



28 – 30 November 2023 | Paris, France

Your inclusive guide to  
the energy transition

SMART  
ENERGY  
INTERNATIONAL

PEI  
POWER ENGINEERING  
INTERNATIONAL



LIVE & DIGITAL  
RATE CARD

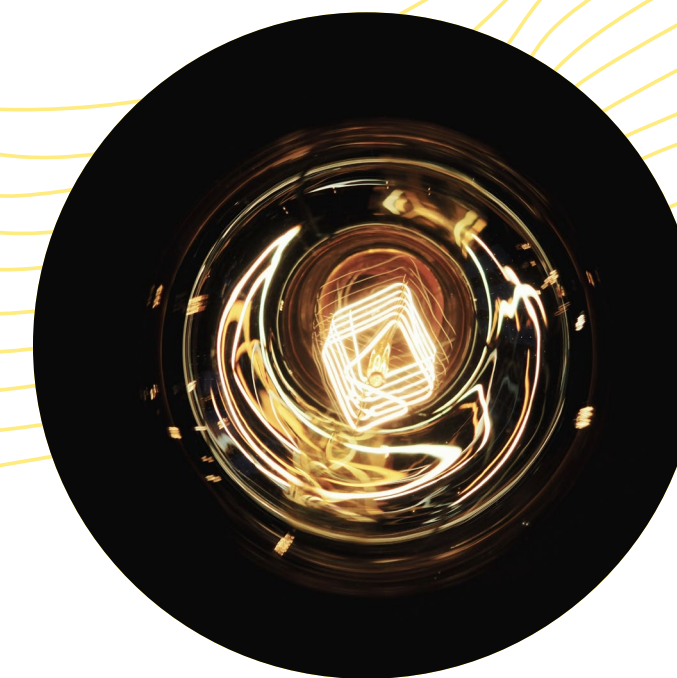


## Who we are

Enlit is a constantly growing, inclusive, end-to-end forum that addresses every aspect of the energy agenda.

Together with *Smart Energy International* and *Power Engineering International* we engage an online audience of over 170,000 unique users per month and bring together 18,000 attendees at our annual in-person event.

Who we work with



## What we do

Energy is evolving and so are we. Together we can make a difference.

We are here to help you tell your story through a wide range of digital marketing opportunities aiming to build brand awareness, drive traffic, and generate leads from niche and technically-oriented audiences across all continents.

View our products



## What we believe

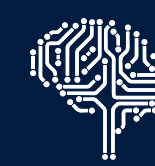
We believe in an equitable energy transition that leaves no one behind.

From corporates to consumers, investors to entrepreneurs, and engineers to activists – we promise to welcome all and to give you the ability to seize all of the opportunities the energy transition has to offer.

Why work with us



Power  
Generation



Digital  
Transformation



Energy  
Transition



Smart  
Energy



Transmission &  
Distribution



Renewables



Hydrogen



Energy  
Storage



EV  
Infrastructure



Consumer/  
Empowered  
Consumer





# Who we work with

From energy source to generation; from grid to consumer, the boundaries of the sector are blurring and this evolution is being shaped by established players, external disruptors, innovative start-ups and an increasingly engaged end-user.

## Backed by the best

From technology giants to start-ups, we are proud to work with leading brands representing the entire energy value chain.

[View the list](#)

## By the sector, for the sector

To ensure our content is at the cutting edge and representative of today's European energy transition, we are proud to collaborate with forward-thinking industry associations and institutions that are experts within their respective fields.

[View our partners](#)

## Expert knowledge is priceless

The Impact Circle is a group of dedicated energy specialists representing utilities, vendors, IPPs, regulators, start-ups and other energy transition stakeholders. They offer advice and input on trends, topics, speakers and formats for both our digital content and live event agenda.

[Meet the Impact Circle](#)

**Partner  
with Enlit**

Energy is evolving. So are we.  
Together we can make a difference.

[Get in touch today](#)

# Our Products

We are breaking down silos to create a collaborative platform for people and projects to come together and share their stories.

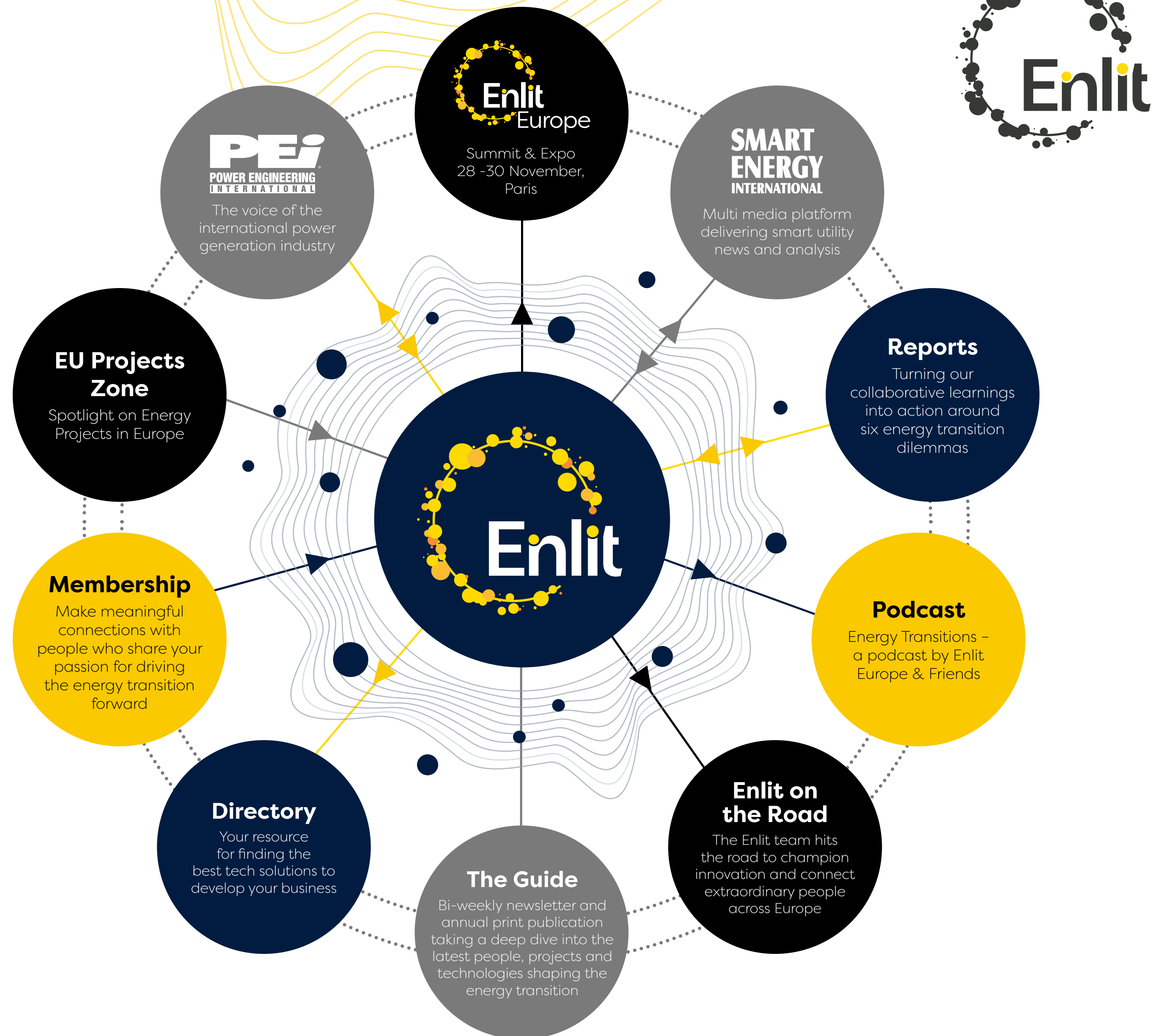
Enlit, *Smart Energy International*, and *Power Engineering International* bring all stakeholders together to seize current opportunities, spotlight future ones, and inspire the next generation to participate in the energy transition journey.

Contact us to find out more

“In this historical moment for our industry and our planet, getting stakeholders to unite behind accelerating the clean energy transition without leaving anyone behind is a global priority and Enlit perfectly represents this convergence space.”

**Carlo Papa**

Managing Director, **Enel Foundation**



# Why work with us

Enlit's journey to become your inclusive guide to the energy transition will be accelerated by our close cooperation with the expanding relevant audiences of *Smart Energy International* and *Power Engineering International*.

And so the Enlit circle begins: a constantly growing, inclusive and end-to-end forum that addresses every aspect of the energy agenda.

“More than any time before in history, it is of vital importance that all parts of the energy industry work together without boundaries nor prejudices to accelerate the energy transition. This is what Enlit fundamentally is about.”

**Joerg Gmeinbauer**

Vice President, Marketing & Sales, **Bureau Veritas**



## Brand Awareness

Together, we will build a campaign aligned with your content marketing strategy. By understanding your goals, we ensure the right content and marketing material is seen by the audience you aim to target.



## Lead Generation

We offer a wide range of digital marketing opportunities available to companies that are aiming to build brand awareness, drive traffic, and generate leads from niche and technically-oriented audiences.



## Thought Leadership

We deliver year-round premium content and an annual print publication focused on thought leadership and meaningful partnerships, necessary to support the evolving power and energy sector.

**Become  
Enlit**

You will gain **knowledge** you didn't know was out there and **meet** people you didn't know you needed to meet.

[Get in touch today](#)



# Why work with us



## Smart Energy International

Smart Energy International focuses on the T&D, smart grid and smart energy sectors, providing up-to-the-minute global news, incisive comment and professional resources. Since 1996, Smart Energy International has been delivering high-quality content that resonates with utilities and equipment makers around the world, offering multiple routes to market and a database of key decision makers.

Smart Energy International is the official publication of Enlit Europe. Via daily news updates on [smart-energy.com](https://smart-energy.com), e-newsletters and an annual print edition, the publication covers a wide range of topics including AMI and smart meters, smart grids, smart energy, IoT, data analytics, billing and customer services and many more.



## Power Engineering International

Power Engineering International examines the drivers that are changing the global power generation sector. It delivers up-to-date news and in-depth articles on industry trends, new technologies and cutting-edge projects impacting the global energy transition. It is a hub for thought leadership from industry experts who are shaping the future of power generation. Power Engineering International is the official publication of Enlit Europe. Together they offer a wide range of marketing opportunities available to companies that are aiming build brand awareness, drive traffic, and generate leads thanks to their broad reach and networks across the energy sector.



## Enlit World

Enlit.World is a constantly growing, inclusive and end-to-end forum that addresses every aspect of the energy agenda. A community that for 365-days a year collaborates and innovates to solve the most pressing issues in energy. Join us for the latest news and inspiring stories and interviews.



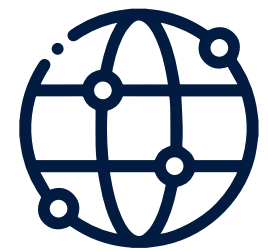
## Enlit Europe

At Enlit we are on a journey to tell the stories of the people, projects and technologies driving the energy transition. Along this journey, we have the privilege to meet extraordinary people. People like you. And although the road of the energy transition is a bumpy one, filled with challenges, uncertainties, hope and opportunities, one thing is crystal clear: Across borders and across sectors: our purpose - to deliver clean, affordable and reliable energy for all - is what connects us. The next stop on our journey to connect, inspire and evolve with you is on 28-30 November 2023, in Paris. In-person. Because nothing beats meeting face-to-face. Join us.

# Our reach and engagement

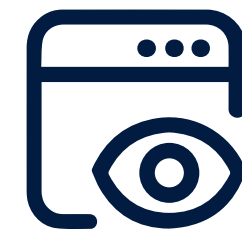


Combined our brands reach an audience of



**170K**

monthly website users



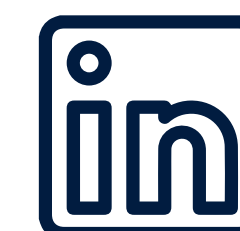
**300K**

monthly page views



**175K**

mailable contacts



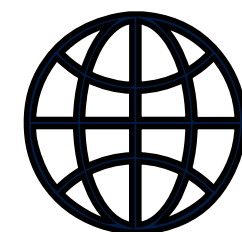
**225K**

monthly LinkedIn impressions



**15K**

live event attendees expected in 2023



Representing experts from

**130**

countries



**200K**

monthly Twitter impressions

**Become  
Enlit**

You will gain **knowledge** you didn't know was out there and **meet** people you didn't know you needed to meet.

**Get in touch today**

# AMPlify Digital Packages



## MAXIMISE BRAND AWARENESS!

AMPlify packages are available to all, not only those affiliated with Enlit Europe. with *Smart Energy International* and *Power Engineering International* to promote your product or service. These bespoke packages amplify your message beyond the walls of the event, increasing your exposure to market pre, during and post event. AMPlify packages include up to 35% added value.

		DIAMOND	PLATINUM	GOLD	SILVER
Video	Booth video interview	2-4 min	2-4 min	2-4 min	2-4 min
	Video promoted in newsletter	1	1	1	1
	Website promotion	YES	YES	YES	YES
	Boosted campaign: LinkedIn Social media post: Twitter & Facebook	YES	YES	YES	-
Digital	Partner profile	12 months	12 months	12 months	-
	Directory Listing Enlit.World	YES	YES	YES	YES
	Retargeting campaign (impressions)	100.000	75.000	50.000	25.000
	• Client-produced content + Insertion in newsletter	6	4	2	2
	• Website homepage banner	2 months	1 month	-	-
	• Client-produced content included in e-newsletter	4	-	-	-
	• Targeted email mailer campaign (SEI or PEI)	2	1	-	-
	• Webinar campaign package	1	-	-	-
Print	Annual Print Publication	Double Page Ad	-	-	-
	PRICE	€ 32,500	€ 20,000	€ 15,000	N/A*

\*This option is only available to Silver Partners, as part of their package

# Digital Rate Card



Position your brand at the forefront of the power and energy market with our premium brands online, *Enlit*, *Smart Energy International (SEI)* and/or *Power Engineering International (PEI)*. A custom menu has been strategically designed to give your brand the platform to connect and engage with a qualified audience:

View the detailed Smart Energy International 2023 rate card [here](#)

View the detailed Power Engineering International 2023 rate card [here](#)

## CONTENT PLACEMENT

Partner profile (SEI/PEI)	€6,000
Client-produced content	€1,700
In-house produced editorial	€3,000
Social media boost	€1,200

## WEBSITE BANNER (PER MONTH)

Leaderboard: Homepage (728x90px)	€3,000
Sidebar Block Top: Homepage (300x250px)	€3,000
Large skyscraper: Homepage (300x600px)	€3,000

These placements are currently available on SEI and PEI websites only

## RETARGETING CAMPAIGN

100.000 impressions	€5,500
75.000 impressions	€4,125
50.000 impressions	€2,750
25.000 impressions	€1,750

## VIDEO & PODCAST

Video: Production & Campaign	From €3,250
Podcast Production & Campaign	POA

## DEMAND GENERATION

Webinar sponsorship (content created by Enlit)	€5,000
Webinar campaign package (SEI/PEI)	€12,500
Webinar campaign package (SEI/PEI + Enlit)	€15,000
Targeted email campaign (SEI/PEI)	€2,350
Demand Generation Campaign (SEI/PEI)	€6,500

## NEWSLETTER SPONSORSHIP

Smart Energy International: 2 per week	€2,200
Power Engineering International: 1 per week	€1,200
Enlit The Guide: 1 Month	€3,000

## THE GUIDE ANNUAL PRINT MAGAZINE

### Advertising only

Double page advert	€8,000
Back cover and Opposite editors page	€12,500
Inside back cover	€6,000
Inside front cover	€6,000



# Live Event Partnership Opportunities

From 28 November - 30 November 2023, The Enlit Europe Live Summit & Expo will take place in Paris



## DIAMOND PARTNER

Bringing your brand to the foreground of the campaign. Maximum visibility, maximum speaking opportunities, and maximum onsite and online promotion

### Onsite event package

- 1 Summit Keynote address
- 3 Summit Session speaking engagements
- 4 Hub Session speaking engagements
- 25 free Summit passes for staff
- Dedicated Enlit team support to coordinate your marketing deliverables
- Onsite general sponsor branding + Additional onsite branding
- Company logo included in onsite signage such as venue entrance, registration area, keynote room, programme screens, speaker HQ, carpet, lunch voucher booklet
- Lead scanner tool x1
- 50% discount on Raw space package

### Digital marketing package

This includes promotion on the event website, event app, social media channels:

- Logo and hyperlink on the Enlit Europe website (Sponsor Grid)
- Pre-event: 1 written interview pre-event promoted through the Enlit. World website
- Promotion of additional corporate side events organised during the event on the event website and on social media
- Pre event: 3 Social media posts
- At event: 3 Social media posts
- Post event: 3 Social media posts
- 5-min video interview - housed and promoted on Smart Energy International/Power Engineering International
- Boosted Social Media campaign
- Video promoted in the newsletter
- Pre event: Webinar Campaign
- 12-month partner profile on Smart Energy International/Power Engineering International
- Complementary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content and insertions in promotional mailer (x2)
- Pre-event: Retargeting Campaign 100.000 impressions
- Pre-event promotional HTML mailer
- 8 weeks website banner on Smart Energy International/Power Engineering International

### Exhibitor marketing package

- Logo and company description in the Exhibitor List on the event website
- Special rates for staff to attend the Summit (€ 695 p.p.)
- Discounted rates for clients to attend the Summit (25%)
- An unlimited number of free invitation tickets for clients, prospects and associates
- Unlimited booth staff passes per stand
- Access to the Exhibitor Portal for extra marketing collateral, guidance and logistics help

### Special features

Exclusive 'Welcome Reception' on Day 1

**€142.000 EXCL. VAT**

All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee

# Live Event Partnership Opportunities

From 28 November - 30 November 2023, The Enlit Europe Live Summit & Expo will take place in Paris



## PLATINUM PARTNER

The package ensures that your brand has a mix of complementary assets to support brand exposure, reach, and thought leadership opportunities.

### Onsite event package

- 3 Summit Session speaking engagements
- 2 Hub Session speaking engagements
- 10 free Summit passes for staff
- Dedicated Enlit team support to coordinate your marketing deliverables
- Onsite general sponsor branding
- Lead scanner tool x1
- 50% Discount on the Raw Space package

### Digital marketing package

- Logo and hyperlink on the Enlit Europe website (Sponsor Grid)
- Pre-event: 1 written interview promoted through the Enlit.World website
- Promotion of additional corporate side events organised during the event on the event website and on social media
- Pre event: 2 Social media posts
- At event: 2 Social media posts
- Post event: 2 Social media posts
- 3-min video interview - housed and promoted on Smart Energy International/Power Engineering International
- Boosted Social Media campaign
- Video promoted in the newsletter
- 12-month partner profile on Smart Energy International/Power Engineering International
- Complementary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content and insertions in promotional mailer (x3)
- Pre-event: Retargeting Campaign 75.000 impressions
- Pre-event promotional HTML mailer
- 4 weeks website banner on event website

### Exhibitor marketing package

- Logo and company description in the Exhibitor List on the event website
- Special rates for staff to attend the Summit (€ 695 p.p.)
- Discounted rates for clients to attend the Summit (25%)
- An unlimited number of free invitation tickets for clients, prospects and associates
- Unlimited booth staff passes per stand
- Access to the Exhibitor Portal for extra marketing collateral, guidance and logistics help

**€92.000 EXCL. VAT**

All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee



# Live Event Partnership Opportunities

From 28 November - 30 November 2023, The Enlit Europe Live Summit & Expo will take place in Paris



## GOLD PARTNER

The package ensures that your brand has a mix of complementary assets to support brand exposure, reach, and thought leadership opportunities

### Onsite event package

- 1 Summit Session speaking engagement
- 2 Hub Session speaking engagements
- 5 free Summit passes for staff
- Dedicated Enlit team support to coordinate your marketing deliverables
- Onsite general sponsor branding
- Lead scanner tool x1
- 40% Discount on the Raw Space package

### Digital marketing package

- Logo and hyperlink on the Enlit Europe website (Sponsor Grid)
- Pre-event: 1 written interview promoted through the Enlit.World website
- Promotion of additional corporate side events organised during the event on the event website and on social media
- Pre event: 2 Social media posts
- 3-min video interview - housed and promoted on Smart Energy International/Power Engineering International
- Boosted Social Media campaign
- Video promoted in the newsletter
- Complementary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content and insertions in promotional mailer (x2)
- Retargeting Campaign 50.000 impressions
- 4 weeks website banner on event website

### Exhibitor marketing package

- Logo and company description in the Exhibitor List on the event website
- Special rates for staff to attend the Summit (€ 695 p.p.)
- Discounted rates for clients to attend the Summit (25%)
- An unlimited number of free invitation tickets for clients, prospects and associates
- Unlimited booth staff passes per stand
- Access to the Exhibitor Portal for extra marketing collateral, guidance and logistics help

**€55.000 EXCL. VAT**

All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee

# Live Event Partnership Opportunities

From 28 November - 30 November 2023, The Enlit Europe Live Summit & Expo will take place in Paris



## SILVER PARTNER

Ideal for gaining exposure both online and onsite and promoting your brand as a thought leader

### Onsite event package

- 1 Summit speaking engagement
- 1 Hub Session speaking engagement
- 3 free Summit passes for staff
- Dedicated Enlit team support to coordinate your marketing deliverables
- Onsite general sponsor branding
- Lead scanner tool x1
- 30% Discount on the Raw Space package

### Digital marketing package

- Logo and hyperlink on the Enlit Europe website (Sponsor grid)
- Pre event: 2 Social media posts
- 3-min video interview - housed and promoted on Smart Energy International/Power Engineering International
- Boosted Social Media campaign
- Video promoted in the newsletter
- Complementary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content and insertions in promotional mailer (x2)
- Retargeting Campaign 25.000 impressions

### Exhibitor marketing package

- Logo and company description in the Exhibitor List on the event website
- Special rates for staff to attend the Summit (€ 695 p.p.)
- Discounted rates for clients to attend the Summit (25%)
- An unlimited number of free invitation tickets for clients, prospects and associates
- Unlimited booth staff passes per stand
- Access to the Exhibitor Portal for extra marketing collateral, guidance and logistics help

**€38.000 EXCL. VAT**

All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee



# Live Event Partnership Opportunities

From 28 November - 30 November 2023, The Enlit Europe Live Summit & Expo will take place in Paris



## SPONSOR

This package offers you event exposure giving you the opportunity to reach and engage event attendees.

### Onsite event package

- 1 Hub Session speaking engagement
- 2 free Summit passes for staff
- Dedicated Enlit team support to coordinate your marketing deliverables
- Onsite general sponsor branding
- 10% Discount on the Raw Space package

### Digital marketing package

- Logo and hyperlink on the Enlit Europe website (Sponsor grid)
- Complimentary Directory Listing on the Enlit. World digital platform (for year-round exposure)

### Exhibitor marketing package

- Logo and company description in the Exhibitor List on the event website
- Special rates for staff to attend the Summit (€ 695 p.p.)
- Discounted rates for clients to attend the Summit (25%)
- An unlimited number of free invitation tickets for clients, prospects and associates
- Unlimited booth staff passes per stand
- Access to the Exhibitor Portal for extra marketing collateral, guidance and logistics help

**€13.500 EXCL. VAT**

All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee

## EXHIBIT

The business platform to forge new partnerships and collaborations within Europe and beyond.

### Exhibitor marketing package

- Logo and company description in the Exhibitor List on the event website
- Complimentary Directory Listing on the Enlit.World digital platform (for year-round exposure)
- Upload brochures and press releases in your listing on the event website
- Special rates for staff to attend the Summit (€ 695 p.p.)
- Discounted rates for clients to attend the Summit (25%)
- An unlimited number of free invitation tickets for clients, prospects and associates
- Unlimited booth staff passes per stand
- Access to the Exhibitor Portal for extra marketing collateral, guidance and logistics support

**CLICK HERE FOR STAND OPTIONS**



# Stand options for Enlit 2023

## RAW SPACE PACKAGE: €560 / m<sup>2</sup>

Should you prefer to build your own stand, Raw Space might be the best solution for you. In this package, only the space rental itself is included.

All carpet, electricity, rigging, cleaning and additional items are to be ordered separately.

As a Raw Space exhibitor, you are responsible to build your own stand taking into account the building regulations available on the Exhibitor Portal.

Please note that it is mandatory to submit certain forms to the event Health & Safety Officer with correspondent payment of the Stand Inspection fee. Further details will be available on the Exhibitor Portal.

This option is only available from a minimum of 18m<sup>2</sup>

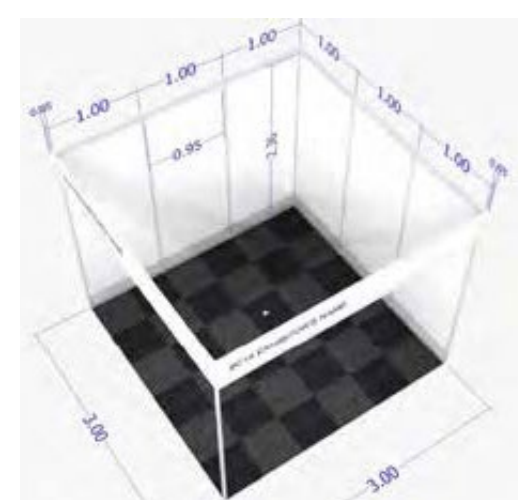


For more information and to order your package, please contact:  
**sales@Enlit-Europe.com**

## SHELL SCHEME PACKAGE: €645 / m<sup>2</sup>

Your Shell Scheme Exhibition Stand comprises of:

- Carpet Tiles: mix light & dark grey
- Shell Scheme walling
- Electrical Equipment
- 1.5KW Mains supply & power
- 1 spotlight & 1 double wall socket
- Furniture:
  - 1 x white table 80 cm x 80cm
  - 2 x anthracite Chairs
  - 1 x white Waste Bin
- Fascia with company name\* and stand number
- Daily stand cleaning



\*Please be aware that the company name displayed on the Exhibitor Portal will be used for the Fascia of your stand, unless agreed otherwise with the event stand builder by the set deadline.

This option is available from a minimum of 9 m<sup>2</sup>

## PREMIUM PACKAGE: €1030 / m<sup>2</sup>



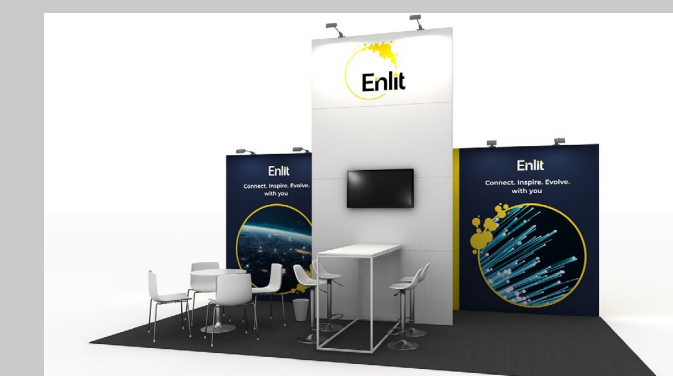
### Premium Exhibition Stand – Type A (aisle stand)

- 2.5m high deluxe shell scheme walls in one of our standard colours
- 2.5m wide and 4m high eye catcher in white with your logo and a 42” TV screen
- 2 x side wall full colour graphics, each 2m wide x 2.5m high



### Premium Exhibition Stand – Type B (corner stand)

- 2.5m wide and 4m high eye catcher in white with your logo and a 42” TV screen
- 1 x side wall full colour graphic 2m wide x 2.5m high



### Premium Exhibition Stand – Type C (front stand, available as of 18 m<sup>2</sup>)

- 2.5m high deluxe shell scheme walls in one of our standard colours
- 2.5m wide and 4m high eye catcher in white with your logo and a 42” TV screen
- 2 x side wall full colour graphics, each 2m wide x 2.5m high

The Premium Package option is available to exhibitors who book 12 m<sup>2</sup> or more.\*All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee

### Included in the full service packages:

- Carpet tiles in one of the standard colours
- Deluxe shell scheme material
- Full colour graphics\*
- Electrical Equipment
- Stylish furniture
- Lockable storage space
- Audio Visual Equipment
- Daily Stand Cleaning

\*The design of the graphics must be provided by yourself and submitted to the event stand builder not later than 4 weeks prior to the show. Please be aware that in case of no receipt, the stand builder can't guarantee the delivery of the graphics.

### Benefits of the Premium package:

- Professional design at minimal extra costs
- Customized stand using your corporate look & feel
- No transport costs
- No need to source and coordinate stand building companies
- Ready when you arrive
- Complimentary pre-event and onsite assistance
- Save costs for staff, travel and accommodation usually associated with build-up and break-down

**GET IN TOUCH TO FIND OUT MORE ABOUT PREMIUM STAND OPTIONS**

\*Package details subject to change. All prices exclude VAT, €220 exhibitor protection scheme and €375 Admin fee



# Your branding menu options for Enlit Europe 2023



**Diamond partner**

**Platinum partner**

**Gold partner**

**Silver partner**

**Sponsor**

**Exhibitor**

## Onsite branding options

Summit and Hub track branding	43,000	43,000	-	-	-	-
Summit track branding	-	-	32,500	-	-	-
Hub and track sponsor	-	-	21,500	-	-	-
Branded carpet tiles	-	-	17,500	17,500	-	-
Wifi branding	32,500	32,500	32,500	32,500	-	-
Lanyard branding	20,000	20,000	20,000	20,000	-	-
Visitor Bag	20,000	20,000	20,000	20,000	-	-
Branding and signage opportunities	Click	Click	Click	Click	Click	Click
Meeting rooms	1	Various options	Various options	Various options	Various options	various options

# Enlit on The Road

Enlit is much more than the 3 days of the event! Enlit hits the road to find out how the energy transition is manifesting in different European cities and regions. We will meet with key industry players that are at the forefront of this transition in a particular city/region, cover their unique stories, share their insights and lessons learned with the Enlit community.

Do you have something unique to share with our community and want to bring Enlit on The Road to your region, contact [sales@Enlit-Europe.com](mailto:sales@Enlit-Europe.com)!

## Where have we been?

### Bilbao, Spain

Bilbao is not only the centre of the Guggenheim but also the centre of a lot of innovation within the Spanish energy sector. We were thrilled to work with **Iberdrola** and **Cluster Energía** to connect these industries and bring all findings to you.

Check out what was discussed, the participating organisations and more:

[Read more](#)

### Rotterdam, Netherlands

Over the European summer we are capturing different insights from the region and are creating an inspiring session in Rotterdam. With support from Rotterdam Partners, Innovation Quarter, Stedin and the City of Rotterdam, we are thrilled to welcome a strong representation of the Dutch and international energy landscape.

[Read more](#)

### Berlin, Germany

An inspiring session after the Summer in the capital of the host country of Enlit Europe Live 2022. With support from key Enlit partners, we were thrilled to welcome a strong representation of the German energy landscape to Enlit and capture different visions and exchanges in videos, articles and interviews.

[Read more](#)

### Zürich, Switzerland | Energy Trading Day

Enlit On The Road stopped in Zürich with the Energy Trading Day, an invite only-conference where we welcomed more than 100 energy traders in Zürich for a full day of conference sessions with expert speakers discussing how the European energy market design can cope with extreme market volatility, analysing the current energy price drivers, and presenting trends in RES-E, power and natural gas markets.

[More information](#)

Want to know where we're headed next and how you can get involved? Contact us! [Sales@Enlit-Europe.com](mailto:Sales@Enlit-Europe.com)





# Are you feeling **Enlit**?

Get in touch with  
us today.

Contact us