



AUSTRALIAN SOLAR COUNCIL

SOLARENERGY
EXHIBITION & CONFERENCE



ENERGY
STORAGE COUNCIL

EXHIBITION & CONFERENCE

POST EVENT REPORT 2016

4-5 May 2016 | Melbourne Convention and Exhibition Centre

www.solarexpo.com.au



OUR 2016 VISITOR DEMOGRAPHICS

TOTAL VISITORS: 4488

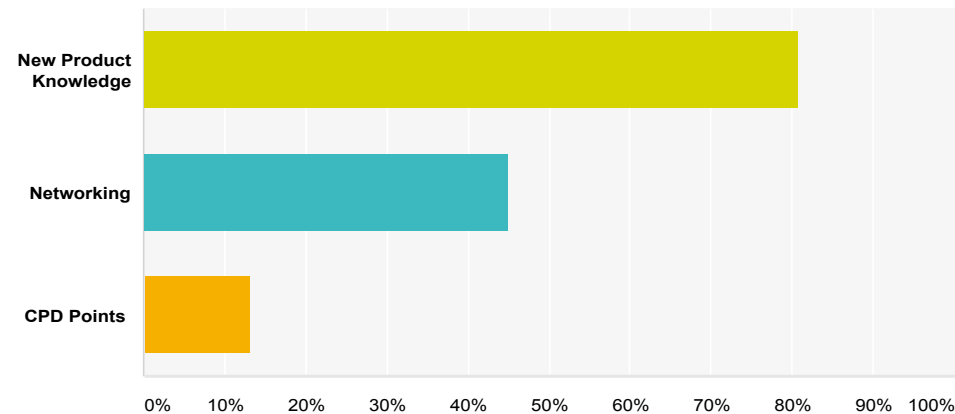
OUR 2016 CONFERENCE AND EXHIBITION VISITORS

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

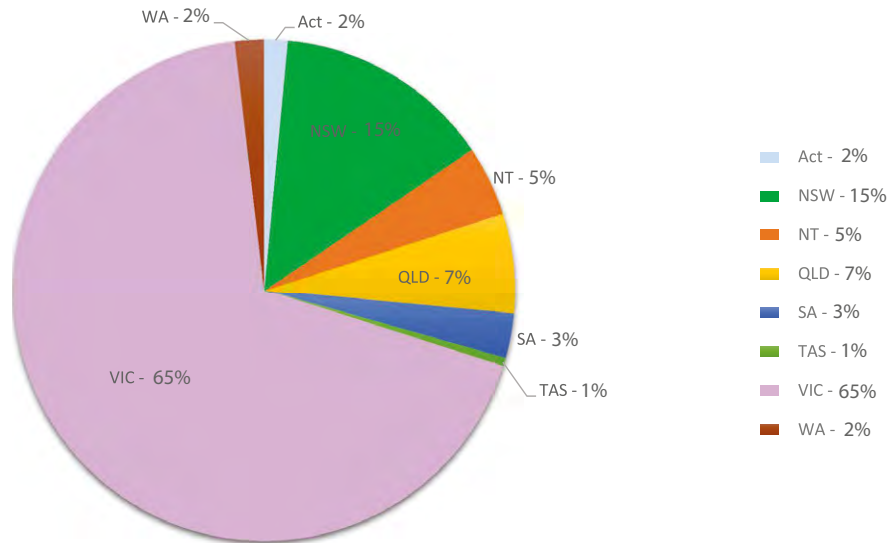
More than **68%** of visitors surveyed answered 'POSSIBLY' or 'YES' that their attendance this year will lead to a purchase from an exhibitor or sponsor

96% of visitors rated their attendance as 'SATISFIED' or 'EXTREMELY SATISFIED'

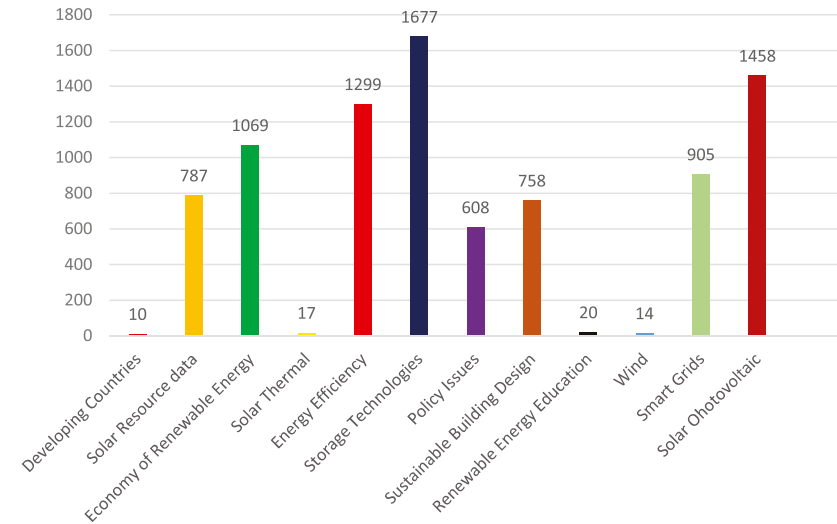
Overall reasons for attending Solar Energy 2016



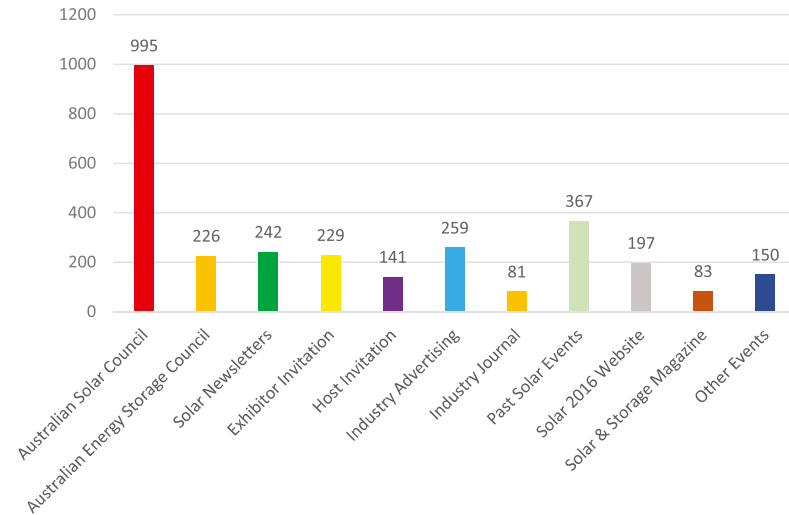
State breakdown of Attendees at Solar Energy 2016



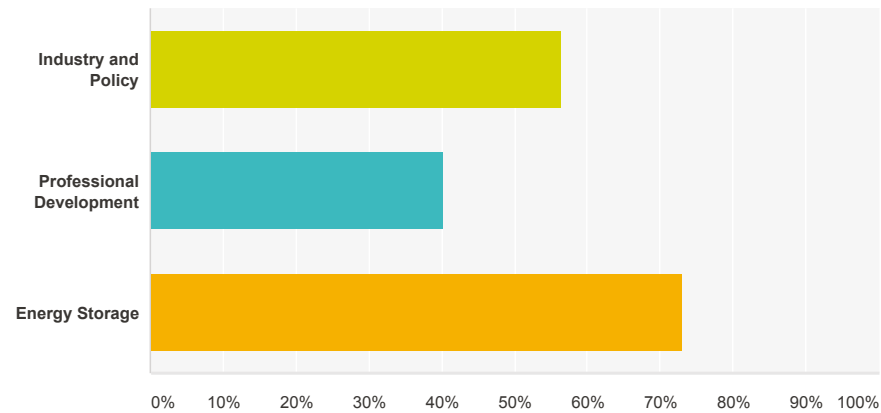
Areas of Interest for Attendees at Solar Energy 2016



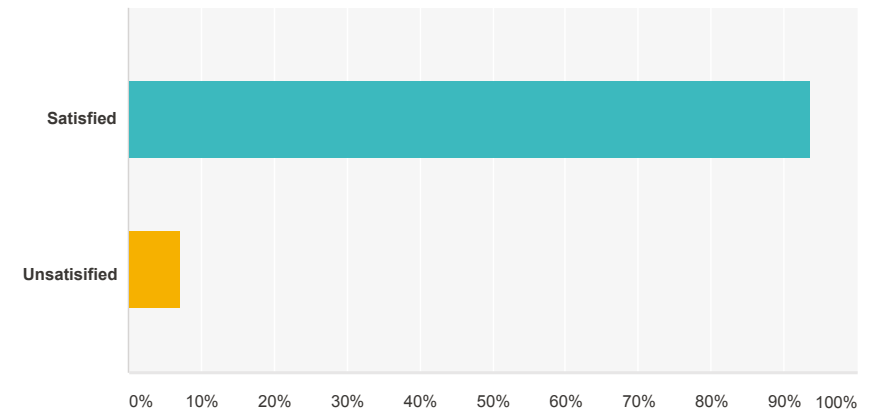
How Attendees Heard About Solar Energy 2016



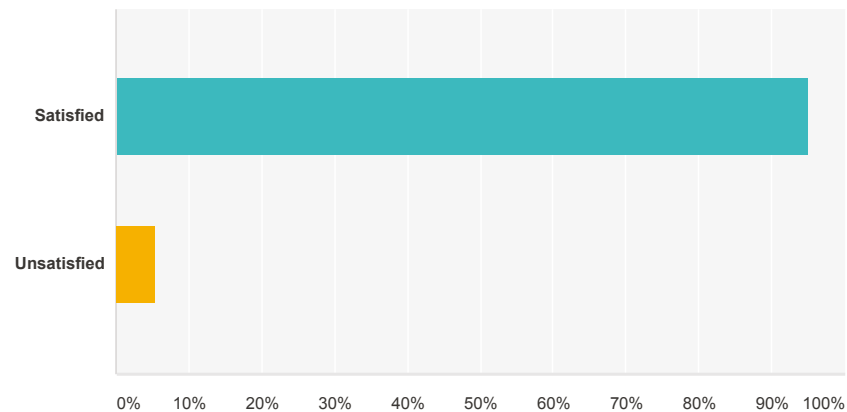
Which conference sessions did you attend?



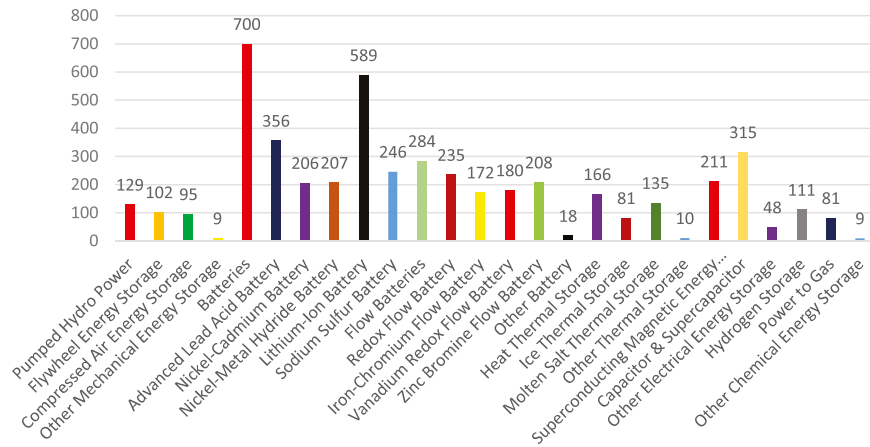
Based on your reason for attending how satisfied were you?



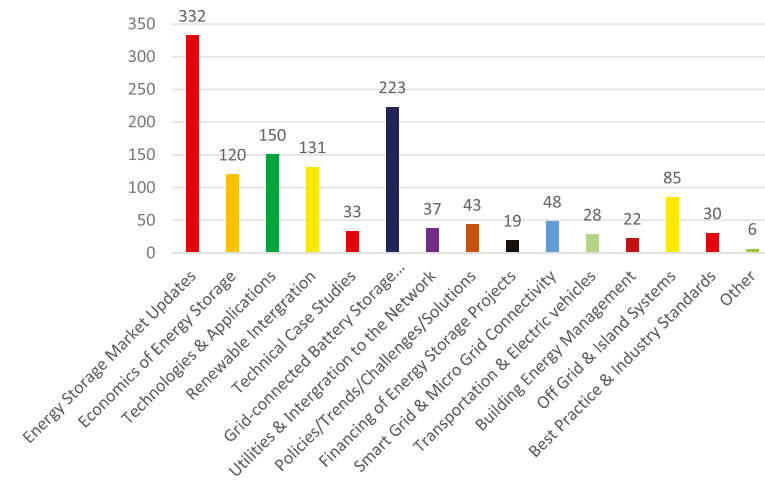
With the information given in the conference sessions how satisfied were you?



Areas of Interest for Attendees at Energy Storage Conference 2016



Interest of Attendees in Topics at Energy Storage Conference 2016



WHY EXHIBIT AT SOLAR ENERGY 2016

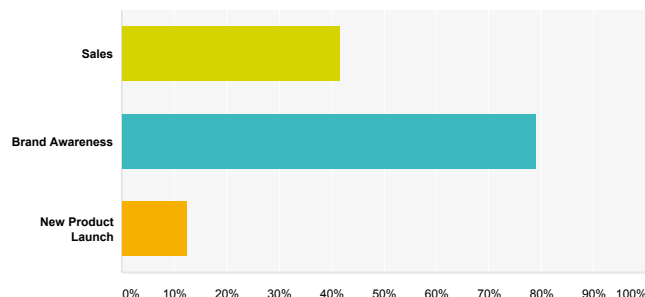
- This is the one show solar installers do not miss
- We offer great value stand packages, tailored to your needs and budget
- Gain access to global leaders, policy and decision makers
- Profile your company to government leaders, global partners and the media
- Align your brand with the event that serves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



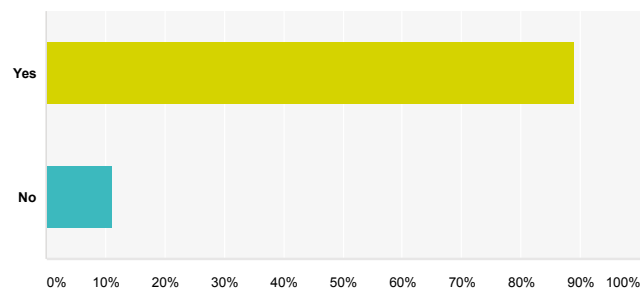
KEVIN DAVIES of SUNVERTEC commented:

"The Solar and Energy Storage Show is the only way to reach everyone we want to in the industry – and in the masses! The event is incredibly useful, how can you put a value on it? It is the single most effective means of getting our name Sunvertec known to the industry and connecting with the business people we need to. During the two days we collected more than 100 business cards from interested people and are now busy following up all the new leads and contacts."

Reasons for exhibiting, 2016



Was your target audience represented?



Would you exhibit or sponsor again in 2017? 96% confirmed 'POSSIBLY' or 'YES'

Overall experience in 2016, 99% 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
- 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 Energy Storage
- Electrical Energy Storage
- Energy Management Systems
- Energy Storage Systems
- Mechanical Energy Storage
- Storage Products and Services
- Thermal Energy Storage
- Vehicles - Electric

MARKETING ACTIVITIES

PRINT MEDIA

Solar & Storage is a quarterly magazine

Print and Distribution: **5000**

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



PRINT AND ONLINE ADVERTISING



Media Partner **ecogeneration**



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



SOCIAL MEDIA



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

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.



SECURE YOUR STAND OR SPONSORSHIP NOW!

- Space strictly available on a first come first served basis
- More than 40% rebooked on site in 2016, only limited opportunities still available

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