

AUSTRALIA
EXHIBITION & CONFERENCE
ALL-ENERGY 2017[®]



IN PARTNERSHIP WITH
**CLEAN
ENERGY
COUNCIL**



EXHIBITOR PROSPECTUS 2017

11 – 12 October 2017
Melbourne Convention & Exhibition Centre
all-energy.com.au

WHY EXHIBIT AT ALL-ENERGY AUSTRALIA?

All-Energy Australia 2016, held in Melbourne 4 – 5 October 2016, once again proved to be an outstanding success and resulted in the largest attendance ever seen for the event. With record attendance, government and international speakers, another successful partnership with the Clean Energy Council and a focus on energy storage, energy efficiency and smart grid, All-Energy Australia signalled a promising focus on the future of the renewables sector.

With an **8% increase** in attendance on All-Energy Australia 2015, results confirmed that well over **4,500 industry professionals** visited All-Energy Australia Exhibition and Conference 2016. These outstanding results demonstrate the continuing growth of interest and passion for the sector in Australia. We're looking forward to growing All-Energy Australia again in 2017.



5,955
TOTAL VISITS FROM 2016

4,617

TOTAL UNIQUE
ATTENDEES

8% increase from
2015 to 2016

177

INTERNATIONAL
VISITORS

“It was fantastic to be both a participant and audience member of All-Energy Conference and Exhibition, to be in the presence of such high quality people was invaluable. What makes this event so attractive is that it is free to attend and it showcases how strong the community and industry support is for the renewable energy sector. All-Energy is in the true spirit of the renewable energy industry.”

Andrew Tanner, VP Business Development, Geli

VISITOR SATISFACTION†

87%

were satisfied with All-Energy Australia 2016

71%

agree that All-Energy Australia is very important to their business

60%

spent a minimum of 4 hours at All-Energy Australia 2016

84%

indicated that they will recommend All-Energy Australia to colleagues

80%

agree that All-Energy Australia is a must attend event

94%

are likely to visit the next All-Energy Australia in 2017

PURCHASING AUTHORITY†

52%

of visitors held direct authority or influence for purchasing the type of products or services seen at All-Energy Australia 2016

56%

of visitors with purchasing authority organised a quote or appointment at All-Energy Australia 2016

75%

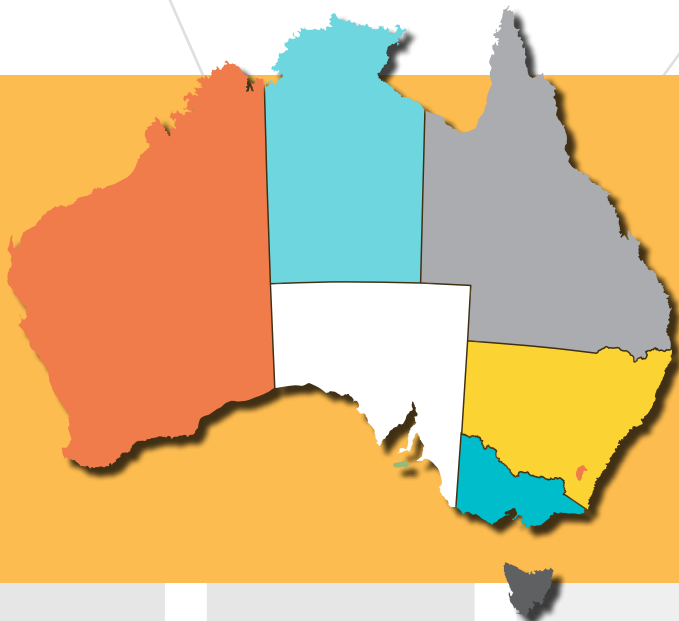
of decision-makers saw something at All-Energy Australia 2016 that they were likely to buy after the exhibition



† CAB Audit / Multiple answers permitted

WHO WILL VISIT ALL-ENERGY AUSTRALIA?

ALL-ENERGY AUSTRALIA 2016 VISITORS AT A GLANCE*



ACT	56	
NSW	585	
NT	12	
QLD	263	
SA	131	
TAS	27	
VIC	3,250	
WA	116	
<hr/>		
NZ	46	
China	35	
Other/ Overseas	96	

TOTAL VISITS

4617

8% increase
from 2015

COLLABORATING TO BRING YOU VALUE

All-Energy Australia 2017 will again partner with Clean Energy Council after an extremely successful partnership at All-Energy Australia 2016. The partnership will provide the renewable energy industry with access to leading innovations, expertise and operational solutions in one place, and deliver a unified platform for companies to grow their business, create brand awareness, network and establish business connections. To bring extended value to exhibitors, All-Energy Australia 2017 will also take place alongside Waste Expo Australia to create Australia's most significant showcase for the clean energy, sustainability, waste and recycling industries.

TOP 6 VISITOR BUSINESS TYPES

- Owner / CEO / Director / MD / President
- Sales Manager / BDM
- Consultant
- Senior Manager
- Electrical Engineer
- Project Engineer / Manager

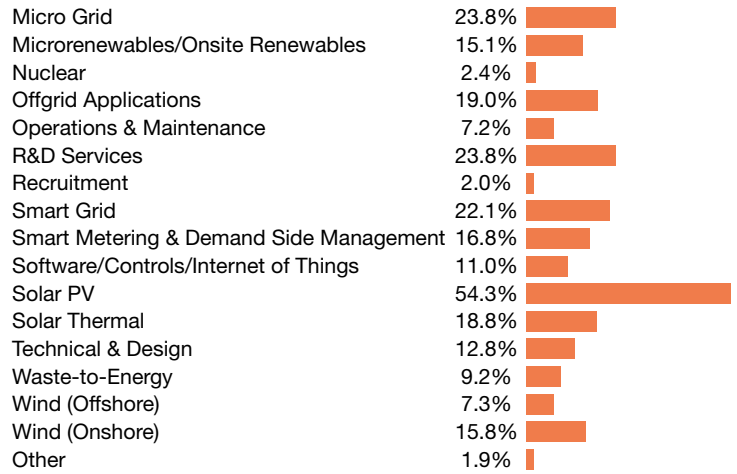
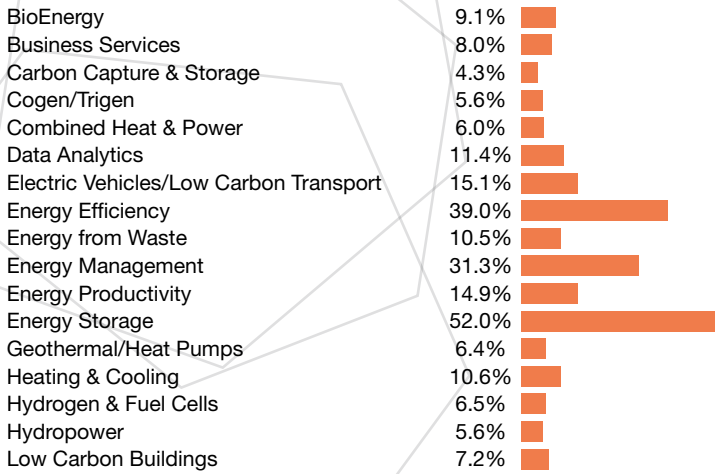
* Source: All-Energy Australia 2016
† CAB Audit / Multiple answers permitted



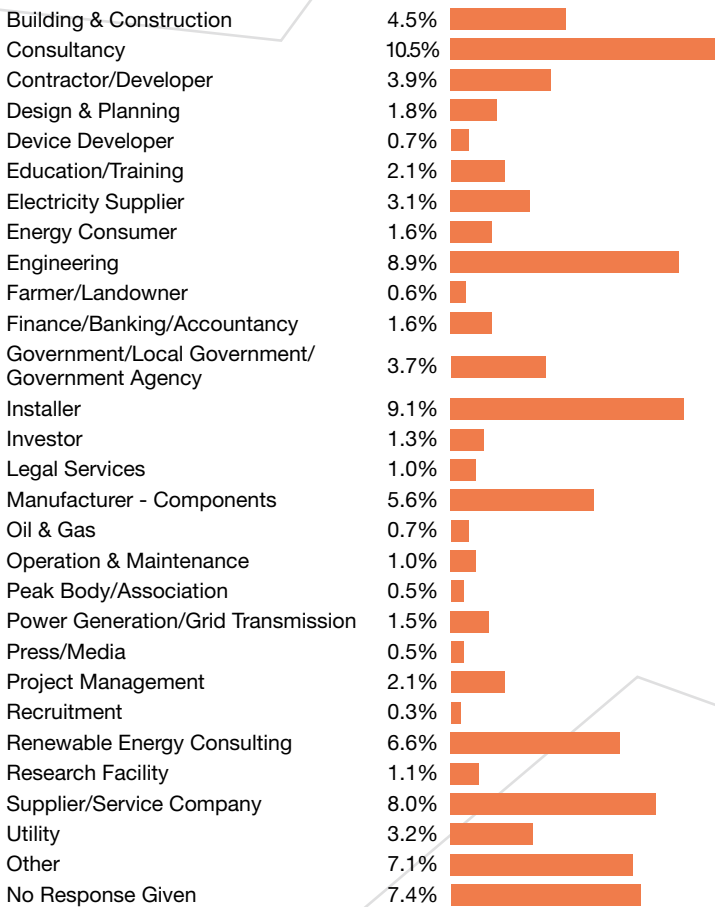
"We've had a really good experience, a lot of traction, a lot of interest in what we've provided – it's been a really busy stand, so if anything, we need to bring more staff next year. It's a really good place to touch base, and people can often get really snowed under in their work particularly installers, and they always have a lot of questions so it's a great opportunity to get in front of customers, have people ask questions, and share expertise and training on the stand. For us, we get great engagement."

Stefanie, SMA Australia

TRADE VISITOR ANALYSIS BY ENERGY SECTOR†



TRADE VISITOR ANALYSIS BY BUSINESS TYPE†



† CAB Audit / Multiple answers permitted



“We found the show fantastic, great flow of people through, really solid day...definitely great for the number of quality leads we’re getting. People who come to these shows are the installers, the business owners, people interested in investing in the technology – those are the sorts of people we’re looking for. And the presentations have been great.”

Maree Mills, Redback Technologies

BOOK YOUR STAND NOW!

**SPACE WITHIN THE EVENT IS LIMITED
AND WILL BE ALLOCATED ON A FIRST
COME FIRST SERVED BASIS.**

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