

European Utility Week



Co-located events:

Intelligent Buildings
Europe



Energy Revolution
Europe



Connecting the smart community

A world of opportunities awaits your participation!

3-5 October 2017, Amsterdam, The Netherlands

www.european-utility-week.com



Exhibiting at EUW!

Interested in developing your business within the European Smart Utility Sector?

European Utility Week provides a platform for businesses looking to forge new partnerships and collaborations within Europe and beyond.

The exhibition opens the door to a world of opportunities for your business by providing the following benefits:

- Access to 12,000 senior utility professionals from Europe and beyond
- Display and promote your latest technologies and innovation in the utilities sector
- Help you grow your international business activities
- Learn about the challenges and opportunities of the utilities sector by getting involved with the conference sessions / case study sessions
- Access exceptional conference thought leadership from industry and government leaders
- Extensive networking opportunities during evening receptions, coffee and lunch breaks
- Utilise our networking App and other online social networking tools to arrange pre-event meetings

We offer the possibility to choose from 3 different floor rental options:

	Premium	Shell Scheme	Raw Space
Package Price	€ 950 per m ²	€ 595 per m ²	€ 495 per m ²
Minimum size	12 m ²	9 m ²	18 m ²

Please note all prices are excluding VAT

Included in each package:

- 50 word company description and logo in the Virtual Exhibition on the European Utility Week website
- 50 word company description and logo in the event app, which will be accessible to all participants
- Special rates for staff to attend the conference (€ 695 p.p.)
- Discounted rates for clients to attend the conference (10%)
- An unlimited number of free invitation tickets for clients, prospects and associates to visit you at the exhibition
- Unlimited booth staff passes per stand

Looking to increase your presence?

If you are an exhibitor and are looking to gain more visibility at the event, please note we have a Premium Stand package and a bunch of additional promotional options to choose from. Mail our sales team for more information about this.

sales@synergy-events.com



Additional promotional options open to all exhibitors

For more exposure of your brand before or during the show, please have a look at the following additional options:

Marketing Options

Branding Options



Please find the latest exhibition floorplan [HERE](#)

Exhibiting at EUW!

PREMIUM PACKAGE



EXHIBITION STAND A

Aisle Stand A comprises of 2.5 meter high walls covered with foil in one of our standard colours. The 2.5 meter wide and 4.0 meter high white eye catcher with your logo and an integrated 42inch LCD screen. Image branding is promoted through two 2 full colour prints (2.0 meter wide x 2.5 meter high).



EXHIBITION STAND B

Corner Stand B comprised of 2.5 meter high walls covered with foil in one of our standard colours. The 2.5 meter wide 4.0 meter high white eye catcher has your logo and an integrated 42inch LCD screen. Image branding is promoted through a full colour print (2.0 meter wide x 2.5 meter high).



EXHIBITION STAND C

Front Stand C, 3-sides open, comprised of 2.5 meter high walls covered with foil in one of our standard colours. The 2.5 meter wide 4.0 meter high white eye catcher has your logo and an integrated 42inch LCD screen. Image branding is promoted through two full colour prints (2.0 meter wide x 2.5 meter high).

INCLUDED IN THE FULL SERVICE PACKAGES:

- Carpet tiles in your preferred colour
- Deluxe shell scheme material
- Graphics
- Electrical equipment
- Stylish furniture
- Audio Visual equipment
- Delivery Cleaning
- Daily Stand Cleaning

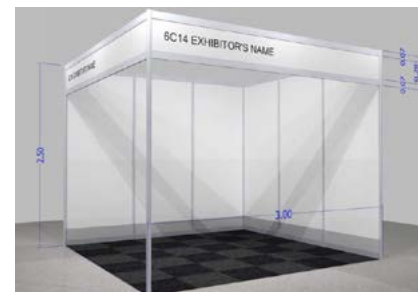
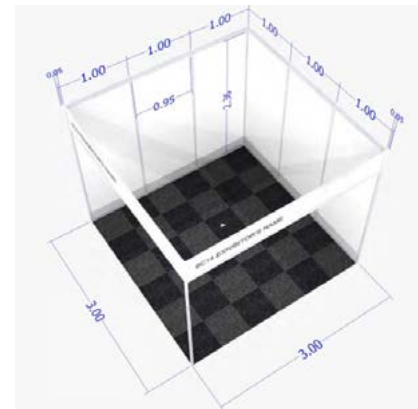
BENEFITS OF THE PREMIUM PACKAGE:

- Professional design at minimal extra costs
- Customized stand using your corporate look & feel
- No transport costs
- No need to source and coordinate stand building companies
- Ready when you arrive
- Complimentary pre-event and onsite assistance
- Save costs for staff, travel and accommodation usually associated with build-up and break-down

SHELL SCHEME PACKAGE:

EXHIBITION STAND

- Shell Scheme package comprises of 2.5 meter high walls with white infill panels
- 1 spotlight 100W / 230V per 3 sqm. 1 double wall socket 1 kW / 230V
- 1 table 80x80cm, white top, 2 chairs and 1 waste bin
- Fascia with company name
- Daily stand cleaning



RAW SPACE PACKAGE

Should you prefer to build your own stand, Raw Space might be the best solution for you. With choosing this option you will be responsible to build your own stand taking into account the building regulations as stipulated in our online service portal (exhibitor manual).

In this package only the space rental itself is included. All carpet, electricity, rigging, cleaning and additional items are to be ordered separately.

This option is available to exhibitors who book a space with 18m² or more.

For more information and to order your package, please contact:

sales@synergy-events.com



Engerati Sponsorship Packages (Add Ons)



DOUBLE IMPACT!

When choosing an EUW sponsorship package, you can upgrade your package to include a Engerati In Focus Package linked to the same theme and/or award category of your topic - for double the exposure and double the impact. By doing this you will receive a 15% discount on the package.

Please contact Engerati for more information

Engerati Sponsorship Packages

	Platinum	Gold	Silver	In Focus Track Sponsor
Package Price	€ 30,000	€ 20,000	€ 11,000	€ 10,000
Live Webinar	3	2	1	Full branding on In Focus, all external emails and data from 3 independent panel webinars. Invitation for experts to join all Panel webinars. Requires minimum silver sponsorship.
Audio Briefing	4	3	2	
Online Editorial Articles	7	5	3	
Resource Centre + Resource Remarketing	Yes	Yes	Yes	
ROS Online Advertising (Box, Standard & Leaderboard banners on Engerati.com and Metering.com)	12 Months	6 Months	4 Months	
Leaderboard In Focus Exclusive (Monthly)	Yes	Yes	Yes	
Interstitial Pop Up (Monthly)	-	-	-	Yes - 12 Months
Automatic Smart Newsletter Inclusion	Yes	Yes	Yes	Yes
In Focus Sponsorship	-	-	-	Yes
Live Studio Video Interview	Yes - min 2	Yes - min 1	Yes - min 1	Yes - min 1
Full Page Advertisement	-	-	-	1
Half Page Advertisement	-	-	Yes	-
Full Page Advertisement	-	Yes	-	-
Double Page Spread	Yes	-	-	-
Two Page Editorial (contributed or fully produced)	-	-	-	Yes

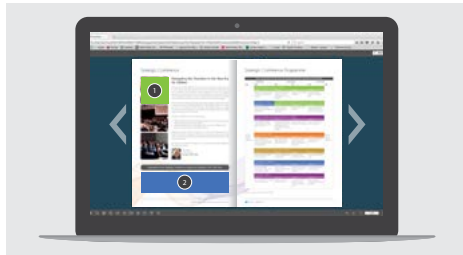
Additional Promotional Options (Add Ons)

MARKETING

All additional marketing options are subject to availability.*

We offer additional promotional options to sponsors and exhibitors. If you are interested in any of the following options please tick the boxes and let us know. Options are subject to availability and your sales representative will get back to you with more information.

Event brochure (digital)



Pre-event:

- 1 1x A7 advert - € 1,500
- 2 1 x Tweet messaging option: clickable text - € 250

Event website



All year-round:

- Blog: 1x Written "Talk Community" interview to be submitted about key industry developments to be placed on the EUW Talk Community page on the website

Pricing:
€500

EUW App



Pre-event (Oct):

- 1x Promotional post messaging in the app

At event (Nov)

- 1x Promotional post messaging in the app
- Submission of give-away: 1x promotional post highlighting your give-away

Post event (Nov-Dec)

- 1x Promotional post in the app

Pricing:
€ 500 (for each option)

PR



Pre-event:

- Inclusion of 1x Press Release on the event website and in media pack

At event:

- Inclusion of Press Release in media pack at the event and in the press lounge

Pricing:
€ 250 (for each option)

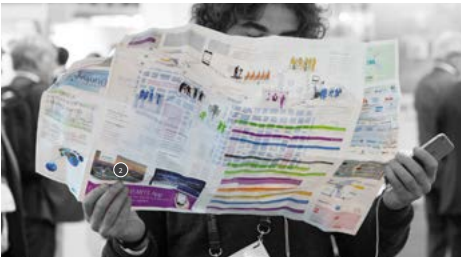
*Subject to change and availability

Additional Promotional Options (Add Ons)

MARKETING

All additional marketing options are subject to availability.*

Printed floor plan



At-event:

- 1 1x A7 advert in the printed floor plan
- 2 1x A7 advert in the delegate "Coffee and lunch voucher" - booklet

Pricing:

€ 1,000 (for each option)

EXTRAS



- Lead scanner for your stand
- Beacons: 1x push message per day from the beacons

Pricing: to be announced



*Subject to change and availability

ONSITE BRANDING - €5.000 (for each option)

Hostess Uniforms

Throughout the event the hostesses will be wearing an item branded with your logo (such as a scarf).

Cloakroom

Extensive branding of the cloakroom including branded claim tickets. The cloakroom area is used by all attendees, not only for hanging coats but also for storing suitcases upon arrival and departure. The cloakroom level is shared with the main restroom area of the venue.

Give-away

Branded selection of give-aways/ gadgets available. This option includes promotion of the give-away via flyers at the entrance to the event in the morning and an afternoon prize draw at a prominent location on the exhibition floor. Give-away prize draw will also be included in the event app as part of the promotion.

Caricaturist (2x available)

T-shirt caricaturist

Not just a standard caricaturist! Artist will wear a white t-shirt branded with your company logo. Artist will draw a caricature of the visitor on the t-shirt branded with your logo which will be given to the visitor as a souvenir.

E-mail caricaturist

Artist draws visitor caricature on an iPad with your logo as a standard background. The drawing will be e-mailed to the visitor as a souvenir after the drawing has been completed.

Floor stickers

Floor stickers to direct delegates from the exhibition floor towards the summit rooms.

