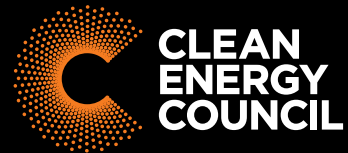


IN PARTNERSHIP WITH



ADVANCING AUSTRALIA'S TRANSITION TO A **CLEAN ENERGY** FUTURE

The background of the cover features a low-angle shot of a large solar panel array in the foreground, with a white wind turbine rising behind it against a clear blue sky with a few wispy clouds.

2019

POST SHOW REPORT

23-24 OCTOBER 2019
MELBOURNE CONVENTION & EXHIBITION CENTRE

ALL-ENERGY.COM.AU

Co-located with



Organised by



ACKNOWLEDGMENTS

On behalf of Reed Exhibitions Australia, we want to thank our sponsors, media partners, and supporters.

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IT'S A WRAP FOR ALL-ENERGY AUSTRALIA 2019!

Reinforcing its role as Australia's largest renewable energy event, All-Energy Australia 2019 welcomed more than 10,000 visitors and over 290 exhibitors occupying 18,000sqm exhibition space.

KEY VISITOR STATISTICS



10,499*
TOTAL UNIQUE VISITS

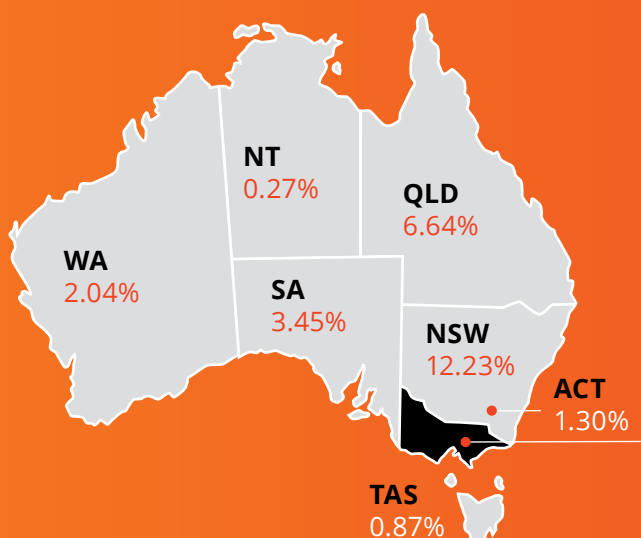
22%
▲ INCREASE FROM 2018

55%
▲ GROWTH IN 2 YEARS

*CAB AUDITED BY AUDITED MEDIA ASSOCIATION OF AUSTRALIA

VISITOR BREAKDOWN BY DAY

23 Oct 2019: 7,628 total visits
24 Oct 2019: 6,076 total visits
More than 40% re-visited on Day 2



VISITOR DEMOGRAPHIC

VIC: 67.9%
Overseas: 5.31%

KEY VISITOR STATISTICS



91%

of visitors were satisfied with
All-Energy Australia 2019

85%

of visitors are likely to visit
All-Energy Australia 2020

80%

agree that All-Energy Australia
is a must-attend event

57%

of visitors spent 7 hours or more
at the event

“Australians have shown that energy is important part of development. Everybody is looking for smart, more efficient and better ways to be able to use it. All-Energy Australia is the lead area within Australia for us to showcase our products.”

David Leal, Managing Director
Delta Electronics Australia



VISITOR PROFILE

TOP 10 TRADE VISITORS BY BUSINESS TYPE

Consultancy	10.5%
Installer	7.57%
Engineering	6.58%
Building & Construction	5.53%
Supplier/Service Company	4.80%
Commercial Business	4.02%
Contractor/Developer	3.82%
Manufacturer – Components	3.73%
Government/Local Government/Government Agency	3.53%
Energy Retailer	3.30%



TOP 10 TRADE VISITORS BY JOB TITLE

Owner/CEO/Director/MD/President	14.5%
Sales/Business Development/Commercial Manager	10.3%
Consultant	9.12%
Electrical Engineer	5.45%
Project Manager/Engineer	4.77%
Senior Manager	3.96%
Administration	3.53%
Account Manager	3.49%
Operations	2.46%
Technician	2.43%

TOP 10 TRADE VISITORS BY ENERGY SECTOR

Solar PV	26.6%
Energy Management	7.11%
Energy Efficiency	6.24%
Energy Storage	5.42%
Wind (Onshore – Large)	2.47%
Offgrid Applications	1.71%
Onsite Renewables	1.40%
Smart Grid	1.33%
Operating & Maintaining of Renewable Energy Equipment	0.91%
Hydrogen & Fuel Cells	0.80%

KEY EXHIBITOR STATISTICS



EXHIBITOR SATISFACTION

90%

of exhibitors were satisfied with
All-Energy Australia 2019

120

is the average number of sales leads
received at All-Energy Australia
2019



83%

of exhibitors are likely to exhibit at
All-Energy Australia 2020

"It's the biggest event on the renewable energy calendar. It's a great opportunity to benchmark the activities you're undertaking versus what everybody else in the market is doing. It's an opportunity to build connections with installers, resellers, partners and develop energy independence."

Nathan Dunn, CEO (APAC), sonnen Australia

"If you want to know more about projects, upcoming technology, anything to do with renewables, it's all at All-Energy Australia."

Ali Monge, Global Marketing Manager, NEXTracker

"Having a show like this gives us a really good chance to showcase what we have to offer."

Rod Dewar, Lead Application Engineer, Fronius Australia



MARKETING CAMPAIGN HIGHLIGHTS

All-Energy Australia 2019's integrated marketing campaign resulted in over 10,000 unique visitors across 2 days and achieved a 22% increase in visitor attendance from last year.

HERE'S A SNAPSHOT OF THE CAMPAIGN:

WEBSITE



69,608 unique website users
394,043 pageviews

EMAIL



Direct email communications sent to over
21,000 industry subscribers

DIGITAL & SOCIAL MEDIA



9,007,703 paid digital impressions
5,476 Facebook followers
2,630 Twitter followers
1,448 LinkedIn followers

DIRECT MAIL



12,000+ direct mail invitations sent

PUBLIC RELATIONS



64 pieces of coverage

INDUSTRY WEBSITES & MAGAZINES



Print and online advertising across the leading industry websites and magazines:

