



# SMART ENERGY

CONFERENCE & EXHIBITION

10 – 11 APRIL 2018  
INTERNATIONAL CONVENTION CENTRE SYDNEY



SMART ENERGY  
COUNCIL  
SOLAR, STORAGE, SMART ENERGY

## POST EVENT REPORT 2018



[www.smartenergyexpo.org.au](http://www.smartenergyexpo.org.au)





## EXECUTIVE SUMMARY/WRAP UP



Steve Blume, President, Smart Energy Council

**Smart Energy Conference and Exhibition 2018** which took place on Tuesday 10 and Wednesday 11 April 2018 was a resounding success with 4363 visitors over the two days. Visitors had the opportunity to view over 100 exhibitors and attend 3 concurrent conference streams focused on smart energy solutions, applied energy storage and installer professional development. Participant feedback confirms that Smart Energy 2018 was bigger and better than ever, incorporating a strong industry focused conference program, an exceptionally well organised exhibition and unlimited networking opportunities.

The Smart Energy Conference & Exhibition will return next year to the International Convention Centre on Tuesday 2 and Wednesday 3 April 2019. Thank you to all who came along to support this event, without your support there would be no event. We look forward to seeing you in 2019.



John Grimes, CEO, Smart Energy Council



“Highly informative and relevant for those people who support and want to use renewable energy”



“The largest Smart Energy Expo in Australia”







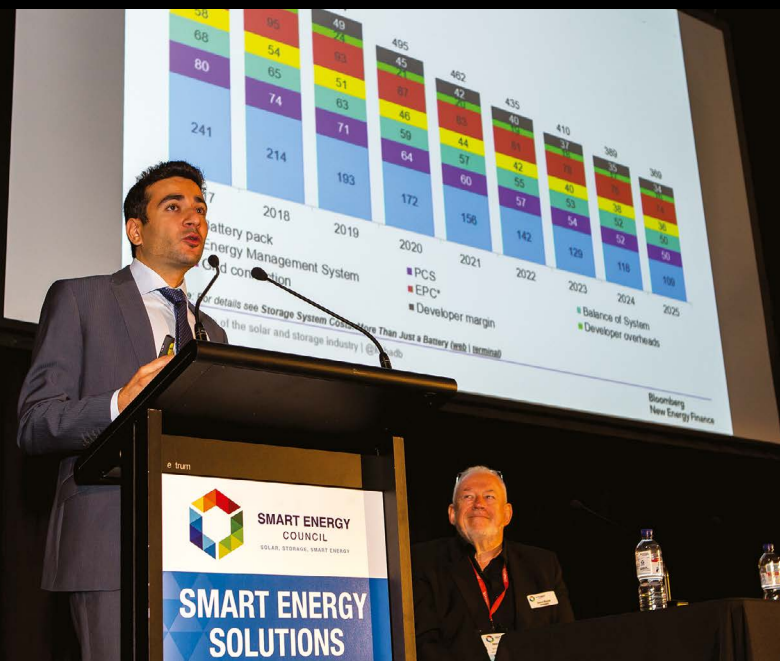
# SMART ENERGY

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10 & 11 APRIL 2018

ICC SYDNEY DARLING HARBOUR

SMARTENERGYEXPO.ORG.AU



100  
SPEAKERS

91%  
WOULD RECOMMEND  
the Smart Energy  
Conference and  
Exhibition to  
others



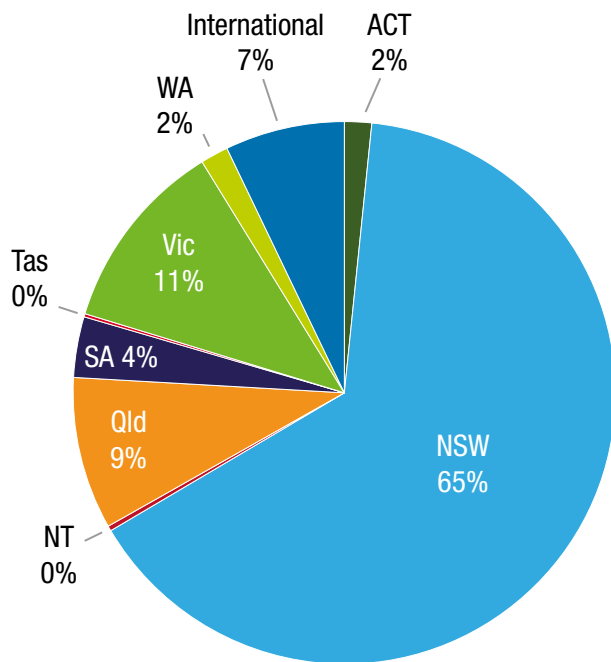
94%  
of visitors rated  
their experience  
as 'SATISFIED'  
or 'EXTREMELY  
SATISFIED'



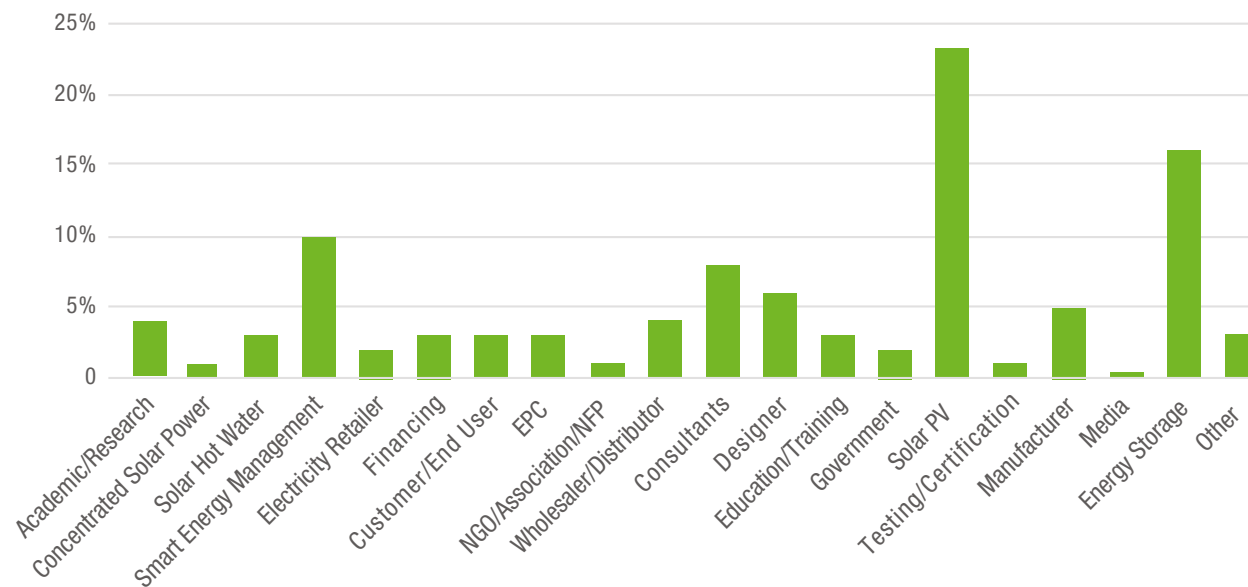


## 2018 VISITOR DEMOGRAPHICS AND FEEDBACK

### STATE BREAKDOWN OF ATTENDEES



### WHAT PRIMARY BUSINESS CATEGORY ARE YOU IN





## PURPOSE OF VISIT



## DELEGATES SAID:

**Very informative, enjoyable conference**

**Market update and great networking**

**Broad coverage of varying Renewable technologies and projects**

**Great opportunity to learn about ideas, projects and products and to discuss with knowledgeable people**

**Best industry event for the industry by the industry**

**The contacts made are invaluable**

**Latest equipment shows future direction of the technology**

**Great opportunity to meet like-minded people and to connect with the latest thinking and knowledge and trends in solar and storage**

**It provides great insight into the industry without the 'noise' from politicians and media**





## WHY EXHIBIT AT SMART ENERGY 2019

- Direct access to your target market when they are open, available and keen to meet suppliers
- Formal and informal networking opportunities
- Increased brand awareness
- Enhanced company profile through affiliation with a trusted and respected industry body
- Opportunity to display and demonstrate products
- Opportunity to develop relationships and leads.

“I formed connections with many knowledgeable people in the energy, housing and sustainability areas at this well attended event”

- John Shiel, Beyond Zero Emissions

“A fantastic event to showcase the emerging technologies in the smart energy industry, and demonstrate our world leading capabilities that we have developed here in Australia”

- Mark McAnulty, Reposit Power

“We have received a sharp upturn of enquiries in our new product since exposure at the Smart Energy Conference and Expo”

- Peter Smith, Linked Energy

“Smart Energy is a fantastic opportunity for installers to meet directly with manufacturers and distributors. Strong relationships with suppliers is the secret ingredient that separates good solar businesses from great ones. Attending Smart Energy is the first step in taking your business from good to great!”

- Grant Behrendorff, AC Solar Warehouse





## MARKETING ACTIVITIES

**DEDICATED WEBSITE** [www.smartenergyexpo.org.au](http://www.smartenergyexpo.org.au) with regularly updated content, Event listings and Ads.



**COMPREHENSIVE** advertising and promotion program incorporating traditional print and digital:

### Magazine and Newspaper Print Adverting

**Solar & Storage** Magazine – Principal Media Partner



ATA – Renew Magazine



Monkey Media – Energy and Utility Magazines



Westwick-Farrow Media – Sustainability Matters and ECD Solutions Magazine

**Daily Telegraph** Daily Telegraph

### Social Media Marketing

Structured program of posts and advertising to increase awareness and generate discussion of the Smart Energy Conference and Exhibition via regular updates.

- Smart Energy Council Social Media accounts
- Media Partners Social Media accounts
- Facebook, LinkedIn and Instagram Advertising
- Google Advertising



### Collaboration with Stakeholders and Interest Groups

Exhibitors and Sponsors;

Engagement with Local Government, Non Profit organisations and Social Change Groups including Solar Citizens, ACF, Climate Action Group, WWF etc

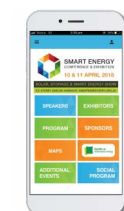
### Public Relations

- Commercial TV stations outreach – Channel 10, 7, 9, SBS and the ABC.
- Interviews with consumers – human interest stories.
- Event coverage by Channel 9 and SBS.
- National radio – including the ABC.



### Event App

Exhibitor and Sponsor Directory, floor plan and push notifications.



### Database Marketing, Website Promotion, Event Listings & Ads – over 80, 000 subscribers



**Solar & Storage**



**pV magazine group**



Local Government Report; Climate Leadership Report; Environment Report; and Exhibitors and Sponsors.





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[SMARTENERGYEXPO.ORG.AU](http://SMARTENERGYEXPO.ORG.AU)

## SMART ENERGY 2018 SPONSORS & PARTNERS

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### COFFEE STATION SPONSOR



### EVENT GUIDE SPONSOR



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### EVENING DAY 1 SPONSOR



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### EVENT APP SPONSOR



### ENERGY REVOLUTION PAVILION SPONSOR



### MEDIA PARTNERS



Post Event Report 2018





# AUSTRALIA'S BIGGEST

## FREE SOLAR, STORAGE & SMART ENERGY EXPO

**SAVE THE DATE**

**Tue 2 - Wed 3 April 2019**

**INTERNATIONAL CONVENTION CENTRE SYDNEY**

**Book your Exhibition space at 2018 prices**

- ★ Over 6,000 attendees
- ★ Over 90 expert presentations
- ★ CPD points for sessions
- ★ Learn from the best



**SMART ENERGY**  
CONFERENCE & EXHIBITION

POWERED BY



**SMART ENERGY**  
COUNCIL  
SOLAR, STORAGE, SMART ENERGY

**SECURE YOUR STAND OR  
PARTNERSHIP OPPORTUNITY  
FOR SMART ENERGY  
CONFERENCE & EXHIBITION 2019!**

Tuesday 2 April to Wednesday 3 April 2019  
International Convention Centre Sydney

Space strictly available  
on a first come first  
served basis!

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