



Where energy does business

Digital Marketing and Live Event Opportunities

www.enlit.media

In partnership with

**SMART
ENERGY
INTERNATIONAL**

PEI
POWER ENGINEERING
INTERNATIONAL

Are you shaping the future of energy?

You've come to the right place.

Enlit 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.

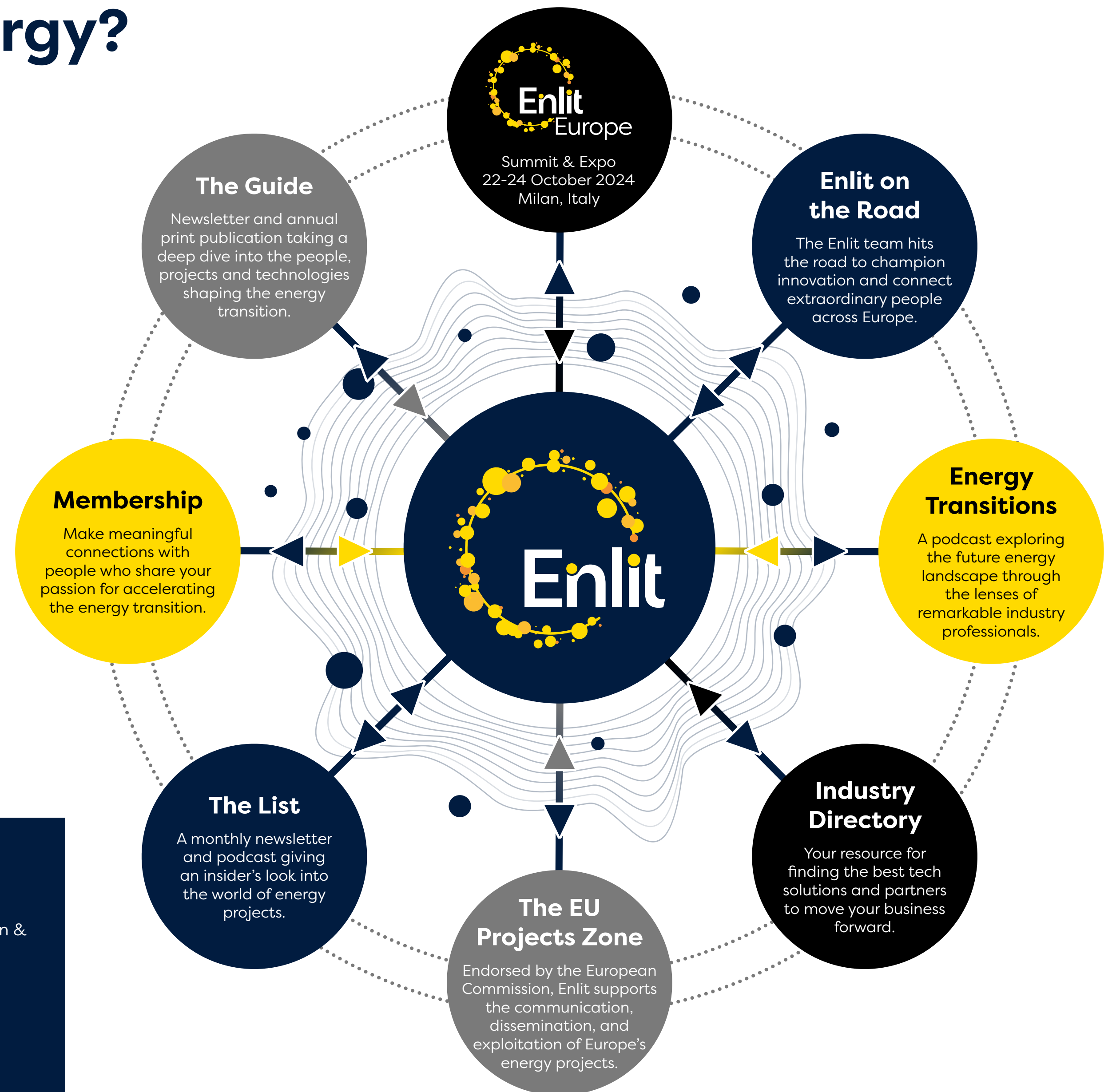
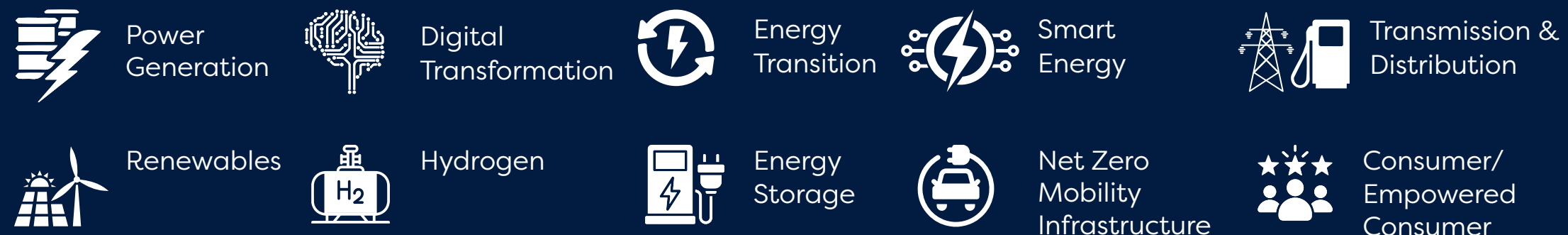
Join us for the latest news, inspiring stories, insights, articles, videos, podcast episodes, directory profiles, EU Projects Zone, The Guide magazine and our flagship event Enlit Europe.

Let's combine our channels and reach to create year-round marketing momentum!

Join us at enlit.media

Ready to get started? Good call!
You've taken your first step towards becoming Enlit.

Our sectors



Create year-round marketing momentum

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

How?

With an experienced media agency at your service. Ready to run your campaign – from concept to co-creation, from planning to promotion and execution to reporting.

Get in touch

**SMART
ENERGY
INTERNATIONAL**

Smart Energy International focuses on the T&D, smart grid and smart energy sectors, providing global news, analysis, commentary from industry insiders and professional resources via weekly e-newsletters and daily news updates on smart-energy.com.

97,000+


unique users
per month

145,000+

page views
per month

36,000+

opt-in
subscribers

**PEI
POWER ENGINEERING
INTERNATIONAL**

Power Engineering International delivers news and in-depth articles on industry trends, new technologies and cutting-edge projects impacting the global power generation sector via weekly e-newsletters and daily news updates on powerengineeringint.com.

62,000+

unique users
per month


98,000+


page views
per month


31,000+


opt-in
subscribers


Our products


Podcasts


Webinars


Articles


Interviews


Site Visits


Videos


Print Magazines

Live Events

Local Activation

Newsletters

Retargeting

Reports



Multi-media made easy

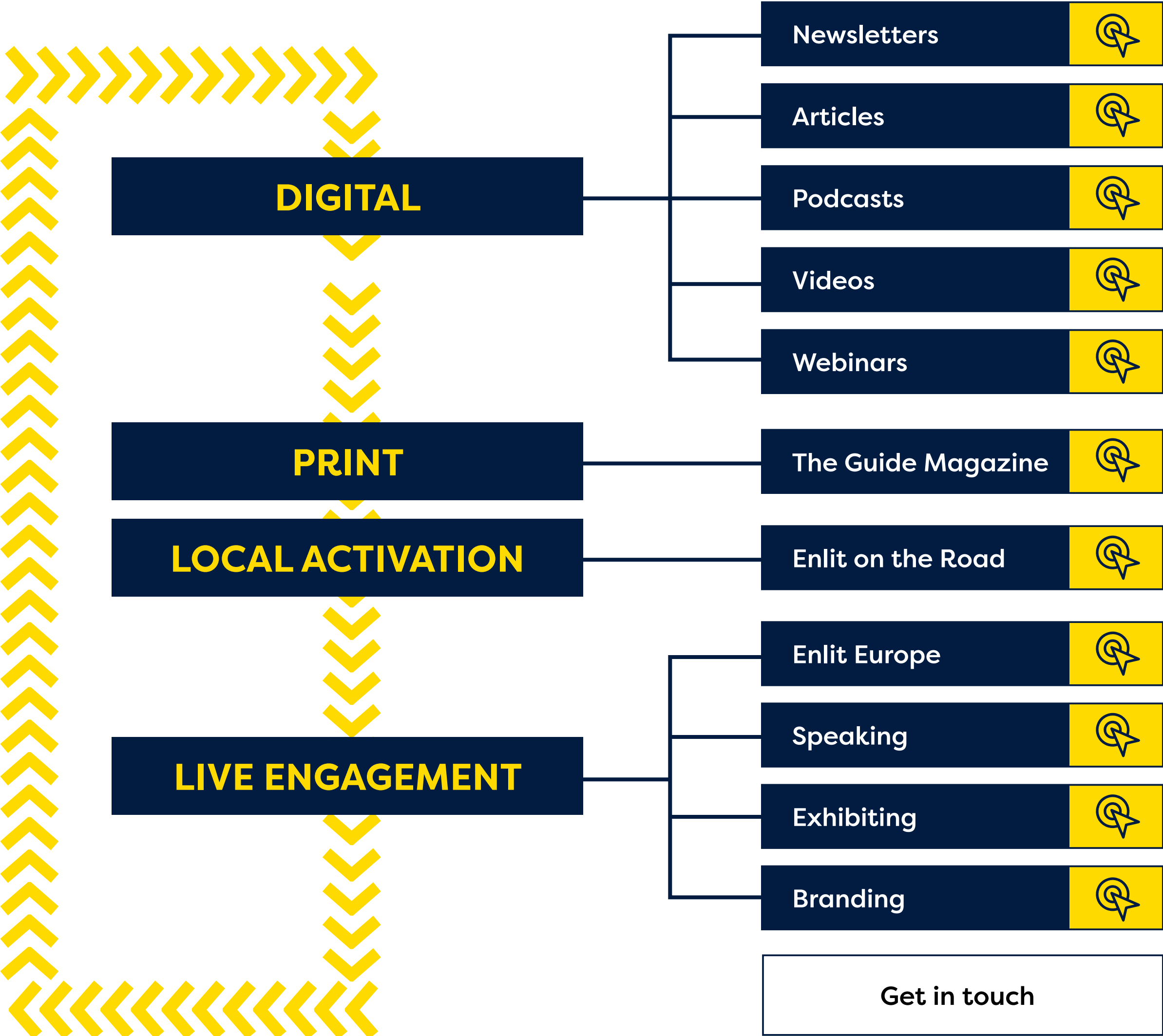


Content marketing is a must-have tool to deliver a successful campaign for your brand, but you may not have all the resources in-house to have this professionally produced.

Our team of multi-media consultants, writers and producers can help.

- Campaign-driven engagement
- The credibility of independently produced content
- Positioning you as the thought leader
- Placing your branding front and centre
- Getting leads not only at your booth, but lining them up in your inbox in the run up to a show
- Keeping the momentum going after the buzz of a live event calms down

It's like having your own in-house agency!

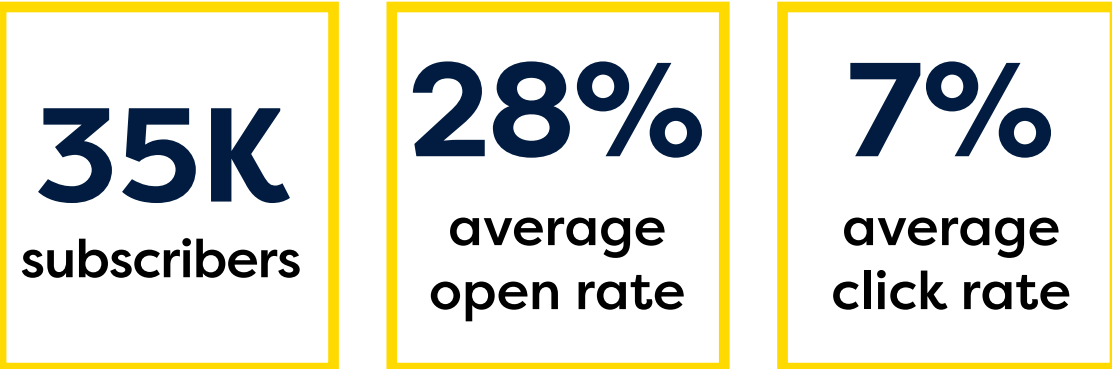


Let's talk numbers.

This is how Enlit's signature products made an impact in 2023.

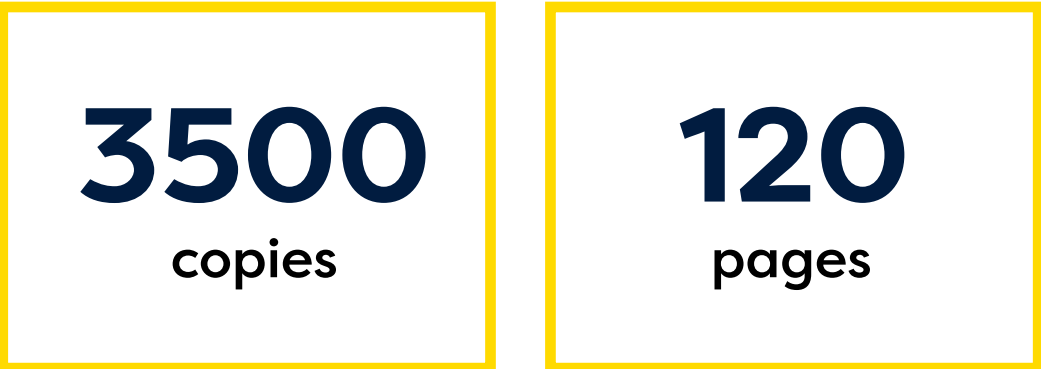
The Guide Newsletter

Exclusive articles, podcasts and video interviews keeping you in the loop of what's hot and happening in the energy sector.



The Guide Magazine

Annual print magazine featuring the people, projects and technologies shaping the energy transition.



Distributed to decision makers at industry leading events*

Webinars

Your brand and thought leadership presented to a niche and technically oriented audience.



EU Projects

Endorsed by the European Commission, Enlit supports the dissemination of Europe's energy projects.



Energy Transitions

A podcast exploring the future energy landscape through the lenses of remarkable industry professionals.



Enlit on the Road

Invite the Enlit team for a look behind the scenes of your region's energy innovations.



and counting...

Enlit Europe

Our flagship Summit & Expo taking place on 22-24 October in Milan.



The List

LinkedIn newsletter giving you an insider's look into the world of energy projects





Want to take a deep-dive into these numbers?
The Enlit team can tell you all about it.

I want to set up a call

*events include Enlit Europe, World Energy Congress, Power Summit, Enlit on the Road and more

Making headlines

Bespoke content that is tracked and measured!

A snapshot of our best-performing campaigns in 2023.

Editorials



HUAWEI

PLN, Indonesia’s power company and Huawei accelerating the digital transformation

Digitalisation



**SIEMENS
energy**

Innovating Cybersecurity – solutions for critical problems

Cybersecurity



**Schneider
Electric**

Air – the outstanding sustainable alternative to SF6

New Technology



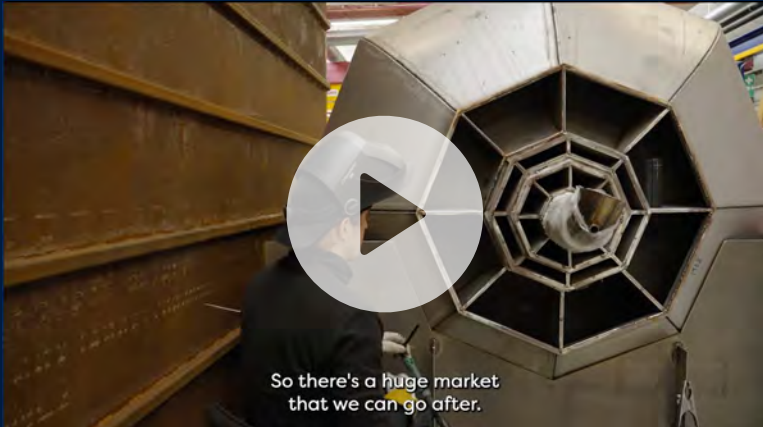
NOKIA

Futureproofing the utility of the future with IEC 61850

Digitalisation


Enlit on the Road

Site visits




How thorium energy can change the future of nuclear power

10K views



Building Europe’s largest hydrogen plant, met Shell en Port of Rotterdam

5.5K views



How Siemens Energy is future-proofing the gas turbine with hydrogen in Berlin

3.7K views

Webinars



KRAKEN

part of the octopus energy group



EASE

European Association for Storage of Energy

Make our editorial team work for you on premium thought-leadership content, features and articles, published online.

Book a call with our team

Or keep scrolling for more information

The rumours are true.

This is what our clients say about Enlit.

“ What I like most about Enlit is its focus on the "How To" and not "We Should" aspects of energy transition.

Ed Jarvis
Communications Director, Power Systems & Services, **Schneider Electric**

“ Thrilled to partner with Smart Energy International in the energy industry. Their webinars drew large audiences and delivered outstanding results. Unparalleled expertise, connections, and a solid 10/10 recommendation.

KNX Association

Who we work with



And you want to be part of it.
Because Enlit is the place where energy does business.

Book a call with our team

Or keep scrolling for more information

Working with the Enlit team is like having your own in-house media agency, whether your objective is **Lead Generation**, **Brand Awareness**, **Thought Leadership** or all three.

Our editors, campaign managers and multi-media experts know what it is like to chase the next story, fill our marketing funnel and keep engagement top of mind. Our campaigns are fundamentally content-driven, with media as the primary gateway across sectors, products and regions.

You make the rules
Start building your
bespoke package here



Get Noticed

Pick your favourite branding options to stand out from the crowd and make your brand a household name.

Steal the spotlight by using a combination of physical and digital branding items for the most impact!

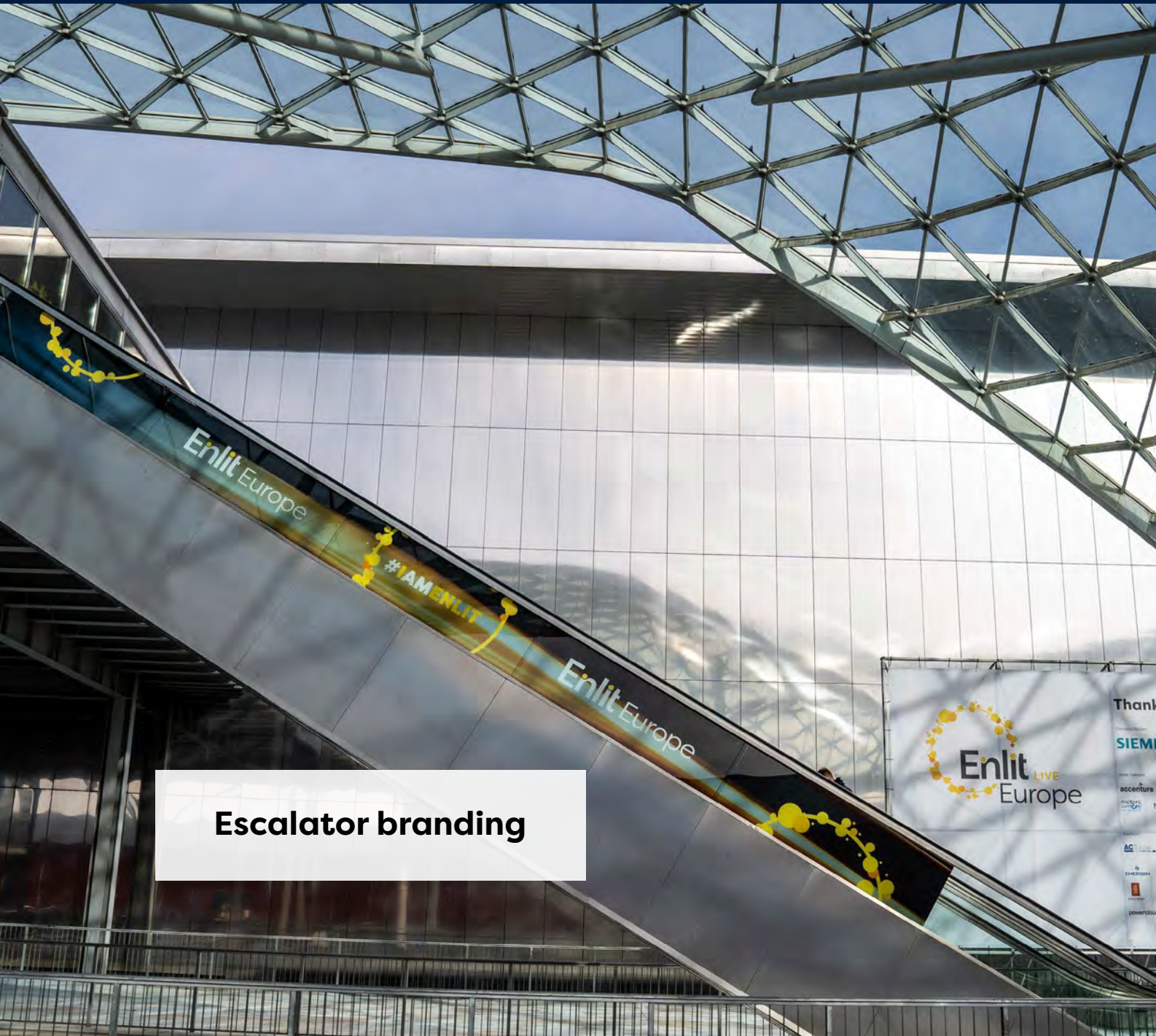
[Inquire here for bespoke branding options](#)



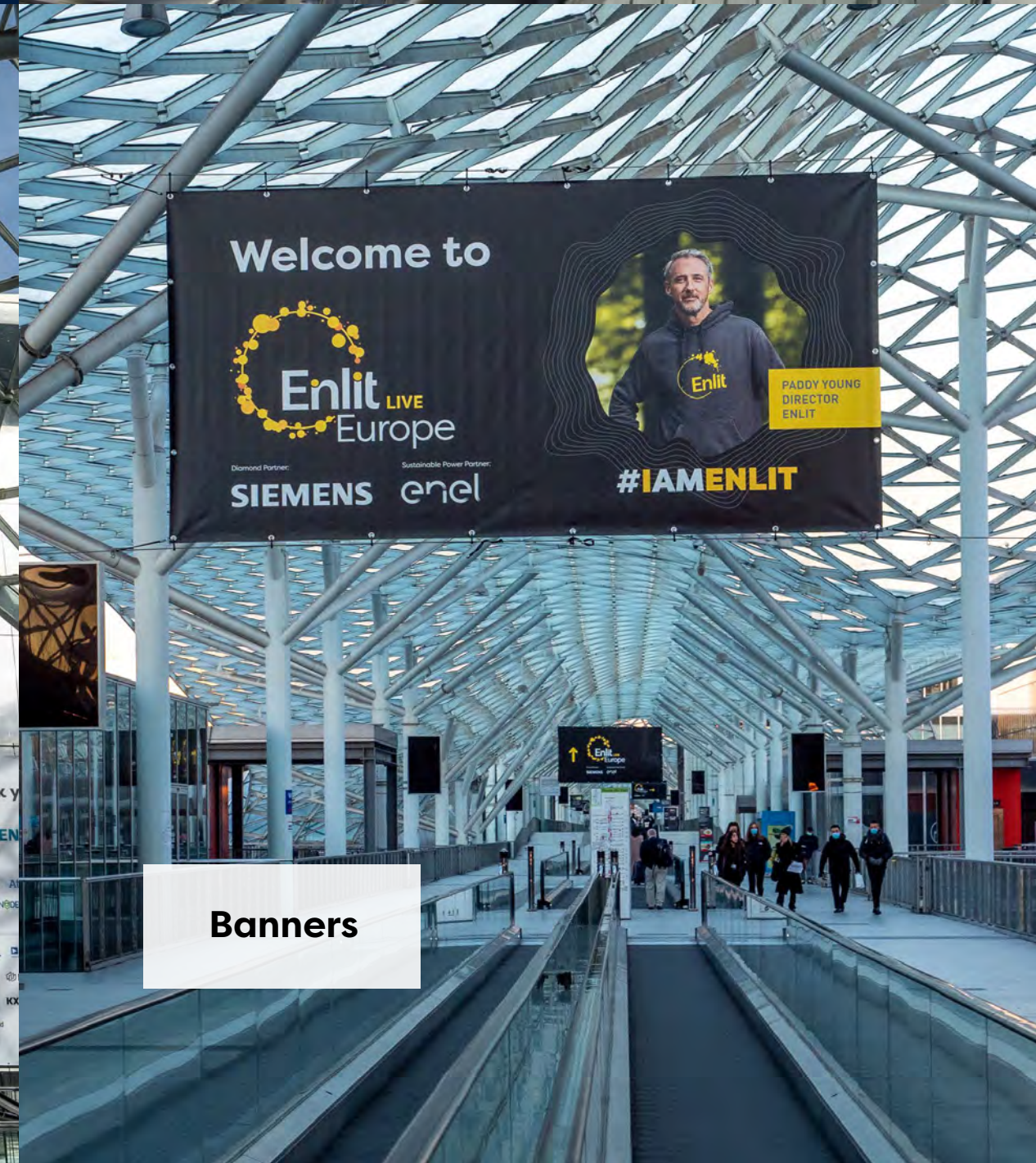
LED Walls



Cube Seats



Escalator branding



Banners



Visitor Bags



Lanyards

Conversation drivers

Don't just be a part of the conversation, make your leaders conversation drivers. Kick off your thought leadership campaign by being a guest on the Energy Transitions podcast, followed by a stage presence at the live event and a feature article in The Guide for attendees to take home. Keep the moment going with a 3-minute Amplify video recorded onsite that will last throughout the year.

[Inquire here for thought leadership packages.](#)



Speaking at Enlit Europe



Energy Transition Podcast



The Guide



Videos



Interviews

Lead magnets

Traffic generators are plenty at Enlit Europe and are a great add-on to your presence on the show floor. Direct traffic to your booth by picking one or more of these options or get in touch for your bespoke traffic generator proposal.

[Inquire here for a traffic generator proposal.](#)



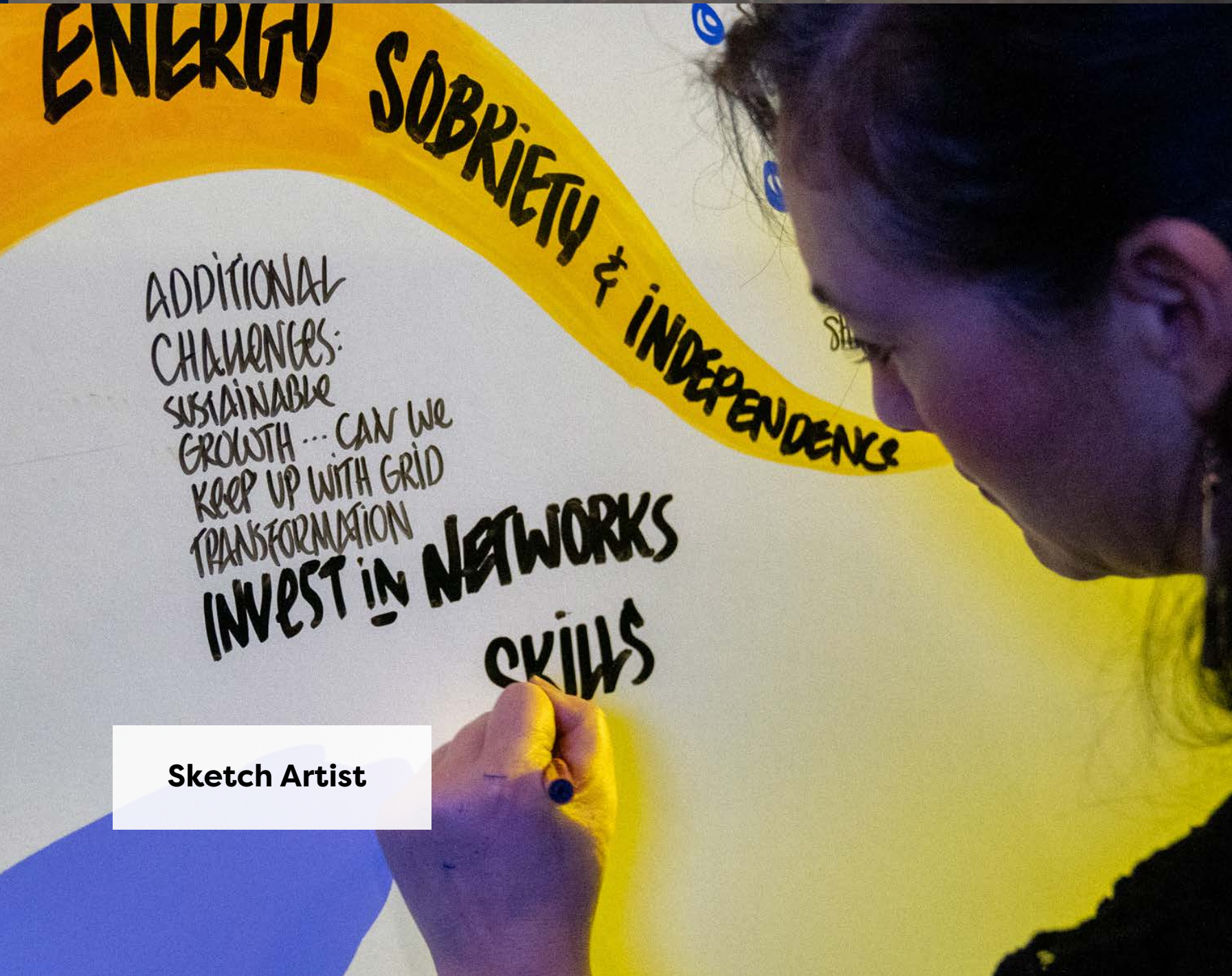
Floor Stickers



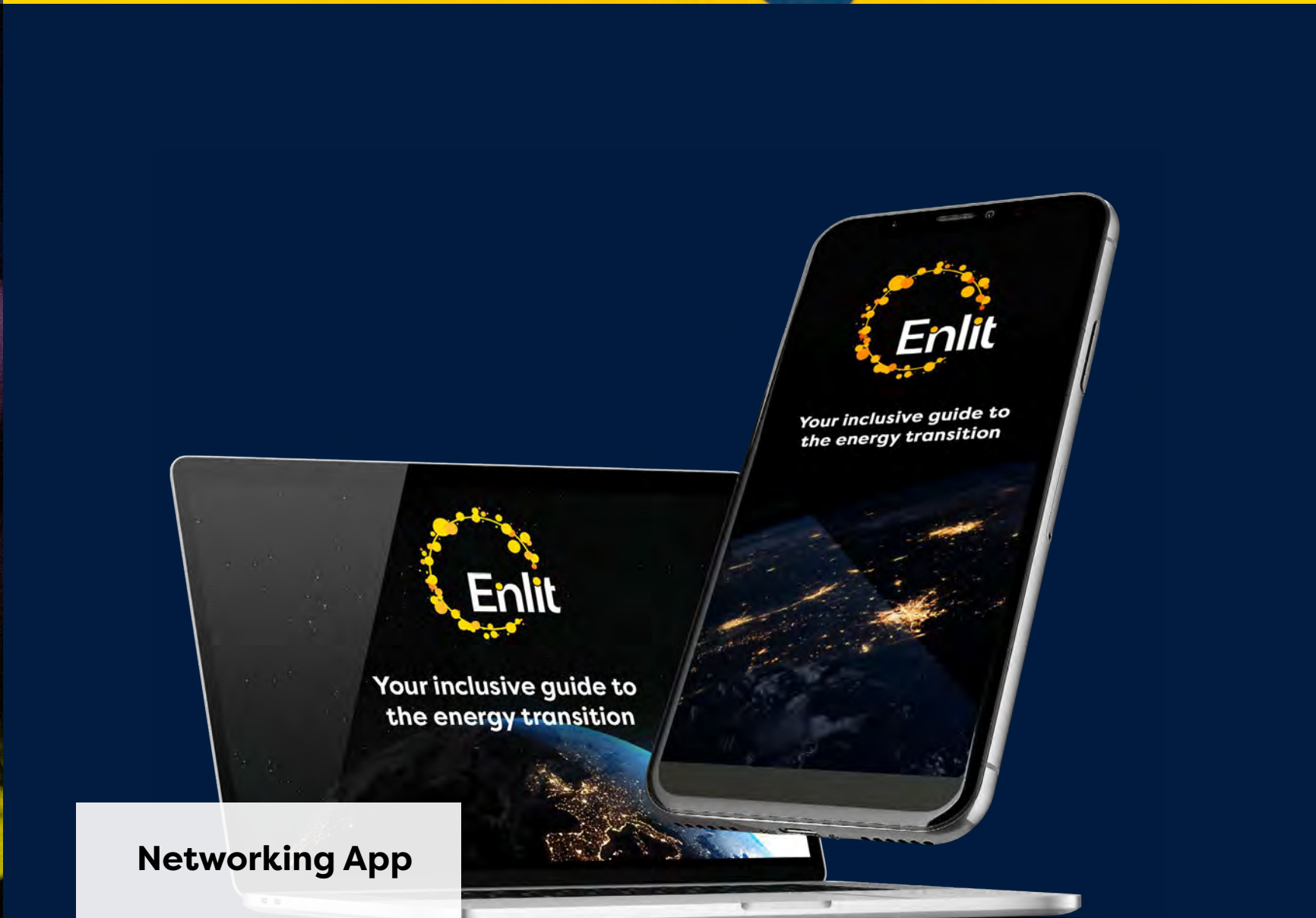
Carpet Tiles



Give-aways and Competitions



Sketch Artist



Networking App

Digital Marketing Packages

Support your year-round campaign with a live event presence or one or multiple digital add-ons.
Schedule a consultation with one of our multi-media advisors to find out more.



		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	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 e-Newsletter	6	4	2	2
	• Website homepage banner	2 months	1 month	-	-
	• Client-produced content included in e-newsletter	4	-	-	-
	• Targeted email mailer campaign	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 Enlit Europe Live Sponsorship Package. *Media platform determined on Advertiser brand.

Digital Marketing Rate Card



CONTENT PLACEMENT

Partner profile	€6,000
Client-produced content	€1,700
In-house produced editorial	€3,000
Boosted Social Media Campaign	€1,200

WEBSITE BANNER (PER MONTH)

Leaderboard: Homepage (728x90px)	€3,000
Sidebar Block: Homepage (300x250px)	€3,000
Large skyscraper: Homepage (300x600px)	€3,000
Native Advertisement: Homepage	€2,000

RETARGETING CAMPAIGN

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

DEMAND GENERATION

Webinar sponsorship (content created by Media brand)	€5,000
Webinar campaign package	€12,500
Targeted email campaign	€2,350
Demand Generation Campaign	€6,500

NEWSLETTER SPONSORSHIP

Smart Energy International: 2 per week	€2,200
Power Engineering International: 1 per week	€1,200
Enlit The Guide: 2 per month	Price to be adjusted.

VIDEO & PODCAST

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

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
1 Full page Advert & 1 Full page Commercial Editorial	€7,000
1 Full page Advert	€4,500

*Media platform determined on Advertiser brand.

87% of attendees will follow up with exhibitors they met at Enlit Europe



Stand options for Enlit 2024

RAW SPACE PACKAGE: €595 / m²

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.

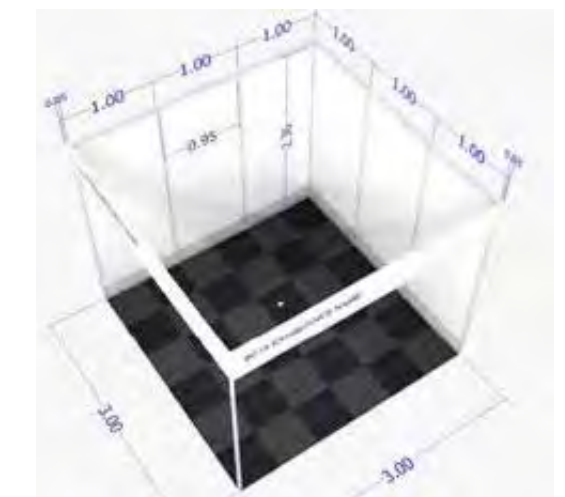
This option is only available from a minimum of 18m²

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

SHELL SCHEME PACKAGE: €700 / M2

- 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

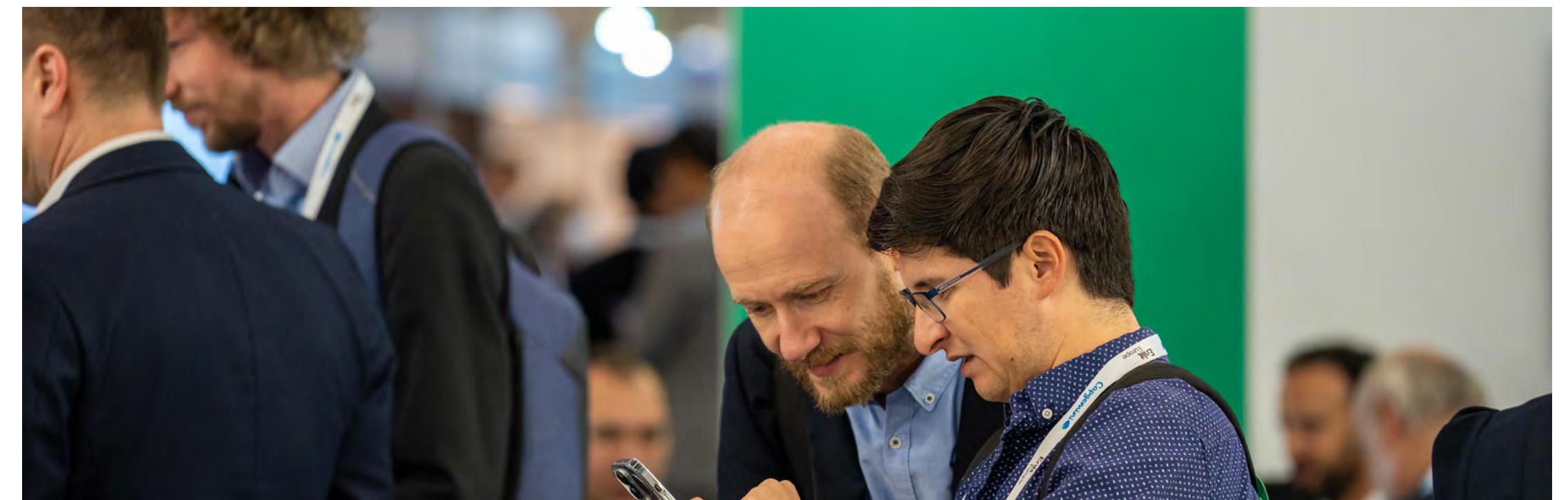


*Please be aware that the company name displayed on the Exhibitor Portal will be used for the Fascia of your stand, unless agreed otherwise with the event stand builder by the set deadline.

This option is available from a minimum of 9 m²



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



Stand options for Enlit 2024

PREMIUM PACKAGE: €1,090 / M2



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 m²)

- 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 m2 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

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

*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.

GET IN TOUCH TO FIND OUT MORE ABOUT PREMIUM STAND OPTIONS

*Package details subject to change. All prices exclude VAT, €220 exhibitor protection scheme, €375 Admin fee and mandatory Badge-scanning license of €250.

Live Event Partnership Opportunities

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

*Speaking Engagements to be approved by content management

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
- Pre event: 3 Social media posts
- At event: 3 Social media posts
- Post event: 3 Social media posts
- 3-5 minute branded video interview, filmed onsite with marketing campaign.
- Pre event: Webinar Campaign
- 12-month partner profile on Media platform
- Complimentary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content
- Pre-event: Retargeting Campaign 100.000 impressions
- Pre-event promotional HTML mailer
- 8 weeks website banner on Enlit.World

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

€150,000 EXCL. VAT

All prices exclude VAT, €220 exhibitor protection scheme, €375 Admin fee and mandatory Badge-scanning license of €250. *Media platform determined on Advertiser brand.

Live Event Partnership Opportunities

PLATINUM PARTNER

The package ensures that your brand has a mix of complimentary 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

*Speaking Engagements to be approved by content management

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 minute branded video interview, filmed onsite with marketing campaign
- 12-month partner profile on Media platform
- Complimentary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content
- Pre-event: Retargeting Campaign 75.000 impressions
- Pre-event promotional HTML mailer
- 4 weeks website banner on Enlit.World

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

€98,000 EXCL. VAT

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

*Media platform determined on Advertiser brand.

Live Event Partnership Opportunities

GOLD PARTNER

The package ensures that your brand has a mix of complimentary 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

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 minute branded video interview, filmed onsite with marketing campaign.
- Complimentary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content
- Retargeting Campaign 50.000 impressions
- 4 weeks website banner on Enlit.World

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

*Speaking Engagements to be approved by content management

€58,500 EXCL. VAT

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

*Media platform determined on Advertiser brand.

Live Event Partnership Opportunities

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

Digital marketing package

- Logo and hyperlink on the Enlit Europe website (Sponsor grid)
- Pre event: 2 Social media posts
- 3 minute branded video interview, filmed onsite with marketing campaign
- Complimentary Directory Listing on the Enlit.World digital platform (12-months)
- Pre-event: Client-produced content
- 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

*Speaking Engagements to be approved by content management

€40,500 EXCL. VAT

All prices exclude VAT, €220 exhibitor protection scheme, €375 Admin fee and mandatory Badge-scanning license of €250. *Media platform determined on Advertiser brand.

Live Event Partnership Opportunities

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

*Speaking Engagements to be approved by content management

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

€14,500 EXCL. VAT

All prices exclude VAT, €220 exhibitor protection scheme, €375 Admin fee and mandatory Badge-scanning license of €250.

UTILITY PARTNER

Exclusively for DSOs and TSOs

Onsite event package

- Summit Sessions involvement (to be agreed with content management)
- Hub Sessions Speaking Involvement (to be agreed with content management)
- 5 free Summit passes for staff
- Dedicated Enlit team support to coordinate your marketing deliverables
- Onsite general sponsor branding
- 1 onsite lead scanner

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)
- Promotion on the event website, social media channels
- 2 promotional posts on Social Media channels

Exhibitor marketing package

- Logo and company description in the - Exhibitor List on the event website
- 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

€12,500 EXCL. VAT

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

Are you feeling **Enlit**?

Get in touch with
us today.

Contact us

