



AUSTRALIAN SOLAR COUNCIL

SOLARENERGY
EXHIBITION & CONFERENCE



ENERGY
STORAGE COUNCIL
EXHIBITION & CONFERENCE

POST EVENT REPORT 2017

3-4 May 2017 | Melbourne Convention and Exhibition Centre

www.solar.org.au



2017 DEMOGRAPHICS

TOTAL: 4421

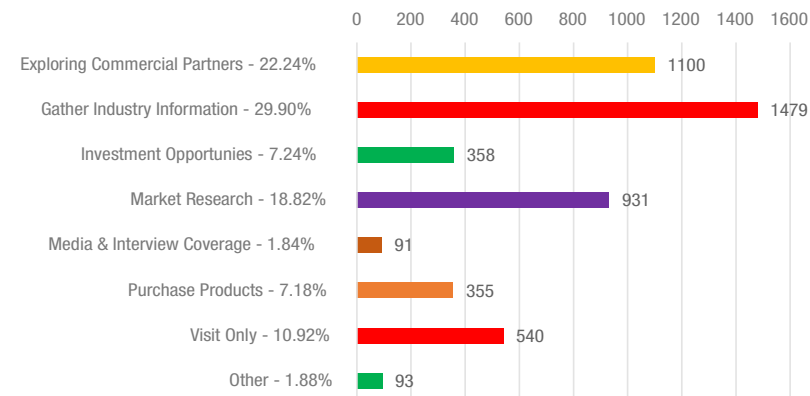
OUR 2017 CONFERENCE AND EXHIBITION VISITORS

- PV Installers (commercial, residential, large scale)
- Policy makers
- Builders, electricians, architects
- Consultants
- Project developers
- Investors
- Local and Global RE specialists, leaders
- Trainers
- Media

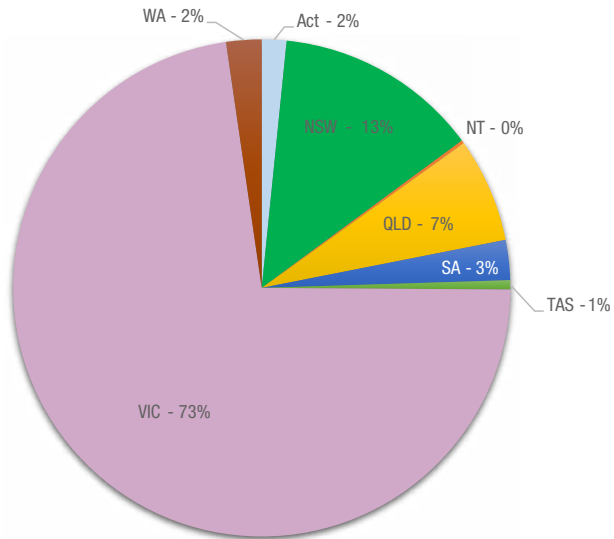
Over 80% of installers indicated that attendance would/may lead to purchase from an exhibitor or sponsor.

91% of delegates rated their experience as 'SATISFIED' or 'EXTREMELY SATISFIED'

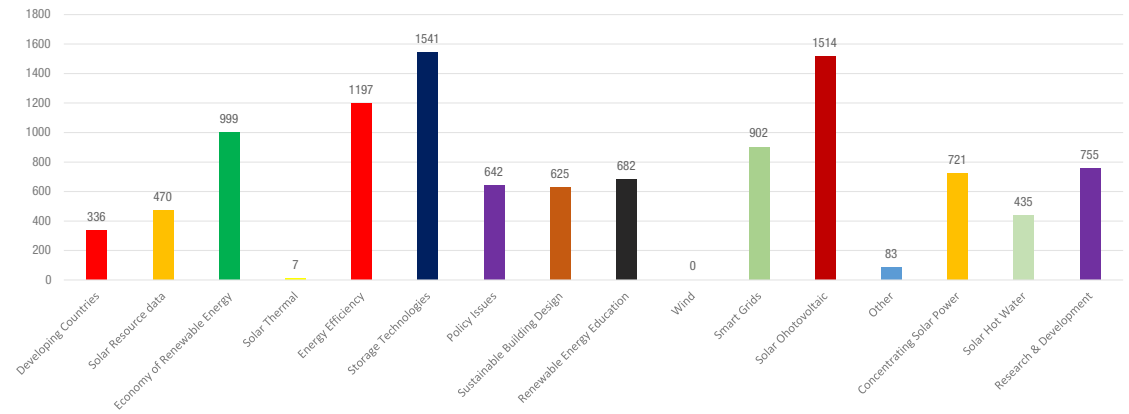
Overall reasons for attending Solar Energy 2017



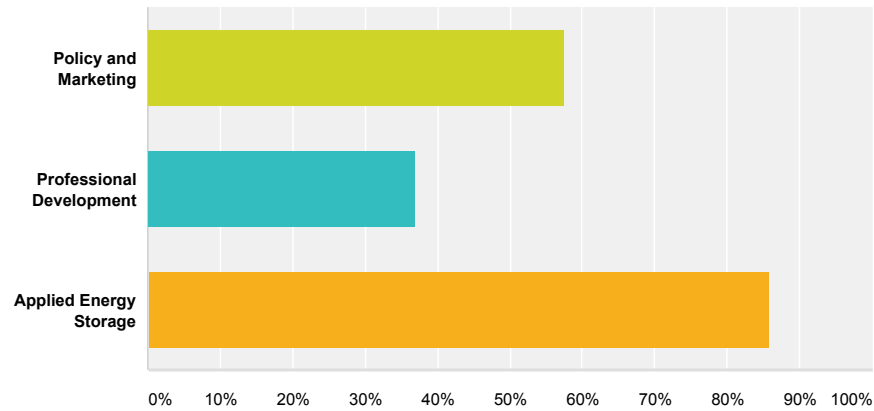
State breakdown of Attendees at Solar Energy 2017



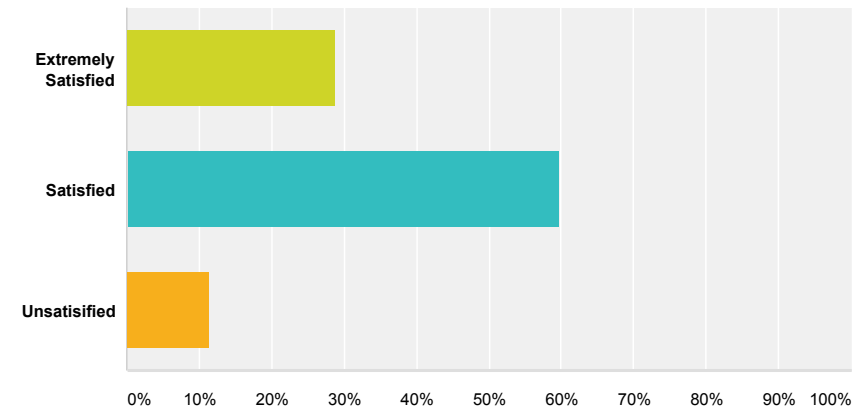
Areas of Interest for Attendees at Solar Energy 2017



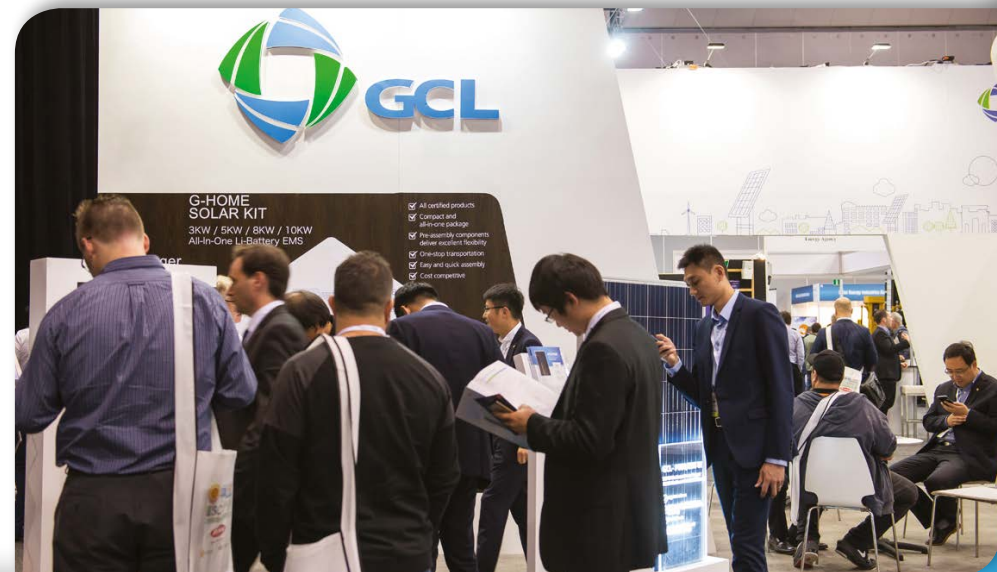
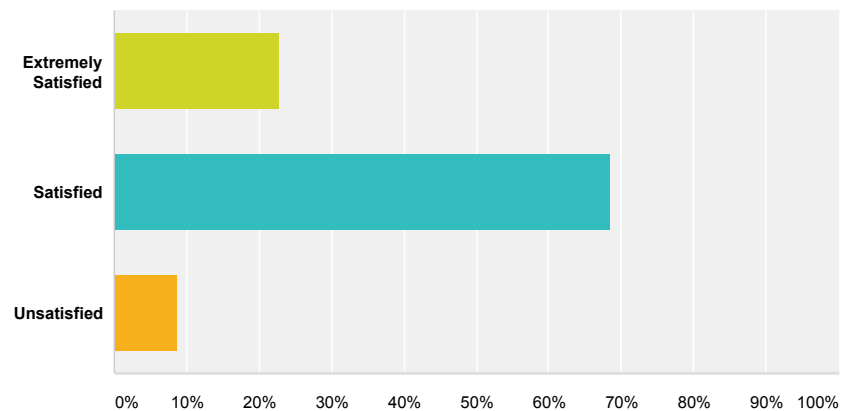
Which conference sessions did you attend?



Based on your reason for attending how satisfied were you?



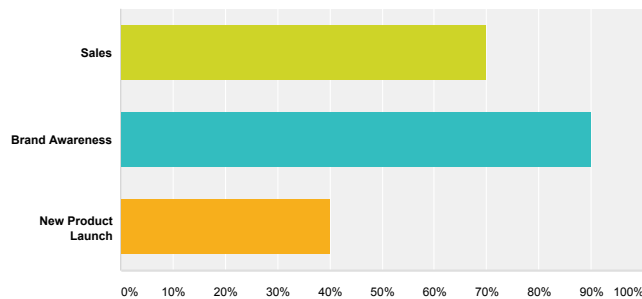
With the information given in the conference sessions how satisfied were you?



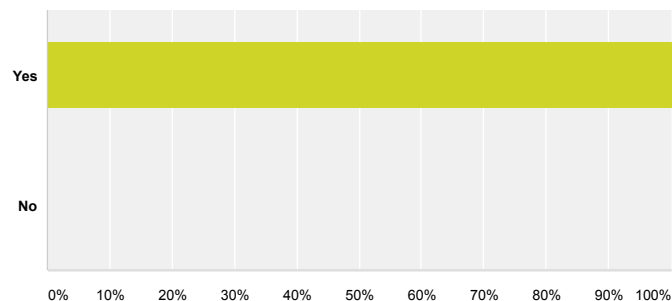
WHY EXHIBIT AT SMART ENERGY 2018?

- This is the one show solar installers do not miss
- We offer great value stand packages, tailored to your needs and budget
- Gain access to global leaders, policy and decision makers
- Profile your company to government leaders, global partners and the media
- Align your brand with the event that serves the industry
- Get maximum exposure from exclusive sponsorship opportunities

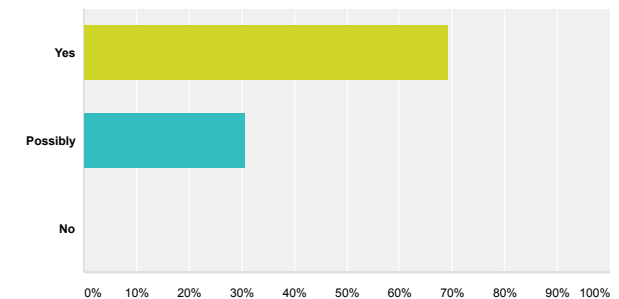
Reasons for exhibiting in 2017



Was your target audience represented?



Would you exhibit or sponsor at Smart Energy 2018?



**Overall experience
in 2017, 100%
of exhibitors and
sponsors rated their
experience at the
show as 'SATISFIED'
or 'EXTREMELY
SATISFIED'**

EXHIBITION SCOPE

- Renewable energy, low energy lighting, and building materials
- Smart Energy Management Systems
- Monitoring & measuring PV system performance
- Solar and related training and support products and services
- Commercial and industrial solar
- Community-owned renewable projects
- PV, solar water and solar air heating
- Built Environment - commercial and residential buildings
- Solar System Design - installation, integration, monitoring
- Energy Efficiency
- Low Energy Lighting
- Solar Hot Water
- Battery Electrochemical Energy Storage
- Chemical, Electrical, Thermal Energy Storage
- Energy Management Systems
- Mechanical Energy Storage
- Storage Products and Services
- Electric Vehicles

MARKETING ACTIVITIES

PRINT MEDIA

Solar & Storage is a quarterly magazine

Print and Distribution: **5000**

Magazine Readership: Estimated at **18,000**



EMAIL MARKETING

Dedicated EDM campaign to the Australian Solar Council and Australian Energy Storage Council's database.

Reaching over **19,200** targeted members and subscribers.

AUSTRALIAN SOLAR COUNCIL WEBSITE

PRINT AND ONLINE ADVERTISING

eNEWSLETTER

Solar & Storage E-Bulletin is a fortnightly email sent to our **18,000** strong subscriber list. This newsletter includes up-to-date industry and Solar Council and Energy Storage Council news.



Media Partners



Solar & Storage

ecogeneration



SOCIAL MEDIA



Facebook, Twitter and LinkedIn are all used to increase awareness and generate discussion of the Smart Energy Conference and Exhibition via regular updates.



SMART ENERGY
CONFERENCE & EXHIBITION
AUSTRALIAN SOLAR COUNCIL & ENERGY STORAGE COUNCIL

Tuesday 10 & Wednesday 11 April 2018
Sydney International Convention Centre

Presented by



AUSTRALIAN
SOLAR COUNCIL
THE NATIONAL VOICE OF SOLAR



ENERGY
STORAGE COUNCIL

SECURE YOUR STAND OR SPONSORSHIP FOR SMART ENERGY 2018 CONFERENCE & EXHIBITION IN SYDNEY NOW!

Tuesday 10 April to Wednesday 11 April 2018, Sydney International Convention Centre

- **Space strictly available on a first come first served basis**
- **Limited sponsorship and exhibiting opportunities still available**

CONTACT

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