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**THE RENEWABLES SHOW IN THE ENERGY CITY – ABERDEEN 20/21 MAY 2009**

**[www.all-energy.co.uk](http://www.all-energy.co.uk)**

To: All-Energy '09 exhibitors

## **EXHIBITOR NEWSLETTER – April 2009**

With just a couple of stands still available on an expanded floorplan, a terrific conference programme, and visitor registrations rolling in thick and fast, the preparations for All-Energy '09 are well in hand. This exhibitor newsletter is designed to help you get the most out of your participation at the show, so please do take the time to read on.

### **INFORMATION IN PLENTY**

You will find information in plenty aimed specifically at exhibitors at our Exhibitor Area at [www.all-energy.co.uk/Exhibitor\\_area.html](http://www.all-energy.co.uk/Exhibitor_area.html); this of course includes the exhibitor manual, plus forms for such vital things as your show guide entry and your stand name board (shell scheme only); links to the Aberdeen Exhibition and Conference Centre online ordering system (electrical supply, furniture, AV, etc); freight tariff and instructions; downloadable logos and website banners ... and much, much more!

Please remember that most of the forms are due to be returned by April 16th! So please grab a cup of coffee and get filling in some (simple) forms if you haven't already.

### **VISITOR PROMOTION – HELP US TO HELP YOU!**

There is still time to order some bespoke postcards, which we will print up free of charge with your logo and stand number and courier to you so that you can then invite your customers. Many companies have already taken advantage of this – see the (low-resolution) example attached. To order please send an email to Janet Loudoun – [janet@mediageneration.co.uk](mailto:janet@mediageneration.co.uk) – with a logo, return address and information, and quantity required. The more the merrier, but please get your orders in by April 16th.

### **REGISTRATION SPONSORSHIP – A GOLDEN OPPORTUNITY**

Most of the show sponsorship packages have been sold – but Registration Sponsorship is still available, and with it the chance to have your logo/branding on thousands of visitor registration emails, plus all the show badges, and at the show itself, and all at a surprisingly affordable price. You will need to move quickly though – please contact Andy Ballagh on **+44 1423 524545** if interested.

## **WE NEED YOUR INPUT URGENTLY!**

A show preview without news from exhibitors is like fish without chips, strawberries without cream, Fred Astaire without Ginger Rogers – the list could go on and on!

The final printed preview aimed at visitors is currently being written, and we urgently need your news for it, and pictures too (300dpi). Our deadline is **CLOSE OF PLAY TOMORROW (9 April)**. The 'What we're showing' form is attached in Word, so you can fill it out and either email it back (with JPEGs) or fax it and send the JPEGs separately.

Any information you send us will automatically find its way into our online preview at: **[www.all-energy.co.uk/What\\_they\\_are\\_showing.html](http://www.all-energy.co.uk/What_they_are_showing.html)**. This will continue to be updated right up to show time.

Please don't keep the form to yourself! Make sure it reaches all your stand sharers. And, please let us know as soon as possible who will be sharing your stand so that we can add their company name(s) to our exhibitor list (with a link to their website) – we want you, and them, to benefit to the full from your involvement with All-Energy! Let us have the company name (and web address) and full contact details – send by email to **[janet@mediageneration.co.uk](mailto:janet@mediageneration.co.uk)**. Remember each stand sharer is entitled to a free editorial entry in the show guide.

## **UK RENEWABLES INWARD MISSION PARTNERING PROGRAMME**

**For UK exhibitors only...** we are delighted that UK Renewables is supporting another sizeable inward mission programme this year, and offering inward delegates an opportunity to have one-to-one partnering meetings with UK Exhibitors at All-Energy. If you are interested in this great opportunity the first step is to complete a Partnering Registration Form (attached in Word format). Please ensure the completed form is sent back directly to UK Renewables as instructed.

## **KEY PUBLICATIONS**

As an exhibitor, the All-Energy showguide is the obvious target for your advertising (information in the Exhibitor Area of the All-Energy website); but can we also commend the now-traditional special supplement on renewable energy that will be published by **The Press & Journal's 'Energy'**? This will be published on 18 May, and be in the bags everyone receives on entry to the show. Information on advertising from **[Debbie.Bruce@ajl.co.uk](mailto:Debbie.Bruce@ajl.co.uk)**  
**Tel: +44 (0)1224 343144; Fax +44 (0)1224 341144.**

**The Daily Telegraph** has partnered with All-Energy '09 to publish their 4th Careers in Engineering Supplement week commencing 4 May. The supplement, published in association with the Energy Institute, will be seen by the Telegraph's 2.1 million readers and also distributed at All-Energy '09. Information is attached and also available from Matrina Garnett – Business Development Manager, **[matrina.garnett@telegraph.co.uk](mailto:matrina.garnett@telegraph.co.uk)**. **Tel: +44 (0)20 7931 3128; Fax: +44 (0)207 931 3371; Mob: +44 (0)773 521 3964.**

## INTRODUCING MAELSTROM EVENTS

This year we have enlisted the services of **Maelstrom Events**, a highly experienced show management company, to provide floor management at All-Energy.

Matthew Lambert and his team will be in the show management office on site to assist you throughout build-up (more details in the next exhibitor newsletter published just before the show). If you have a space only stand and haven't yet submitted your stand drawings (as required in the manual), be warned that you will probably get a chasing call from Matthew, who is responsible for signing them all off.

## DO YOU NEED A MEETING ROOM?

Are you planning a pre-show meeting for your sales team / contacts on 19 May? Do you need a meeting room during the course of All-Energy for anything from an hour to the whole show?

If so, then please contact Janet Loudoun – [janet@mediageneration.co.uk](mailto:janet@mediageneration.co.uk) – with details on the numbers of people you are expecting and the room layout required and she will leap into action with recommendations about the ideal room for you and costs.

## PLANNING ANY AT-SHOW PRESS EVENTS?

Are you planning any at-show press events – press conference, photo call, reception? Do you want us to let journalists know about it? If so, please send details to Judith Patten at [judithpatten@wwmail.co.uk](mailto:judithpatten@wwmail.co.uk) so the details appear in the 'press happenings' listing she will be producing.

## JOBS, JOBS, JOBS

Our Jobs Zone at [www.all-energy.co.uk](http://www.all-energy.co.uk) has seen a massive increase in the number of openings being posted in the past month. It is there to be used and jobs can be input for free at [http://www.all-energy.co.uk/Industry\\_Jobs.html](http://www.all-energy.co.uk/Industry_Jobs.html).

Once again we will have a physical Jobs Zone at All-Energy where you can post information on posts you have that need filling and can see CVs from job hunters. More information about this will be sent before the show.

A thought ... those leaving the British Armed Forces may be the ideal candidate for you.

**Pathfinder magazine**, one of our Media Partners, is the Resettlement Magazine for the British Armed Forces, distributed every month by the Ministry of Defence to all personnel leaving the Army, Navy or Royal Air Force within the next two years. They are publicising All-Energy on their website and could provide you with a useful advertising medium for vacancies – one where using your All-Energy stand number could help point job searchers in your direction. Details from [matt@pathfindermagazine.co.uk](mailto:matt@pathfindermagazine.co.uk)

## CONTRACTS AND PAYMENTS

If you haven't already done so, please ensure that your signed stand booking contract is returned to us just as soon as possible; for HSE/insurance reasons no company will be allowed to set up until this is received. All payments for the show are now due so please put the appropriate arrangements in place to save us having to send reminders. Thank you!

## CONTACT

We know just how useful the web and email are; but please remember we are at the end of the phone to help you in any way we can. You will find the members of the All-Energy team listed below, and at [www.all-energy.co.uk/Contact.html](http://www.all-energy.co.uk/Contact.html) will be only too glad to be of assistance.

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