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THE RENEWABLES SHOW IN THE ENERGY CITY – ABERDEEN 19/20 MAY 2010

[www.all-energy.co.uk](http://www.all-energy.co.uk)

To: All-Energy 2010 exhibitors

**EXHIBITOR NEWSLETTER No. 1 – March 2010**

This is the first of two exhibitor newsletters intended to help you get the most out of your participation at All-Energy 2010. This edition is weighted towards marketing and promotional issues, and the second will be sent in early May with some important last-minute reminders and news updates. Please take the time to read on below, and make sure to pass us any information we haven't yet received; and please pass it on to companies sharing your stand.

**ANY QUESTIONS? DON'T HESITATE TO GET IN TOUCH**

Don't hesitate to call or email us if you have any questions about this newsletter, or any other aspect of the show. Contact details are shown on the back page, and also on the contacts page of the website at <http://www.all-energy.co.uk/Contact.html>.

This year all staging and operations will be managed through our new online manual, for which you should already have received log-in details and we hope are already happily using. Maelstrom Events have once again been appointed to manage the operations of All-Energy – if you have a question that can't be easily answered from the manual please contact Matthew Lambert or a member of his team on +44 (0)1746 764100 or email [info@maelstromeventsolutions.co.uk](mailto:info@maelstromeventsolutions.co.uk).

For stand sales, admin or finance enquiries please speak to Andy, Enrico, Janet or Paula at the Harrogate office: +44 (0) 1423 524545 or emails from the link on the back page. Judith Patten at the Richmond office is your contact for conference, PR, or marketing matters, and for sponsorship or any other issues you can talk to Jamie Thompson, Event Director.

**STAND SHARERS – MAKE SURE THEY GET NOTICED!**

We would love to know what companies/organisations will be sharing your stand, so we can add them ASAP, with a web link, to our exhibitor list to gain exposure. The best way to do this is to via the online exhibitor manual, or alternatively send the details (company name, contact name, email address and web address) to [janet@mediageneration.co.uk](mailto:janet@mediageneration.co.uk). Remember that stand sharer listings on the website and in the Show Guide are free of charge.

## PLEASE SEND US INFORMATION ON WHAT YOU WILL BE SHOWING

We are already being asked to write and contribute to All-Energy editorial previews in a wide range of trade magazines – yes, it makes the show seem very close! So we need information from you for this – after all an exhibition features exhibits and that's what we want to focus on! Can we ask you to go to the Exhibitor Area on the All-Energy website at [http://www.all-energy.co.uk/Exhibitor\\_area.html](http://www.all-energy.co.uk/Exhibitor_area.html) and pay particular attention to this bullet point...

© To send us show preview information (Form A in the online manual) click **here** for the **Word** version, or **here** for the **PDF** version ... And complete the form just as soon as you know what you will be featuring on your stand. The information will also be of use for our ever-expanding online preview, and for our printed preview in our planned April visitor promotion newsletter. This applies to all stand sharers too of course. And, if you use the online facility, please ensure you send high resolution jpegs to Judith Patten at [info@all-energy.co.uk](mailto:info@all-energy.co.uk) as soon as you can.

## MAKING SURE WE REACH YOUR AUDIENCE

As an exhibitor, who do you want to see at the show? We are eager to work with all exhibitors to ensure that our database and promotional plans reflect your own objectives. We're happy to discuss these requirements face-to-face or by email or phone. If you want to ensure that we hit particular segments in our overall marketing campaign tell us about your requirements; equally if you want us to ensure that individuals are on our database so they are invited to the show, simply let us have their contact details. We are eager to ensure you get every advantage possible from exhibiting with us.

## OPPORTUNITY FOR EXHIBITORS TO WORK WITH UK TRADE & INVESTMENT (UKTI) AT ALL-ENERGY 2010

This year's All-Energy is being held 'in association' with UK Trade & Investment (UKTI) who will host a series of market briefings and business meetings throughout the show in the *UK Energy Excellence*



*Centre*. These will be free to UK companies who have registered. UKTI Market Briefings from the UKTI Energy Team and invited guest speakers will offer an opportunity to learn about developments in renewable energy in key international markets.

UKTI will also sponsor a large delegation of international companies to visit All-Energy. These delegates will be introduced to the UK's Renewable Energy Offer during a short tour of selected sites and companies prior to All-Energy. At the show these companies will be invited to meet with UK companies in carefully constructed one-to-one (speed networking) sessions. For more information or to register your interest contact [allenergy@uktienergyevents.com](mailto:allenergy@uktienergyevents.com) or call +44 (0)115 947 5666.

## SPREAD THE WORD!

Our comprehensive and wide-reaching visitor promotion programme is gearing up as the show approaches, but you can quickly and easily help us to help you get the people you want to see onto your stand.

*Here are some suggestions:*

- © **Bespoke postcards:** once again we will be printing up postcards which feature your stand number and logo, and which we will send to you in bulk to be mailed to your target customers. There is no charge for this service and no limit on quantity (the more the merrier, within reason!). To see an example of the 2009 postcard please click here: <http://www.all-energy.co.uk/userfiles/file/bespokepostcard.pdf>. Please email Janet Loudoun to order these – [janet@mediageneration.co.uk](mailto:janet@mediageneration.co.uk).
- © **Use your website:** a wide selection of All-Energy banners in a variety of sizes can be found here – [http://www.all-energy.co.uk/All-Energy\\_Logos.html](http://www.all-energy.co.uk/All-Energy_Logos.html). Can we urge you please to use these on your website and/or printed materials. If you need them in a different format to that currently available, or even as a banner ad/revolving multi-message 'button', just let us know and we'll rush it to you. Please set up a link from your website from the logo to [www.all-energy.co.uk](http://www.all-energy.co.uk) – we will be logging the route people take to reach our website and the exhibitor who generates the most referrals by opening day of the show will be awarded a special prize!
- © **Email footers:** on your outgoing emails to potential customers you can insert the small branded footer from: [http://www.all-energy.co.uk/Exhibitor\\_area.html](http://www.all-energy.co.uk/Exhibitor_area.html) – with a message above such as **'Visit us on Stand XXX'**

## “RENEWABLE ENERGY EQUIPMENT BELONGS OUTSIDE...”

If you want to exhibit anything outside the exhibition hall, let us know - the layout this year ensures that people will walk through the outside exhibit area to reach registration. There is plenty of space available (and it is free to all exhibitors with an indoor exhibit); we want All-Energy to look visually attractive and to say “UK's largest renewable energy show” from the moment people pull up on shuttle buses, in taxis or cars! So let us know what you have that will fit outside – we need to know what is coming in order to build an outside floorplan.

## ACCOMMODATION

We have worked hard to increase the number and variety of rooms available at this year's show, and we also have a new accommodation agent, Events in Focus, who have a full online booking facility. It's still a very good idea to book your accommodation just as soon as possible, which you can do here: [www.all-energy.co.uk/Accommodation.html](http://www.all-energy.co.uk/Accommodation.html) We advise against phoning the hotels direct as they will say “we're full” .... take advantage of the rooms we have on hold for you and for our visitors

## SPONSORSHIP

Most of the sponsorship packages for All-Energy 2010 have now been snapped up, but a couple of high profile options still remain. This is a remarkably cost effective way to enhance your company's profile in a fast growing market; for more information please contact Jamie Thompson – [jamie@mediageneration.co.uk](mailto:jamie@mediageneration.co.uk) or +44 (0) 7760 765513.

## EDUCATION DAY AT ALL-ENERGY 2010

We are delighted to be able to announce that we are working with Aberdeen City Council, Aberdeenshire Council, the Energy Institute and Society of Petroleum Engineers on an Education Day at this year's All-Energy. This will take place on Thursday 20 May.

Invitees from both the Shire and the City will include subject-specialist teachers from secondary and primary schools and career guidance experts. Broadly speaking the day will comprise an overall briefing session for the teachers/careers experts; the opportunity for them to visit the exhibition (with themed trails designed to represent their particular interests – e.g. biology teachers will want to learn about different elements of renewables from those running after-school engineering clubs.); themed 'round tables' with experts on particular topics providing information and answering their questions – and no doubt posing some of their own (more on this later in the planning stage, as we will be looking for experts for those roundtables); and there will be a final debrief when both the City and Shire education experts will soak up feedback.

What we need from you at this stage (and by 15 March if possible as the next meeting on this takes place in Aberdeen on 17 March) are the following – where applicable, emailed responses to Judith Patten at [info@all-energy.co.uk](mailto:info@all-energy.co.uk) please:

- ⊙ Hard copies of any educational material you have available sent to Judith Patten, All-Energy, 34 Ellerker Gardens, Richmond TW10 6AA (or, if purely web-based, please send the url to Judith in an email marked "Available educational material" ) If you are planning to produce educational material prior to All-Energy please drop a note to that effect.
- ⊙ Do you have an in-house education officer/expert? Contact details please.
- ⊙ Would you be interested in teachers visiting you on your stand at All-Energy?
- ⊙ Do you offer teacher placements? (This applies only to exhibitors from Aberdeen and Aberdeenshire of course!)
- ⊙ Do you offer work experience opportunities? (Again, this applies only to exhibitors from the Shire and the City)
- ⊙ Do you run apprenticeships?

Whilst you are sending in your feedback, schools are being canvassed about their interest in attending, and information on the types of teachers who will be attending is being gathered. Once information from both sides of the 'fence' are in we are looking forward to a constructive planning session on 17 March and will get back to you with updated news later on next month.

## **NEW – JOBS FAIR**

This year for the first time All-Energy features a Jobs Fair, taking place in the Boyd Orr Hall throughout day two of the show. Your HR people are invited to set up a simple exhibit space with a pull-up stand and literature rack – chairs and tables will be provided. Information on how to exhibit at the Fair from Jamie Thompson (contact details below). Space is available at £200 + VAT for the day for All-Energy 2010 exhibitors and £750 +VAT for non-exhibitors. The ever-popular Jobs Zone will be an integral part of the Jobs Fair.

## **CONTACT DETAILS**

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We look forward to seeing you in May.

***The All-Energy team***