orders	Via preferred supplier DRM
8 Sept 2026	Showguide advertisements	Official Showguide for every visitor
8 Sept 2026	Social media posts	Submit logo, text, and photos
8 Sept 2026	Electricity	Request electrical requirements
8 Sept 2026	Furniture	Submit orders to Heman / BloemBloem
8 Sept 2026	Test drive cars	Submit details for time slot module
9 Sept 2026	Communication materials	Order items from KortVeen
11 Sept 2026	Contact person	Submit main contact person
11 Sept 2026	Catering orders	See Vermaat Catering document
11 Sept 2026	Photo moment 26 Sept	Submit details
11 Sept 2026	Crew	Register crew members

Table of Contents

1. Setup
2. Dismantling
3. Stand Construction Regulations
4. Furnishing
5. Catering
6. Cleaning
7. Lighting – Audio – Video
8. Experience Tickets for Relations
9. Crew Access
10. Parking
11. Lead Generation
12. Test Drive Supervision
13. Charging EVs
14. Insurance
15. Communication Opportunities
16. Photo Opportunity – Campaign Images – Drone
17. Promotional Opportunities
18. First Aid
19. WiFi
20. Night Security
21. Lounges
22. Maps
23. Brochure

1. Setup

Setup for EV Experience takes place on Wednesday 23 and Thursday 24 September according to a phased schedule due to limited space at paddock 1 and the pit lane.

Important setup rules

- Every vehicle must display a loading/unloading pass with contact details. You can find them [here](#)
- Pit boxes, sky lounges, EV Pavilion, Paddock Club, and paddock areas are no longer accessible to vehicles on Thursday morning.
- Exhibitors in the EV Pavilion, Paddock Club, and pit boxes must comply with EV Experience stand construction regulations.
- Vehicle detailers have access until 09:00 on Thursday morning via Paddock 2.
- Car trailers can be unloaded on Wednesday 23 September at Parking B.
- Trailers, trucks, and related transport vehicles may be parked at Parking C during the event.
- During setup and dismantling for the EV Pavilion, unloading at Parking A is preferred.

2. Dismantling

Dismantling takes place on Saturday 26 September from 17:00 until 23:00.

Important dismantling rules

- Parking C is the only location where cars or materials may remain after dismantling.
 - All other locations must be delivered empty and clean.
 - Cars left at Parking C may be transferred through the EV Experience organization on Monday 28 September.
-

3. Stand Construction Regulations

These regulations ensure a safe, tidy, and fair exhibition environment for all exhibitors.

Exhibitors in Pit Boxes

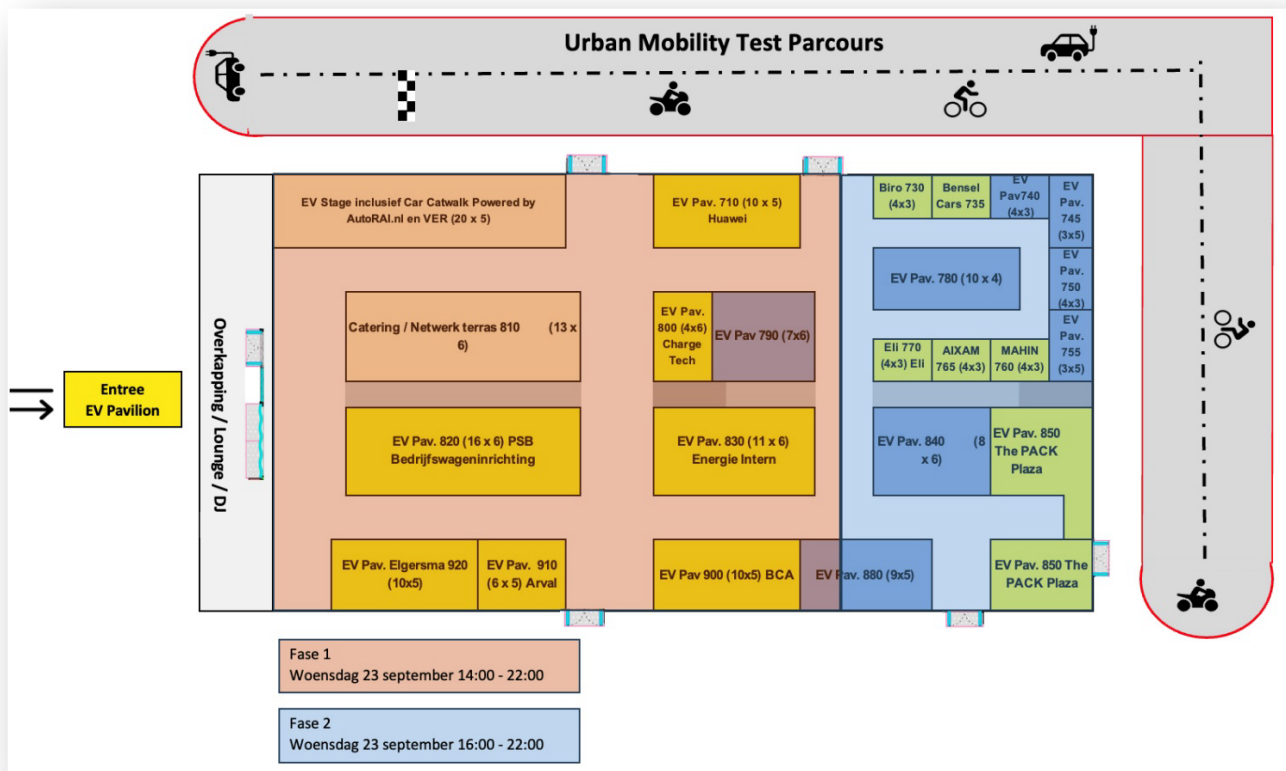
- Build only within the allocated square meters.
- Decorations outside the pit box are not allowed, except stickers on the pit box edge at the paddock side.
- Any visible back sides of stand walls must be neatly finished.
- No parts may extend beyond stand boundaries.
- A 2-meter open space must remain at the paddock side for visibility and passage.
- One vehicle may be placed outside at a 45-degree angle facing Tarzan Corner.

Exhibitors in Paddock Areas

- Multi-story construction is only permitted after consultation with the organization and circuit.
- Construction must remain within allocated stand space.
- The back side of the stand must be neatly finished.

Exhibitors in the EV Pavilion

- The EV Pavilion is located in an aluminum hall on paddock 2.
- Maximum rear wall height: 2.5 meters.
- Rigging or suspending materials from the roof is not permitted.
- Side and partition walls may only extend to full height over one-third of the stand length.
- Construction must remain within assigned stand boundaries.
- All materials must be fireproof.
- Electrical installations must be safe and professionally installed.
- Noise disturbance toward other exhibitors must be prevented.
- The organization reserves the right to review stand designs in advance.



Exhibitors in the Paddock Club

The same construction regulations apply as in the EV Pavilion.

4. Furnishing

Looking for decoration or furniture? EV Experience collaborates with BloemBloem Event Styling and [Heman](#).

Standard furnishing packages are available for the EV Pavilion and Paddock Club.

Contact:

BloemBloem

Pasqual Müller-Schoumans

+31 6 30810203

<mailto:p.schoumans@bloembloem.nl>

5. Catering

Circuit Zandvoort works exclusively with Vermaat Catering. The [Catering EV Experience 2026 Foodbook](#) contains the full catering offering.

The deadline for ordering is 11 September 2026.

6. Cleaning

The organization ensures that pit boxes are delivered broom-clean before the event. Additional cleaning will take place for toilets and public areas during the event.

At the end of the exhibition, pit boxes must be left empty and clean.

Car Wash

Vehicles can be washed at:

Total Carwash

Van Lennepweg 4
2041 LG Zandvoort

7. Lighting – Audio – Video

Pit box spaces are delivered empty and are only equipped with daylight and fluorescent lighting. For additional lighting, TV screens, or AV support, please contact:

DRM Showtechniek

+31 162 696648

verhuur@drm-showtechniek.nl

8. Experience Tickets for Relations

Each participant receives complimentary Experience Tickets to share with relations. Tickets are digital discount codes with a sales value of €35.

Allocation

- Pit Box: 100 Experience Tickets
- Paddock Area: 1 ticket per m²
- EV Pavilion / Paddock Club: 1 ticket per m²

Additional tickets can be ordered for €17.50 excluding VAT.

Additional tickets can be requested via maarten@evexperience.nl.

9. Crew Access

Each participant receives complimentary crew tickets. Crew members have access from two hours before opening until two hours after closing.

Allocation

- Pit Box: 20 crew tickets per day
- Paddock Area: 1 ticket per 4 m²
- EV Pavilion / Paddock Club: 6 crew tickets per day

Additional crew tickets can be requested via linda@buro10events.nl.

10. Parking

Exhibitor Parking

Participants receive complimentary exit tickets during EV Experience.

Allocation

- Pit Box: 10 exit tickets per day
- Paddock Area: 1 per 16 m²
- EV Pavilion / Paddock Club: 2 exit tickets per day

Parking C is the only area where vehicles or materials may remain after dismantling.

Visitor Parking

Visitor parking tickets can be purchased online before and during EV Experience.

Unused parking tickets cannot be refunded.

11. Lead Generation

Visitors can scan a QR code to schedule a test drive at a stand or pit box. In exchange for their details, visitors receive a test drive time slot.

Exhibitors receive all collected lead data afterward.

Visitor data can also be collected without test drives using the Intercambio Leads can app.

Cost: €75 per license excluding VAT.

For more information:

Gertjan Roos

+31 6 10191687

gertjan@buro10events.nl

12. Test Drive Supervision

All test drives on the circuit must be supervised by an instructor in the passenger seat. The instructor ensures safety and serves as the first contact with potential customers.

Recommended suppliers:

Verkeersveiligheid Groep Nederland	Elke de Leeuw	06-21437633	elke@verkeersveiligheidgroep.nl
Cool Driving Events	Michael Koel	06-21258614	michael@cooldrivingevents.nl
Holy Cow	Bas Dijkstra	06-52433917	bas@holycow.eu
Energize Mobility	Thomas Lommen	06-11182539	thomas@energize-mobility.nl

Mandatory briefing

Daily at 09:00 in Bernie's Lounge above pit box 26.

Important notes:

- Instructors must have valid crew tickets.
 - Insurance for instructors is the exhibitor's responsibility.
 - Vehicle damage and circuit damage are recovered through the driver's liability insurance.
-

13. Charging EVs / Charging Plaza

EV Experience 2026 will provide sufficient DC charging stations for test drive vehicles. Further details will follow later.

Please ensure each vehicle key includes a working charging card or charging token.

14. Insurance

Goods and vehicles located on the grounds of Circuit Zandvoort remain entirely at the participant's own risk.

Vehicle insurance for the circuit can be arranged through Allianz.

Coverage includes:

- Third-party liability + comprehensive coverage
 - Premium: €450 per object including insurance tax
 - Deductible: €1,250 per incident
 - Maximum catalog value: €85,000 excluding VAT
 - Coverage only applies on the track and pit lane
 - Tire and rim damage excluded
 - Driving only under guidance of a certified specialist
-

15. Communication Opportunities

For banners, pit box branding, or stand decoration, EV Experience collaborates with KortVeen Reclame. Please find the detailed brochure [here](#).

Contact:

KortVeen Reclame
Bouke Schoneveld
+31 6 57535927
bouke@kortveen.nl

16. Photo Opportunity – Campaign Images – Drone

Photography & Video

On Saturday from 09:00 to 09:55, photo and video shoots may take place at Circuit Zandvoort. This must be reported in advance to Linda Verwer.

Stopping on the track is not permitted during this session.

Content & Collaboration

Buro N11 is present as the official content partner of EV Experience. Please find all opportunities which Buro N11 can offer in this [brochure](#).

Drones

Drone recordings are only allowed with prior written approval from Circuit Zandvoort.

17. Promotional Opportunities

Official Showguide

EV Update publishes the official EV Experience magazine distributed to all visitors. Circulation: 15,000 copies.

Advertising opportunities are available.

Promotional Materials

Available materials include:

- [Business aftermovie](#)
- [Consumer aftermovie](#)
- [EV Experience explainer animation](#)

Additional logos, photos, and videos are available through the [EV Experience media pack](#).

18. First Aid

The Medical Center is located at Paddock 2. Additional first aid staff will be present throughout the event.

In case of emergencies on the exhibition floor, contact:

Linda Verwer

+31 6 20677543

linda@buro10events.nl

19. WiFi

Circuit Zandvoort provides standard WiFi access.

Network	Password
CZ_Public	CZ=Zandvoort@22

For critical business processes, wired internet is recommended. Please contact linda@buro10events.nl if you have any questions.

20. Night Security

After closing hours, Circuit Zandvoort and the pit boxes will be closed. Please gather all valuable materials inside the pit boxes.

No night security will be provided.

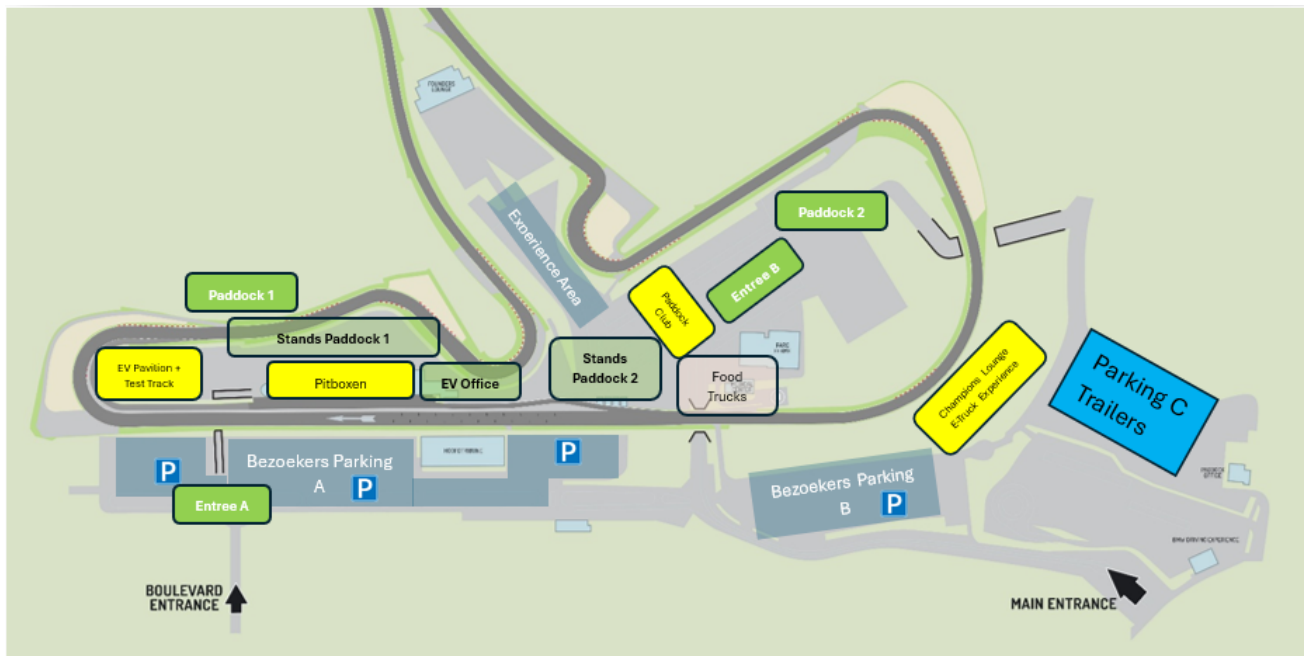
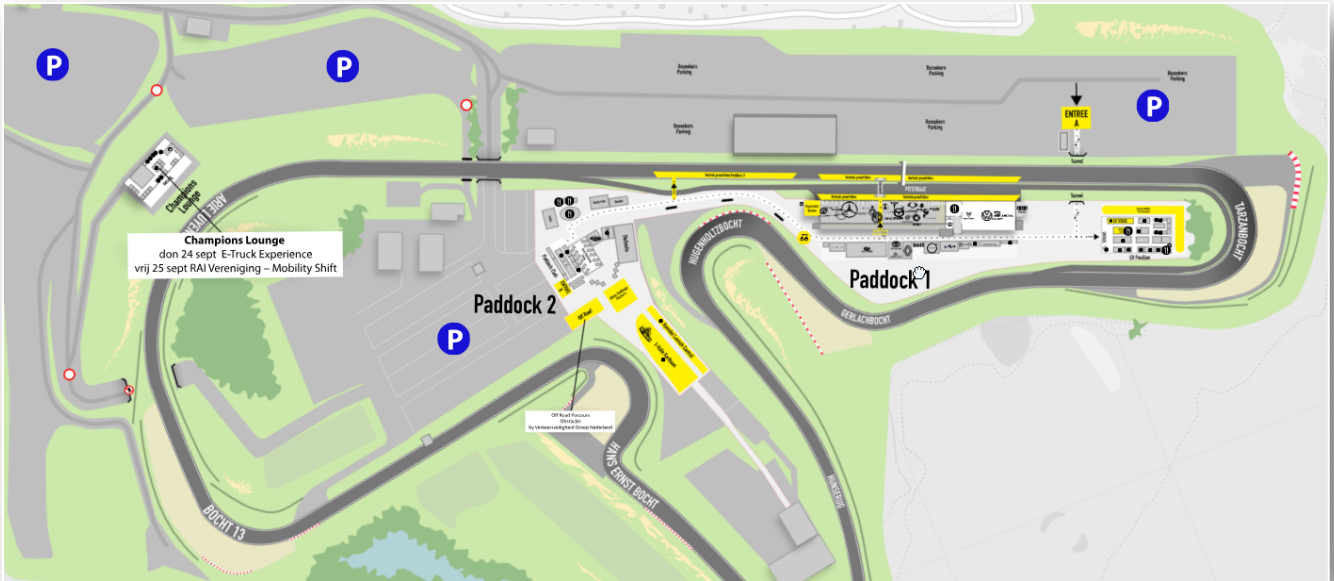
21. Lounges

A separate overview is available containing lounge capacities.

Locatie	Theater	Theater + lunch	U-opstelling	Blok-opstelling	Borrel (sec borrel, geen theater, lunch, buffet, etc.)
Champions Lounge	500	400	Nvt	Nvt	900
Pitlane Lounge	560	350	Nvt	Nvt	600
Founders Lounge	300	150	Nvt	Nvt	350
Bernie's Lounge	175	80	Nvt	Nvt	200
Dutch Grand Prix Lounge	200	100	Nvt	Nvt	300
Media Centre	160	80	30	20	150
Bernie's Bar & Kitchen	75	75	Nvt	Nvt	175
Red Bull Lounge	50	50	12	16	80
Heineken Lounge	50	30	Nvt	Nvt	80
Racing Lounge	60	40	16	20	80
Finder Lounge	40	25	12	16	50
VolkerWessels Lounge	50	20	12	16	50
Boardroom	Nvt	Nvt	Nvt	Standaard 8 pax	20
Technogym	Nvt	Nvt	Nvt	Nvt	Nvt
Nijboer Lounge	Nvt	Nvt	Nvt	8	40
Lounge 4	Nvt	Nvt	Nvt	Nvt	40
Amsterdamse Bar	Nvt	Nvt	Nvt	Nvt	40

22. Maps

This year we are using the interactive [Wizzy Maps platform](#). It allows visitors to easily find exhibitors and navigate the event.



23. Brochure

If any information regarding opportunities, partnerships, or branding items remains unclear, all details can also be found in [the brochure](#).



End of Operational Document