



IN PARTNERSHIP WITH



26 & 27 October 2022 | Melbourne Convention and Exhibition Centre

AUSTRALASIA'S LARGEST & MOST COMPREHENSIVE
RENEWABLE ENERGY EVENT



EXHIBITOR & SPONSORSHIP PROSPECTUS

all-energy.com.au

ABOUT ALL-ENERGY AUSTRALIA

All-Energy Australia is the most comprehensive clean and renewable energy event in Australia. This free-to-attend, business-to-business conference and exhibition opens up a world of opportunities for the clean energy sector and energy management sectors. Held in partnership with the Clean Energy Council, All-Energy Australia provides delegates with exclusive access to the latest technology, information and trends relevant to those working or investing in the renewables sector.

Co-located with Waste Expo Australia, this free-to-attend expo and conference will run from 26-27 October 2022 at the Melbourne Convention and Exhibition Centre.

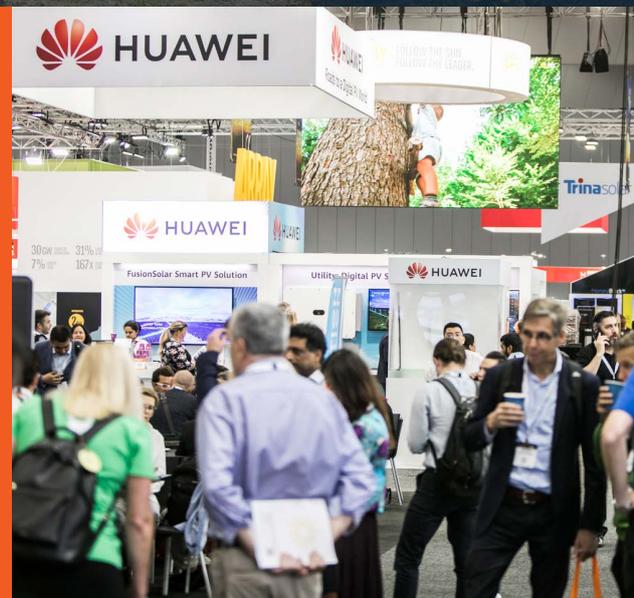
Photo Credit: Pacific Hydro - Haughton Solar Farm, Queensland

FACE-TO-FACE CONTACT WITH OVER 10,000* MOTIVATED BUYERS

All-Energy Australia is where your best business growth opportunities are. As Australia's largest clean energy event, All-Energy Australia is a unique opportunity to:

- Network and do business with your target market
- Generate new sales leads
- Promote your company, products or services
- Launch new innovative solutions

*Based on 10,499 unique visitors at All-Energy Australia 2019. CAB Audited by Audited Media Association of Australia.



ALL-ENERGY AUSTRALIA 2019 AT A GLANCE

10,499 attendees

▲ 22% increase from 2018, 55% growth in 2 years

90% of exhibitors were satisfied with All-Energy Australia 2019

120 is the average number of sales leads received by exhibitors

▲ 58% increase from 2018

83% of exhibitors are likely to exhibit in our next event.

CO-LOCATED EVENT

All-Energy Australia 2022 will be once again co-located with Waste Expo Australia. Waste Expo Australia is the largest gathering of waste management and resource professionals in Australia offering a premium free-to-attend business-to-business conference hosted alongside an impressive exhibition.

All-Energy Australia, Waste Expo Australia and Energy Efficiency Expo altogether attracted more than 12,200 attendees* in 2019.

*Based on 12,203 unique attendees at All-Energy Australia, Waste Expo Australia and Energy Efficiency Expo. CAB Audited by AMAA.



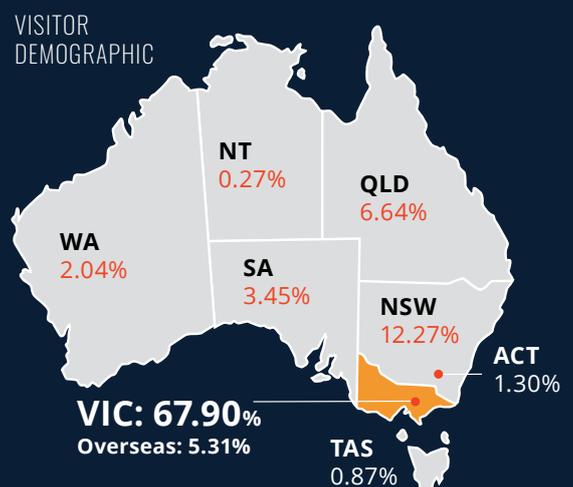
ABOUT THE VISITORS

91% visitors were satisfied with All-Energy Australia 2019

57% of visitors spent 7 hours or more at the event

80% agree that All-Energy Australia is a must-attend event

85% of 2019 visitors are likely to visit the next edition of All-Energy Australia



COMPANIES WHO VISITED IN 2019 INCLUDE:

Acciona Energy
AERL
AEMO
AGL
Alinta Energy
ARENA
Aurora Energy
Ausgrid
Ausnet
Autonomous Energy
Bosch
Canadian Solar
Clean Energy Regulator
CSIRO
Deloitte

Diamond Energy
Downer
Energy Action
Energy Australia
Envirogroup
Esco Pacific
EYFirst Solar
GE
Gippsland Solar
Goldwind Australia
GSES
Hadstone Energy
Horizon Power
Hydro Tasmania
Jemena

ITP Renewables
KPMG
Laser Electrical
Mondo Power
Morningstar
NEOEN
Origin Energy
Powercor
PwC
Schneider Electric
Siemens Gamesa
Simply Energy
Telstra
United Energy



SPOTLIGHT ON VISITORS

Meet the right buyers and decision makers

TOP 10 TRADE VISITORS BY JOB TITLE

Owner/ CEO/ Director/ MD/ President	14.4%
Sales Manager/ BDM	8.8%
Consultant	6.8%
Electrical Engineer	5.0%
Project Engineer/ Manager	4.2%
Senior Manager	4.0%
Account Manager	3.3%
Administration	2.8%
Operations	2.8%
Marketing	2.5%

TOP 10 TRADE VISITORS BY BUSINESS TYPE

Consultancy	13.8%
Installer	7.6%
Engineering	6.6%
Building/ Construction	5.5%
Government/ Local Government/ Government Agency	4.9%
Supplier/ Service Company	4.8%
Commercial Business	4.0%
Contractor/ Developer	3.8%
Manufacturer - Components	3.7%
Energy Retailer	3.3%

EXHIBITING OPPORTUNITIES



EXHIBITION PRICING

Stand Size (m2)	Space Type	Standard Location	Premium Location
7.5	A	\$ 8,316.00	\$ 8,365.50
	B	\$ 9,405.00	\$ 9,454.50
9	A	\$ 9,527.10	\$ 9,586.50
	B	\$ 10,833.90	\$ 10,893.30
15	A	\$ 14,371.50	\$ 14,470.50
	B	\$ 16,549.50	\$ 16,648.50
18	A	\$ 16,160.10	\$ 16,912.50
	B	\$ 18,773.70	\$ 19,526.10
27	A	\$ 23,109.90	\$ 24,238.50
	B	\$ 27,030.30	\$ 28,158.90
36	A	\$ 28,832.10	\$ 30,059.70
	B	\$ 34,059.30	\$ 35,286.90
54	A	\$ 38,078.70	\$ 39,860.70
		\$ -	\$ -
72	A	\$ 47,483.70	\$ 50,018.10
		\$ -	\$ -
90	A	\$ 58,789.50	\$ 61,957.50
		\$ -	\$ -
108	A	\$ 70,095.30	\$ 73,896.90
		\$ -	\$ -

ALL STANDS INCLUDE – BRONZE EXPOSURE PACKAGE (entry level package, built into contract price)

DIGITAL TRADE GUIDE FEATURES – 100 word company listing, product & brand, Listing in exhibition directory and colour quarter page advert

ONLINE FEATURES* – Basic directory listing (Company Logo, Company Name, Categories, Stand Number and Description)

LEAD TRACKING APP – Allowing you to scan the badge of any visitor, collect contact information and add notes to their record, delivered to you immediately after the event has concluded

*Completed via online exhibitor manual

A: SPACE ONLY INCLUDES

- Floor space
- Public liability insurance

B: SPACE AND SHELL SCHEME

- Same inclusions as 'A'
- Aluminium frame construction booth
- Rear (and side walls where applicable),
- 2.4m high, white melamine walls
- Fascia board & signage to front
- Spotlights; 2 per 9sqm of space
- Standard carpet

All prices quoted are in Australian Dollars and include GST and subject to change without notice prior to receiving signed contract.

FURNITURE PACKAGES

Walk-on Package A \$2,137.30

Lockable cabinet, brochure rack, table, 4 x chairs, bin, 1 x power point, stand cleaning and power point with electrical consumption

Walk-on Package B \$2,137.30

Small lockable cabinet, brochure rack, bar table, 3 x bar stools, bin, 1 x power point, stand cleaning and power point with electrical consumption

MARKETING PACKAGE UPGRADES

SILVER EXPOSURE PACKAGE \$1,230.90

Additional online items:

- Enhanced directory listing (More fields + Expanded view)
- Product images on directory list

HALF PAGE EXPOSURE PACKAGE \$2,082.34

Upgrade to half page advert plus online items:

- Enhanced directory listing (More fields + Expanded view)
- Product images on directory list

FULL PAGE EXPOSURE PACKAGE \$2,422.24

Upgrade to full page advert plus online items:

- Enhanced directory listing (More fields + Expanded view)
- Product images on exhibitor directory list

SOCIAL MEDIA AND ENHANCED DIRECTORY PACKAGE \$1,062.65

- 1 dedicated social media post
- Add logo and tint to your digital trade guide listing

STAND UPGRADE & FURNITURE OPTIONS

SPEAK TO THE ALL-ENERGY AUSTRALIA SALES TEAM FOR MORE INFORMATION ON STAND UPGRADE PACKAGES.

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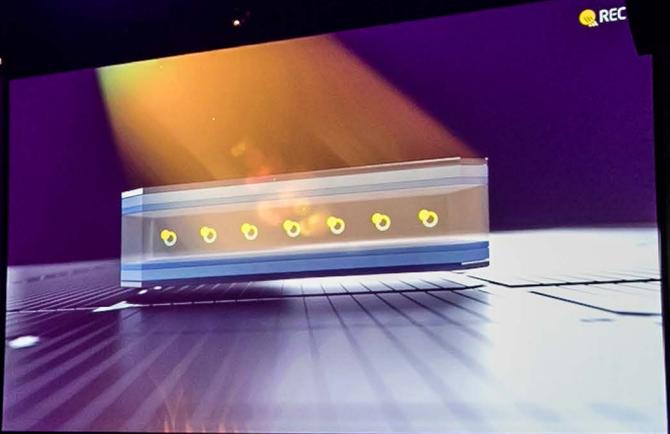
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SPONSORSHIP OPPORTUNITIES



GRAND NETWORKING EVENT
REC



MAJOR SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP

PRE-SHOW BENEFITS

- Recognition and logo on:
 - Relevant event communications (such as visitor email campaign)
 - All-Energy Australia homepage
 - All-Energy Australia direct mail piece
- A full page advert in the digital trade guide
- 3 dedicated social media posts to an audience of over 11,000
- Email banner on 2 promotional emails pre-show
- 50-word company feature in 1 pre-show promotional email
- Banner on All-Energy Australia homepage for one month pre-show

AT-SHOW BENEFITS

- A 36sqm, 54sqm, 72sqm, 90sqm or 108sqm premium space only in a preferred position
- One nominated representative will be provided with a scheduled speaking role as a presenter in a conference session
- Recognition and logo on signage throughout the event
- Recognition and logo on the conference main stage
- Upgraded Exposure Package and advertisement in the digital trade guide
- Branding on at-show communications
- Tinted listing & logo in the digital trade guide

POST-SHOW BENEFITS

- First right of refusal until 31st December 2021 for continued sponsorship of All-Energy Australia 2022
- Logo on post-show Thank You email communication

Premium (36sqm): \$63,277.72
Premium (54sqm): \$80,261.17
Premium (72sqm): \$94,470.97
Premium (90sqm): \$107,171.35
Premium (108sqm): \$120,782.31



MAJOR SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP

PRE-SHOW BENEFITS

- Recognition and logo on:
 - Relevant event communications (such as visitor email campaign)
 - All-Energy Australia website homepage
 - All-Energy Australia direct mail piece
- A full page advert in the digital trade guide
- 2 dedicated social media posts to an audience of over 11,000

AT-SHOW BENEFITS

- A 36sqm, 54sqm, 72sqm or 90sqm premium space only in a preferred position
- Recognition and logo on signage throughout the event
- Recognition and logo on the conference main stage
- Upgraded Exposure Package and advert in the digital trade guide
- Branding on at-show communications
- Tinted listing & logo in the digital trade guide

Premium (36sqm): \$48,999.39

Premium (54sqm): \$62,074.65

Premium (72sqm): \$75,045.08

Premium (90sqm): \$86,984.48

SILVER SPONSORSHIP

PRE-SHOW BENEFITS

- Recognition and logo on:
 - Relevant event communications (such as visitor email campaign)
 - All-Energy Australia website homepage
 - All-Energy Australia direct mail piece
- A half page advert in the digital trade guide
- 1 dedicated social media post to an audience of over 11,000

AT-SHOW BENEFITS

- An 36sqm, 54sqm, 72sqm or 90sqm space only in a preferred position
- Recognition and logo on signage on selected features at the event
- Tinted listing & logo in the digital trade guide
- Branding on at-show communications where space allows

Premium (36sqm): \$40,548.64

Premium (54sqm): \$52,465.16

Premium (72sqm): \$62,974.12

Premium (90sqm): \$74,913.52

DIGITAL ADVERTISING

ALL-ENERGY AUSTRALIA WEBSITE

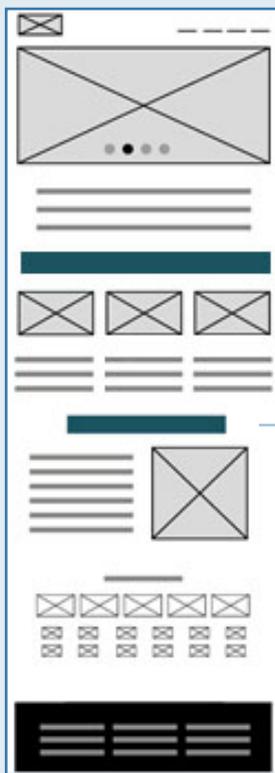
Extend your reach beyond the 2-day event by targeting our website audience and email subscribers

	Rates
Leaderboard (rotational)	\$2,761 per month

Over
102,700
average monthly page views

Over
18,600
average monthly unique users

*Website statistics taken during registration campaign period from July to October 2019



Leaderboard
(content pages)
Desktop 728x90 pixels, 970*90 pixels
Mobile 320x50 pixels, 320x100 pixels

DIGITAL ADVERTISING

E-NEWS

All-Energy Australia delivers the latest event and industry news to an audience of engaged, quality, industry contacts.

	Rates
Email Inline Banner (shared)	\$1,650.00
50-word editorial feature	\$2,244.00
Dedicated solus email* (HTML format)	\$2,090.00

Over
25,000
industry
subscribers

*To be sent to 6,600 unique emails who opted-in to receive emails from relevant third parties.



Email In-line Banner
W: 600 x H: 90 pixels

Editorial Feature Logo:
165 x 165 pixels
jpg or png
Text: 50-word company
description
URL: Your choice of hyperlink
destination

DIGITAL ADVERTISING

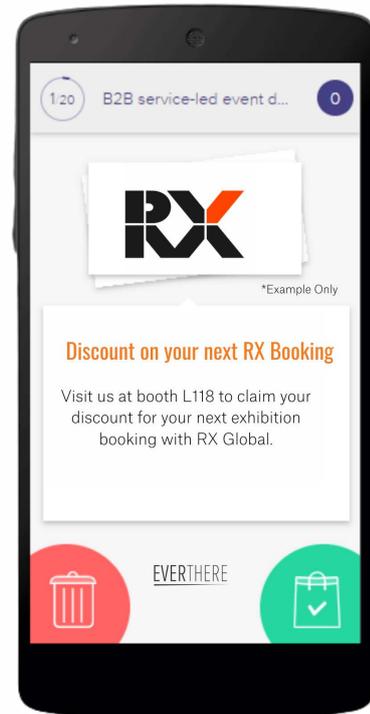
DIGITAL SHOWBAG

The Digital Showbag will help amplify your participation at All-Energy Australia by providing access directly to our attendees across two days.

Whether it be improving stand traffic, digital reach or lead generation, the All-Energy Australia Digital Showbag can help:

- Collect more high quality leads and engagement opportunities
- Get high quality impressions and reach your leads beyond your stand
- Generate pre-show engagement and drive traffic to your stand ahead of the show
- Engage with new and relevant customers in one click.

	Rate
Digital Showbag	\$841.50



HOW DOES IT WORK?

- Use this platform to share an offer, content or white paper you've created, a private event invitation, or a gift giveaway. Shape the offers as you wish to generate new leads.
- The Digital Showbag will be promoted to event registrants with a direct link to access the bag and view all the exclusive offers from our exhibitors.
- To get their offers, attendees will swipe through the gallery of promos and choose the ones that most interest them by clicking the red or green buttons on the lower part of the platform.
- Generate leads as All-Energy Australia attendees input their name and email addresses to redeem your offer in the Digital Showbag.
- At the end of the event, you'll receive an email to download the full list of attendees who said yes to your offer with their contact information.

[Check out this demo bag](#) to see sample offers and how it works.

DIGITAL ADVERTISING

ADVERTISING IN THE DIGITAL TRADE GUIDE

The Trade Guide is a digital publication featuring a complete list of exhibitors, products and brands on display at All-Energy Australia. This digital directory will be emailed to registered attendees and our 25,000+ database prior to the event date.

Advertising within the Exhibitor Directory is a powerful way to promote your business, service and products to attendees looking for the latest clean and renewable energy solutions.

AD Specifications				
				
	Quarter Page	Half Page	Full Page	Enhanced Listing
Cost (Inc GST)	\$713.90	\$1,019.70	\$1,359.60	\$696.30
Size (w x h)	90mm x 110mm	185mm x 110mm	210mm x 250mm	N/A
File Requirements	300 dpi PDF or PNG. All images and colours to be CMYK.			Logo: 300 dpi, .eps (250-word company description)

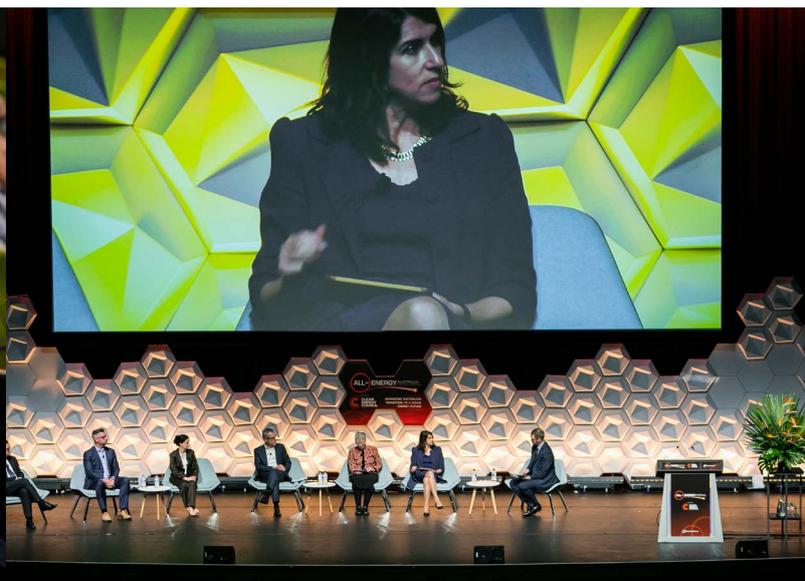
CONFERENCE SPONSORSHIP

The conference at All-Energy Australia is the one place for the renewable energy community to come together to be inspired, innovate and connect with one another over two days. The sessions cover the latest innovations, energy policy and government initiatives, project developments across solar energy, energy storage and more.

Sponsoring sessions or workshops at All-Energy Australia provides partners with a way to engage with an audience all seeking to learn about the industry.

Over **6,610** of visitors attend All-Energy Australia to gather industry knowledge and learnings through talks or presentations

86% of attendees were satisfied with the conference sessions



PLENARY SESSION

This sponsorship includes naming rights and branding of the opening plenary session on Day 1 or Day 2 of the event. The Plenary Session features the highest profile keynote speakers from within the clean and renewable energy industry. These sessions draw the largest audience of any throughout the two days.

includes:

- Naming rights to the Sponsored Plenary Session with brand signage*
- An opportunity to provide a short presentation at the beginning of the Plenary Session
- Recognition and logo on event communications relating to the plenary sessions
- Branding on onsite and post-show communications in relation to the sponsored Plenary Session

* To be supplied by the sponsor

	Rates
Day 1 (exclusive) SOLD OUT	\$18,513.00
Day 2 (exclusive)	\$15,686.00

CONFERENCE SPONSORSHIP

Conference Session Sponsorship

\$6,438.30

All-Energy Australia runs a multi-stream conference program with sessions on grid integration, solar energy, wind energy, electric vehicles and more.

Includes

- Naming rights to the Sponsored Conference Session with company signage*
- Recognition and logo on event communications relating to the Conference Session
- Branding at onsite and post-show communications in relation to the sponsored Conference Session
- Opportunity to chair the session and provide a short 2 minute presentation at the beginning of the session

* To be supplied by the sponsor



Workshop (only two available) **SOLD OUT**

\$20,839.50

Host a workshop within the expo floor of All-Energy Australia, which attracts the largest audience of leaders and practitioners from the clean and renewable energy sector. This opportunity allows your company to meet, engage and educate a target audience in a controlled environment.

Includes

- Naming rights to the Workshop
- Active promotion of the workshop to visitors via website, email marketing and social media posts
- Staging, screen, lectern and microphone will be provided at no cost to the sponsor
- Display pull up banners and signage within the workshop area*

* To be supplied by the sponsor



CONFERENCE SPONSORSHIP

Breakfast Session **ONLY ONE LEFT**

This sponsorship opportunity includes naming rights and branding of the Breakfast Session in the networking/ catering area of the exhibition hall. The breakfast consists of a light buffet, tea and coffee.

Includes

- Presentation in the Breakfast Session
- Naming rights to Breakfast Session with company signage*
- Space to display advertising material* at Breakfast Session
- Active promotion of the session to visitors via website, email marketing and social media posts

* To be supplied by the sponsor

	Rates
Day 1 (exclusive)	\$10,730.50
Day 2 (exclusive)	\$10,730.50



SHOW FEATURES

Café Sponsorship (four available) **ONLY ONE LEFT** **\$19,022.30**

The café areas are the main catering and networking areas within All-Energy Australia. This is a fantastic branding opportunity, as the majority of visitors will pass through this area throughout the day.

Includes

- Naming rights to one cafe
- Prime company signage within cafe
- Space to display advertising material*
- Space to supply your dedicated marketing collateral.*

*Provided by sponsor



SHOW FEATURES

Grand Networking Event (exclusive) **SOLD OUT** \$26,826.80

As Grand Networking Event Sponsor, your company would be entitled to promotion in all pre-show advertising of this event which will be held on the first day of All-Energy Australia 2021 as well as prime signage at the event. You would also be invited to present an opening address at the function. It is an excellent opportunity to get your brand in front of key decision-makers in a relaxed and less formal environment, which can often be the most conducive way to do business.

Includes

- Recognition and logo on the event communications relating to the networking event
- Company branding* in prime position on at the Grand Networking Event
- Company logo displayed on onsite banners/signage within the Grand Networking Event area
- Opportunity to present opening address for All-Energy Australia at the Grand Networking Event

*Provided by sponsor



ONSITE PROMOTION

	Rates
<p>Lanyard (exclusive) Be visible around the neck of every visitor (One colour)</p>	\$17,072.00
<p>Badge (exclusive) Put your company logo on the badges as a roving advertisement. (One colour print)</p>	\$5,853.10
<p>Bag Branding (exclusive) A fantastic branding opportunity for your company logo to appear on exhibition bags that are distributed to visitors upon arrival.</p>	\$15,512.20
<p>Registration desk branding (exclusive) As the first point of contact for visitors, the Registration Desk is a high traffic area. This exclusive opportunity will ensure great value brand exposure to thousands of quality trade visitors for the duration of the event.</p> <ul style="list-style-type: none"> • 18sqm space only or ready-built shell booth in a preferred position • Company logo will be placed in prime position at the Registration Desk. • Company logo on event registration forms, both digital (online) and printed (onsite) • Company logo on pens or other branded merchandise* used by visitors in the registration area • Promotion on all relevant media in relation to registration 	\$26,826.80



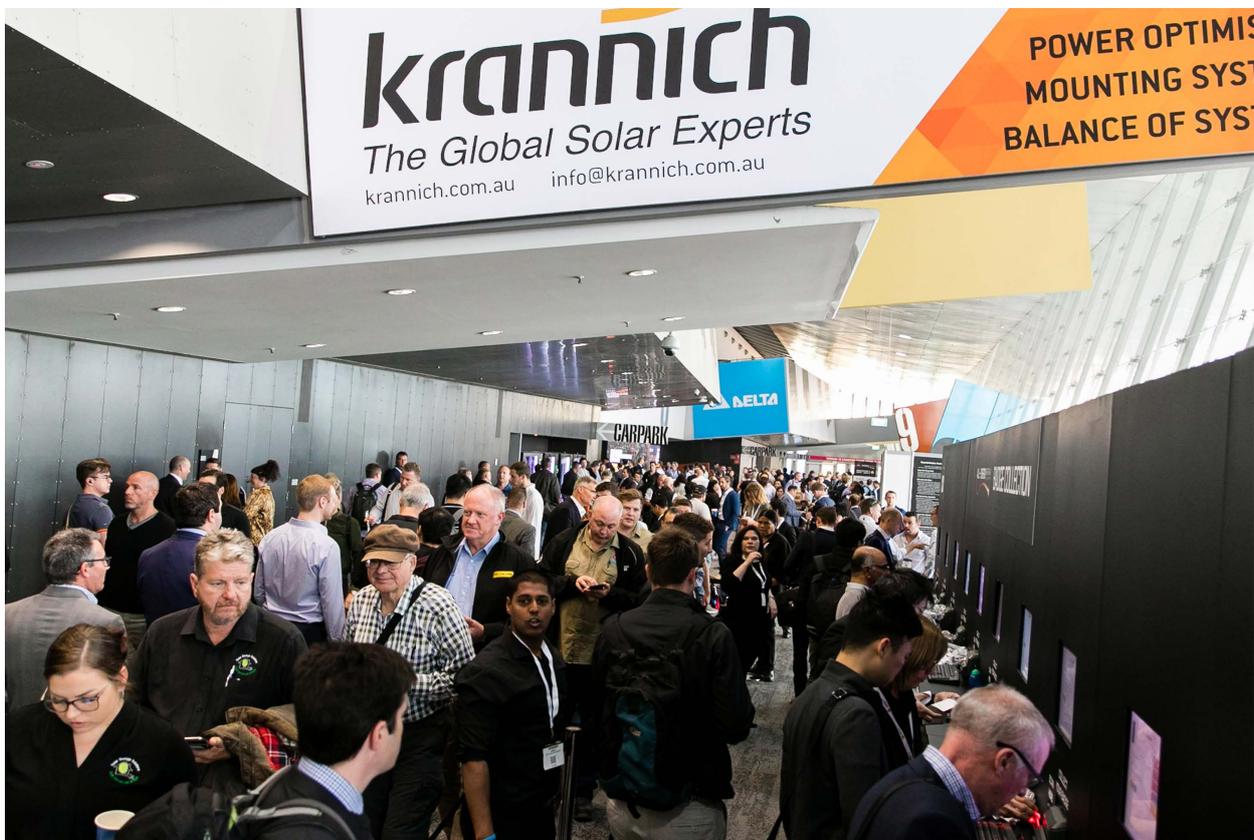
Bag Branding



Registration Desk

ONSITE PROMOTION

	Rates
<p>Bag Inserts (six available) Include your company's promotional item in each visitor bag. Consider a flyer, branded pen, keyring or USB... the possibilities are endless to promote your company!</p>	\$3,767.50
<p>Meeting Rooms Hold private meetings, workshops, seminars or social functions at All-Energy Australia. Includes: Tables and chairs. AV and catering will be at sponsor's own cost</p>	\$1,219.90
<p>Foyer Branding (four available) Have your brand prominently displayed in the main foyer of the Melbourne Exhibition Centre.</p>	\$5,500.00 each



Foyer Branding

POST-SHOW PROMOTION

	Rates
<p>Official All-Energy Australia Video</p> <p>At each All-Energy Australia, a short promotional video is produced and made available for viewing on the All-Energy Australia website, via email and on all social media pages. This sponsorship opportunity is available to a limited number of exhibitors and allows you to feature (testimonial/stand visual) in the video and include your company logo on a holding slide.</p>	\$1,892.00
<p>Post-Show E-mail</p> <p>At the conclusion of All-Energy Australia, all attendees as well as other contacts who didn't attend receive an email communication. To reach our extensive database of renewable energy professionals, have your company featured in our post-show e-mail.</p> <p>Inclusions: 50-word feature and hyperlinked company logo</p>	\$1,463.71



Record-breaking numbers have flocked to this year's All-Energy Australia, with more than 8,500* unique visitors filling the exhibition hall and conference sessions over two days. That represents an increase of 27% on the 2017 event!

The quality and breadth of speakers and exhibitors, along with our partnership with the Clean Energy Council, helped to attract thousands of renewable energy professionals, once again highlighting the importance for decision makers in attending All-Energy Australia. More than 200 leading experts spoke at panel discussions, workshops and presentations in packed theatres. Plus, this year's exhibition expanded by 40% to accommodate over 250 domestic and international exhibitors.

Thank you for making 2018 our biggest show yet. We look forward to welcoming you back to All-Energy Australia next year!

*Based on 8,571 unique visitors at All-Energy Australia 2018. CMB Audited by Audited Media Association of Australia.



Scroll down to see who won All-Energy Australia's **WIN A TRIP TO THE UK COMPETITION!**

Post-show E-mail



Official Event Video

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**Book a stand at
 All-Energy Australia 2022**

27-28 October 2022
 Melbourne Convention
 & Exhibition Centre
all-energy.com.au