

**Supporter/Media Partner**  
**Promotion Toolkit**  
**2024**

Dear Supporter/Media Partner,

Thank you for supporting the European Hydrogen Week 2024!

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](http://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 2024

Dates: From Monday 18 to Friday 22nd November 2024 – all available information on the programme will be uploaded constantly on the event dedicated website [www.euhydrogenweek.eu](http://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 #EUH2Week2024, #EUHydrogenWeek, #EUHydrogenWeek2024 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 #EUH2Week2024, #EUHydrogenWeek, #EUHydrogenWeek2024 and #HydrogenNow.

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

@European Hydrogen Week is not like any other #hydrogen event you attended before, and we are thrilled to be a supporter of the 2024 edition!

If you want to know what the future holds for the #hydrogen sector, connect with people working across the entire value chain, and discover the latest technologies, the #EUH2Week is the place for you!

18-22.11.2024

Brussels!

Curious to know more about the #EUH2Week2024? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu)

#EUH2Week2024 #EUHydrogenWeek #HydrogenNow

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Looking for an event that brings together the entire #hydrogen sector in one place?

Industry leaders, academia experts, and policymakers will gather in #Brussels on 18-22 November 2024 to attend the @European Hydrogen Week and discuss the latest industry trends, enjoy networking opportunities, as well as discover new technologies that will help push the #energytransition forward!

Want to know more? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).

#EUH2Week2024 #EUHydrogenWeek #HydrogenNow

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- We're proud to support the @European Hydrogen Week, one of the largest #hydrogen dedicated events in Europe! Taking place in #Brussels on 18-22 November 2024, it will be the place to be for industry leaders, academics, and policymakers to come together and accelerate the #hydrogeneconomy.

Mark your calendar to not miss the #EUH2Week!

Curious to know more? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).

#EUH2Week2024 #EUHydrogenWeek #HydrogenNow

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## 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](https://twitter.com/EUH2Week) and use the hashtag #EUH2Week. Other hashtags that could be used are #EUH2Week2024, #EUHydrogenWeek, #EUHydrogenWeek2024 and #HydrogenNow.

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

- Proud to support the @EUH2Week, the place to be to know the latest trends in #hydrogen sector, connect with #H2 professionals & discover the latest technologies!

18-22.11.2024

Brussels

Curious to know more about the #EUH2Week? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu)

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Looking for an event that brings together the entire #hydrogen value chain?

Then don't miss the @EUH2Week on 18-22.11 in #Brussels! Industry leaders, academia & policymakers will be there, you can't miss it!

Want to know more? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu)

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The brightest minds in the #H2 sector, the newest technologies, a conference streams around the latest trends, this and much more awaits you at @EUH2Week!

We'll be there, and you?

18-22.11.2024

Brussels

Want to know more? Visit [www.ehydrogenweek.eu](http://www.ehydrogenweek.eu)

# Website

As a supporter/media partner 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 support the European Hydrogen Week, taking place in Brussels on 18-22 November 2024.*

*The European Hydrogen Week will take place on 18-22 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 8000 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](http://www.euhydrogenweek.eu) and follow the #EUH2Week2024 on [Twitter](#) and [LinkedIn](#).*

## Short version:

*On 18-22.11.2024 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!*

*For more information and for the latest event updates, please visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu) and follow the #EUH2Week on [Twitter](#) and [LinkedIn](#).*



## Newsletter/E-mail 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 2024 – Join one of the biggest hydrogen annual events*

*Dear XXX,*

*We are excited to announce that we are a proud supporter of the European Hydrogen Week that will take place on 18-22 November 2024 in Brussels! 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 8000 attendees.*

*For more information and for the latest event updates, please visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu) and follow the #EUH2Week2024 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

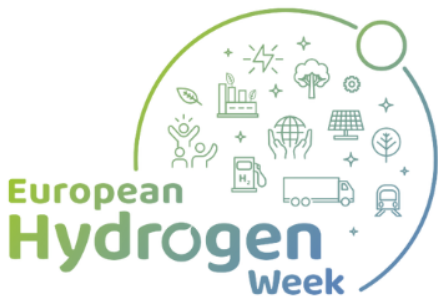
## Virtual backgrounds

- 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
- Attendee post

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



**18 - 22 November 2024**  
**Brussels, Belgium**  
**[euhydrogenweek.eu](https://euhydrogenweek.eu)**

