



AUSTRALIAN ENERGY WEEK 2024

11-14 June 2024 | MCEC

SPONSORSHIP & EXHIBITION PROSPECTUS

Organised by:

Quest Events

Meet. Learn. Grow.



What is **AUSTRALIAN ENERGY WEEK?**

Over 10 years, **Australian Energy Week** has established itself as the leading energy conference in Australia, bringing together the biggest names in the industry. It's the only event for the entire energy supply chain - generators, networks, retailers, government and energy users.

The line-up of speakers is second-to-none, and the audience is dominated by energy industry professionals, not tyre kickers.

“The major event that brings the entire industry together.”

Andrew Bills, CEO, CS Energy

“A must attend event for everyone working in the industry.”

Peter Askimakidis, Account Executive, Microsoft

“If you are limited to only one energy conference in a year - Australian Energy Week is the one!”

Andrew Bills, CEO, CS Energy Jon Pemberton, Director of Operations, Empower Energy



Why partner with **AUSTRALIAN ENERGY WEEK IN 2024?**

Over 4 days (2 day expo), AEW brings together the who's who of the industry. With a stacked conference plenary, 4 conference streams, free to attend expo stage and the dedicated Machines/Engineering conference, if you sell to energy generators, networks, retailers or large users, this is the event you can't miss.



MASSIVE EXPO EXPANSION

50 + exhibitors, and for the first time, open to visitors, meaning you can expect more qualified attendees than ever before



INCREDIBLE NETWORKING OPPORTUNITIES

In 2023 the AEW Gala Dinner and Women in Energy Breakfast both sold out! Don't miss out in 2024, and don't forget the networking drinks!



TWO EXPO FLOOR STAGES

The highly successful Machines stage returns (attracting 100 + engineers, reliability and maintenance managers), along with a new free to attend stage



MORE CEOS THAN ANY OTHER EVENT

Don't just meet your end users, build your brand awareness with the C-Suite



CONSISTENTLY EXCELLENT FEEDBACK WITH OVER 95% SATISFACTION

it's why our sponsors and attendees keep coming back



TARGETED AUDIENCE OF BUYERS

AEW has the highest quality audience of any energy event, with expo visitor passes restricted to energy companies only



THOUGHT LEADERSHIP OPPORTUNITIES

Shape the future of energy industry and share your expertise by presenting in the conference, delivering a case study or being part of a panel discussion.

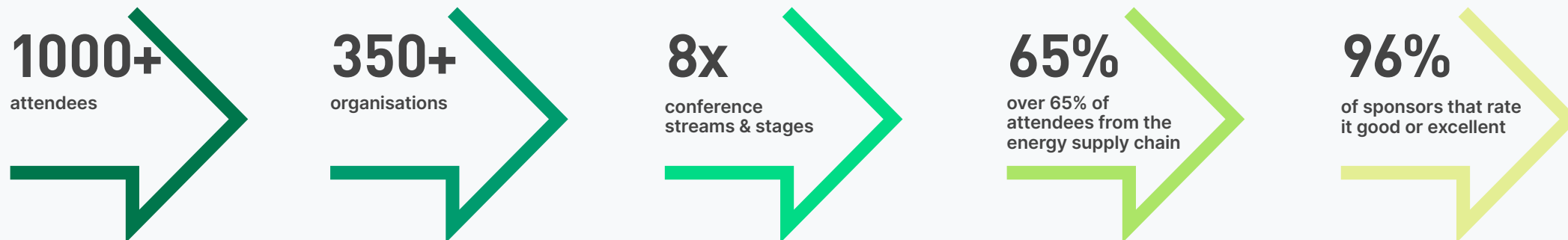


DIGITAL MARKETING CAMPAIGN

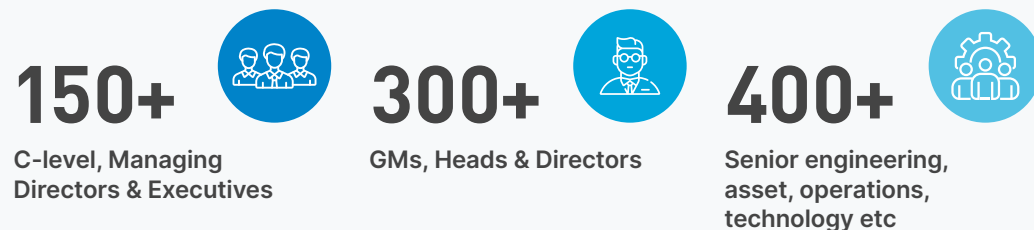
Australian Energy Week marketing reaches over 30,000 unique, targeted contacts - join our campaign early and benefit from 10+ months of brand awareness

AUSTRALIAN ENERGY WEEK BY THE NUMBERS

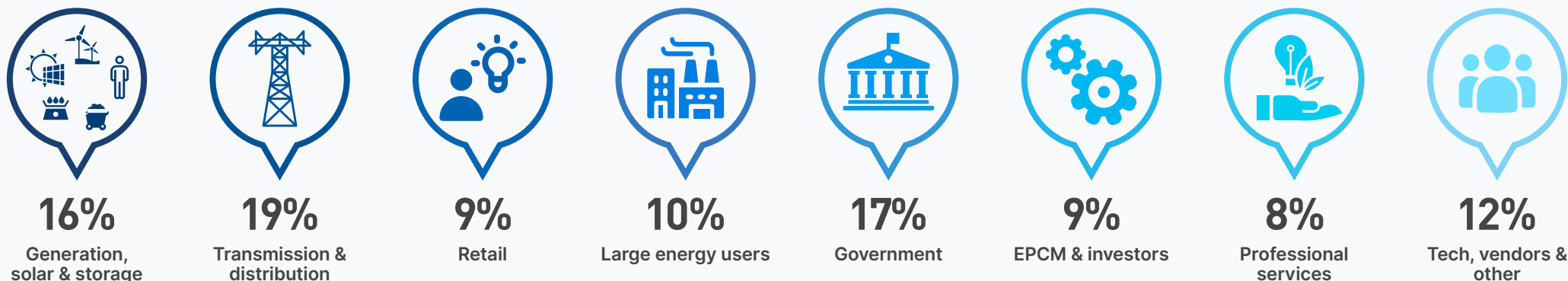
Each year more than 1000 energy professionals come to AEW to find new solutions and stay competitive, making it the ideal place for you to get your brand in front of your target audience. AEW provides the best platform for your business to establish thought leadership, reinforce your brand position, and build new relationships.



BREAKDOWN BY JOB TYPE:



ATTENDEE BREAKDOWN BY SECTOR:



“The only place to be to connect with Australian leaders in Energy.”

Jill Caaney, Consultant, Erne Energy

PAST ATTENDING COMPANIES:



“The premier event for the energy supply industry

Network Planning Manager, TransGrid (past attendee)

AGENDA AT A GLANCE

TUESDAY, 11 JUNE

Choose your Masterclass: A, B, C or D

WEDNESDAY, 12 JUNE



**Australian
Energy Markets
Outlook**

A strategic update for the entire energy sector

Happy Hour Networking

AEW Gala Dinner



Machines2023

Machines2023 Event Dinner

THURSDAY 13, JUNE



Women in Energy Breakfast

Choose your stream:

STREAM 1

STREAM 2

STREAM 3

STREAM 4



**RE-ENGINEERING
the GRID**



GENERATION 2.0

batteries & 
energy storage



**FUTURE
RETAIL**



Machines2023

FRIDAY, 14 JUNE



**ENERGY POLICY
FORUM**

MARKETING & MEDIA REACH



30k +

energy executive
contacts



3k

subscribers to Energy
Insights



37.5k

website
visits



15+

media & association
partners



5k

followers on
LinkedIn



250k+

LinkedIn
impressions



AEW IN THE MEDIA

AEW regularly features in major broadcast digital and print news.



The Sydney Morning Herald

THE AUSTRALIAN



THE
AGE

WA today
INDEPENDENT. ALWAYS.

The
Guardian

Brisbane
Times



FINANCIAL REVIEW

The Daily Habit Of Successful People

Vanadium flow batteries have lagged far behind lithium ion batteries in commercialisation and are consequently more costly, but there are grid scale deployments in China and Japan, and ASX-listed Tivan aims to develop a huge vanadium deposit in WA and a battery manufacturing facility near Darwin.



CEO panel at the Australian Energy Week conference: (from left) Matthew Halliday, Ampol; Brett Redman, Transgrid; Damien Nicks, AGL Energy; Stephanie Unwin, Horizon Power. Eamon Gallagher

Other transition challenges include the high cost of hydrogen – which Ms Unwin said needed to



All of our potential Australian customers were attending the event.

Simon Gardner-Lee
COO, Raedyne Systems
(past sponsor)

SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
	SOLD OUT IN 2023	SOLD OUT IN 2023	SOLD OUT IN 2023	
INVESTMENT	\$65K	\$49K	\$38k	\$26k
ATTENDANCE				
Conference pass	8	6	5	3
Gala Dinner pass	6	4	3	2
Women in Energy Breakfast pass	3	2	1	purchase
Networking Drinks access	✓	✓	✓	✓
SPEAKING SLOTS				
Keynote speaking slot (Plenary)	30mins			
Keynote speaking slot (Conference stream - Morning)		20mins		
Keynote speaking slot (Conference stream- Afternoon)			20mins	
Panel participation	2	1		1
AEW EXPO SPACE				
Expo space	6x6m	6x3m	6x3m	3x3m
Signage, lighting & power	✓	✓	✓	✓
PRE-EVENT BRANDING				
Logo and company profile on event website and app	✓	✓	✓	✓
Branded social media post (LinkedIn)	✓	✓	✓	✓
Speaker headshot and bio on event website and app	✓	✓	✓	✓
Speaker headshot on event brochure	✓	✓	✓	✓
Interview with your speaker hosted on the website & shared via socials	✓	✓		
Opportunity to host content on event website	✓	✓		
AT EVENT BRANDING				
Logo on conference holding slide	✓	✓	✓	
Logo on event media wall (Conference plenary and expo)	✓	✓	✓	
OTHERS				
Private meeting room	✓			
Lead capture from registration	✓	✓	✓	✓
Lead capture from speaking slot(s)	✓	✓	✓	✓

FURTHER OPPORTUNITIES

GALA DINNER SPONSOR

SOLD OUT IN 2023

- | AEW Gala Dinner brings together over 300 energy leaders for an exciting night of entertainment and networking, providing a great opportunity to highlight your business and target an influential and decision-making audience.
- | Gala dinner sponsorship includes a 5-minute speaking time to address attendees at the beginning of the evening, 3 conference passes, and a 3mx3m expo space.
- | Investment: AU\$22k + GST (1 left)



AEW Dinner Gala Sold Out in 2023!

WOMEN IN ENERGY BREAKFAST SPONSOR

SOLD OUT IN 2023

- | The AEW Women in Energy breakfast is an informal networking event, featuring an expert panel discussing the energy industry's responses to the current issues. (Panel participation, 3 conference passes and a 3mx3m expo space included)
- | Investment: AU\$22k + GST (1 left)

NETWORKING DRINKS SPONSOR

- | Networking drinks sponsor will be provided with a 3-minute speaking time at the end of the plenary session to introduce the networking drinks, 3 conference passes and 3mx3m stand.
- | Sponsor's pull-up banners will be prominently displayed in the bar area during the drinks.
- | Investment: AU\$22k + GST (1 only)

COFFEE CART SPONSOR

- | Coffee cart sponsorship offers a perfect opportunity to create strong brand visibility at the event and includes the cart, coffee, barista and 3 conference passes. Sponsor can choose to supply branded coffee cups, aprons and graphics for the cart to maximise exposure.
- | Investment: AU\$18k + GST (1 left)

DELEGATE LANYARD SPONSOR

- | Lanyard sponsorship offers excellent exposure as lanyards will be attached to the conference name badges and worn by all delegates, sponsors/exhibitors and speakers for the duration of the conference.
- | Investment: AU\$15k + GST *plus cost of production (1 only)



AEW Women in Energy breakfast Sold Out in 2023

CHARGING STATION SPONSOR

- | The Charging Stations will allow attendees to sit, relax, work and charge their laptops and mobile phones at any time during the event. The charging station will be branded with your company logo and message.
- | Investment: POA

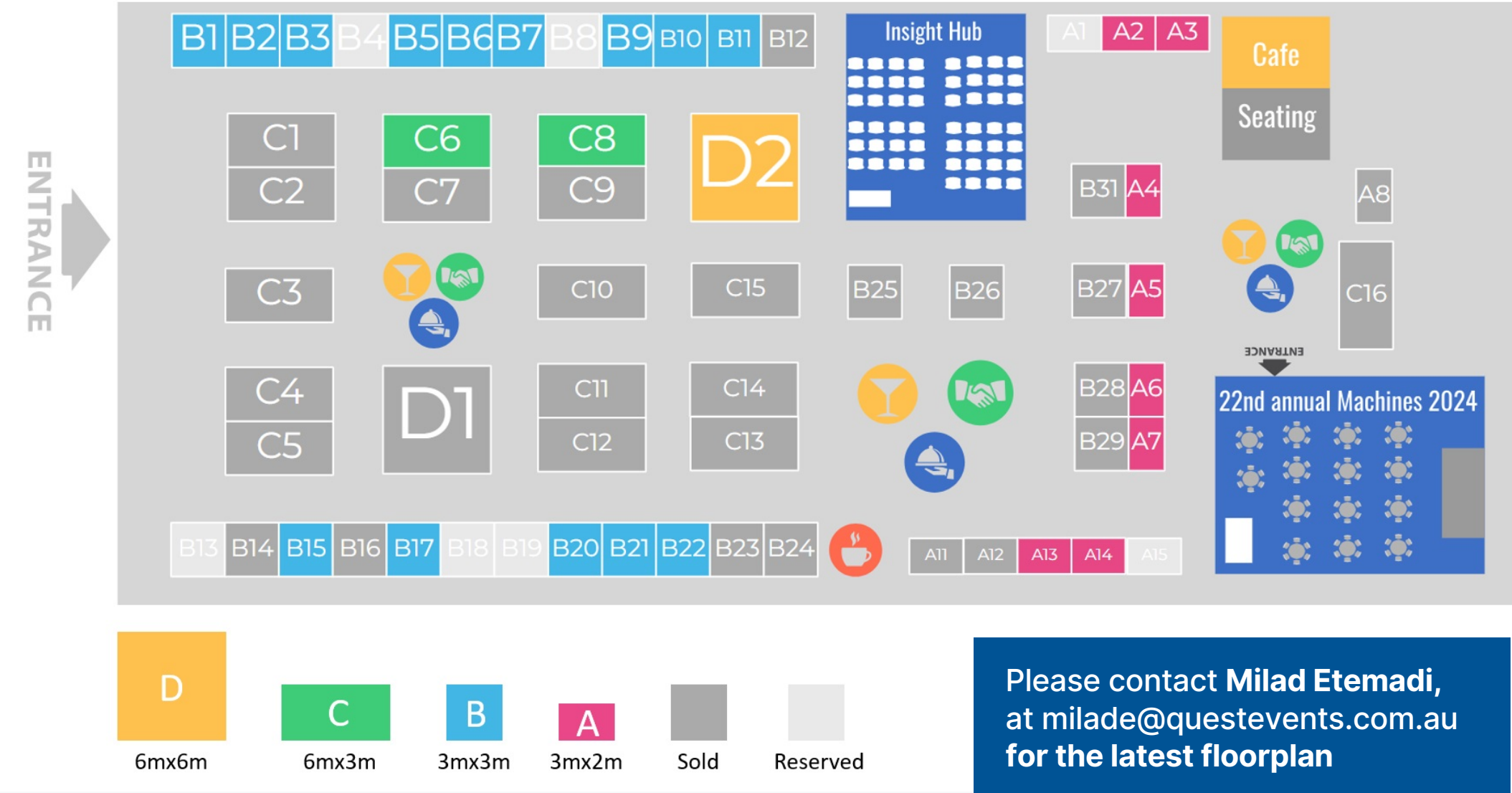
EXHIBITION OPPORTUNITIES

BENEFITS	6m x 6m	6m x 3m	3m x 3m	3m x 2m
ATTENDANCE				
Conference pass	8	4	3	2
Gala Dinner pass	6	4	3	2
Networking Drinks access	✓	✓	✓	✓
SPACE INCLUSION				
Signage, lighting & power	✓	✓	✓	✓
Option for custom booth	✓	✓	✓	
PRESENTATION ON EXPO FLOOR STAGE				
Demo or presentation on expo floor	2	1	\$2000	\$4000
OTHER BRANDING				
Logo and company profile on event website and app	✓	✓	✓	✓
Branded social media post (LinkedIn)	✓			
Logo on media wall	✓			
Investment	\$34k	\$21k	\$12k	\$8.5k

*all prices are ex-GST



FLOORPLAN





AUSTRALIAN ENERGY WEEK 2024

If you'd like to become an exhibitor, sponsor or speaker at the event contact



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🌐 www.energyweek.com.au

“As an international business, sponsorship helped us meet the right people in a short time.

Thomas Sun, CEO, NAD Grid (past sponsor)