All Energy AUSTRALIA

IN PARTNERSHIP WITH CLEAN ENERGY COUNCIL

23-24 October 2024
Melbourne Convention and Exhibition Centre

EXHIBITOR & SPONSORSHIP PROSPECTUS



all-energy.com.au

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ABOUT THE EVENT

Australia's Largest Clean Energy Event: Your gateway to a clean energy future.

All Energy Australia Exhibition & Conference is Australia's largest and most anticipated clean energy event. For 15+ years, All Energy Australia serves as a vital platform for industry professionals, experts, and enthusiasts to gather and witness the latest developments, innovations, and trends in the renewable energy sector.

This event provides a comprehensive showcase of cutting-edge technologies and solutions in areas like solar, wind, bioenergy, energy storage, and electric transportation. Attendees can explore a wide range of products and services, connect with key industry players, and gain insights into sustainable energy practices.

All Energy Australia is not only an exhibition and conference but also a knowledge-sharing hub. The conference component features a series of insightful presentations, panel discussions, and workshops, where experts share their insights and expertise on critical topics related to renewable energy, climate change, policy, and market trends. It offers a unique opportunity for attendees to network, learn, and collaborate with like-minded individuals and organisations dedicated to the global transition towards a cleaner, more sustainable energy future.

Exhibitor and sponsorship opportunities at All Energy Australia offer an unrivalled platform to connect with industry stakeholders, establish thought leadership, enhance brand visibility within the market and create substantial partnerships and business prospects.

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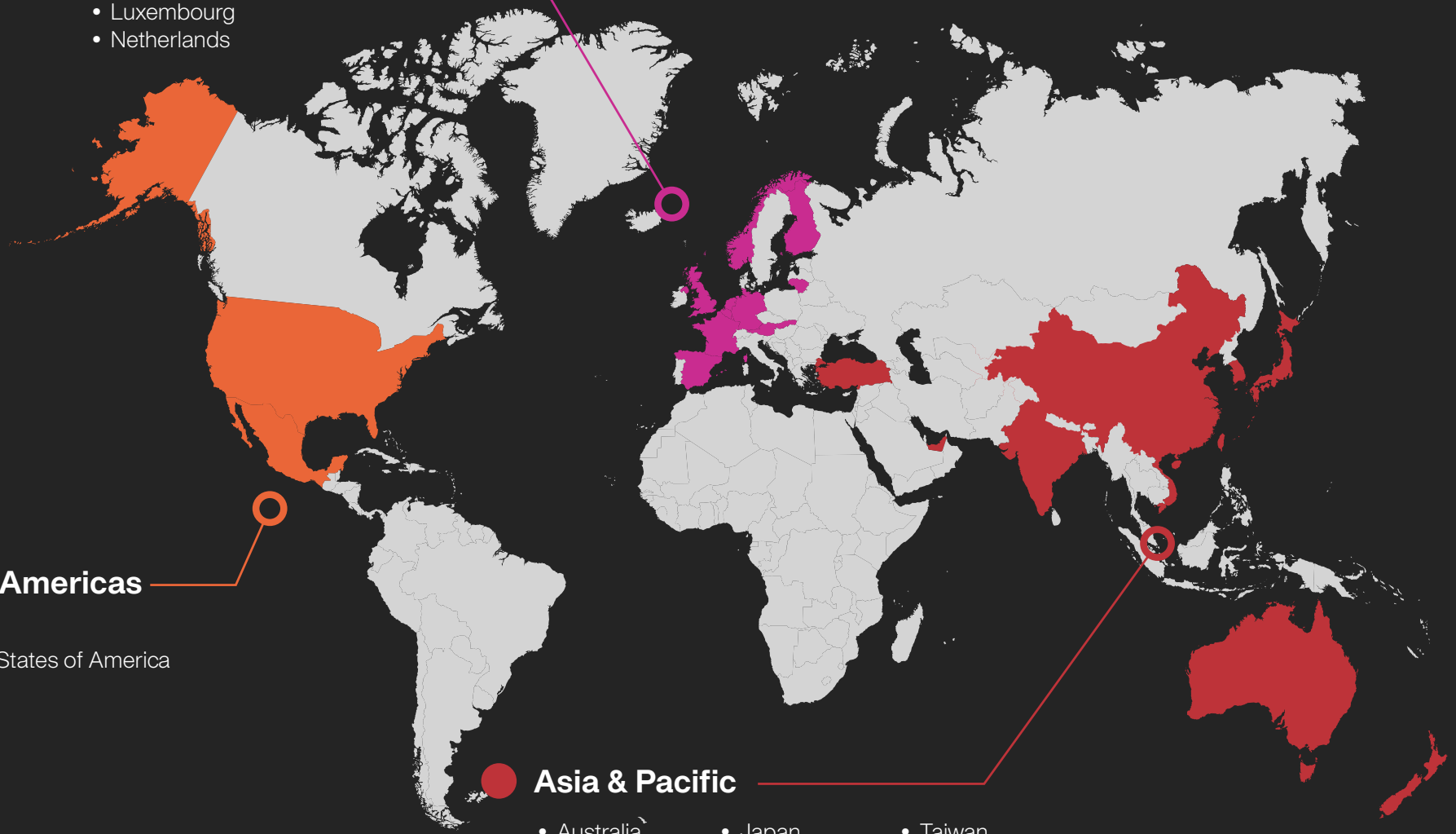


EXHIBITORS

Exhibitors to All Energy Australia 2023 came from the below countries

Europe

- Austria
- Belgium
- Germany
- Finland
- France
- Great Britain
- Jersey
- Lithuania
- Luxembourg
- Netherlands
- Norway
- Slovakia
- Spain



North Americas

- Mexico
- United States of America

Asia & Pacific

- Australia
- China
- Hong Kong
- India
- Japan
- Korea
- New Zealand
- Singapore
- Taiwan
- Turkey
- United Arab Emirates
- Vietnam

ABOUT THE ATTENDEES

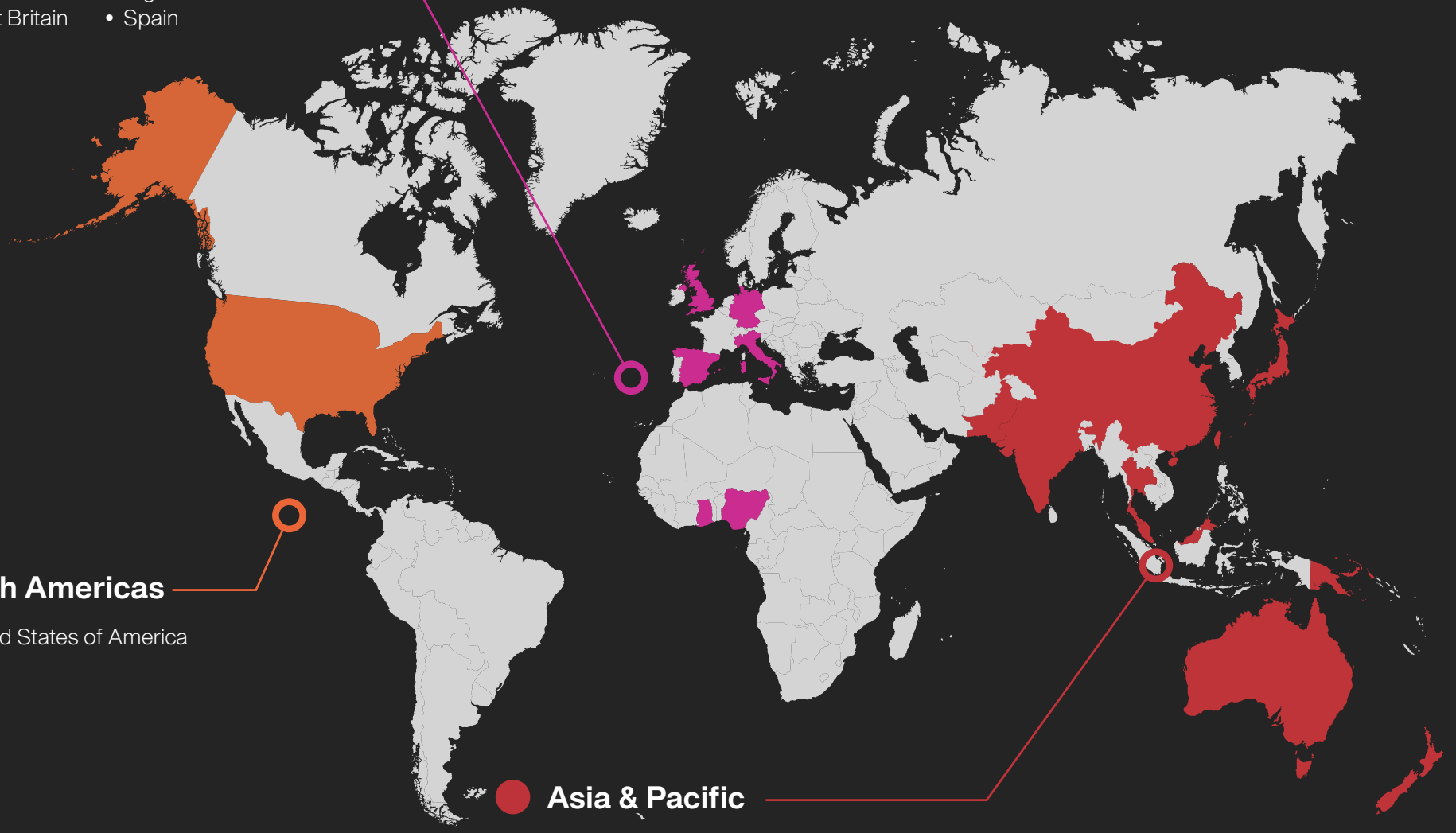


VISITORS

Visitors to All Energy Australia 2023 came from the below countries

Europe & Africa

- Germany
- Ghana
- Great Britain
- Italy
- Nigeria
- Spain



North Americas

- United States of America

Asia & Pacific

- Australia
- China
- Hong Kong
- India
- Japan
- Malaysia
- Nepal
- New Zealand
- Pakistan
- Papua New Guinea
- Taiwan
- Thailand

TOP 5 TRADE VISITORS BY JOB TITLE

Engineer	12.22%
Business Development/ BDM	10.40%
Owner/ CEO/ Director/ MD/ President	9.89%
Consultant	7.64%
Sales	6.85

TOP 10 TRADE VISITORS BY BUSINESS TYPE

Consultancy	9.41%
Engineering	9.21%
Installer	8.05%
Supplier/ Service Company	7.71%
Government/ Local Government/ Government Agency	6.46%
Building/ Construction	6.45%
Energy Retailer	6.43%
Manufacturer - Components	5.89%
Contractor/ Developer	5.33%
Commercial Business	5.23%

PURCHASING AUTHORITY VALUE

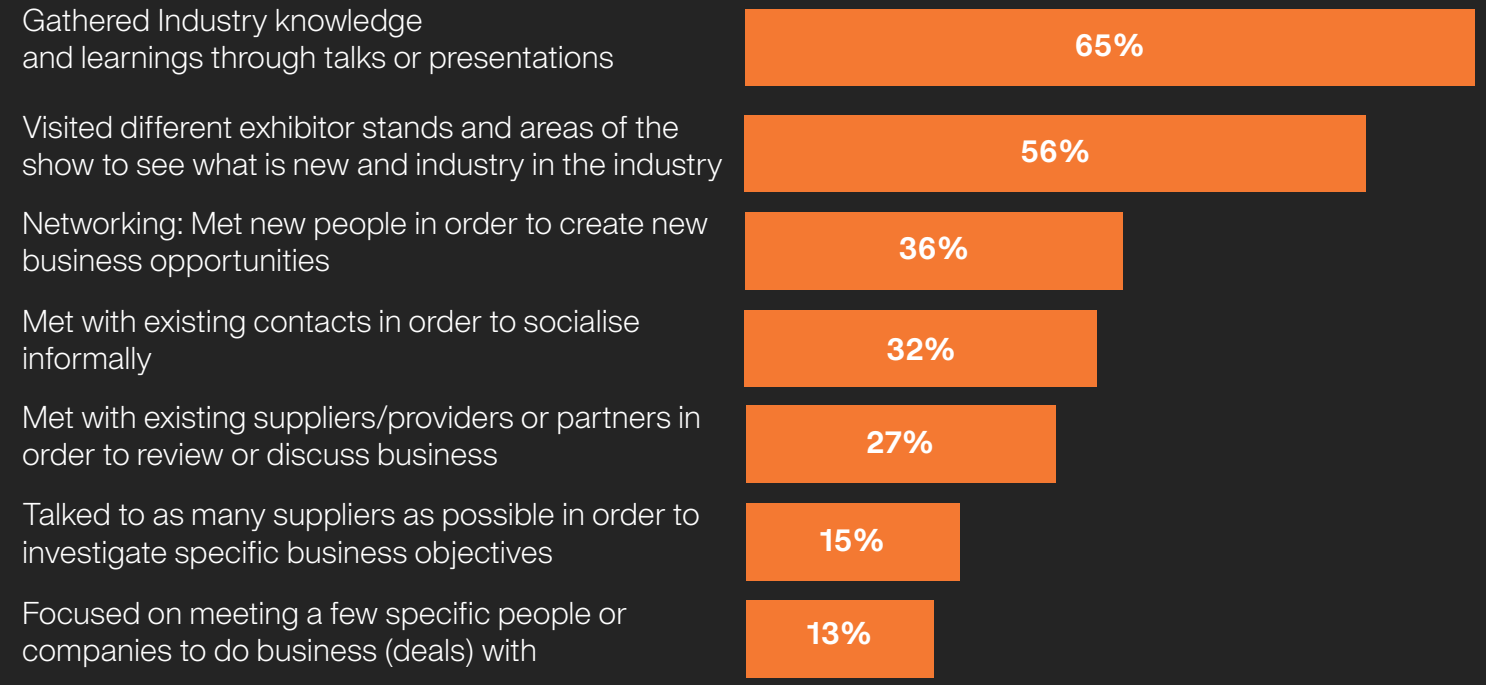
$2 million +	7%
$1 - $2 million	9%
$500,000 - $999,000	6%
$100,000 - $499,000	16%
$50,000 - $99,999	6%
$20,001 - $49,999	9%
$10,000 - $20,000	16%
Up to $10,000	31%



POST SHOW PURCHASE - VALUE

$2 million +	14%
$1 - $2 million	4%
$500,000 - $999,000	8%
$100,000 - $499,000	17%
$50,000 - $99,999	11%
$20,001 - $49,999	8%
$10,000 - $20,000	17%
Up to $10,000	21%

REASON FOR ATTENDANCE



**Multiple Reason Question*

33.9%
Increase in total unique visitors year on year.

94%
Increase in unique international visitors year on year.

22%
Increase in unique visitors with a $2 million + purchasing authority year on year.

67.9%
of visitors attend to explore commercial partners & network.

All figures have been Audited by AMAA.



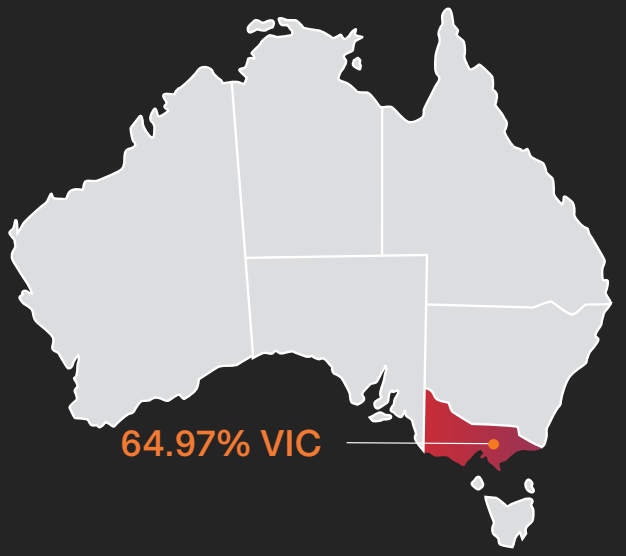
87% visitors were satisfied with All Energy Australia 2023

88% of visitors intend on visiting All Energy Australia in 2024

88% agree that All Energy Australia is a must-attend event

44% of visitors spent 2 days at All Energy Australia.

33% of visitors will place an order for products or services they saw at All Energy Australia.



14.41% NSW
6.60% QLD
5.35% International
2.92% SA
1.97% WA
1.44% New Zealand
1.20% ACT
0.95% TAS
0.19% NT

"Across the 2 day event, we got a sneak peek into some great new innovations coming to the industry. We heard from and learned from some of the leading minds in the business! As always, we are grateful for the chance to attend these events and we can't wait for next year"

Solargain

COMPANIES THAT ATTENDED IN 2023 INCLUDE

7 Eleven Australia
A.G.Coombs
ABB
Accenture Australia Pty Ltd
ACU
AECOM
AGL Energy
Air China
Air Liquide
Alinta Energy
Amazon
Amazon Web Services Australia Pty Ltd
Amp Capital Limited
Ampol
ANU
BHP
Black & Veatch
Blescope Steel
BMW Australia
Boral Australia
Bosch
BP Australia
Brimbank City Council
British Petroleum
Brookfield Multiplex Constructions
Bunnings
Bureau of Meteorology
Bureau Veritas
Cairns Regional Council
Carlton and United Breweries
City of Perth
City of Yarra
CLAYTON UTZ
Clipsal Cortex
CNPC
Coles Group
Commonwealth Bank of Australia
ConnellGriffin
Copenhagen Infrastructure Fund
CSIRO
Cummins Inc
Daikin Australia
Dan Murphys
Danfoss Australia
Deakin University
Embassy of Finland
Emerson Process Management
ENEL GREEN POWER
Energus
Energy Australia
Energy Queensland
Engie
Engineers Australia
Entura Hydro Tasmania
Ergon Energy
Ernst & Young
Exxonmobil
EY
FMC AUSTRALIA PTY LTD
Ford Australia
Fortescue





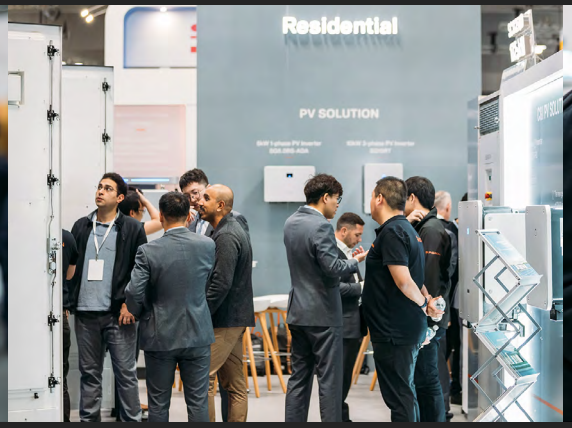



ANZ Banking Group Limited
Aramco
Arrow Group
Atlas Copco
Atlassian
Aurecon
Aus Net Services
Ausgrid
AUSTRADE
Australia Post
Australia Zoo
Baker Mckenzie
Ballarat City Council
BASF
Bayside City Council
Bechtel
Casey City Council
Castrol Australia
Caterpillar of Australia Pty Ltd
CBI electric
CBRE
Charles Sturt University
Chubb
Cisco
City of Adelaide
City of Ballarat
City of Canada Bay
City Of Greater Bendigo Council
City Of Greater Dandenong Council
City Of Greater Geelong
City Of Melbourne
City of Monash
DEECA Victorian Government
Defence Force
Deloitte
Department of Defence
Department of Foreign Affairs and Trade
Department Of Health
Department of Jobs, Skills, Industry and Regions
Department of Parliamentary Services
Department of Transport and Planning
DNV
EDF Australia Pacific Pty Ltd
Ego Pharmaceuticals
Electricity Generating Authority of Thailand
Electrify Victoria
Elgas
Fujitsu General
General Electric (ge)
GHD
Goodyear
Greater City Of Shepparton Council
Halliburton
Hanson
Harvey Norman Commercial
Hitachi Energy
Homes Victoria
Honeywell
Hotondo Homes
Huawei
HYDRO TASMANIA
Hyosung Heavy Industries
Iberdrola Australia

COMPANIES THAT ATTENDED IN 2023 INCLUDE

Infrabuild Australia
INVESTMENT NSW
Jayco Corporation
Jemena
Jim's Energy
JLG
John Holland
Kogan
Komatsu Australia
Korean Government Trade Commission
KPMG
Kubota Australia
La Trobe University
Laing O'Rourke
Latrobe City Council
Monash City Council
Monash University
Mornington Peninsula Shire Council
Mott MacDonald
National Australia Bank
NBN
Neoen
Nepean Power
Neste Australi
Newcrest Mining Ltd
Nike
Nissan
Nitto Denko Australia
Nokia
Northern Beaches Council
Rexel Holdings Australia
Rheem Australia
RINNAI Australia Pty Ltd
Rinse & Recycle Co.
Rio Tinto
RMIT University
Robert Bosch
RWE Renewables Australia
SA Power Networks
Schlumberger Australia
Selectronic
Sharp Corporation
Shell Energy
Siemens Energy
Simplot Australia
Snowy Hydro
Trade and Investment Queensland
Tradeconnex
Tradetech Services
Transgrid
TÜV Rheinland
UGL LIMITED
UK Government
University of Queensland
University of South Australia
University of Southampton
University of Tasmania
University of Technology Sydney
University Of Wollongong
UNSW
Veolia
VESTAS AUSTRALIA
Vicinity Centres









Lawrence & Hanson
Linfox Australia
Lockheed Martin
Mackay Regional Council
Macquarie Bank Limited
Malaysian Trade Commission
Maribrynong City Council
Master Builders Association of Victoria
McConell Dowell
Melbourne Airport
Melbourne Water
Metro Trains
Microsoft
Mirvac
Mitre 10 Australia
Mitsubishi Electric
Mitsui & Co
NSW Office of Energy and Climate Change
O'Brien Electrical & Plumbing
Optus
Oracle
Origin Energy
ORRCON STEEL
OSAKA CITY
Pan Pacific industries Pty Ltd
Panasonic
Pepperl+Fuchs
PwC Australia
Queensland Airports Limited
Queensland Government
QUEENSLAND UNIVERSITY OF TECHNOLOGY
Raystech Group Pty Ltd
Reece
Remondis
Solar Victoria
Squadron Energy
Sugar Australia
SunCable
Sunelec
Swinbunre University
SwitchDin
TAFE NSW
Tata Consulting Engineers
Telstra
Tesla
Toll Group
TOSHIBA INTERNATIONAL
Total Energies
Toyota Australia
Tractebel Engineering GmbH
VicRoads
Victoria Police
VIETNAM AIRLINES
Visy Industries
VIVA ENERGY
Warrnambool City Council
Wärtsilä
Wattwatchers
Webuild
WELLING & CROSSLEY
Wellington Shire Council
WOOD MACKENZIE
Woolworths
Worksafe Victoria
WORLEY
WSP Australia
Yarra City Council

EXHIBITOR OPPORTUNITIES

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EXHIBITION PRICING

Stand Size (m2)	Space Type	Standard	Premium
7.5	Space Only	$10,159.05	$10,208.55
	Space & Shell Scheme	$11,057.20	$11,106.70
9	Space Only	$11,444.40	$11,503.80
	Space & Shell Scheme	$12,575.20	$12,634.60
12	Space Only	$14,015.10	$14,094.30
	Space & Shell Scheme	$15,611.20	$15,690.40
18	Space Only	$18,483.30	$19,275.30
	Space & Shell Scheme	$21,010.00	$21,802.00
27	Space Only	$25,858.80	$27,046.80
	Space & Shell Scheme	$29,781.40	$30,969.40
36	Space Only	$31,927.50	$33,234.30
	Space & Shell Scheme	$37,246.00	$38,552.80
54	Space Only		$43,649.10
72	Space Only		$54,420.30
90	Space Only		$67,092.30

All prices quoted are in Australian Dollars and include GST

Stand Size (m2)	Silver	Gold	Platinum
36	$48,381.30	$60,354.80	$86,740.50
54	$58,796.10	$70,769.60	$97,155.30
72	$69,567.30	$81,540.80	$107,926.50
90	$82,239.30	$94,212.80	$120,598.50
108	$94,911.30	$106,884.80	$133,270.50
120	$103,359.00	$115,332.80	$141,718.50
180	$145,599.30	$157,572.80	$183,958.50

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

DIGITAL TRADE GUIDE FEATURES – 100 word company listing in exhibition directory and colour half page advert.

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

LEAD MANAGER 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.

EXHIBITOR DASHBOARD - Measure your return on investment, improve your online engagement with your customers, view and download your leads scanned at the show and view recommendations made to visitors.

*Completed via online exhibitor manual

A: SPACE ONLY

- Floor space
- Public liability insurance

B: SPACE & 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

"This is the biggest clean energy event in Australia in the calendar and that's why everyone wants to be a part of it. Over 15,000 leaders of the industry come here together for two days to meet each other to network, talk about the challenges, talk about the big opportunities, share their technologies, their services and what they're doing in the industry. You've got to be here, you can't be anywhere else"

Kane Thornton,
Clean Energy Council

SUSTAINABILITY PACKAGES

Stand upgrades have been designed with sustainability and the environment, in mind.

Furniture Walk On Packages

Furniture items are from central stocks that are returned and cleaned for continual reuse.

WOP PACKAGE A — $2,268.20

- 1 x Power Point (4amp)
- Stand Cleaning (up to 36 sqm)
- Damage Waiver Fee
- Lockable Cabinet
- Brochure Rack
- 1 x Round Table
- 3 x Chairs
- Bin



WOP PACKAGE B — $2,268.20

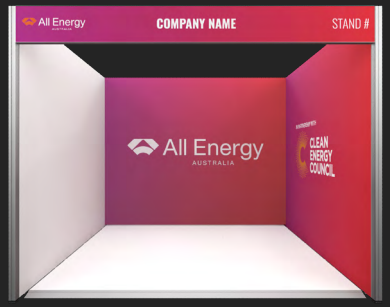
- 1 x Power Point (4amp)
- Stand Cleaning (up to 36 sqm)
- Damage Waiver Fee
- Lockable Cabinet
- Brochure Rack
- 1 x Bar Table
- 3 x Bar Stools
- Bin



Stand Upgrade Fabric Print Solutions

We offer fabric print solutions that are sustainable, using 100% recyclable fabric banners. Additionally, printing is completed with eco-friendly inks to ensure environmental integrity of the product. You are welcome to take the fabric banner with you to re-use at other events.

FABRIC WALLING	$623.70 per metre
BACKLIT FABRIC WALLING	$1,061.50 per metre
RAISED FLOOR	$102.30 per square meter



WITH FASCIA



NO FASCIA

RX NET ZERO CARBON EVENTS
Decarbonising the events industry, together.

LEARN MORE

All prices quoted are in Australian Dollars and include GST

		PLATINUM	GOLD	SILVER
PRESHOW	Web Logo (Website + Select Visitor Comms)	YES	YES	YES
	Digital Trade Guide	DOUBLE PAGE SPREAD	FULL PAGE AD	FULL PAGE AD
	Social Media Post	x 2 Posts (Facebook & LinkedIn)	1 x Post (Facebook & LinkedIn)	-
	Email - Inline Banner	x 1 banner on 2 Emails	-	-
	Email - Advertorial Feature	x 1 feature on 1 Email	x 1 feature on 1 Email	-
	Homepage Web Banner	x 1 banner for 1 month	-	-
	Enhanced Exhibitor Listing (Directory & Digital Trade Guide)	YES	YES	YES
AT SHOW BENEFITS	Premium Space Only Stand	YES	YES	YES
	Speaker Opportunity	YES	-	-
	Printed Onsite Signage Recognition For Sponsorship	YES	YES	YES
	Logo Recognition in the Printed Conference Program	YES	YES	YES
	Bag Insert	1 x Bag Insert	-	-
	VIP Passes	2 x VIP Passes	-	-
POST EVENT	Feature Highlight in Post Show Video	YES	-	-
	Recognition in Post Show Communications	YES	-	-
	Access to All Energy 365	YES	-	-
SPACE ONLY STAND	Premium 36 m^2	$86,740.50	$60,354.80	$48,381.30
	Premium 54 m^2	$97,155.30	$70,769.60	$58,796.10
	Premium 72 m^2	$107,926.50	$81,540.80	$69,567.30
	Premium 90 m^2	$120,598.50	$94,212.80	$82,239.30
	Premium 108 m^2	$133,270.50	$106,884.80	$94,911.30
	Premium 120 m^2	$141,718.50	$115,332.80	$103,359.00
	Premium 180 m^2	$183,958.50	$157,572.80	$145,599.30

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DIGITAL TRADE GUIDE

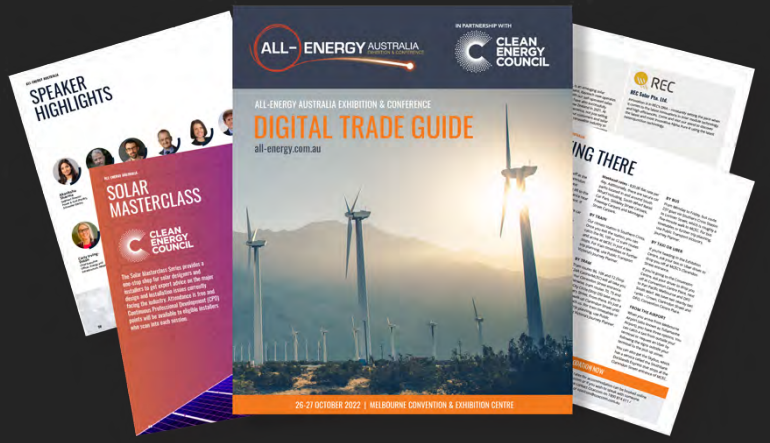
The Trade Guide serves as a digital publication encompassing a compilation of exhibitors, products, and brands showcased at All Energy Australia. This digital directory is strategically disseminated via email to registered attendees and our expansive 41,200+ database in advance of the event date. Capitalising on advertising opportunities within The Digital Trade Guide provides a platform for promoting your business, services, and products to an audience actively seeking the latest innovations in clean and renewable energy solutions.

Benefiting from a substantial visibility window, Its direct accessibility via the homepage of the All Energy website ensures that visitors can seamlessly stay connected with exhibitors. This allows them to peruse ads, explore products, access contact details, and more, thereby enhancing the overall engagement and exposure for your business within the clean and renewable energy sector.

The Digital Trade Guide is accessible for 1 month pre event and up to 4 months post event.

Digital Trade Guide Ad Specifications

	Half Page	Upgrade to a Full Page	Upgrade to a Double Page Spread	Digital Listing Upgrade
Cost (Inc GST)	Included in the Standard Package	$1,443.20	$2,266.00	$739.20
Size (w x h)	185mm x 110mm	210mm x 250mm	420mm 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)



304,211
page views.

Page Views by Country

Australia	276K
New Zealand	5.4K
China	4.8K
United States	3K
Singapore	2.6K
& More	

PRINTED EVENT GUIDE (TWO AVAILABLE)

Unlock unparalleled exposure with a full-page ad in our Printed Event Guide. Distributed to visitors and printed on eco-friendly paper, this exclusive advertising opportunity ensures your brand reaches a diverse and engaged audience. With premium placement, your message will stand out to thousands of attendees, industry leaders, and decision-makers. Elevate your brand's visibility and showcase your commitment to sustainability by securing your spot in this essential event resource. Don't miss this chance to make a lasting impression.

Printed Event Guide AD Specifications	
	Full page ad
Cost (Inc GST)	$4,510.00 Inc GST
Orientation	Landscape
Size (w x h)	275mm x 220mm
Bleed	5mm on all sides
File Requirements	300 dpi PDF (prefered) or JPG. All images and colours to be CMYK.



7000+

Printed Copies



MARKETING PACKAGE UPGRADES

DOUBLE PAGE EXPOSURE PACKAGE $6,369.00

- Digital Listing Upgrade
- Double Page Spread in the Digital Trade Guide
- Enhanced directory listing (More fields+Expanded view)
- Product images on exhibitor directory list
- Web Listing Silver

FULL PAGE EXPOSURE PACKAGE $5,546.20

- Digital Listing Upgrade
- Full Page Ad in the Digital Trade Guide
- Enhanced directory listing (More fields+Expanded view)
- Product images on exhibitor directory list
- Web Listing Silver

WEB LISTING SILVER $3,363.80

Additional online items:
- Enhanced directory listing (More fields+Expanded view)
- Product images on directory list



SOCIAL MEDIA POST $568.70

- Supply content to be promoted via the All Energy Social Channels.

DIGITAL ADVERTISING
WEBSITE & EMAIL

LEADERBOARD BANNER (ROTATIONAL) $2,929.30 Per month.

Extend your reach beyond the 2-day event by targeting website users on the homepage of All Energy Australia.

SOLUS EDM $5,835.50

Target the All Energy Database. Leverage this opportunity to encourage booth presence, a new product, or let the audience know what you have to say! Please note this content is to be provided by the exhibitor / sponsor and will be sent to all third party opt ins.

EMAIL INLINE BANNER (SHARED) $2822.60

Placed in an appropriate or selected visitor email.
a) W: 600 x H: 90 pixels Visual Asset
b) Hyperlinked to Exhibitor Profile.

ENEWS 50 WORD ADVERTORIAL FEATURE $2,381.50

Placed in an appropriate or selected visitor email.
a) 600 x 600 px PNG
b) Text: 50-75 word text description
c) FIND OUR MORE button linked to URL destination of your choice/ exhibitor profile



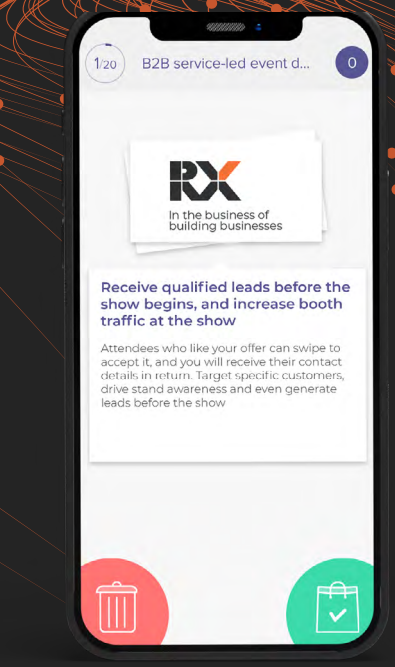
675,445
page views.

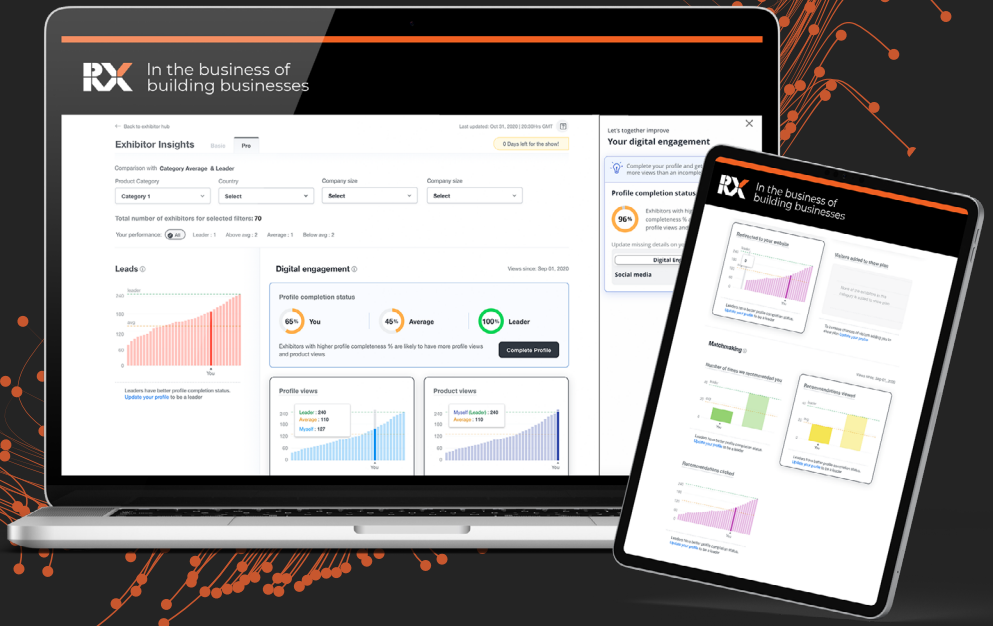
83,600
users.

31,800+
email database

14K+
third party database

All prices quoted are in Australian Dollars and include GST





DIGITAL PRODUCTS

LEAD BOOSTER $893.20

The Lead Booster will help amplify your participation at All Energy Australia by providing access directly to our attendees across two days. This showbag is promoted to visitors approximately 2 weeks pre-event and whilst onsite.

Whether it be improving stand traffic, digital reach or lead generation, the All Energy Australia Lead Booster 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.

EXHIBITOR DASHBOARD

Included In your package. Measure your return on investment, improve your online engagement with your customers, view and download your leads scanned at the show and view recommendations made to visitors.

EXHIBITOR DASHBOARD PRO $679.80

Offers a data driven approach to benchmarking your performance against and identifying areas for improvement

- Upgrade to Exhibitor Dashboard Pro and compare your performance with your competitors.
- Analyse how online visitors are engaging with your brand compared to your competitors.
- Find out how many leads you were able to capture at show compared to your competitors.
- Understand what the category leader is doing differently for achieving class leading performance.

All prices quoted are in Australian Dollars and include GST

SPONSORSHIP OPPORTUNITIES

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CONFERENCE SPONSORSHIP OPPORTUNITIES

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.

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*

DAY 1 EXCLUSIVE RIGHTS	$19,641.60
DAY 2 EXCLUSIVE RIGHTS	$16,641.90

Over **42.5%** of visitors attended All Energy Australia to gather industry knowledge and learnings through talks or presentations

"All Energy seemed busier than ever this year. The best thing is that lots of industry people come to it, providing a great opportunity to pre-arrange meetings but also bump into people who you might otherwise not get to hear from or speak to. It's excellent value for your money and your time."

Visitor,
2023 Post Show Survey





CONFERENCE SESSION SPONSORSHIP $6,831.00

All Energy Australia runs a multi-stream conference. Sessions can range from grid integration, solar energy, wind energy, electric vehicles, and more. Find a session that aligns with your strategic goal and place your brand in front of a dedicated audience.

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
- Featured on the Conference Agenda
- Logo featured on Digital Trade Guide

**To be supplied by the sponsor*

WORKSHOP SPONSORSHIP (ONLY TWO AVAILABLE) $22,108.90

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*
- Featured on the Conference Agenda
- Logo featured on Digital Trade Guide

**To be supplied by the sponsor*





MyCEC MASTERCLASS SPONSORSHIP $22,000.00

Promote your brand directly to solar installers and designers through an exclusive sponsorship of the MyCEC Masterclass stage and sessions. Located on the All Energy Australia show floor, the two-day series of free-to-attend CPD workshops will provide expert advice, education and industry information to attendees. Must be a Clean Energy Council member.

Sponsorship package inclusions:

PRE-EVENT

- Exclusive naming rights of the MyCEC Masterclass workshop including branding recognition pre-event via eDM campaigns conducted by All Energy Australia and the CEC
- Two dedicated social media posts highlighting sponsorship with company profile and branding via Facebook, LinkedIn and X
- Logo recognition on All Energy Australia and CEC websites
- One full page advert included in the All Energy Australia digital trade guide

ONSITE

- Onsite branding of MyCEC Masterclass stage area
- Sponsor can provide pull-up banners and marketing collateral to be placed on stage and at entrance of masterclass theatre as appropriate
- Sponsor can provide a corporate video to run during allocated breaks on screen/or logo placement on screen*
- Sponsor can address attendees during appropriate masterclass sessions over 2 days to be coordinated and approved by CEC – Maximum 2 per day

POST EVENT

- Dedicated post-show eDM sent to attendees of MyCEC Masterclass with branding and call to action to contact sponsor for further business interaction/product information

**To be supplied by the sponsor*





CAFE & BREAKFAST SPONSORSHIPS

Position your brand at the forefront by leveraging a cafe sponsorship or breakfast session at All Energy Australia. With these opportunities, your brand takes center stage, gaining maximum visibility and engagement. Seize the chance to be front and centre, leaving a lasting impression on the diverse audience that frequents the cafe areas and attends the Breakfast Sessions.

BREAKFAST SESSION $11,385.00

This sponsorship opportunity includes naming rights and branding of the Breakfast Session. 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
- Logo featured on Digital Trade Guide

**To be supplied by the sponsor*

CAFE SPONSORSHIP (FIVE AVAILABLE) $20,181.70

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.*
- Logo featured on Digital Trade Guide

**To be supplied by the sponsor*

"I love All-Energy Australia because it's the biggest show that we have here in this country and this year it's even better and greater than it was last year. It's an opportunity to meet all of our clients from the different market segments that we wouldn't normally get to do. The response from our customers and potential new customers has been really exciting."

Doris Spielthenner, SMA

GRAND NETWORKING EVENT

$28,461.40

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. as well as prime signage at the event. You would also be invited to present an opening address at the function.

This sponsorship not only provides a platform for heightened brand exposure but also presents a unique occasion to engage directly with influential decision-makers. The relaxed and informal ambiance of the event offers an ideal setting to foster meaningful connections—a key ingredient for successful business interactions. Seize this excellent opportunity to position your brand in front of key industry leaders, making a lasting impression in a conducive and welcoming environment.

Includes:
- Opportunity to present opening address at the Grand Networking Event
- Recognition and logo on the event communications relating to the networking even
- Company branding in prime position on at the Grand Networking Event*
- Company logo displayed on on-site banners/signage within the Grand Networking Event area
- Logo featured on Digital Trade Guide

**To be supplied by the sponsor*



ONSITE OPPORTUNITIES

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ONSITE PROMOTION

Investing in onsite promotion opportunities ensures maximum visibility, elevating your brand or product above the noise. Capitalise on prime real estate, captivating your target audience and making a lasting impression. It's a strategic move to stand out, connect with key stakeholders, and amplify the impact of your presence at All Energy Australia.

BAG BRANDING (EXCLUSIVE) $16,457.10

This sponsorship opportunity includes your company logo to appear on exhibition bags that are distributed to visitors upon arrival.

BAG INSERTS (SIX AVAILABLE) $3,997.40

Include your company's promotional item in each visitor bag. Consider a sustainable option such as an eco-friendly usb, keep-cups, branded drink bottles.. the possibilities are endless to promote your company!

LANYARDS (EXCLUSIVE) $18,112.60

Have your company logo present on all visitor lanyards.

REGISTRATION DESK SPONSOR (EXCLUSIVE) $28,461.40

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.

Includes:
- Company logo will be placed in on the registration page of the website
- Company logo will be featured in prime position at the registration desk.

BADGE (EXCLUSIVE) $6,210.60

Put your company logo on the all the badges as a roving advertisement. These badges are worn by exhibitors, speakers and visitors.



ONSITE SIGNAGE OPPORTUNITIES

As over 11,500+ unique visitors gather to enter into All Energy Australia, leverage this time for brand exposure, lead generation, on-stand presence and more. With new sponsorship opportunities available, speak to our team to find the perfect position that aligns with your strategic goals.

FOYER BRANDING (ELEVEN AVAILABLE) $8,388.60

Have your brand prominently displayed in the main foyer of the Melbourne Exhibition Centre.

TRAPEZE BANNERS (TEN AVAILABLE) $6,231.50

Have your brand prominently displayed in the main foyer of the Melbourne Exhibition Centre.

GLASS SIGNAGE IN CONCOURSE (THREE AVAILABLE) $2,266.00

Have your brand prominently displayed in the main foyer of the Melbourne Exhibition Centre.

TOP OF ESCALATOR (TWO AVAILABLE) $3,965.50

Interested in the conference side of All Energy Australia? Have your branding displayed at this focal point in the Convention Centre.

WATER STATION (ONE AVAILABLE) $8,435.00

Water stations, positioned throughout the exhibition, ensure convenient access to water for attendees during the entire event. Seize the opportunity for this sustainable sponsorship and prominently showcase your brand across every water station.



ONSITE MEETING ROOMS

The exhibition floor can be a busy place, secure your half or full-day meeting room now and elevate your business gatherings! Enjoy the luxury of a private, professional space to conduct meetings, presentations, and discussions. Maximise productivity in a quiet, dedicated environment, fostering focused collaboration.

MEETING ROOMS - Half Day SMALL — $1,495.56

10 -15 pax (depending on setup)
Hold private meetings, workshops, seminars or social functions.
Includes:
- Tables & chairs.
- AV and catering will be at sponsor's own cost

MEETING ROOMS - Half Day LARGE — $3,399.00

15 -40 pax (depending on setup)
Hold private meetings, workshops, seminars or social functions.
Includes:
- Tables and chairs.
- AV and catering will be at sponsor's own cost

MEETING ROOMS - Full Day SMALL — $2,266.00

10 -15 pax (depending on setup)
Hold private meetings, workshops, seminars or social functions.
Includes:
- Tables & chairs.
- AV and catering will be at sponsor's own cost

MEETING ROOMS - Full Day LARGE — $5,665.00

15 -40 pax (depending on setup)
Hold private meetings, workshops, seminars or social functions.
Includes:
-Tables and chairs.
- AV and catering will be at sponsor's own cost

ONSITE MARKETING

Are you planning an onsite activation, unveiling a ground-breaking product, or orchestrating something truly extraordinary at All Energy Australia? Don't keep it a secret—let our dedicated marketing team know in advance!

With a media presence ranging from mainstream television, a dedicated PR Team, Podcast sponsorships, onsite tools such as the Lead Booster and more - Let us spotlight your innovations and achievements!

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All Energy
AUSTRALIA

IN PARTNERSHIP WITH
CLEAN ENERGY COUNCIL

23-24 October 2024
Melbourne Convention and Exhibition Centre

Australia's Largest Clean Energy Event: Your gateway to a clean energy future.

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