



**INNOVATION  
ZERO WORLD  
CONGRESS**

**28–29 April 2026**

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**London, UK**

# **EXHIBITOR PRE-EVENT MARKETING HANDBOOK**

The UK's leading-low  
carbon innovation  
congress

# WELCOME!



We are delighted you have chosen to promote your brand and solutions at **Innovation Zero World Congress 2026**.

The following **handbook** has been compiled to help you maximise brand awareness and lead generation before, during, and after the show.

As part of your booking, we will promote your company across an extensive multi-channel marketing campaign including email, social and PR, as well as over our website and event app.

**You can also amplify the success** of your lead generation if you co-promote your participation. We have prepared a guide, along with assets, to assist you...

If you need any assistance along the way, the Marketing Team is on hand to help. Please contact [enquiries@innovationzero.com](mailto:enquiries@innovationzero.com)

# WHY PROMOTE YOUR PARTICIPATION?

Your marketing opportunity begins as soon as you book your activity.

Exhibitors and sponsors who take maximum advantage of the opportunity have greater awareness during the event, stronger brand alignment with the event's ethos, and – most critically – **generate a greater ROI.**

## Promoting your attendance:

- Improves brand awareness – place your company front-of-mind for our audience of 7,500+ policymakers, funders, business leaders and innovators.
- Generates pre-event leads – invite your connections and prospective clients to register for tickets using your personalised registration link.
- Aligns your brand with the event theme: *'Powering the future economy'*.
- Enhances your content marketing strategy – nurture cold leads and drive new interest

**Our advice?** Be proactive and invite your prospective customers early, *before* they receive an invite from your competitors...

# WHAT WE SUPPLY TO OUR EXHIBITORS

We supply exhibitors and sponsors with the following assets – but if you'd like anything more bespoke, please do ask!

- Exhibitor social media announcement card
- Suggested copy to use on socials and in emails
- Our logo and brand guidelines for any bespoke assets you wish to create
- Email signature graphics
- A unique registration URL for you to share with your clients and wider network

# MARKETING COPY FOR PROMOTIONAL PURPOSES



For any outgoing communications, please ensure that you use your unique registration tracking link which you will find in the **Exhibitor Portal**.

## Social Media:

-  @\_InnovationZero
-  Innovation\_Zero
-  @\_innovationzero
-  #InnovationZero / IZWorld26

*\*Note: please make sure to tag us in any social posts that you put out.*

**Event Tagline:** The UK's leading low-carbon innovation congress

**Event Theme:** Powering the future economy

# EXAMPLE SOCIAL MEDIA COPY



**General** *(Don't forget to add your unique registration tracking link to your posts, this can be found in the exhibitor portal)*

- Innovation Zero World Congress returns to Olympia London on 28–29 April 2026, convening 7,500+ senior decision-makers across energy, infrastructure, industry, finance and policy. Join the organisations delivering a low-carbon future economy. Register now >> #InnovationZero #IZWorld26
- Innovation Zero World Congress 2026 brings together innovators, investors, policymakers and corporate buyers to accelerate the delivery of a low-carbon future economy. Taking place at Olympia London, 28–29 April 2026. Register here >> #IZWorld26

## Exhibitor & Audience Focus

- Innovation Zero World Congress 2026 will welcome 300+ solution providers showcasing technologies and systems enabling a low-carbon future economy. 7,500+ senior leaders from the public and private sectors will attend to explore deployment, investment and partnership opportunities. Register here >> #InnovationZero #IZWorld26

## Programme/Speaker Focus

- 300+ industry leaders and experts will take to the stage at Innovation Zero World Congress 2026, sharing practical insights on energy systems, infrastructure delivery, industrial transformation and finance – and how these come together to deliver a low-carbon future economy. View the full speaker programme here >>
- We're pleased to confirm that [SPEAKER NAME] will join the [FORUM NAME] at #InnovationZero World 2026 (28–29 April). Discover how leaders are turning ambition into real-world delivery. Find out more here >>

# EVENT DETAILS



*(For larger comms, e.g. emails)*

**Name:** Innovation Zero World Congress 2026

**When / Where:** 28<sup>th</sup> & 29<sup>th</sup> April 2026 / Olympia London

## Event Description

Innovation Zero World, the UK's leading low-carbon innovation congress, will return to Olympia London for its fourth edition on the 28th and 29th of April 2026.

**Our mission?** To accelerate the delivery of a low-carbon future economy by connecting innovators, investors, policymakers and industry leaders to turn ambition into real-world action.

In 2026, Innovation Zero World Congress will convene 7,500+ senior stakeholders, 300+ speakers and 300+ solution providers, creating a focused environment for partnership-building, deployment and decision-making.

## How to Register:

You can register to attend online [here](#). *(please use your unique tracked registration link which can be found in the exhibitor portal)*

# CARDS, BANNERS AND LOGOS CAN BE DOWNLOADED VIA [THIS LINK](#)

These digital assets can be used across:

- Email signatures
- Promotional emails and newsletters
- Websites
- Social channels

If you require graphics in specific dimensions or formats, drop us a message at [enquiries@innovationzero.com](mailto:enquiries@innovationzero.com)

# INNOVATION ZERO BRAND GUIDELINES



## Logomark



**28–29 April 2026**  
**London, UK**



**28–29 April 2026**  
**London, UK**

## Spacing



## Typography

	WEIGHTS	ITALICS	GLYPHS
<b>Poppins</b>	Light	<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Poppins is the primary heading/display font for the brand and can be obtained for free from Google's font library.	Regular	<i>Regular</i>	abcdefghijklmnopqrstuvwxyz
	Medium	<i>Medium</i>	0 1 2 3 4 5 6 7 8 9
	<b>Bold</b>	<b><i>Bold</i></b>	! @ ™ £ € # % ^ & * • + - / =

	WEIGHTS	ITALICS	GLYPHS
<b>Inter</b>	Light	<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Inter is the primary body font for the brand's screen based media. It can be obtained for free from Google's font library.	Regular	<i>Regular</i>	abcdefghijklmnopqrstuvwxyz
	Medium	<i>Medium</i>	0 1 2 3 4 5 6 7 8 9
	<b>Bold</b>	<b><i>Bold</i></b>	! @ ™ £ € # % ^ & * • + - / =

# JOURNALISTS & PR AGENCY



Our Communications Partner, [Madano](#), is a specialist energy and net zero agency and is available to support you if you have any news or announcements to promote or are launching a new product or initiative at the event. They will be engaging with journalists ahead of the event and coordinating media interviews and our press room. Please contact [InnovationZero@Madano.com](mailto:InnovationZero@Madano.com) by 31 March to discuss how our PR team can support you and so can consider including your information as part of our event amplification. This can include:

- Spokesperson quote in our Innovation Zero World press releases distributed to UK national and trade media
- Inclusion of your press release in our event press packs, which will be shared with media attendees in advance
- Depending on the announcement, it could be used for media interviews with select journalists at the event



# FURTHER SUPPORT

If you require any further support, please contact:

**Agaba Banyu**

Senior Marketing Executive

[agabab@innovationzero.com](mailto:agabab@innovationzero.com)

