

# ALL-ENERGY NEWS

EXHIBITION & CONFERENCE • THE RENEWABLES SHOW IN THE ENERGY CITY • ABERDEEN 19/20 MAY 2010

## WHAT A SUCCESS! ... looking back at All-Energy '09 ... and forward to All-Energy 2010

What a show All-Energy '09 was:

- 5,500 from 60 countries attended
- over 380 exhibiting companies from 14 countries
- more than 250 speakers
- inward missions from a record breaking 29 countries

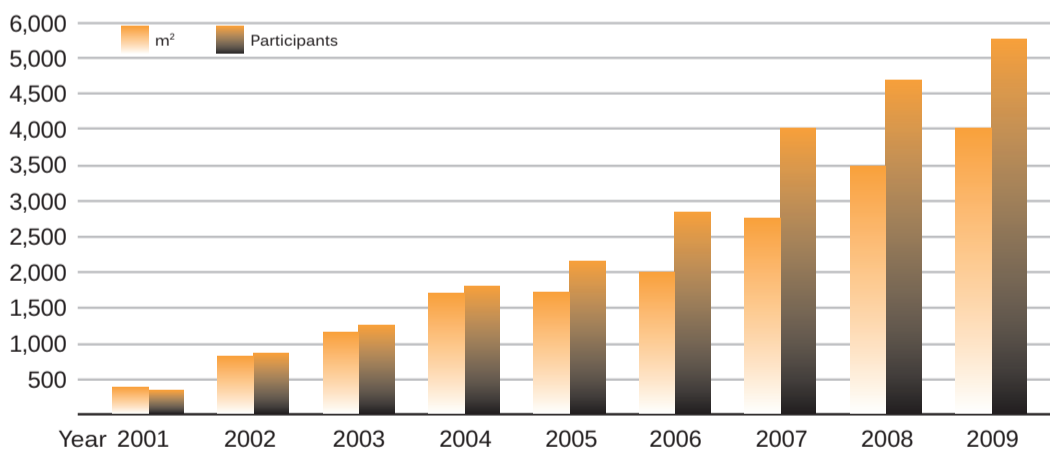
Indeed, everything about All-Energy '09, the UK's largest renewable energy exhibition and conference, was record breaking.

If you were an exhibitor or visitor, you can recapture the experience thanks to the video and photographs you will find on the show's website; if you weren't, take a look at the video to get a feel for what you missed – you'll certainly realise what a busy show it was.

At 4000m<sup>2</sup> net, All-Energy '09 took up more space than any other in the nine-show history; and as our grid shows, it continues to grow, year-on-year, in terms of both size and attendance.



See how it continues to grow. All-Energy '09 set new records



### The 2010 visitor promotion campaign

All-Energy comes of age in May 2010 when we celebrate our tenth show in the constantly growing annual series. We will be using all our tried and tested methods of ensuring that attendance rises in terms of quality and quantity:

- a superb conference
- major exhibition
- networking opportunities galore
- a well balanced and wide ranging advertising and PR campaign
- direct mail (our newsletters major strongly on exhibits)
- imaginative use of email and other digital forms of communication
- and a major emphasis on one-to-one invitations aimed at attracting key players in the supply chain with multi-million pound (or dollars, Euros, or any other currency) projects on the drawing board, out for tender, or under construction (not forgetting the need for inspection and maintenance of existing projects). We look forward to working with exhibitors to ensure we attract the customers and clients you want to see.

### Growth in terms of stature too!

All-Energy is growing in stature as well as size, as comments from exhibitors and visitors as well as the results of our exhibitor survey show:

- Quality of visitor** – over 80% of exhibitors rated the quality good or very good
- Number of visitors** – similarly, over 80% of them rated the number of visitors as good or very good
- Value for money** – well over 70% said it was good, or very good, value for money
- For meeting exhibitor objectives** – nearly 90% of exhibitors said the show was good, or very good, for meeting their objectives. That is certainly quite some achievement, and one of which we are justifiably proud!

*It was great to see All-Energy at Aberdeen's exhibition centre absolutely booming. As a veteran of these events, from the kick-off in 2001, I had the real sense of an industry which is on the verge of something big. For the first time, the show spilled into two exhibition halls. The numbers were well up on previous years and the seminars ranged from busy to packed. Recession? What recession?*

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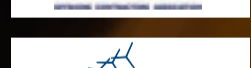
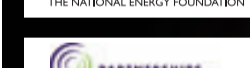
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FIND OUT MORE INSIDE ABOUT:

- Booking your space
- Looking to the future
- Who can help you

## From statistics to words

Statistics tell one story, but words give an even better idea of visitor and exhibitor reactions:

**I have been blown away by the scale of the event and the buzz about the place; and the fact that it is representing a maturing sector, that is the bit that really impresses me – It is the industry event for us**

Calum Davidson  
Head of Key Sectors  
Highlands & Islands Enterprise

**I wanted to congratulate you and the team on another successful event. I think the conference and the exhibition were better than ever**

**Our objective in being here is to raise the profile of all our exhibitors in the Aberdeen Renewable Energy Group, and, quite frankly, to do business**

Morag McCorkindale  
Chief Operating Officer  
Aberdeen Renewable Energy Group

**A good show, well organised, that has resulted in enquiries up on the previous year**

**We have had 15 to 20 people manning our stand and at times even that hasn't been enough!**

Dr Sian McGrath  
Head of Commercial Development  
Aquamarine Power

**Thank you for All-Energy '09. I thought it was excellent (again) with a real businessy feel and the usual opportunity to catch up and generate some much-needed prospects**

**The quality of the people we have been meeting on our stand has been excellent, a lot of enquiries have been coming through**

Ian Nicol, Director, Active

**The All-Energy conference provides an excellent opportunity for those working in the renewables sector, whether exclusively or as part of a wider range of services, to get up to date with developments in the industry over the past year and creates the opportunities that will drive future development.**

**I truly feel it is an all energy event, it is not narrowly focused, it includes all renewables and even energy efficiency**

Pernille Holtedahl  
Senior Advisor, Innovation Norway

**An excellent event providing access to the main players in the renewables industry – both in the exhibition and the conference**

**We'll definitely be back next year, it is the pinnacle of our year. It generates a huge amount of revenue and interest in our organisation, well worth the trip**

Debby Lloyd  
Managing Director  
EcoSearch (MRINetwork)

**A continuing success story – interesting, lively exhibition with wide range of different renewable technologies, products and services under one roof and a higher quality of conference (speakers and topics) than at many expensive conferences or seminars, despite being free of charge. A great showcase for Aberdeen, Scotland and the renewables industry.**

And, if every picture is worth a thousand words, then enjoy the selection taken at All-Energy '09 that appear throughout this newsletter!



# Looking to the future

**All-Energy 2010 will be held Wednesday 19 – Thursday 20 May 2010 at Aberdeen Exhibition and Conference Centre.**

Our highly successful policy of running a free-to-attend exhibition and conference for all with a business/professional interest in renewable energy continues. Indeed, there are absolutely no hidden extras – no car parking charges, no charge for showguide, no charge for attending the Giant Networking Evening. All-Energy is certainly 'one of a kind'!

## All-Energy 2010 will be bigger than ever

All-Energy 2010 will be bigger than ever. We are already committed to a different and exciting layout which you can see on the floorplan at [www.all-energy.co.uk](http://www.all-energy.co.uk) with a small version appearing in this newsletter to give you a feel for our plans. A state-of-the-art light and airy temporary structure designed with business in mind (as far removed from a 'marquee' as it is possible to go!) will form an 'L' shape around the existing Press & Journal Arena ensuring that there is ease of movement from one part of the exhibition to the other.

Such an arrangement has been successfully used for decades for the offshore oil and gas industry 'giant', Offshore Europe, held at Aberdeen Exhibition and Conference Centre (AECC).

### New service

We plan a shuttle coach service from the airport throughout the first morning of All-Energy 2010 to ensure exhibitors and visitors have, quite literally, an easy and quick ride.

### Back where it belongs

The All-Energy 2010 Giant Networking Evening will be back where it belongs, in the Boyd Orr Hall at AECC. We know that encouraging exhibitors to hold 'Happy Hour' events on their stands before the

end of the show day on 19 May, then allowing exhibitors and visitors to wend their way up the walkway to the Boyd Orr Hall is the very best way of keeping the networking going, and just how important this is for our ever-growing and developing industry.

### Make it a renewable energy week!

Make the most of the renewable energy industry gathering for what has been described as its AGM, and plan your own events around All-Energy 2010. Whether you are one of our supporting trade associations or an exhibitor, plan events to take place the day before or the day after All-Energy – with its wide range of rooms of all sizes, AECC provides the perfect venue. Or if you have a topic that is of general interest for a workshop actually during All-Energy, please let us know what you have in mind.

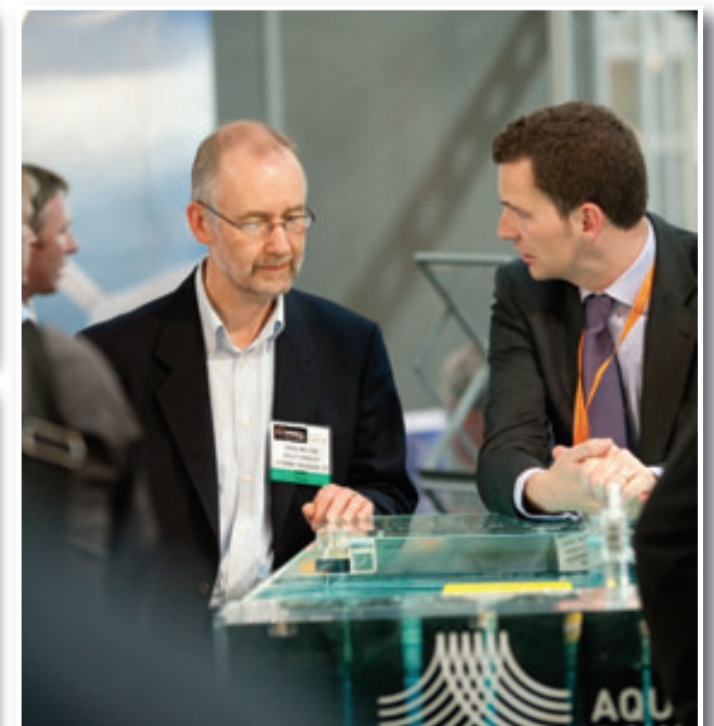
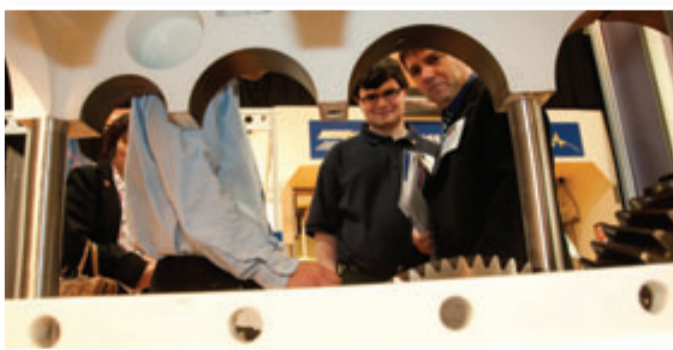
And of course, if anyone would like to suggest venues for technical tours on Friday 21 May, please let us know at [info@all-energy.co.uk](mailto:info@all-energy.co.uk). With a growing number of renewable energy projects in and around Aberdeenshire we would like to offer visitors an interesting choice of post-All-Energy sites to visit.

### More hotels in Aberdeen

We are delighted to be able to tell you that even more accommodation will be available for All-Energy 2010, with three new hotels open in time for the show – Jury's Inn (already open); the Bauhaus Hotel (opening September 2009); and the IBIS hotel (opening January 2010). Yes, we have acquired, or will acquire rooms in all of these as well as in all our usual hotels. The on-site Holiday Inn is undergoing full refurbishment before All-Energy 2010. Visit the show website [www.all-energy.co.uk](http://www.all-energy.co.uk) for news on available hotels and to make a booking.

### A small favour

What a difference a hyphen can make! If you are mentioning your involvement with All-Energy in any way, can we ask you to make sure you use its hyphen? It's part of its trademark and use of it ensures that All-Energy consistently hits the top spot on web searches.





Keeping up to date

NEWS@ALL-ENERGY

Do you get our free fortnightly News@All-Energy e-zine? It gives an update on news from home and overseas on all aspects of renewable energy. You can subscribe free of charge by emailing [info@all-energy.co.uk](mailto:info@all-energy.co.uk) with 'subscribe' in the subject line, and providing your full contact details in the message.

To ensure that News@All-Energy reaches you safely each fortnight place [all-energy@newsplus.co.uk](mailto:all-energy@newsplus.co.uk) on your 'whitelist' of email addresses. Please let us know if your email address changes.

And remember you can keep in touch with news on a daily basis via [www.all-energy.co.uk](http://www.all-energy.co.uk)

All-Energy Australia also has a version of News@All-Energy. To keep your finger on the pulse of antipodean renewable energy activity, email your contact details to [info@all-energy.com.au](mailto:info@all-energy.com.au) for a free subscription to that version.

## Here to help you

### The All-Energy 2010 who's who:

- **Jamie Thompson**  
Event Director  
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- **Andy Ballagh**  
Sales Manager – for stand space and sponsorship  
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- **Paula Yates**  
Finance Manager  
[paula@mediageneration.co.uk](mailto:paula@mediageneration.co.uk)
- **Janet Loudoun**  
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- Also:**
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# And then there were three...



**All-Energy Australia '09** – is being held at the Melbourne Convention & Exhibition Centre, 7-8 October 2009

Like its Aberdeen-based 'parent' show, All-Energy Australia is a free to attend event dedicated to clean and renewable energy.

It embraces solar energy, wind energy, wave energy, biomass energy, geothermal, hydrogen, clean coal, carbon capture and storage, energy efficiency, transmission, carbon trading, as well as research and development, finance, investment and regulation.

Further information at [www.all-energy.com.au](http://www.all-energy.com.au)

Go to any one of our websites and you will discover you can flick quickly and easily from one of them to another and benefit from the different daily newfeeds posted to each.

We will be exhibiting at various of our supporting organisation's events in the coming months and look forward to seeing you at BWEA 31, the BHA's Annual Conference and next year's Scottish Renewables Annual Conference to name just three of the events. We are delighted to be a supporting organisation of the influential Connecting Europe Conference (Edinburgh – 24 November 2009)

● [www.connectingeuropeconference.eu](http://www.connectingeuropeconference.eu)

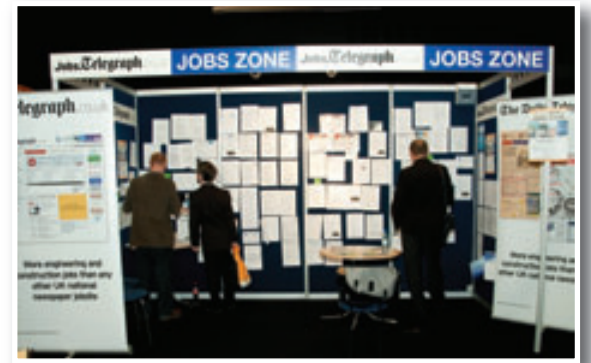


**Smart Energy '09** – is being held at the new iconic Wembley Stadium, London – 1-2 December 2009.

The energy market is being transformed! Energy users, conscious of volatile prices, unstable supply and their carbon footprint, are getting 'hands on' with their own energy saving and self-generation.

The Smart Energy Show is a new conference & exhibition aimed at helping those users benefit from the opportunities available. Smart Energy '09 is organised by the Renewable Energy Association – producing the conference, and the Media Generation Group – responsible for the exhibition.

More at [www.smartenergy.co.uk](http://www.smartenergy.co.uk)



● The busy Jobs Zone at the show

... The crucial point is that low-carbon energy is now a truly global industry and the big prize is to put Britain at the centre of it. All the technologies represented in Aberdeen last month have potential application around the world. And that explains another notable feature of All-Energy – just how international it has become.

“Unless my cross-section of conversations was unrepresentative, there seemed to be far more overseas presence than in previous years. Indeed, it had more the feel of Offshore Europe than the hitherto more domestic younger cousin.

“Part of the reason for this was that UKTI, the Government's trade promotion body, brought no fewer than 29 inward missions to Aberdeen for All-Energy. That is a formidable contribution towards the success of the show and to putting it in the big league of international fairs for low-carbon technologies.

“I was also encouraged to see how many companies associated with the offshore oil and gas industry were promoting their wares in the context of these other energy sectors. It was a reminder of why Aberdeen has been absolutely the right place for All-Energy to grow and develop – even if it has taken a few years for that point to be confirmed.”

– Rt Hon Brian Wilson, a former Energy Minister, writing in The Press & Journal's 'Energy'

# The organisers



All-Energy is organised by Media Generation Events Ltd in partnership with QMDI (Qatar MICE Development Institute). As our 'team photo' taken on opening morning of All-Energy '09 shows, we are an ever-growing team!

**Jamie Thompson** has joined the team as Event Director. He has worked for more than 15 years in the exhibition and conference industry with the ITE Group, Informa, IIR and Expomedia PLC. Jamie has extensive international experience having launched and directed construction related events in Russia, Kazakhstan, Azerbaijan, Ukraine, China, India and the UAE. This included 'Mosbuild', Russia's largest building material and interior design exhibition at over 100,000 net m<sup>2</sup>. Additionally, Jamie has experience gained within the maritime sector as he managed the Ship Repair and Conversion exhibition and conference at London's Olympia and the Commercial Fishing event at SECC, Glasgow.



A very successful and enjoyable event. The variety of technologies on show was extraordinary and highlights the exciting stage the industry is at.



All-Energy '09 provided us with fantastic networking opportunities both during the day and at the networking event. This was the third year I have attended the event and it has continued to improve every year in terms of both quality and content.

# Sponsorship – specially designed for you ...

Sponsorship can be a crucial route to achieving your marketing aims and objectives.

We can design a package that entirely suits your needs; to discuss the options and alternatives please contact Jamie Thompson or Andy Ballagh at [jamie@mediageneration.co.uk](mailto:jamie@mediageneration.co.uk) or [andy@mediageneration.co.uk](mailto:andy@mediageneration.co.uk) to explain what you hope to gain from sponsorship so they can do some 'out of the box' thinking and come up with the ideal solution for you.