

ONE PLACE. TWO DAYS. THREE EVENTS.

THE WORLD BIOGAS EXPO

THE WORLD BIOGAS SUMMIT

AD AND BIOGAS INDUSTRY AWARDS

10-11 July 2024, NEC Birmingham, UK



Events organised by



EXHIBITING AND SPONSORSHIP PACK

www.biogastradeshows.com

www.world-biogas-summit.com

WHY SHOULD YOU GET INVOLVED?

- Launch new products and services
- Engage with your target audiences
- Exchange knowledge and ideas with industry peers
- Raise your company profile at one of the largest UK and international gatherings of AD and biogas vendors, buyers and stakeholders in the industry
- Strengthen your brand by gaining prominence amongst your peers
- Stay ahead of the curve in the industry
- Enhance your reputation by association with market insight and thought leadership
- Network, gain prosperous leads and close deals
- Be recognised as a forward-thinking company for technology and innovation
- Gain exposure to an active, targeted audience through ADBA and WBA's promotional material and communications, before, during and after the events

VISITORS JOB SENIORITY LEVEL 2022

- **Managing Level 944**
- **General Manager / Managing Director / Chief Executive / Owner 665**
- **Chairman/Board director 272**
- **Executive Level 248**
- **Assistant 131**
- **Other 310**

WHY VISITORS ATTEND?

- To source AD equipment, products or services
- To find a new business
- To discover the latest technologies and innovations
- To network/connect with other industry professionals
- To receive technical, operational advice
- To find out about the latest industry news, markets and trends

THE AUDIENCE

- AD Operators
- AD Developers and Financiers
- AD Contractors
- Waste/Recycling Sector
- AD Equipment/Technology/Plant Suppliers
- Consultants
- Utilities – Water and Wastewater Sector
- Farming and Land Management
- Service Providers
- Food and Drink Industry
- Transportation Sector
- Utilities – Gas/ Electricity Suppliers
- Feedstock Manufacturers/Suppliers
- Fertiliser Manufacturers/Suppliers
- Seed Manufacturers/Suppliers
- And more



CONFIRMED/RESERVED EXHIBITORS (AS OF 04/10/2023)

- AB AGRI • AB ENERGY UK LTD • ABS • A-CONSULT • AGRIVERT
- AIR PRODUCTS • AIRCO PROCESS • ALLTECH • ALLVALVES
- ANDIDRAIN • ANTEC BIOGAS • APROVIS
- ARB PROCESS ENGINEERING • AROL ENERGY • ATLANTIC PUMPS
- BIOG • BIOGEST • BIRCH SOLUTIONS UK LTD • BMP GREENGAS
- CAPSTONE POWER SOLUTIONS
- CERES ENERGY/BARROW SHIPPING • CHEMVIRON • CLARION
- CLARKE ENERGY • COMAP • CPL ACTIVATED CARBONS
- CSO GROUP • DMT • EMS INDUSTRIES LIMITED • EUROTRON
- FLUID RENEWABLES • FM BIOENERGY • GAS DATA • GEN-C LTD
- GENESIS DISTRIBUTION • GREENLANE BIOGAS • HAHN PLASTICS
- HEAT AND POWER LTD./ ADICOMP • HOPES GENERATION
- HOST & BRIGHT RENEWABLES • HRS HEAT EXCHANGERS
- HUNING ANLAGENBAU GMBH & CO.KG • INSPECTAHIRE
- KIOWA • KIS GROUP
- KONRAD PUMPE GMBH & TIETJEN VERFAHRENSTECHNIK GMBH
- KRONOA ENGINEERED SOLUTIONS • LANDIA
- LITTLE OAK ENERGY UK LTD. • MARSH COMMERCIAL • MAVITEC
- MBC CHEMICAL INDUSTRIES SA / FERROBIO GROUP
- NFUE ENERGY • NIJHUIS INDUSTRIES • OMEX
- ORBIS ENVIRONMENTAL • PEMO PUMPS • PENTAIR
- PETERS MIXER • PRM WASTE
- PSV TRANSPORT/ FOGMAKER UK & IRELAND • REALISTIC AGRY
- ROTO PUMPS • ROTOSPIRAL • RUERHWERKTECHNIK STEVERDING
- SAVECO • SGN • SILOSTOP AGRY LTD • SUMA • TECTO UK
- TEMA PROCESS • ULSTER SHREDDERS • UNISENSOR • UZ KIMYA
- VOGELSANG • WOLF SYSTEMS CONSTRUCTION LTD
- ZEBRA B LTD

2023 IN NUMBERS



Delegates..... **2,402**



Exhibitors **147**



Countries **119**



Visitors recommend attending **97%**

2024 EXHIBITOR PRICES

Stand Type (ADBA)	Non-Member STD	Non-Member Premium	Member STD	Member Premium
Early Bird Space Only	£370 per m ²	£410 per m ²	£330 per m ²	£365 per m ²
Early Bird Shell	£450 per m ²	£495 per m ²	£400 per m ²	£445 per m ²
Space Only	£390 per m ²	£430 per m ²	£350 per m ²	£390 per m ²
Shell	£470 per m ²	£520 per m ²	£420 per m ²	£470 per m ²
Vehicle zone (space only)	£295 per m ²		£250 per m ²	
R&I hub Stand*	£815		£715	
R&I Hub stand includes: Illuminated name board, 1 500w socket, 1 poseur table and 2 stools, carpet, poster board area				

SPONSORSHIP PACKAGES

World Biogas Summit & Expo Co-Host Headline Sponsor: **£POA**

The Co-Host will be acknowledged as the premium supporter of the World Biogas Summit and Expo, enjoying maximum exposure before, during and after the event, with the highest priority of branding in all documentation and on-site signage.

Pre-Event

- 'Co-Host' branding on all relevant World Biogas Expo marketing collateral
- Branding on all relevant ADBA and WBA pre-show marketing emails to 37,000-strong database
- Branding on all visitor and exhibition emails
- Up to 500-word company profile on sponsors page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Use of event logo in own marketing materials
- Social media announcements via ADBA and WBA Twitter and LinkedIn accounts, reaching 39,000+ followers and attracting over 100,000 monthly impressions
- 1 x 'Product Showcase' on WBA newsletter, linked to case study on WBA website and own website
- 1 x 'Product Showcase' on ADBA newsletter, linked to case study on ADBA website and own website
- One-month leaderboard banner on WBA website, linked to your site

At the Event

- Acknowledgement in the opening ceremony on both days in both conference theatres
- Speaking opportunities, in both the World Biogas Summit (x1) and Engine Room conference theatres (x1) (panel/position of choice)
- Branding on all event signage, including entrance/registration and on the ADBA & WBA stand
- Branding on holding slide of all presentation slide-decks
- Listing in the event guide (A5) with logo, QR code and a 500-word profile
- Full page advert in the event guide
- Table of 10 at the AD and Biogas Industry Awards (in prime location)
- Category sponsor at the AD and Biogas Industry Awards
- 20 square meter stand on World Biogas Expo floor

Post-event

- 1 x 'Product Showcase' on WBA newsletter, linked to case study on WBA website and own website
- 1 x 'Product Showcase' on ADBA newsletter, linked to case study on ADBA website and own website
- Social media 'Thank you to our sponsor' announcement via ADBA and WBA Twitter and LinkedIn accounts reaching 39,000+ followers and attracting over 100,000 monthly impressions

SPONSORSHIP PACKAGES

World Biogas Summit Headline: £25,000 (sole, or £12,500 dual)

Pre-event

- Branding on relevant World Biogas Summit marketing collateral
- Branding on relevant WBA pre-show marketing emails to 37,000-strong database
- One month leader board banner advert on WBA website event page with links to your site
- Up to 300-word company profile on sponsors' page on www.world-biogas-summit.com, reaching over 3700+ website monthly visits
- Up to 300-word company profile on sponsors' page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Opportunity to present a pre-World Biogas Summit 150 word 'Product Showcase' on WBA newsletter, linked to case study on WBA website and own website
- Branding on all visitor and exhibitor information emails
- Use of event logo in own marketing materials
- Branding on World Biogas Summit area on floorplan
- Social media announcements via ADBA and WBA Twitter and LinkedIn accounts, reaching 39,000+ followers and attracting over 100,000 monthly impressions

At the event

- Speaking slot of 30 minutes (sole) or 15 minutes (dual) at World Biogas Summit to share your organisation's current contribution and vision for reducing carbon emissions through AD and biogas
- Branding on World Biogas Summit area walls
- Branding on ADBA stand
- Branding on WBA stand
- Branding on entrance walls
- Branding on World Biogas Summit presentation holding slides
- Logo on front cover of A5 event guide handed out at the event
- Up to 350-word 'message from the sponsor' editorial in the A5 event guide
- Full page advertisement in A5 event guide
- Table of 10 at the AD & Biogas Industry Awards dinner
- Category sponsorship at AD & Biogas Industry Awards
- Use of event logo in own marketing materials

Post-event

- 1 x Product Showcase on WBA newsletter, linked to case study on WBA website and own website
- Social media 'Thank you to our sponsor' announcement via ADBA and WBA Twitter and LinkedIn accounts reaching 39,000+ followers and attracting over 100,000 monthly impressions



SPONSORSHIP PACKAGES

World Biogas Summit Supporter package: £6,750

Pre-event

- 'In association with' branding on all relevant World Biogas Summit marketing collateral
- Branding on all relevant WBA pre-event marketing emails to 37,000-strong database
- Up to 300-word company profile on sponsors' page on www.world-biogas-summit.com, reaching over 3700+ website monthly visits
- Up to 100-word company profile on sponsors' page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Use of event logo in own marketing materials
- Social media announcements via ADBA and WBA Twitter and LinkedIn accounts, reaching 39,000+ followers and attracting over 100,000 monthly impressions

Café sponsor: £5,000

- Branding on Café area
- Branding on ADBA and WBA stand
- Branding on World Biogas Expo entrance walls
- Branding on front page of A5 event guide
- Use of event logo in own marketing materials
- Up to 100-word company profile on sponsors page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Social media announcements via ADBA and WBA Twitter and LinkedIn accounts reaching 39,000+ followers
- Social media exposure with over 100,000 monthly impressions



Vehicle zone sponsor: £POA

Put your brand in pole position in the race to decarbonise HGV transport by branding the Biomethane Motor Show area of the World Biogas Expo floor. This interactive exhibition space will allow people to inspect tractors and drive chains and understand biomethane refuelling.

Lanyard Sponsor: £5,900 sole sponsor £3,500 joint (1 of 2 sponsors)

- Your lanyards provided to all visitors, speakers and partners
- Branding on ADBA and WBA stand
- Branding on entrance walls
- Use of event logo in own marketing materials
- Up to 100-word company profile on sponsors' page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Branding on weekly World Biogas Summit and Expo marketing e-shots to 37,000-strong database

Registration Sponsor: £4,500

- Branding on ADBA and WBA stand
- Branding on entrance walls
- Branding on the registration page
- Enhanced logo with hyperlink to company website from registration page
- Branding on the registration email
- Use of event logo in own marketing materials
- Up to 100-word company profile on sponsors' page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Branding on weekly World Biogas Summit and Expo marketing e-shots to 37,000-strong database

Badge sponsor: £3,250

- Company logo positioned on all visitor badges
- Branding on ADBA and WBA stand
- Branding on entrance walls
- Use of event logo in own marketing materials
- Up to 100-word company profile on sponsors' page on www.biogastradeshows.com, reaching over 8300+ website monthly visits
- Branding on weekly World Biogas Summit and Expo marketing e-shots to 37,000-strong database

R&I Village Sponsor: £6,500

Research and Innovation is key to the future of any industry. This is an integral part of the World Biogas Expo, as the R&I of today is the next generation of AD plants for tomorrow. This is an opportunity to position your brand as an incubator of emerging talent and technology, hosting a stage, meeting area and exhibitor R&I Booths (see exhibitor prices). The R&I Hub sponsor will benefit from headline marketing streams, pre-and post-event, and branding on signage and in the A5 event guide. For further details, contact maddie.hopper@adbioresources.org

SPONSORSHIP PACKAGES

Directional floor tiles **£3,500**

Design your own floor vinyl stickers to deliver messaging, increase brand recognition and/or the footfall to your stall. For further details, contact maddie.hopper@adbioresources.org

Local Authorities Lunch Sponsorship: **£4,950**

- Branding at the event, including own brochures and pull-outs
- 10-minute speaking slot
- Branding on ADBA and WBA stand
- Branding on the EXPO entrance walls
- Up to 100-word company profile on sponsors page on www.biogastradeshows.com, reaching over 8300+ monthly website visits
- Social media announcements via ADBA and WBA Twitter and LinkedIn accounts reaching 39,000+ followers
- Social media exposure with over 100,000 monthly impressions

Session Sponsorship: **£5,000**

Propose content and curate a panel session and invite your own guest speakers



Speaking Slots:

- Engine Room Keynote Speaker **£4,700** non-member, **£3,950** member (30 mins)
- Summit Keynote Speaker **£5,500** non-member, **£4,500** member (30 mins)
- Engine Room Panel Speaker **£2,700** non-member, **£2,300** member (8 mins plus Q and A)
- Summit Panel Speaker **£2,500** non-member, **£2,200** member (8 mins plus Q and A)

Enhanced online exhibitor list Sponsorship: **£550**

- Logo inclusion in the "Banner carousel" on the main page of www.biogastradeshows.com
- Logo inclusion in the "Banner carousel" on the Exhibitor directory page of www.biogastradeshows.com

Event Guide Ads (A5):

- Full page: **£1,000**
- Half Page: **£600**
- Inside front cover: **£1,500**
- Outside back cover: **£2,500**
- Additional entry: **£250**
- Logo Sponsorship Product Category: **£400**

TESTIMONIALS

"For quality of leads and footfall, this is possibly the best show we've done... EVER!"

Adam Richardson, Marketing Manager, SAVECO Environmental Limited

"Fantastic show meeting plenty of potentially valuable new and existent clients, all with the likeminded goal of reaching a carbon-neutral future."

Joe Conyard, Fluid Renewables

"Special thanks to ADBA & WBA teams for an excellent World Biogas Expo 2022 event, great to see so many familiar and new faces - discussing all things biogas."

Glenn Carney, MD, Birch Solutions

INTERESTED IN EXHIBITING OR SPONSORSHIP?

Contact Maddie for more information: Maddie Hopper, Membership Manager
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