



Your Guide to Exhibiting Success

Co-located with

 **carbonise**



What do you want to achieve at All-Energy and Dcarbonise?



- ☐ Make new contacts
- ☐ Make sales
- ☐ Launch a new product
- ☐ Network with current contacts and build on existing relationships
- ☐ Re-sell to lapsed customers
- ☐ Market research on both your brand and the response to a new product
- ☐ To position yourself at the forefront of the industry or increase brand awareness
- ☐ Branch out into new markets, regions or sectors
- ☐ Reach new suppliers or partners
- ☐ Generate coverage of your company or brand

Whatever your objectives, following this guide will ensure this is your most successful All-Energy and Dcarbonise to date!

**Your
Goals**

What you want to achieve?

Objective	Measure	How can we achieve this?
Example: Make new contacts and expand our reach	500 contacts with purchasing power 5 journalists	<ul style="list-style-type: none">• Stand events• Clear information on the stand so visitors can quickly assess whether we provide what they need.
Example: Launch a new product	Coverage in 5 industry publications 1,000 attendees to product demonstration or presentation	<ul style="list-style-type: none">• On stand presentations• Take a press release to the Media Centre



Achievements

Targeting the right visitors



All-Energy takes pride in being the UK's largest low carbon energy and full supply chain renewables event; while the co-located Dcarbonise is aimed at private and public sector energy end users.

Have you thought about which sectors you would like to boost your profile in? Here are some tips for reaching certain sectors of the All-Energy and Dcarbonise audience:

- ❑ **Complete your exhibitor profile.** When visitor registration opens, the visitors will start planning their visit and will be looking at exhibitor listings. Is yours up-to-date and complete?
- ❑ **Select your product categories** – these will be used to recommend your company and products to relevant visitors
- ❑ **Hold a presentation or networking event on your stand.** If you are looking to meet people in a certain region, hold a targeted event and add it to the Exhibitor Portal to spread the word. To ensure your event meets the venue regulations it is essential that you inform our ops team at ae.operations@rxglobal.com
- ❑ **Tag our social media accounts and use #AE22 and #Dcarbonise22.** That way we'll be able to retweet your posts so that our followers can see your announcements.
- ❑ **Advertise in onsite materials.** You can either book advertising in the Preview, Catalogue or Show Dailies or you could submit editorial for consideration.

**Achieving
your aims**

How will you drive traffic to your stand?

- ❑ People love to see technology first-hand. If you have any products, you could bring they will attract people to your stand. If you are unsure about access or weight restrictions, please speak with the Operations Team at ae.operations@rxglobal.com
- ❑ If you're planning on hosting a networking or educational event at your stand, let us know and we'll make sure our visitors know about it! All you have to do is fill in a short [form](#)
- ❑ Let our visitors know which solutions you're bringing to the event is an effective way to increase footfall at your stand. Guide attendees to you by helping us communicate about your products. All you have to do is fill in a short [form](#)

Here are some more ideas...

Interactive
Competitions

Live streaming
from the field

Virtual reality of
your product
in action

**Achieving
your aims**

All the tools available to you

Online
Exhibitor List

Entry in the
Catalogue

App Listing

Virtual Gift
Bag

Branded
Banners

Stand Event
Promotion

Free Editorial
&
Press Releases

Product
promotion

Tailored
Sponsorship
Packages

Enhanced
Exhibitor
Profile

Emperia –
Lead scanning
app

Tools

Visit – www.all-energy.co.uk/en-gb/exhibit/manage-participation.html
for more information

What will make visitors stop?

- ❑ Brief your stand personnel. Make sure they are engaged and well briefed on any items you are exhibiting. Their confidence will attract more visitors. On the flip side, people are put off by the strong sell straight away.
- ❑ A focal point to your stand can also help draw people to stop such as a competition or a piece of technology – promote your brand, products or services using our [Virtual Gift Bag](#)
- ❑ Most exhibitors find that they make the sales after the show with contacts that they made while exhibiting - don't spend too much time with one person or you could be missing other leads that are walking straight by your stand.



- ❑ How are you collecting details? Is it quick and efficient?
- ❑ Capture leads with Emperia! It's a new, bespoke app we developed so you can capture leads from the conversations you have, contactless, with a simple scan of a badge. [Find out more](#)

Pull in the crowd

Your Stand

Please check your contract to ensure you know which type of stand you have booked. If you are unsure, please contact a member of the team here.

Shell scheme stands include:

- ☐ Walls
- ☐ Carpet
- ☐ Fascia Name Board
- ☐ A minimum of 2 spotlights

Access the
Exhibitor Manual
via the
Exhibitor Portal

Space only stands include:

- ☐ Designated floor space - you will need to arrange a contractor to design and build your stand.
- ☐ All stand plans must be submitted in advance so that we can ensure they meet the safety requirements.

Logistics

Exhibitor Manual



The Exhibitor Manual contains all the logistical information you require including:

- ☐ Health and safety guidelines
- ☐ Submitting your stand plans (space only)
- ☐ The online shop to order everything including electrics, catering and graphics.
- ☐ Delivery details
- ☐ Access times



**Exhibitor
Manual**

Exhibitor Portal



In the portal you can:

- ☐ Update your company listing which will also be used for the catalogue
- ☐ Link your website and social media
- ☐ Add white papers, brochures or videos
- ☐ Upload products
- ☐ Stand events
- ☐ Contact details

We advise updating your profile as soon as possible as many visitors are already planning their visit. Need help with your online profile? Download the user guide [here](#)

If you are the main contact, you will have access to the Exhibitor Portal. Once you log in, you will be able to access your personal profile, or by clicking your company name in your exhibitor profile.

To add other users to your company profile, go to the 'Company Administrators' tab.

If you require any assistance using the portal please call our Customer Services Team on +44 (0)20 8271 2179.

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**Exhibitor
Portal**

Sponsorship



The sponsorship options breakdown into two categories; onsite and pre-show.

Onsite options include:

- ☐ Registration
- ☐ Signage
- ☐ Visitor bags and Lanyards
- ☐ Event App

Pre-show options include:

- ☐ Enhanced Exhibitor Profile
- ☐ Website banners
- ☐ Remarketing – your advert seen by All-Energy and Dcarbonise website visitors as they continue to browse other pages on the internet.

The Benefits

- Brand awareness
- Product promotion
- Lead generation
- Drive traffic to your stand

**Maximise
your
exposure!**

One Week to Go



Check list

Download the app

Print travel documents

Arrange last minute meetings (we always have a peak in registrations closer to the event so it is worth using an event app right up to the show)

Ensure all items for your stand have been ordered and that you have all the delivery tracking information

Check you have ordered a lead scanner – download Emperia

Finalise the details for your networking events

Ensure all stand staff are registered and have their PDF badges printed at home

Staffing Timetable and stand staff brief

Collateral printed

All essential stationary for your stand

Pre-book social media using #AE22 and #Dcarbonise22 and tagging our accounts

Confirm all catering details

One Week to Go!

Post Show



- ☐ Collate your leads. If you are using Emperia for the show this will be easy. Find out more [here](#)
- ☐ Follow up with each lead as soon as possible. Many of our exhibitors notice that sales relating to All-Energy and Dcarbonise happen in the weeks after the event.
- ☐ Hold a meeting with your show team. Write a report, use the objectives you outlined before the show to see how successful your event was. What worked and what didn't.
- ☐ Look at the goals you set before the show. Will you track your success at regular intervals over several months?
- ☐ Track all the leads that you met at the show. Are they engaging with your post show communications? Will you be able to identify them as an All-Energy and Dcarbonise lead when they place an order six months after the show? If not how will you be able to accurately monitor the success of your event?
- ☐ Make sure you communicate with all those who you met on your stand. The show is busy. People can be rushed. Don't write-off that lead that didn't spend a long time talking to you!
- ☐ The press coverage doesn't stop as the doors close. Follow up with any journalists you met at the show or that you sent your press releases to. Make sure your story is at the forefront of their mind when they are writing their post show article.

**After the
show**

Your Marketing Checklist



Item	Deadline	Done
Complete online profile including: description; product categories; brochures; press releases and stand events	Ongoing	
Catalogue description and product categories (taken from the Exhibitor Portal)	10 th April	
Catalogue Advertising	15 th April	
Catalogue Editorial	18 th March	
Show Preview Advertising	1 st April	
Show Dailies Advertising	15 th April	
Show Dailies Editorial (included at the editors discretion)	15 th April	
Onsite signage and banner sponsorship	First-come first-served	
Create your company branded registration form	Ongoing	
Consider sponsorship options	ASAP	
Upgraded listing	ASAP	
Sharing with other companies or subsidiaries? Register them	10 th April for catalogue	
Follow us on social media and use #AE22 and #Dcarbonise22	Ongoing	
Download event banners and use them across your website and email	Ongoing	
Get in touch with journalists at the event – the list will be available closer to the event	Ongoing	
Use event app (once available) to start making connections	Ongoing	
Submit your press release to the press office	Day 1	

Checklist

Useful Links

Exhibitor Portal <https://www.all-energy.co.uk/en-gb/exhibitor-hub.html>

FAQs - <https://www.all-energy.co.uk/en-gb/help/faqs.html>

Free promotional opportunities – <https://www.all-energy.co.uk/en-gb/exhibit/manage-participation/marketing-collateral.html>

Contact us - <https://www.all-energy.co.uk/en-gb/help/contact-us.html>

