

INDUSTRIAL HEAT+POWER

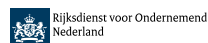
12,13,14 OCT. 2021
BRABANTHALLEN

Trade show and platform for leaders
in industrial energy supply

Information
for exhibitors

www.industrialheatandpower.nl/en

Partners



Quite a few challenges

For Dutch industrial companies

The energy transition brings new laws and regulations



As agreed in the Climate Accord, Industry in The Netherlands must be 100% sustainable by 2050. By that time, the sector will be largely prohibited to emit any greenhouse gasses. Already in 2030, the sector will need to have reduced its output by an minimum of 49% compared to 1990.

“CO2 emissions will soon cost serious money”

NRC

Companies with an emission larger than 10 kiloton are required to make specific *plans* on how they will achieve their goals. Companies emitting less are obligated to *report* on the measures they've taken to reduce. Investments with short earn-back periods are *required* by law to be *implemented*.

“Size of industrial energy savings at least 800 million euros per year”

TKI Energie en Industrie

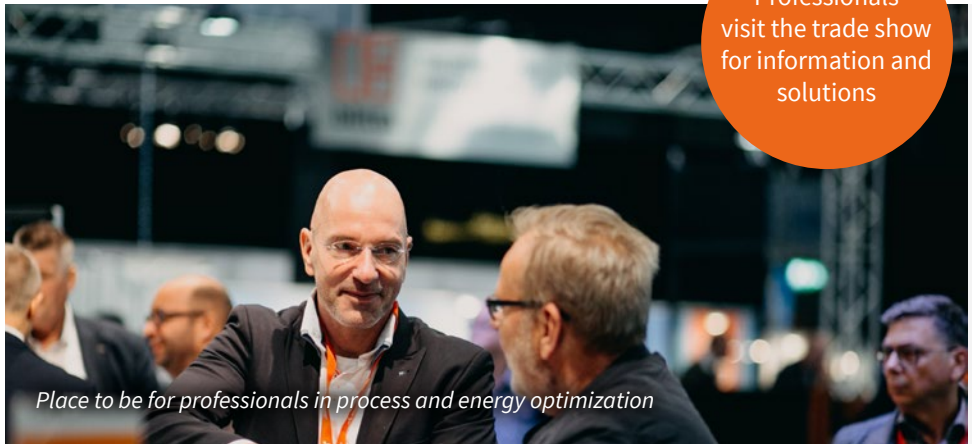
Quite a few challenges for Dutch industrial companies. Challenges that, in size and complexity, equal those faced in the construction, renovation, agro and mobility sectors and that eminently demand for a holistic approach. And that require frontrunners to take the lead.

“Germany expands CO2 pricing”

Financieel Dagblad

Frontrunners take the lead

They share knowledge and do business



Of the measures that have been proven effective, some do not yet meet *investment criteria*. In those cases, subsidies and tax-breaks are often available. But how does one go about applying for those? And how can these solutions be integrated in existing processes?

Which steps are compulsory? What solutions should companies implement and in which order? How do these steps fit into a long term roadmap - towards 2030 and 2050 - to transform a process, plant or industrial site? What can be learned from colleagues, suppliers and consultancy firms?

At Industrial Heat & Power, visitors will - again - find answers to these and many other questions. For professionals in process - and energy optimisation, visiting the trade show - and, of course, its (free) 3 day conference and seminar programme - is an absolute *must*.



CHP & ELECTRICAL INSTALLATIONS



DRIVING TECHNIQUE
& COMPRESSED AIR



COOLING - & FREEZING
TECHNIQUES



BUILDING & PROCESS TECHNOLOGY



KNOWLEDGE & KNOWHOW



STEAM INSTALLATIONS



TECHNICAL INSULATION

Who's visiting

And why?

The second edition of Industrial Heat & Power trade show attracted 1.536 professionals. Research indicates:



82% are involved in investment decisions in their organisations

56% made follow-up appointments with exhibitors

46% developed investment plans in response to the trade show

63% attended one or more conference or seminar programmes

75% intents to visit Industrial Heat & Power again in 2021

Primary interests

Knowhow and advice	24%
Technical insulation	19%
CHP and electrical installations	11%
Steam installations	13%
Construction and process technique	12%

Secondary interests

Energy saving in industrial buildings	24%
Energy management and monitoring	19%
Heat and cold storage	11%
Process cooling	13%
Compressed air, pumps & appendages	12%

Size of the organisation

ZZP	12%
2-10 employees	24%
11-50 employees	19%
51-100 employees	9%
101-300 employees	11%
> 300 employees	24%

Decision making authority

Final or co decision maker	48%
Advisor	34%
Not involved	18%

Main functions

Director	14%
Consultant	11%
Owner	9%
Project manager	7%
Engineer	6%
Energy expert	4%
Technische dienst	4%

Origin by sector

Heating and climate management	13%
Advice and consultancy	12%
Chemical and pharma industry	12%
Engineering	10%
Energy and heat	8%
Metal industry	6%
Food	6%
Overheid	3%

What exhibitors think

Of Industrial Heat & Power

Nearly 60 partners and exhibitors contributed to the success of Industrial Heat & Power 2019. 87% of them are interested in participating again in 2021. Further research indicates:

67% find the seminar programme good or excellent

77% are happy with the co-location with the trade show Energie

73% find the communications campaign good or excellent

Almost
half of our visitors
have concrete
investment
plans



Nearly 60 partners and exhibitors at the trade show in 2019

“For us, Industrial Heat & Power is an excellent specialized network event and a great opportunity to demonstrate our knowledge and expertise in industrial energy efficiency.”

Yves Boons, Solution Manager Technical Insulation **Isover Saint-Gobain**

“The Industrial Heat & Power trade show is a perfect chance for us to meet potential customers and relations and to exchange knowhow on current and future issues.”

Natasja Leijser, Operational Manager **Eco**

“Industrial Heat & Power is an ideal platform for maintaining and expanding our network and to demonstrate our ambition to prevent waste in the industry.”

Maarten Smeding, Solution Manager **De Kleijn Energy Consultants & Engineers**

Participating is easy

Business without the hassle

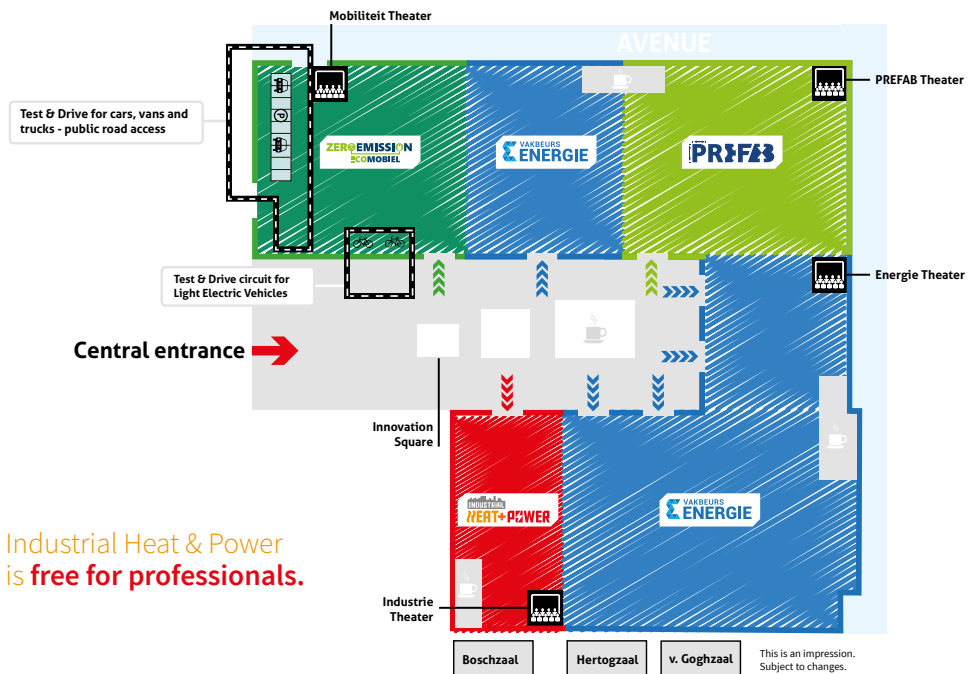
Often, participating in trade shows is time-consuming and fraught with hidden costs. Not at Industrial Heat & Power: with an all-in booth, you will be completely ready for 3 great days of business. Building your own stand, is - of course - possible as well.

For all exhibitors, participating comes with lots of extra's - due to our standard package. This includes coffee and tea in our exhibitor lounge, 2 parking vouchers for the entire show, a convenient lead-retrieval app, Wi-Fi and drinks and bites at our exhibitor party.

86% of
our exhibitors
experience their
interaction with
54events as
*good or
excellent*

Industrial Heat & Power from above

Industrial Heat & Power takes place during the National Energy Week, simultaneously with and at the same location as the trade shows Energie, PREFAB and Zero Emission | Ecomobiel.



Industrial Heat & Power
is **free for professionals.**

How to join us

All-inclusive or customized

An all-inclusive booth

From **€ 3.210,-**

A professional looking booth that includes all that you need. Complete it with a full-colour backdrop for only € 105,- per running meter.



Build your own booth, starting from 20 m²



Share your knowledge and get leads

Year-round visibility

Thanks to our partners

The event is supported by an extensive media campaign. Including socials, dedicated newsletters and leading publications in print and online.



Daily speaking opportunities

From **€ 1.495,-**

In one of our 40-seat theatres. A great way to share your know-how and retrieve many qualified leads. A proven formula to add to your stand space.



Our newsletter has an audience of over 12.500 professionals

Many other options

To enhance your participation

Lanyard branding, e-mail or print special advertising, floor stickering, promo-point visibility in the central hall, promo-team engagement... and more!

54events

Accelerating energy transition



We organise tradeshow and conferences since 2009 - focusing on the transition towards sustainability. Our portfolio contains 7 annual events attracting nearly 25.000 professional visitors and 6 thematic newsletters with over 150.000 readers.

Organising successful B2B events, we know we **#achievetogether**. Networking, maintaining fruitful relationships and building bridges is what we do best. Focused on our clients, flexible, straightforward and - all the while – enjoying ourselves.

Want to join our network? Or catch up? Then drop by for a cup of great coffee to exchange ideas. You'll find us next to the Park & Ride of the railway station of Breukelen, just off the A2 between Utrecht and Amsterdam. EV charging facilities at your disposal!

Exhibit at Industrial Heat & Power?

Just call or email

Our exhibitors
say we are *accessible*,
helpful, *capable* and
available

Booths and sponsoring opportunities



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Conferences & speaking opportunities

Media partnerships and communications

