



MEDIA RELEASE

Sydney, 13 February 2013

All-Energy Australia and Australian Sustainability to join forces with Waste Expo in October 2013

Reed Exhibitions Australia and Brooks Events today announced that the All-Energy Australia Exhibition & Conference and Australian Sustainability Conference & Exhibition will co-locate with Waste Expo in 2013 to form Australia's most significant showcase for the clean energy, sustainability, waste and recycling industries. Combining to present one of the region's largest exhibitions and conferences of its kind, the three events will take place on 9 & 10 October 2013 at the Melbourne Convention & Exhibition Centre, occupying a combined 'footprint' of 15,000 sq m of hall space.

The All-Energy Australia Exhibition & Conference is an annual, free-to-delegate, business-to-business conference and networking forum hosted alongside an impressive exhibition showcasing renewable energy, clean energy, sustainable transport and energy efficiency. Attracting more than 4,500 visitors to an exhibition of over 270 clean energy companies and a multi-stream conference across two days in 2012, the 5th edition of All-Energy Australia promises to be even larger with greater diversity when it opens its doors in 2013.

The Australian Sustainability Conference & Exhibition is a niche event in a developing arena, combining a high-level conference with a tightly-focused exhibition. As such, it attracts an exceptionally engaged audience of sustainability professionals to a forum where they are able to debate major issues facing the sector, in particular the challenge of having sustainability play an increasing role in Australian business practice. ASCE highlights the growing opportunities and complexities within the Australian context throughout the conference and the exhibition, and continues to expand into 2013 with a greater audience and extended reach.

Waste Expo presents a unique platform bringing together Australia's key solution providers in the waste and recycling sectors, who will present the very latest technology, products and turnkey solutions. The need to manage waste and implement sustainable practice has become an integral part of business. Waste Expo presents an opportunity to engage with professionals from sectors such as government, corporate, hospitality, transport and healthcare, for whom waste management, recycling and sustainable solutions are increasingly vital.

Reed Exhibitions describes the combined showcase as 'greater than the sum of its parts' in terms of delivering value to national and international exhibitors and visitors from all sectors of the clean energy, sustainability, waste and recycling sectors.

John Gorton, Group Exhibition Director at Reed Exhibitions Australia, says that "the genesis of the co-location was the synergies between sections of the target audiences of All-Energy Australia, Australian Sustainability and Waste Expo, all of which were scheduled to occur in Melbourne in October 2013. It was a logical step, says Gorton, to join forces to create one combined showcase that delivers, more than ever, on Reed Exhibitions' promise of strengthening Australian industry through technology, innovation and access to customers."



Louise Brooks, Events Director at Waste Expo, adds that “There is significant cross-over between visitor target groups for each event. This makes the combination of the three co-located exhibitions a compelling proposition for industry professionals such as facilities, operations, environmental, plant and project managers, particularly those travelling from interstate or overseas, who will be able to maximise the value of their exhibition attendance.

The result is that both organisers expect that the combination of All-Energy Australia, Australian Sustainability and Waste Expo 2013 will help increase visitor quantity, as well as persuading a greater percentage of time-poor senior managers to attend.

“A stronger visitor base generally translates to an increase in ROI for exhibitors, through expanded sales leads. Furthermore, those exhibitors who would have traditionally participated in Waste Expo as well as either All-Energy Australia or Australian Sustainability will get the added benefit of rationalising their marketing efforts,” Brooks said.

Reed Exhibitions and Brooks Events report that space sales for the co-located exhibitions are already well under way. Early indications from both organisers are that demand for the available space is expected to be stronger than supply - which means exhibitors should move early to secure their preferred stand option.

“I would encourage companies considering participation at All-Energy Australia, Australian Sustainability and Waste Expo in 2013 to secure their space as soon as possible. We can promise you that it will be a vibrant and exciting event,” Gorton concluded.

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For media, exhibitor, visitor and delegate information, contact:

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