

ENERGY
BREAKTHROUGH



ENERGY
EXPO



EXHIBITOR INFO KIT

SHOWCASE YOUR BRAND AND ENGAGE WITH
16,100+ ENERGY EXPO VISITORS ANNUALLY

THE ENERGY EXPO IS THE MAIN EXPO AREA AT THE ENERGY BREAKTHROUGH EVENT WHERE YOU CAN SHOWCASE YOUR BRAND AND ENGAGE WITH 16,100+ ENERGY EXPO VISITORS.

THERE'S NO OTHER PROGRAM-EVENT LIKE IT TO SHOWCASE YOUR BRAND, STAND OUT FROM THE CROWD, ENGAGE WITH A TARGETED AUDIENCE AND ALIGN YOUR BRAND WITH AUSTRALIA'S PREMIER SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM), ACTIVE LEARNING PROGRAM AND REGIONAL TOURISM EVENT.

Held annually since 1991, the **Energy Breakthrough** is one of Australia's longest running and most successful extracurricular primary and secondary activities.

The **Energy Expo** is an interactive, educational and active exhibition space that takes place each year during the Energy Breakthrough event.

It's fun for friends and entire family, and is held on the Friday and Saturday each year, during the event.

The **Energy Expo** explores the latest trends in green energy, sustainable transport and physical activity. It's a great way to discover alternative energy and have heaps of fun.

OVERVIEW

VISITOR REACH

23,000+ visitors
14,500+ spectators
8,500+ direct participants
56% female and 44% male visitors
4,400+ female participants
20%+ increase of all-female teams year-on-year.

900+ teachers
370+ teams
160+ schools
(90+ primary and 70+ secondary)

700+ volunteers
6000+ onsite campers

16,100+ ENERGY EXPO VISITORS

TARGETED AUDIENCE

36% of visitors aged under 25 years
10% of visitors aged 25-34 years
20% of visitors age 35-44 years
34% of visitors age 44-74 years

30% from Metropolitan
60% from Regional Victoria
8% from Maryborough
2% from Interstate

97% satisfied to highly satisfied rating
70% exceeded expectations rating
86% intending to return to next event

SOCIAL MEDIA

7,600+ Facebook followers
2,000+ Instagram followers
2,000+ Online subscribers
35,000+ Online users
180,000+ Online views per year

PROVEN RESULTS

Our exhibitors are happy exhibitors.
Energy Breakthrough exhibitors are energised and happy exhibitors. Stall holders report strong trading and high engagement during the four-day event.

89% OF EXHIBITORS ARE SATISFIED TO HIGHLY SATISFIED WITH THE OVERALL EVENT PERFORMANCE.

91% OF EXHIBITORS RATING THE EVENT AS IMPORTANT TO THEIR BUSINESS.

97% OF VISITORS SHOWED A SATISFIED TO HIGHLY SATISFIED RATING.

Enquire about our current statistics.



ENERGY
BREAKTHROUGH

ENERGY EXPO

DISCOVER THE LATEST TRENDS IN GREEN ENERGY,

SUSTAINABLE TRANSPORT & PHYSICAL ACTIVITY

10AM-6PM, FRIDAY & SATURDAY, 24-25 NOVEMBER 2017



ENQUIRE TODAY

JOIN THE ENERGY EXPO FAMILY. BOOK A STAND, APPLY TO BE A GUEST SPEAKER OR PERFORMER TODAY!

CONTACT US TODAY FOR MORE INFORMATION ABOUT THE ENERGY EXPO, OR FOR A TAILORED EXHIBITION SOLUTION.

FOR ENERGY EXPO EXHIBITOR ENQUIRIES

Contact: Martin Mark – Energy Expo Coordinator
Local Planning Coordinator
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Contact: Ben Robertson – Energy Expo Coordinator
Assistant Local Planning Coordinator
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BREAKTHROUGH**
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THANK YOU

WE LOOK FORWARD TO SHOWCASING YOUR BRAND AT OUR NEXT EVENT