



**INNOVATION
ZERO WORLD
CONGRESS**

29–30 April 2025

London, UK



EXHIBITOR PRE-EVENT MARKETING HANDBOOK

The UK's largest net
zero congress

WELCOME!



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

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

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 10,000+ 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: *'Transforming systems for a low carbon 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 / IZWorld25

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

Event Tagline: The UK's largest net zero congress

Event Theme: Transforming systems for a low carbon 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 is the UK's largest net zero congress. Co-chaired by Baroness Bryony Worthington & Rhian-Mari Thomas OBE, and with support from the UK Government, the event will connect 10,000+ senior delegates from across sectors, silos and geographies at the Olympia London, 29-30 April 2025. **Register today** >> #InnovationZero #IZWorld25
- #InnovationZero World 2025 will welcome 250+ pioneering exhibitors to the Olympia London (29-30 April 2025) to showcase the cutting-edge innovations that are decarbonising our economy. 10,000+ policymakers, innovators, funders and leaders from the public and private sectors will attend to gain the knowledge and tools needed to take necessary action and drive progress towards a low carbon future. **Register here** >>

Programme/Speaker Focus

- 500+ experts and leaders from across the low carbon transformation will share their invaluable knowledge and experience on stage at #InnovationZero World 2025. View all the speakers here: <https://www.innovationzero.com/2025-speakers>
- We're delighted to announce that [SPEAKER NAME] will take part in the [FORUM NAME] session [SESSION TITLE] at #InnovationZero World 2025 (29th & 30th April) – learn more here: <https://www.innovationzero.com/2025-programme>

EVENT DETAILS



(For larger comms, e.g. emails)

Name: Innovation Zero World Congress 2025

When / Where: 29th & 30th April 2025 / Olympia London

Event Description

Innovation Zero World, the UK's largest net zero congress, will return to the Olympia London for its third edition on 29th & 30th of April 2025.

Our Mission? To accelerate a just global transition to a low carbon economy by connecting innovators, funders, policymakers, and business leaders from across sectors, silos, and from all four corners of the globe.

Co-chaired by Baroness Bryony Worthington & Rhian-Mari Thomas OBE, our 2025 event will play host to 10,000+ senior stakeholders from across the low carbon transformation, 500+ expert thought leaders, and 250+ cutting-edge innovators.

How to Register:

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

JOURNALISTS & PR AGENCY



If you have any news or announcements to promote or are launching a new product or initiative at the event, please let our PR team know at your earliest convenience and we 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
 - Exhibitor & sponsor press release – distributed w/c 17 March (please share input by 10 March)
 - IZW event press release – distributed at the event
- 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

Contact: InnovationZero@instinctif.com



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

INNOVATION ZERO BRAND GUIDELINES



Logomark



29–30 April 2025
London, UK



29–30 April 2025
London, UK

Spacing



Typography

	WEIGHTS	ITALICS	GLYPHS
Poppins	Light	<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	Regular	<i>Regular</i>	abcdefghijklmnopqrstuvwxyz
	Medium	<i>Medium</i>	0 1 2 3 4 5 6 7 8 9
	Bold	<i>Bold</i>	! @ ™ £ € # % ^ & * • + - / =

Poppins is the primary heading/display font for the brand and can be obtained for free from Google's font library.

Inter

Inter is the primary body font for the brand's screen based media. It can be obtained for free from Google's font library.

	Light	<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	Regular	<i>Regular</i>	abcdefghijklmnopqrstuvwxyz
	Medium	<i>Medium</i>	0 1 2 3 4 5 6 7 8 9
	Bold	<i>Bold</i>	! @ ™ £ € # % ^ & * • + - / =



FURTHER SUPPORT



If you require any further support, please contact:

Agaba Banya

Marketing Executive

agabab@innovationzero.com

