



PROMOTIONAL OPPORTUNITIES 2022

*A guide to our sponsorship and advertising products
from A-Z*



HOW CAN WE HELP YOU ACHIEVE YOUR OBJECTIVES?



Brand Awareness

Get your brand and products out there! Create engagement from our audience and ensure you maintain your status and recognition in the industry.



Thought Leadership

Have your authority and expertise in your field recognised by your target audience.



Lead Generation

Get enquiries from and connect with our audience of senior professionals from across the globe.



Product Promotion or Launches

There's no better place to tell the renewable and low carbon energy community about your new products.



Attract Visitors to Your Stand

Direct traffic to your stand and encourage potential buyers to book meetings with you.



Publicity and PR

Highlight that you will be attending All-Energy & Dcarbonise to the decision-makers.



Headline Sponsor



WHAT COULD YOU ACHIEVE?

- ✓ Be seen as the foremost thought leader and expert in your industry. Align yourself with the latest knowledge, trends, products, innovation and information by placing your brand in-front of a high-calibre audience of industry professionals as the exclusive Headline Sponsor. Visitors will know that you are a brand at the top of your game and that you can deliver.

WHAT IS INCLUDED?

- ✓ **Branding** on all pre-event and promotional material as the 'Headline Sponsor'.
- ✓ Your **Banner/logo to be placed on the Conference Programme page of the website**, post Conference on presentation download page, email reminders.
- ✓ **Branding onsite** at the Conference venue and onsite mention in the Conference Welcome speech.



Conference Session Sponsorship



WHAT COULD YOU ACHIEVE?

- ✓ **Secure your standing as a thought leader** in this industry area.
- ✓ **Raise awareness of your brand** to a targeted audience of potential buyers both before and during the event.

WHAT'S INCLUDED?

- ✓ We'll place your **online banner advert** on the session conference page of our website and add your logo to all mentions of this session in marketing comms, so you can **gain exposure before even arriving onsite.**
- ✓ Your promotional video played at the start and finish of the session in relevant conference session(s) room.
- ✓ Add **brand visibility** outside and/or inside the conference rooms, along with your company logo appearing on the presentation holding slides.



Registration

EXCLUSIVE OPPORTUNITY



WHAT WILL YOU ACHIEVE?

- ✓ Promote your brand with this **exclusive opportunity**, providing both pre-show and onsite coverage.
- ✓ **Demonstrate you are a leading player in the renewable sector** with the largest branding opportunity at the show.
- ✓ **Have all attendees** wear your logo on their event badge, raise awareness of your organisation and **drive prospects to your stand**.

WHAT'S INCLUDED?

- ✓ All you need to do is send us your logo and we'll coordinate **the online registration form to be branded to you** and add a message in the confirmation email sent to all registered visitors. Once onsite, **your branding will be the first thing visitors see** and will be included on signage at the registration area.
- ✓ We'll also list your logo on our sponsors section of the **catalogue** and on **the All-Energy/Dcarbonise website**.





Power Club

**EXCLUSIVE
OPPORTUNITY**



WHAT WILL YOU ACHIEVE?

The Power Club is an invitation only lounge for project developers offering a private networking experience where attendees rub shoulders with key players from the top renewables companies in the country.

- ✓ **Raise your profile with this exclusive sponsorship opportunity** - your branding will be located in a prime position on the show floor, **visible to all passing visitors**.
- ✓ Have your branding seen by Power Club members - **project developers and key decision makers** from across the renewable power industry, who will be taking advantage of an invitation-only lounge designed to offer the ultimate networking experience.

WHAT'S INCLUDED?

Simply send us your branding and we'll place it on the Power Club walls and onsite signage. We'll also include your branding on the Power Club page of the All-Energy/Dcarbonise website and any time it is mentioned in our marketing communications in the lead-up to the show.

Lanyards



EXCLUSIVE OPPORTUNITY

WHAT COULD YOU ACHIEVE?

- ✓ Take advantage of **an exclusive branding opportunity** and have your logo seen alongside All-Energy/Dcarbonise official event lanyards.
- ✓ **Have your branding worn by the very people that you want to reach!**

WHAT'S INCLUDED?

Your branded lanyards will be distributed on all exhibitors and visitors at the show (5,000 pcs). We'll also list your logo on our sponsors section of the catalogue, and on the All-Energy/Dcarbonise website to be seen by our **130,000+ annual online visitors**.

Production of lanyards should be undertaken by the sponsor. Packaging details to be discussed due to safety measures



Meet the Developer



**EXCLUSIVE
OPPORTUNITY**

WHAT WILL YOU ACHIEVE?

All-Energy 2021 is hosting an exclusive opportunity for buyers looking to expand their supply chain to meet with suppliers in 1-2-1 meetings.

- ✓ Promote your brand with this **exclusive opportunity, providing both pre-show and onsite coverage.**
- ✓ **Secure yourself as an industry thought leader** by getting behind this unique networking opportunity for All-Energy visitors.

WHAT'S INCLUDED?

- ✓ Dedicated email sponsorship, providing additional lead generation and branding.
- ✓ Acknowledgement of your sponsorship and involvement to our dedicated online audience via our social media channels and on the All-Energy website.
- ✓ On-site printed branding with a logo in the All-Energy & Dcarbonise official event catalogue.





Floor Tiles



WHAT COULD YOU ACHIEVE?

- ✓ Easily direct visitors to your stand.
- ✓ **Raise awareness of your brand** - the floor tiles will be seen by all visitors to All-Energy/Dcarbonise.

HOW DOES IT WORK?

Send us your artwork and we'll make sure your branded tiles are placed around the show floor in **high-traffic areas**.

"You are here" boards



WHAT COULD YOU ACHIEVE?

- ✓ Have your brand seen by thousands of renewable and low carbon energy professionals on the 'You are here' navigational floor plans, located at key points of the show floor to help visitors navigate around the exhibition hall.
- ✓ Take advantage of the opportunity to **get your brand in front of the entire renewables community** in one place.

WHAT'S INCLUDED?

Simply send us your logo and we'll make sure it is included on all of the "You are here" boards. We'll also make sure your stand is highlighted on the floor plan.

We'll also include your logo in the official show catalogue and on the All-Energy/Dcarbonise website



Countdown Clock



EXCLUSIVE
OPPORTUNITY



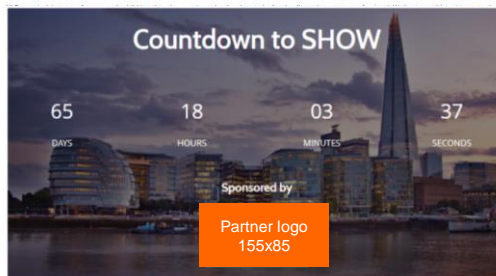
WHAT COULD YOU ACHIEVE?

- ✓ **Be at the forefront of visitors' minds** by promoting your product or brand on the website as they plan their visit.
- ✓ **Collect new leads:** Drive visitors to your website, or send them to your All-Energy exhibitor listing, where they'll be able to send you a message directly.



The meeting place for the renewable and low carbon energy community

All Energy takes pride in being the UK's largest low carbon energy and full supply chain renewables event for private and public sector energy end users. Each year, we connect suppliers of renewable and low carbon energy solutions and policy makers to developers, investors and buyers from around the world to discuss new technologies, and show us in the right direction to tackle the biggest challenges of our time.

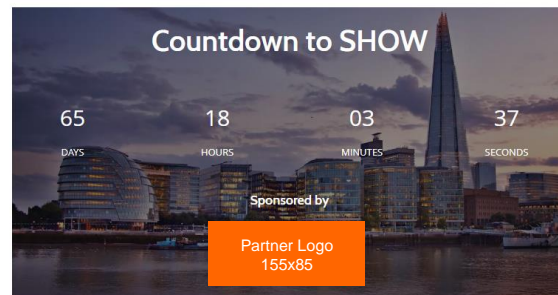


WHAT'S INCLUDED?

An **exclusive** opportunity to sponsor the event's online clock that counts away the days until the show opens.

All you need to do is send us your design and **we'll place it in a high traffic area** in the lead-up to the event.

We'll be able to **track how people engaged** with your ad, which we'll share in a full post-show report.



Email Sponsorship



WHAT COULD YOU ACHIEVE?

- ✓ **Speak to our database of 29,000+ renewable energy professionals** about your latest products and innovations.
- ✓ **Easily collect new leads** ahead of the event.
- ✓ **Raise awareness of your brand** and direct readers to your website.
- ✓ **Create a buzz** around your brand and direct readers to visit you onsite

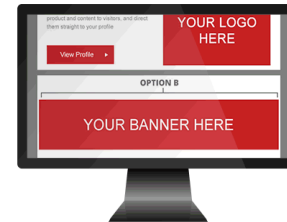
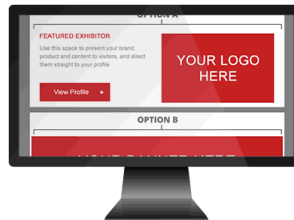
There are several options available....

1. Sponsored content block(s)

Promote your products or services ahead of the show and encourage people to drop by your stand. You send us a short bit of copy and an image, we pop it in an existing email and send out to our database. We will then supply you with a full performance report two weeks post-send.

2. Banner advertising

Direct our database towards a specific piece of content or a web page you'd like to promote, using a simple banner advert. Again, we will provide a full report of performance post-send.

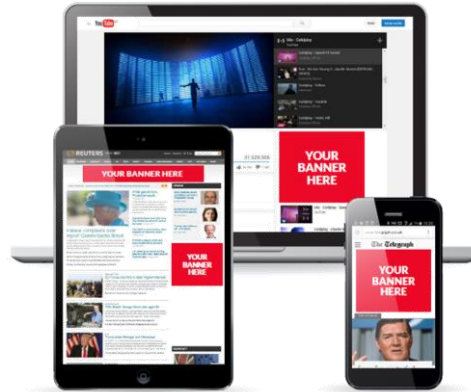


Remarketing



WHAT COULD YOU ACHIEVE?

- ✓ **Reach out to the wider renewable and low carbon energy industries** with banner ads across popular websites and social media channels browsed by visitors interested in products like yours.
- ✓ **Encourage viewers to visit your stand** at the show and raise awareness of your brand.
- ✓ **Drive traffic to your website** by linking to a specific web page or piece of content.
- ✓ **An affordable way** to get your brand out there.



HOW DOES IT WORK?

All you have to do is supply the art work, then we do the leg work for you!

Ever wondered how the ads down the side of your Gmail or Facebook are so relevant to you? That's remarketing.

Anyone who visits our website (and thus already has a primary interest in All-Energy and the renewables industry) will then see your ads on other popular sites they visit (see examples below).

This is a really great, non-intrusive way to raise awareness of your brand and encourage people to visit you at the event, plus it's affordable too!

Choose from a package with 10, 20 or 50,000 impressions.



Digital Enhanced Exhibitor Profile - SILVER



LIMITED AVAILABILITY –
only 30 available

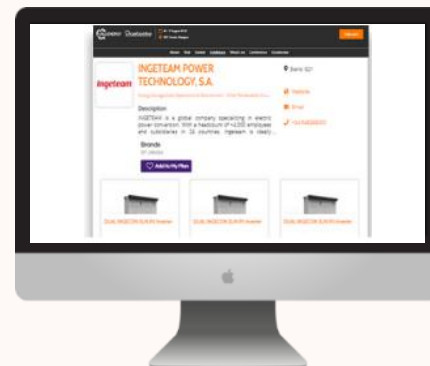
WHAT COULD YOU ACHIEVE?

- ✓ **Brand Exposure:** Be the exhibitor that **visitors and buyers see first** instead of your competitors, and **get twice as many profile views**.
- ✓ **Build Product Awareness:** Your products are viewed by **five times as many visitors** and buyers seeking out new products before the show.
- ✓ **Generate leads:** Maximise your selling time at the show by **generating 45% more online pre-show leads** to arrange meetings with at the show.

WHAT'S INCLUDED?

An upgrade to your exhibitor directory listing including:

- Company name, logo, category and stand number
- Company description, products with images, cover photo, contacts details
- Add marketing collateral
- **Enhanced directory listing** - Your profile will be double the size of regular profiles and promotes your products, services and stand location.



Digital Enhanced Exhibitor Profile – GOLD



LIMITED AVAILABILITY –
only 10 available

WHAT COULD YOU ACHIEVE?

- ✓ **Brand Exposure:** Be the exhibitor that visitors and buyers see first instead of your competitors, and get twice as many profile views - 94% of our visitors research who they want to see at the show before they arrive.
- ✓ **Build Product Awareness:** Your products are viewed by five times as many visitors and buyers seeking out new products before the show.
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WHAT'S INCLUDED?

In addition to everything from the Bronze Digital Registration and Digital Enhanced Profile – Silver packages, you will benefit from...

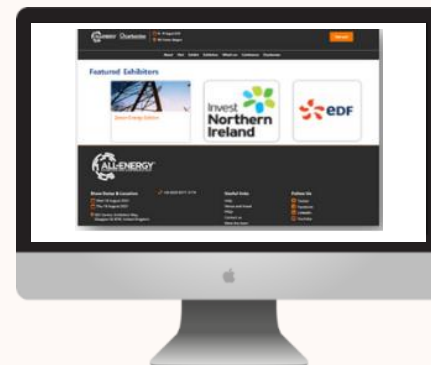
Product Category Sponsorship

Your profile will be pinned to the top of your chosen category in the exhibitor directory, ensuring our visitors see you ahead of your competitors.



Home Page Promotion

Your product or brand will feature on our most-viewed web page, seen by 130,000+ viewers annually.



Webinars



WHAT COULD YOU ACHIEVE?

- ✓ **Share your expertise** or industry knowledge in an hour-long educational webinar.
- ✓ **Secure your standing as an industry thought leader**, whilst raising awareness of your brand.
- ✓ **Inform viewers about your products** and give them a taster of what to expect at the event - you can even do a demonstration!
- ✓ **Gain high-quality leads** and speak to potential buyers in a real-time Q&A.
- ✓ Our marketing campaign for the broadcast will reach **30,000+** renewable and low carbon energy professionals, plus **17,000+** of our social media followers.

HOW DOES IT WORK?

- ✓ Decide on a topic and send us the content you'd like to include in your broadcast. We'll get to work creating your webinar platform including a **branded registration form, console and resource area**. Don't worry - we'll consult you every step of the way to make sure it meets your requirements!
- ✓ To promote the broadcast, **we'll create a tailored cross-channel marketing campaign** comprising email and social media promotion, inviting our full database to attend.
- ✓ Post-broadcast, we'll encourage **on-demand sign ups**, send you a recording of the webinar and update you with any **new leads**. You'll be able to see exactly **who engaged with your content, and how they did** - with stats on link clicks, questions asked, document downloads and more.



Keeping it real: An inclusive transition to net zero



Sponsored by The Scottish Government and SP Energy Networks

Engineering solutions such as renewable energy technologies, battery solutions and digitisation often take centre stage in discussions around 'how we tackle climate change' or ensure a green recovery from COVID-19 as STEM, more so than STEAM (it, with and creative talent) subjects, have been pushed to the fore as a means of preparing the future workforce for what's required.

But what will all of this mean for consumers and their communities, particularly those described as being in vulnerable circumstances, as we enter our road to recovery from the impacts of a global pandemic and look toward a net zero future? What skills, local advice and knowledge, and large-scale engagement are required to ensure that, generally, no one will be left behind and that individuals and their communities - who often hold the local answers to local problems - can play an active role in tackling climate change whilst maximising benefits and cost-efficiencies from SMART innovation in an informed and locally sensitive way.

Chair: Guy Jefferson, Customer Service Director, SP Energy Networks

Social Media Promotion



WHAT WILL YOU ACHIEVE

- ✓ **Connect with our social media following of 17,000+** renewable and low carbon energy professionals.
- ✓ **Encourage visitors to meet you on your stand.**
- ✓ **Announce a new product** or tell visitors what you'll be showing at All-Energy & Dcarbonise.
- ✓ **Raise awareness of your brand** and drive traffic to your website.

WHAT'S INCLUDED?

A selection of social media posts of your choice before or during the show, promoting your products and stand number.

After the show, we'll be able to provide you with a full engagement report so you can see how well your content performed.



1,650 + Facebook members



15,170 + Twitter followers



1,110 + LinkedIn followers



All-Energy @AllEnergy · 21h

Local marine contractor [#WergelandBase](#), in western Norway's Gulen industrial harbour, has been chosen to assemble [#turbines](#) for the 88MW floating [#HywindTampen](#) offshore wind farm [@Equinor](#) [renews.biz/51338/equinor...](#)



Web Banners



WHAT WILL YOU ACHIEVE

- ✓ **Showcase your brand and products** to thousands of decision-makers as they visit the All-Energy or Dcarbonise website.
- ✓ **Gain new leads** by linking to your exhibitor directory listing, or drive traffic to your own website.

HOW DOES IT WORK?

Simply choose which size banner you'd like to use, send us your artwork, let us know where you'd like to link to and the rest is down to us.

We'll add your banner to the page of your choice and provide you with a full performance report post-show.

Choose from:

- A) Super leaderboard banner
- B) Medium Rectangle
- C) Leaderboard banner



Digital Enhanced Exhibitor Profile - SILVER



LIMITED AVAILABILITY –
only 30 available

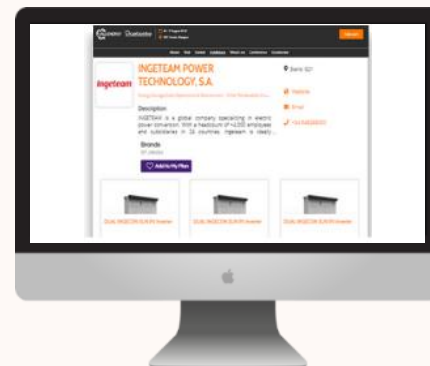
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- ✓ **Generate leads:** Maximise your selling time at the show by **generating 45% more online pre-show leads** to arrange meetings with at the show.

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Digital Enhanced Exhibitor Profile – GOLD



LIMITED AVAILABILITY –
only 10 available

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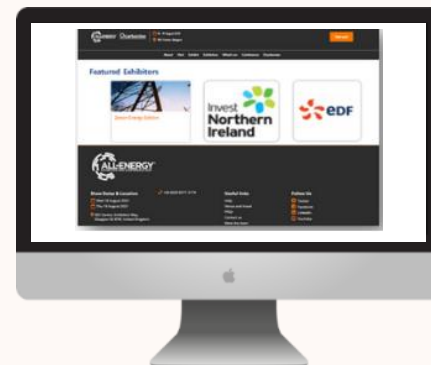
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Your profile will be pinned to the top of your chosen category in the exhibitor directory, ensuring our visitors see you ahead of your competitors.



Home Page Promotion

Your product or brand will feature on our most-viewed web page, seen by 130,000+ viewers annually.



Digital Packages

DELUXE



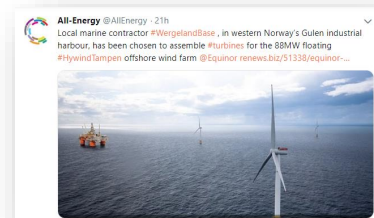
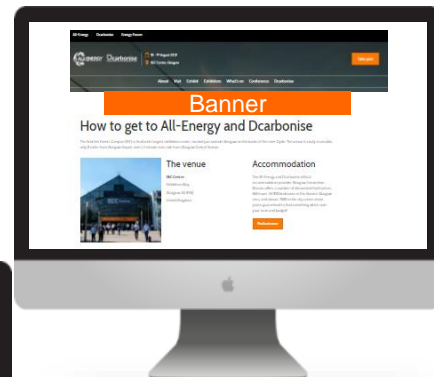
LIMITED AVAILABILITY –
only 3 available

WHAT COULD YOU ACHIEVE?

- ✓ **Brand Exposure:** Be the exhibitor that visitors and buyers see first instead of your competitors, and get twice as many profile views
- ✓ **Build Product Awareness:** Your products are viewed by five times as many visitors and buyers seeking out new products before the show.
- ✓ **Create a buzz** around your brand and direct readers to visit you onsite
- ✓ **Gain new leads** by linking banner and social media posts to your exhibitor directory listing, or drive traffic to your own website.

WHAT'S INCLUDED?

- ✓ **Website banner** on Media Centre or Travel & Venue pages
- ✓ Digital enhanced **Exhibitor Profile – SILVER**
- ✓ **Social media** announcement on 1 channel (TW/FB/LI)



Digital Packages

PRESTIGE



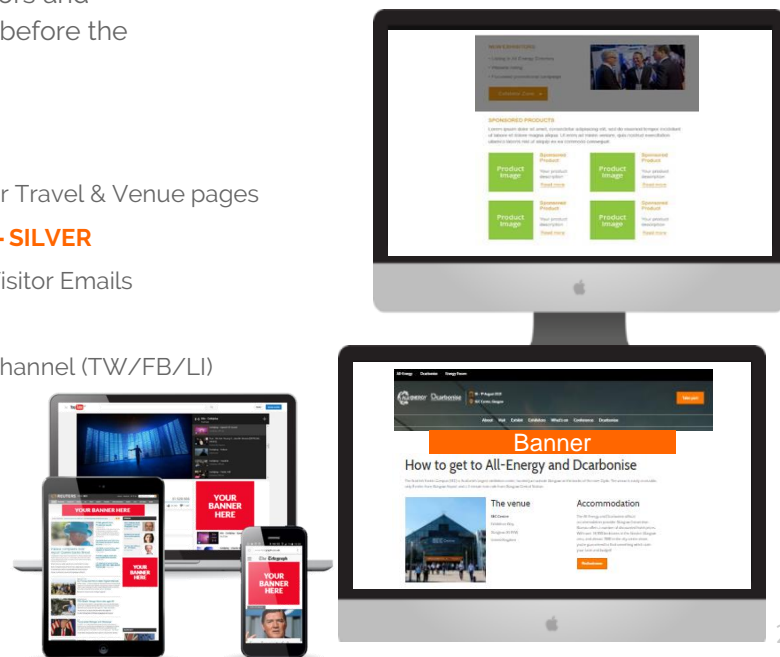
LIMITED AVAILABILITY –
only 2 available

WHAT COULD YOU ACHIEVE?

- ✓ **Brand Exposure:** Be the exhibitor that visitors and buyers see first instead of your competitors, and get twice as many profile views
- ✓ **Build Product Awareness:** Your products are viewed by five times as many visitors and buyers seeking out new products before the show.
- ✓ **Create a buzz** around your brand and direct readers to visit you onsite
- ✓ **Gain new leads** by linking banner and social media posts to your exhibitor directory listing, or drive traffic to your own website.

WHAT'S INCLUDED?

- ✓ **Website banner** on Media Centre or Travel & Venue pages
- ✓ Digital enhanced **Exhibitor Profile – SILVER**
- ✓ **Email** - 4 Product Blocks across 4 Visitor Emails
- ✓ **Remarketing** – 30,000 impressions
- ✓ **Social media** announcement on 1 channel (TW/FB/LI)



Digital Packages

SIGNATURE



LIMITED AVAILABILITY –
only 1 available

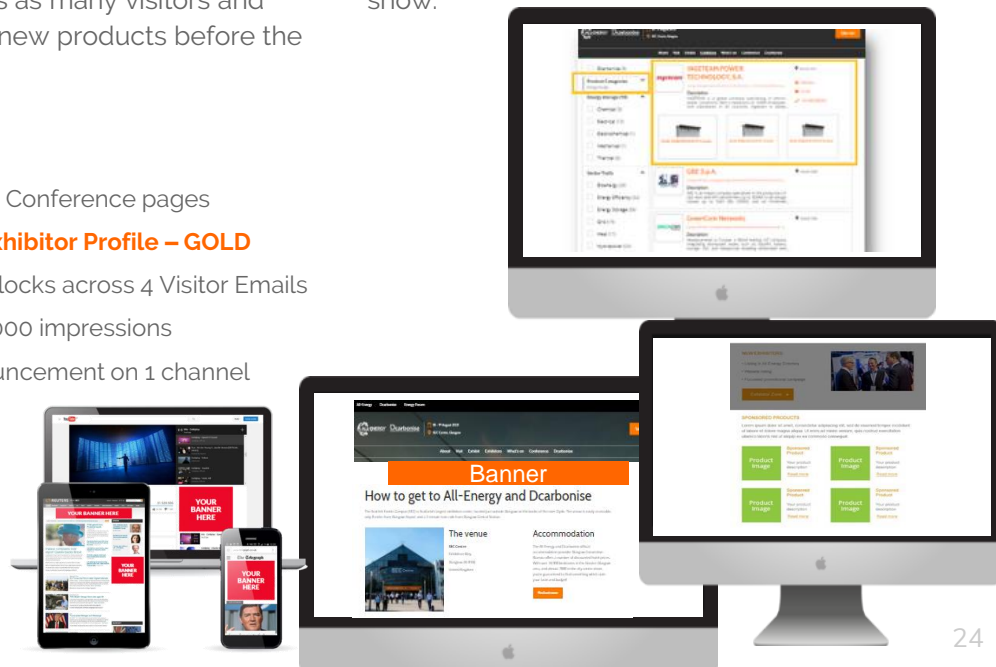
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- ✓ **Build Product Awareness:** Your products are viewed by five times as many visitors and buyers seeking out new products before the show.
- ✓ **Create a buzz** around your brand and direct readers to visit you onsite
- ✓ **Generate leads:** Maximise your selling time at the show by generating 45% more online pre-show leads to arrange meetings with at the show.

WHAT'S INCLUDED?

- ✓ **Website banner** on Conference pages
- ✓ Digital enhanced **Exhibitor Profile – GOLD**
- ✓ **Email** - 4 Product Blocks across 4 Visitor Emails
- ✓ **Remarketing** – 50,000 impressions
- ✓ **Social media** announcement on 1 channel

(TW/FB/LI)



Contact the team

For more information or availability:

Peter Walker

Sales Manager

peter.walker@reedexpo.co.uk

+44 (0)208 439 5410