

IN PARTNERSHIP WITH

ENERGY TXEN

EXHIBITION • TRAINING • NETWORKING



CLEAN ENERGY COUNCIL

EXHIBITOR & SPONSORSHIP PROSPECTUS

18-19
JULY 2023
ICC
SYDNEY

Powered by:



Co-located with:



Organised by:



In the business of
building businesses



WHAT IS ENERGY NEXT

Following a successful launch in 2022, Energy Next powered by All-Energy Australia and in partnership with the Clean Energy Council, is back in 2023 and already establishing itself as a must-attend annual event in NSW for the renewable energy sector.

The Australian Clean Energy Summit is an annual event organised by the Clean Energy Council, the peak body for the clean energy in Australia. The conference brings together more than 800 executives, decision-makers, project developers, financiers and government officials to discuss the latest opportunities and challenges in the renewables sector.

The addition of Energy Next to the Australian Clean Energy Summit will create the most comprehensive clean energy event in New South Wales (NSW), generating even further conversations and connections to improve clean energy generation and adoption in the country.

Over two days, Energy Next will provide an extensive exhibition for those working in the renewable energy industry to meet with local and international suppliers, discover breakthrough technologies and experience technical demonstrations.

Co-located with:



In Partnership with:



WHY NEW SOUTH WALES

Energy Next, powered by All-Energy Australia, is an exciting exhibition in NSW where you can find all the relevant buyers and investors in the renewable energy industry all in one place.

This two-day event is a time and cost-effective way to meet and do business with leaders, decision-makers, contractors, installers, government and investors, and provides you with a unique opportunity to showcase breakthrough products and new energy technologies to drive the transition to clean energy.



KEY INDUSTRY STATISTICS



01

NSW's recently passed Electricity Infrastructure Bill will implement the state's strategy to become a renewable energy superpower and deliver a modern electricity system to replace four ageing coal-fired generators.

The Electricity Infrastructure Bill is expected to deliver 12GW of new renewable energy projects, 2GW of energy storage capacity, A\$32 billion in private sector investment by 2030 and support 6,300 construction jobs and 2,800 ongoing jobs in 2030.



02

NSW has previously committed to create Australia's first coordinated Renewable Energy Zone (REZ) in Central West, New England and South West regions, supporting up to \$23 billion of investment. A further two REZ in the Hunter-Central Coast and Illawarra regions were added to the Bill.



03

NSW's ambitious clean energy plan will reduce the state's carbon emissions by a total of 90 million tonnes by 2030 and put the state in the top 10 for the lowest industrial electricity prices in the OECD.



04

Construction of 6,439 MW of new renewable energy capacity is underway in NSW and QLD, generating over \$1 billion in investment and 7,618 jobs.



05

Clean energy investors and executives singled out NSW in particular as being among the attractive states for renewable investment.



06



8 REASONS TO EXHIBIT AT ENERGY NEXT

Join NSW's renewable energy boom

With several large-scale renewable energy projects underway in NSW generating billions of dollars of investment and thousands of jobs, exhibiting at Energy Next is a must to gain access to the state's investors and buyers.

Co-located with the Australian Clean Energy Summit

Energy Next will run alongside Australian Clean Energy Summit, the peak gathering of leaders driving Australia's energy transformation. Exhibitors will have the opportunity to connect with over 800 executive-level delegates of the high-level conference. The two-day summit brings together heads of industry, government and finance to share the models, trends and technology innovations in driving clean energy adoption.

Generate new leads

Gain high quality leads in just two days than your team could in months. We're here to help you get the best return on investment by bringing the key industry players directly to you. Using Emperia, you will have access to everyone you have connected with over the show. Including name, email, job title & more.

Highly targeted marketing

A comprehensive marketing campaign will be implemented to attract a high-quality audience of industry professionals. This includes promotion to our database of 20,000 contacts and advertising in leading clean energy online and Digital Trade Guide publications.

Renewable energy hub for Australia's east coast

Sydney is just within a one hour flight from Queensland, Australian Capital Territory and Victoria. Energy Next is perfectly positioned to be the central destination in Australia's east coast for clean energy suppliers to meet key decision makers and buyers.

Attracts Solar Designers & Installers

Showcase the latest technologies to installers looking for new products and suppliers. Energy Next will host the Clean Energy Council's Solar Masterclass, a series of free-to-attend CPD workshops for solar designer and installers to get expert advice on the major design and installation issues currently facing the industry.

Raise brand awareness

Whether you are already in the industry, expanding into it or launching a new product, the need to be seen as the best in the industry is imperative in order to capitalise on new opportunities.

Partnership with Clean Energy Council

Energy Next will be held in partnership with the Clean Energy Council, the peak body for the clean energy industry in Australia.

EXHIBITOR CATEGORIES

- Solar PV
- Energy Storage
- Inverters
- Energy Management
- Metering, Monitoring & Analytics
- Wind Energy
- Energy Efficiency
- Photovoltaics Technology
- Electric Vehicles
- Waste to Energy
- Smart Grid
- Solar Trackers



VISITOR PROFILE

Energy Next exhibition will complement the high-level delegates attending Clean Energy Council's Australian Clean Energy Summit by targeting the following industry sectors:

- PV Installers
- Engineering
- Building & Construction
- Consultants
- Supplier/Service
- Utilities
- Energy Retailers
- Facility Management
- Project Contractors/Developers
- Federal & State Departments
- Manufacturers
- Businesses
- Bankers & Investors
- Associated Professional Services Firms (Legal, Accounting, Consulting)
- Academic Institutions & Researchers
- Environmental Specialists

OUR MARKETING CAMPAIGN

- Promotion to RX Globals extensive clean energy and industrial databases
- Strategic social and digital advertising on Facebook, LinkedIn, Twitter and Google to reach our target audience
- Partnerships with industry associations through online marketing and email campaigns
- Media partnerships with various online and Digital Trade Guide publications
- Joint advertising campaign with Clean Energy Council's Australian Clean Energy Summit
- PR and communications campaign



EXHIBITING
OPPORTUNITIES

EXHIBITION STAND PRICING

Size (sqm)	Space Type	Standard location	Premium location
6	A	\$5,660.60	\$6,050.00
	B	\$6,360.20	\$6,749.60
8	A	\$6,815.60	\$7,334.80
	B	\$7,748.40	\$8,267.60
9	A	\$7,393.10	\$7,977.20
	B	\$8,442.50	\$9,026.60
12	A	\$9,125.60	\$9,904.40
	B	\$10,524.80	\$11,303.60
18	A	\$12,174.80	\$13,323.20
	B	\$14,273.60	\$15,422.00
27	A	\$17,164.40	\$18,887.00
	B	\$20,312.60	\$22,035.20
36	A	\$21,520.40	\$23,817.20
	B	\$25,718.00	\$28,014.80
54	A	-	\$33,380.60
72	A	-	\$43,775.60
90	A	-	\$54,170.60
108	A	-	\$64,565.60

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

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 Half Page Advert

ONLINE DIRECTORY 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.

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

*Completed via Online Exhibitor Manual

SPACE ONLY INCLUSIONS

- Floor space
- Public Liability Insurance

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

+ FURNITURE PACKAGES

Walk-on Package A = \$2,124.10

Lockable cabinet, brochure rack, table, 3 x chairs, bin, stand cleaning and 1 x power point with electrical consumption.

Walk-on Package B = \$2,124.10

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

+ MARKETING PACKAGE UPGRADES

Full Page Premium Upgrade = \$4,623.30

- Full page advertisement (digital)
- Web listing silver
- Emperia plus
- Exhibitor Dashboard Pro
- Social media post

Double Page Premium Upgrade = \$6,182.00

- Double page spread advertisement (digital)
- Web listing silver
- Emperia plus
- Exhibitor Dashboard Pro
- Social media post

Social Media Package= \$3,712.50

- Social media post
- Web Listing Silver
- Emperia Plus
- Exhibitor Dashboard Pro

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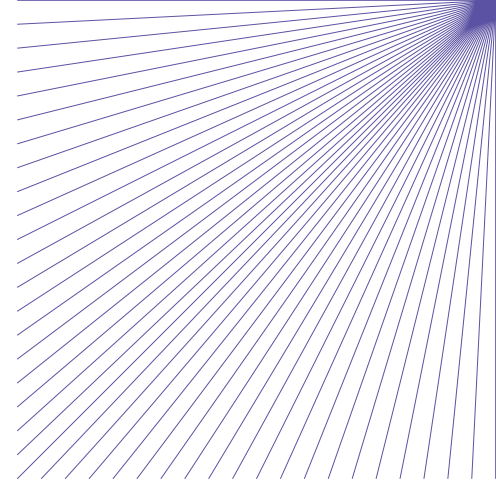
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SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSORSHIP

Pre-show benefits:

- Premium platinum recognition and logo placement on:
 - Energy Next Australia homepage
 - Relevant event communications including weekly visitor emails
- A double-page spread in the digital trade guide
- 2 dedicated social media posts to the Energy Next audience across LinkedIn, Facebook & Twitter
- Premium position email Inline banner on 2 promotional emails pre-show
- 1 Email Advertorial Feature (Logo Included, Visual asset & 50-word accompaniment)
- Banner on Energy Next homepage for one month pre-show linked to your website
- A premium online exhibitor listing

At-show benefits:

- A 36sqm, 54sqm, 72sqm, 90sqm or 108sqm premium space only
- A nominated representative will be given the opportunity to speak in a conference session
- Premium platinum recognition on entrance signage and sponsor feature wall
- Premium platinum recognition and logo placement on all screens displays within the conference space
- Premium Tinted listing & logo in the digital trade guide
- Premium platinum recognition on the printed conference program
- Bag Insert to include your company's promotional item in each visitor bag

Post-show benefits

- Continued Upgraded Exposure Package in the digital trade guide, available and accessible up to 9 months after the event.
- Premium platinum recognition and logo placement on post-show Thank You email communication
- Feature highlight in the Official Energy Next Video
- 1 dedicated social media post across LinkedIn, Facebook & Twitter post-show.

Premium location 36 sqm:	\$42,496.30
Premium location 54 sqm:	\$52,059.70
Premium location 72 sqm:	\$62,454.70
Premium location 90 sqm:	\$72,849.70
Premium location 108 sqm:	\$83,244.70

GOLD SPONSORSHIP

Pre-show benefits:

- Gold level recognition and logo placement on:
 - Energy Next homepage
 - Relevant event communications including weekly visitor emails
- 1 Email Advertorial Feature (Logo Included, Visual asset & 50-word accompaniment)
- Full-page advert in the digital trade guide
- 1 dedicated social media posts to the Energy Next audience across LinkedIn, Facebook & Twitter
- An enhanced online exhibitor listing

At-show & Post-show benefits:

- A 36sqm, 54sqm, 72sqm or 90sqm premium space only
- Gold level recognition on entrance signage and sponsor feature wall
- Gold level recognition and logo placement on screens displays within the conference space
- Gold level recognition on the printed conference program
- Premium tinted listing & logo in the digital trade guide

Premium location 36 sqm:	\$37,827.90
Premium location 54 sqm:	\$47,391.30
Premium location 72 sqm:	\$57,786.30
Premium location 90 sqm:	\$68,181.30

SILVER SPONSORSHIP

Pre-show benefits:

- Silver level recognition and logo placement on:
 - Energy Next homepage
 - Relevant event communications including weekly visitor emails
- A full-page advert in the digital trade guide
- An enhanced online exhibitor listing

At-show benefits:

- A 36sqm, 54sqm, 72sqm or 90sqm premium space only
- Silver level recognition on entrance signage and sponsor feature wall
- Silver level recognition and logo placement on screens displays within the conference space
- Silver level recognition on the printed conference program
- Premium Tinted listing & logo in the digital trade guide

Premium location 18 sqm:	\$23,447.60
Premium location 36 sqm:	\$33,941.60
Premium location 54 sqm:	\$43,505.00
Premium location 72 sqm:	\$53,900.00

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CONFERENCE SPONSORSHIP



Conference Session Sponsorship

\$6,631.90

Energy Next runs a conference program with sessions on grid integration, solar energy, wind energy, VPP's, hydrogen, 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



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DIGITAL ADVERTISING



RATES

Leaderboard
(rotational)

\$1,750.10
per month

ENERGY NEXT WEBSITE

Extend your reach beyond the
2-day event by targeting our
website audience.



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

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DIGITAL ADVERTISING

DIGITAL INCENTIVE OFFER

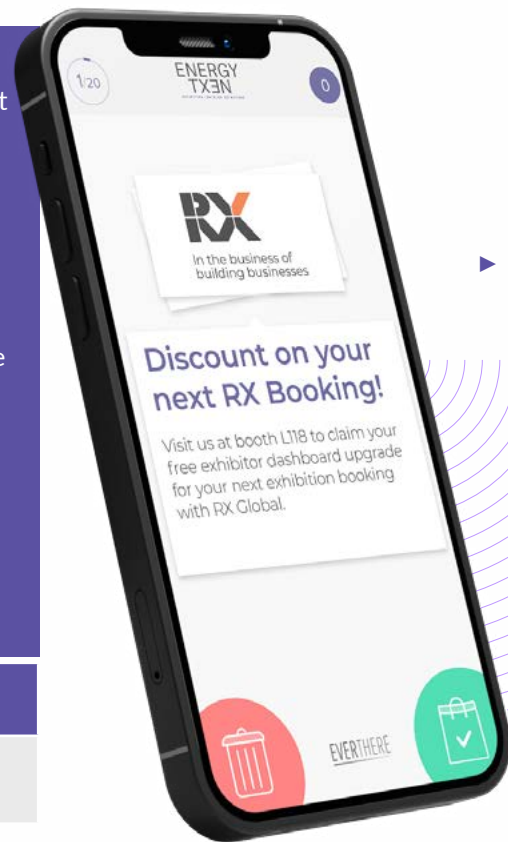
WHAT IS IT?

Do you want to significantly boost your exposure, engagement and foot traffic to your stand at ENERGY NEXT. The Digital Incentive Offer promotes your event deals to drive targeted traffic to visit your stand.

HOW DOES IT WORK?

To receive their offers, visitors will swipe through a gallery of exhibitor deals and choose the ones that interest them. Once they accept the offers, they'll enter an email address to receive their chosen deals. The email will contain all of the details they'll need to collect your offer (visit your stand, go to your website, follow your social media, etc.).

An empowering digital incentive offer can help you to promote your business, capture high quality leads, increase foot traffic to your stand, amplify any marketing activity around the event and incentivise visitors to connect with you.



▶ WATCH
DEMO

	RATES*
Digital Showbag	\$825.00

CREATING AN OFFER

To submit your exhibitor offer, you will receive an email from us to access a platform called EverThere, simply follow the link to submit your content.

A BRIEF DESCRIPTION OF YOUR OFFER

- Eye-catching call to action on the offer.
- Limit of 80 characters.

FULL DESCRIPTION

- Describe the offer in more detail.

REDEMPTION INSTRUCTIONS

- Provided after a buyer accepts the offer in their digital incentive offer.
- Describe what needs to be done to claim the offer (i.e. head to the stand)

LINK TO OFFER LANDING PAGE

- Provided to the buyer once they accept your offer.

BRAND LOGO

- In PNG format.
- Must be logo only with no additional creative.

FOR MORE INFORMATION
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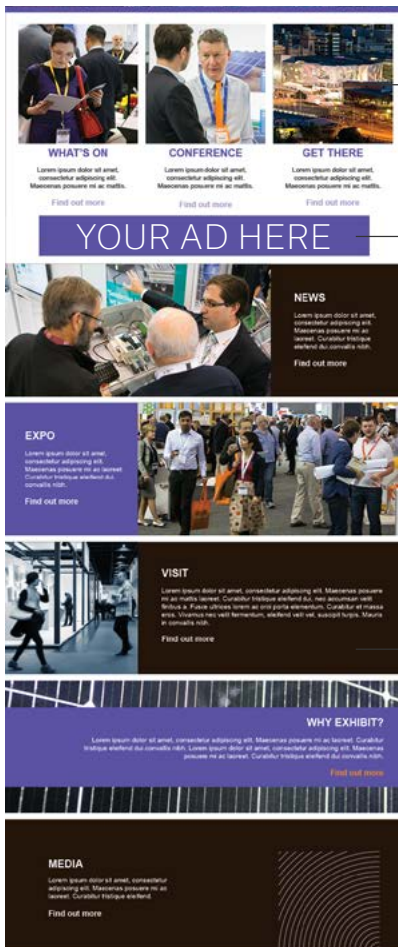
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DIGITAL ADVERTISING

TARGET POTENTIAL BUYERS BEFORE THE SHOW

E-NEWS

Advertising opportunities are available on our regular e-Newsletters, distributed to our lists of potential visitors to Energy Next 2023.



EXHIBITOR ADVERTORIAL FEATURE

50-word feature
\$2,042.70

E-MAIL INLINE BANNER

W: 600 x H: 90 px
\$1,750.10

EVENT NEWS FEATURE

E-News 50 Word Event News Feature
\$2,334.20

EVENT NEWS FEATURE

E-News 100 Word Event News Feature
\$2,917.20

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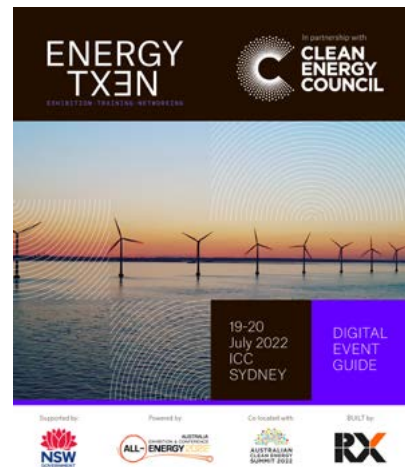
DIGITAL ADVERTISING





PROMOTE YOUR BUSINESS ONSITE AND AFTER THE EVENT

The Trade Guide is a digital publication featuring a complete list of exhibitors, products and brands on display at Energy Next. This digital directory will be emailed to registered attendees and featured across our homepage & socials.

Advertising within The Digital Trade Guide is a powerful way to promote your business, services and products to attendees looking for the latest clean and renewable energy solutions.

The Digital Trade Guide is accessible for up to 9 months post event via the homepage of the Energy Next website, allowing visitors to stay connected with exhibitors and see their ads, products, contact details & more.



AD Specifications				
				
	Half Page	Upgrade to a Full Page	Upgrade to a Double Page Spread	Enhanced Listing
Cost (Inc GST)	Included in the Standard Package	\$1,400.30	\$2,200.00	\$1,750.10
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)

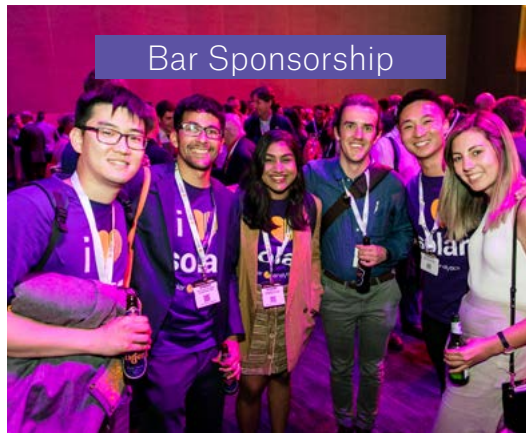
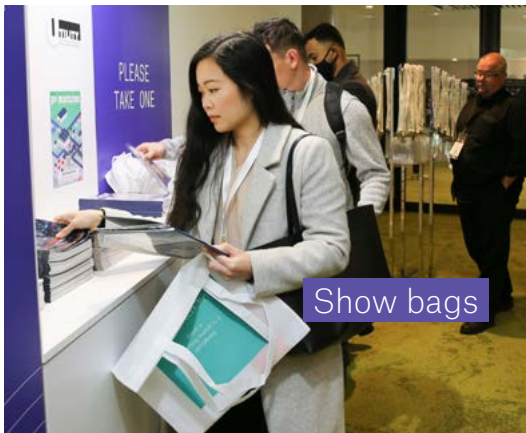
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SPONSORSHIP OPPORTUNITIES

ELEVATE YOUR BRAND AT THE EVENT

High visibility sponsorship opportunities are available to exhibitors wishing to promote their brand to thousands of attendees.



	RATES*
Lanyard (exclusive) Be visible around the neck of every visitor (One colour)	\$11,669.90
Cafe Sponsorship Includes: Naming rights to the cafe, company signage, space to display advertising material	\$16,338.30
Bag Branding (exclusive) A fantastic branding opportunity for your company logo to appear on exhibition bags that are distributed to every visitor upon arrival	\$11,669.90
Bag Branding (shared) Your logo on one side of the visitor bags available at the entrance of the event	\$6,418.50
Registration 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.	\$16,338.30
Badge (exclusive) Put your company logo on the badges as a roving advertisement	\$5,835.50
Bag Inserts An excellent way to reach Energy Next visitors	\$2,334.20
Networking Drinks Get your brand in front of decision-makers in a relaxed and less formal environment	POA

ENERGY NEXT

EXHIBITION · TRAINING · NETWORKING

BOOK A STAND AT ENERGY NEXT 2023

18-19
JULY 2023
ICC
SYDNEY

Click on the floorplan to
see the latest version.



PREMIUM



STANDARD



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