European Hydrogen Week

Exhibitor Promotion Toolkit 2023

Dear Exhibitor,

Thank you for supporting the European Hydrogen Week 2023!

To ensure a successful conference for all parties involved we would like to achieve as high attendance as possible. The following document will provide you with ready-to-use communication materials. Please use this information to best promote your presence at the event and let your stakeholders know about your participation as well as invite them to reconnect there. By informing your network early on, it will be easier also for them to arrange their participation.

For up-to-date information on the programme and an event overview, please visit www.euhydrogenweek.eu.

We look forward to welcoming you in Brussels!

The EU H2 Week Team

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General information on the EU Hydrogen Week 2023

Dates: From Monday 20th to Friday 24th November 2023 – all available information on the programme will be uploaded constantly on the event dedicated website www.euhydrogenweek.eu.

Address: Brussels Expo, Pl. de Belgique 1, 1020 Bruxelles- For practical information on the venue and how to get there, please click here.

About the event

The hydrogen economy will redraw the energy map. There is absolutely no doubt that hydrogen will have a key role in the energy transition, especially to harvest the fast-growing amount of renewable energy. Therefore, in the global race to reach the Paris Agreement targets, hydrogen technologies are increasingly at the centre of attention and are now considered crucial and lucrative opportunities. Hydrogen's moment is here and now!

That's why more and more companies and investors are prioritising hydrogen. Yet, every business decision carries a risk and, to mitigate them, connections and knowledge-sharing are key. This event is a melting pot of powerful and influential leaders, policy makers, researchers, and end users each looking for the next big thing. Companies will find customers, investors and partners in the exhibition area as well as have be able to attend thought-provoking conferences.

Social Media

On all social media platforms, the event will use the hashtag **#EUH2Week** to encourage participation from attendees and followers. You can view all the posts containing #**EUH2Week** on the social media network you are using by clicking the hashtag from one of the tweets, posts, or images. This will allow you to see the volume of discussions, updates, and all of the exciting conversations and events taking place nearby. You are welcome to share the posts that contain this hashtag and to follow it.

Other hashtags that could be used are #**EUH2Week2023**, #**EUHydrogenWeek**, #**EUHydrogenWeek2023** and **#HydrogenNow**.

LinkedIn

LinkedIn is the best professional networking platform for participants to stay in touch with the contacts they establish throughout the European Hydrogen Week and engage in interesting conversations online.

Don't forget to follow the European Hydrogen Week LinkedIn account to interact with its posts and share your experiences as an exhibitor, and to use the hashtag **#EUH2Week**! Other hashtags that could be used are #**EUH2Week2023**, #**EUHydrogenWeek**, #**EUHydrogenWeek2023** and **#HydrogenNow**.

For your convenience, please find here below some ready-to-use text samples for your LinkedIn posts:

🎉 Exciting news! We'll be exhibiting at the **@European Hydrogen Week** and we can't wait to showcase our latest products and services and much more at booth # XXX.

🚀 If you are interested in knowing the latest developments surrounding the **#hydrogen** sector, join us on 20-24.11.2023 at Brussels Expo to explore the latest industry trends and connect with other professionals.

🤝 Don't miss out on this fantastic opportunity to network and discover new business opportunities at one of the largest hydrogen-dedicated events in Europe. We hope to see you there!

➞ To find out more about what these five days will hold for you, visit www.euhydrogenweek.eu.

#EUH2Week #EUH2Week2023 #EUHydrogenWeek #HydrogenNow

📣 Proud to be exhibiting at one of the largest #**hydrogen** dedicated events in Europe: the **@European Hydrogen Week**! Taking place in Brussels on 20-24 November 2023, it will be the place to be for industry leaders, academia experts and policymakers to come together to accelerate the **#hydrogeneconomy**.

🤝 Come see us at booth # XXX, we're looking forward to seeing you there!

❓ Curious to know more about the **#EUH2Week**? Visit www.euhydrogenweek.eu.

#EUH2Week2023 #EUHydrogenWeek #HydrogenNow

💥 Join us at the **@European Hydrogen Week**, one of the largest events in Europe dedicated to all things **#hydrogen**! We look forward to welcoming you at booth # XXX!

📅 20-24.11.2023
📍 Brussels!

🤝 Connect with the most influential innovators, industry leaders and policymakers in the #hydrogen sector, building your network has never been easier!

➡️ Want to know more? Visit www.euhydrogenweek.eu.

#EUH2Week #EUH2Week2023 #EUHydrogenWeek #HydrogenNow

Twitter

Twitter is the quickest platform where you will receive real-time information about European Hydrogen Week. The EU Hydrogen Week will be live-tweeted, and you will be able to directly interact with the content that is posted.

Whenever you post about European Hydrogen Week, please do not forget to tag the event's account @EUH2Week and use the hashtag **#EUH2Week**. Other hashtags that could be used are #**EUH2Week2023**, #**EUHydrogenWeek**, #**EUHydrogenWeek2023** and **#HydrogenNow**.

For your convenience, please find here below some ready-to-use text samples for your Twitter posts:

📣Proud to announce that we will be exhibiting at the **@EUH2Week**, one of the largest **#hydrogen** dedicated events in Europe!

📆20-24.11.2023
📍Brussels

Come to visit us at booth # XXX

Curious to know more? Visit www.euhydrogenweek.eu!

👉Interested in meeting like-minded professionals while getting all the latest news of what's happening in the fast pacing #**hydrogen** sector?

Then you cannot miss the **@EUH2Week**❗ We will be there too, stop by our booth # XX!

#EUH2Week2023 ➡️www.euhydrogenweek.eu

.@**EUH2Week** brings together the best & brightest minds in the #**hydrogen** sector from around the 🌎, providing a platform to share knowledge, network & explore the latest industry trends.

And we're thrilled to be part of it, stop by our booth # XX!

www.euhydrogenweek.eu

🚀Innovative #cleanenergy techs are crucial to reach #ParisAgreement targets. Discover the newest #H2 solutions & opportunities at the @EUH2Week on 20-24.11 in Brussels!

We'll be there too! Stop by our booth #XXX, we look forward to meeting you there!

➡️www.euhydrogenweek.eu

Website

As an exhibitor of the European Hydrogen Week, it is highly appreciated if you could disseminate it on your website, in your events agenda and wherever you find suitable.

We have drafted a text you could use for your website.

Long version:

We are excited to exhibit at the European Hydrogen Week, taking place in Brussels on 20-24 November 2023. Come visit us at booth # XXX!

The European Hydrogen Week will take place on ***20-24 November in Brussels*** *and it is organised by Hydrogen Europe, together with the European Commission and the Clean Hydrogen Partnership. This is the* ***go-to-event to explore opportunities and be fuelled by ideas and new concepts all around hydrogen****! People come to discover, learn, network, and be inspired. Organisations come to demonstrate their capabilities while looking for ground-breaking ideas and connections that will give them a competitive edge.*

With over ***6000 people attending*** *and over* ***8000 sqm of exhibition****, the European Hydrogen Week will be a hub for networking, relationship building, and learning. By joining this event, you will get access to all the talks in the conference streams, participate in meet-the-expert discussions and roam the hands-on expo. You are also invited to join the networking evenings and engage with some of the brightest minds and biggest movers in the hydrogen industry.*

The opportunities are endless. You just have to make sure you are there to capitalise on them!

For more information and for the latest event updates, please visit www.euhydrogenweek.eu and follow the #EUH2Week2023 on Twitter and LinkedIn.

Short version:

On 20-24.11.2023 join us at the European Hydrogen Week, in Brussels! Co-organised by Hydrogen Europe, the European Commission and the Clean Hydrogen partnership, this week will amaze you with high-profile keynotes, thought-provoking talks, and lively sessions all around hydrogen. Next to a rich conference programme, there will be abundant opportunities to meet actors from across the entire hydrogen value chain.

We'll be there too, come visit us at booth #XXX!

For more information and for the latest event updates, please visit www.euhydrogenweek.eu and follow the #EUH2Week on Twitter and LinkedIn.

Newsletter/Email blast

We would appreciate it if you could spread the word about the European Hydrogen Week also via your contacts database. Therefore, we have drafted an e-mail for you to use, please find it here below.

Please note that you can use all the information or just some parts of it, as it fits best your recipients.

Subject: ***EU Hydrogen Week 2023 – Join one of the biggest hydrogen annual events***

Dear XXX,

We are excited to announce that we will exhibit in Brussels at the European Hydrogen Week on 20-24 November 2023! Based on the common cooperation among the European Commission, Hydrogen Europe, and the Clean Hydrogen Partnership, the week is one of the biggest annual events dedicated to hydrogen with a series of great activities all around the most abundant element in the universe.

During the 5 days, thought-provoking discussions with some of the most prominent stakeholders in the hydrogen sector will take place, covering the most pressing topics facing this new industry: the need for both urgency and pragmatism in creating the regulatory framework, the unique challenges different sectors face to decarbonize and how hydrogen can help, and how to remain a leader in an industry that has caught the attention of the rest of the world.

Next to the different conference streams, an exhibition will also take place. Based on the success of the past editions, this year the expo floor is expanded into two halls for a total of over 8000 sqm, ready to welcome more than 6000 attendees.

We'll be there at booth #XXX, come and visit us!

For more information and for the latest event updates, please visit www.euhydrogenweek.eu and follow the #EUH2Week2023 on Twitter and LinkedIn.

Kind Regards,

Materials

Next to the above mentioned texts, we have prepared also the following materials which will provide you with ready-to-use communication tools. Please use this to best promote the EU Hydrogen Week on your social media accounts, website, newsletters, and any other communications tools you might be currently using.

On the event's dedicated webpage you can download all the following:

Logo

- In .png
- Colourful in .psd
- White in psd

Banners & poster

- General poster
- General Banner horizontal
- General banner square
- Email signature banner
- LinkedIn header banner
- Twitter header banner

Virtual backgrounds

- Teams
- Zoom

Social media templates

- Exhibitor's post
- Sponsor's post
- High-level Policy Conference speaker post
- B2B Forum speaker post
- Supporter post
- Media partner post

Should you need a specific format or size, don't hesitate to contact us at info@euhydrogenweek.eu and we will be happy to provide you with what you need!

European Hydrogen Week

20 - 24 November 2023

Brussels, Belgium

euhydrogenweek.eu

Hydrogen Europe

Clean Hydrogen Partnership