



# AUSTRALIAN ENERGY WEEK 2025

17 - 20 June 2025 | MCEC

**SPONSORSHIP & EXHIBITION PROSPECTUS**

Organised by:

Quest Events

Meet. Learn. Grow.





# What is **AUSTRALIAN ENERGY WEEK?**

Over 10 years, **Australian Energy Week** has established itself as the leading energy conference in Australia, bringing together the biggest names in the industry. It's the only event for the entire energy supply chain - generators, networks, retailers, government and energy users.

The line-up of speakers is second-to-none, and the audience is dominated by energy industry professionals, not tyre kickers.

“The major event that brings the entire industry together.”

Andrew Bills, CEO, CS Energy

“A must attend event for everyone working in the industry.”

Peter Askimakidis, Account Executive, Microsoft

“If you are limited to only one energy conference in a year - Australian Energy Week is the one!”

Jon Pemberton, Director of Operations, Empower Energy

# Why partner with **AUSTRALIAN ENERGY WEEK IN 2025?**

Over 4 days (2 day expo), AEW brings together the who's who of the industry. With a stacked conference plenary, 4 conference streams, free to attend expo stage and the dedicated Machines/Engineering conference, if you sell to energy generators, networks, retailers or large users, this is the event you can't miss.



## MASSIVE EXPO EXPANSION

50+ exhibitors, and expanded capacity for expo visitors, meaning you can expect more qualified attendees than ever before



## INCREDIBLE NETWORKING OPPORTUNITIES

In 2024 the AEW Dinner and Women in Energy Breakfast both sold out! Don't miss out in 2025, and don't forget the networking drinks!



## REDESIGNED EXPO FLOOR STAGE

Based on feedback in 2024, expect a revamped expo floor stage designed to attract more attendees



## MORE CEOs THAN ANY OTHER EVENT

Don't just meet your end users, build your brand awareness with the C-Suite



## CONSISTENTLY EXCELLENT FEEDBACK WITH OVER 95% SATISFACTION

it's why our sponsors and attendees keep coming back



## TARGETED AUDIENCE OF BUYERS

AEW has the highest quality audience of any energy event, with expo visitor passes restricted to energy companies only



## THOUGHT LEADERSHIP OPPORTUNITIES

Shape the future of energy industry and share your expertise by presenting in the conference, delivering a case study or being part of a panel discussion.



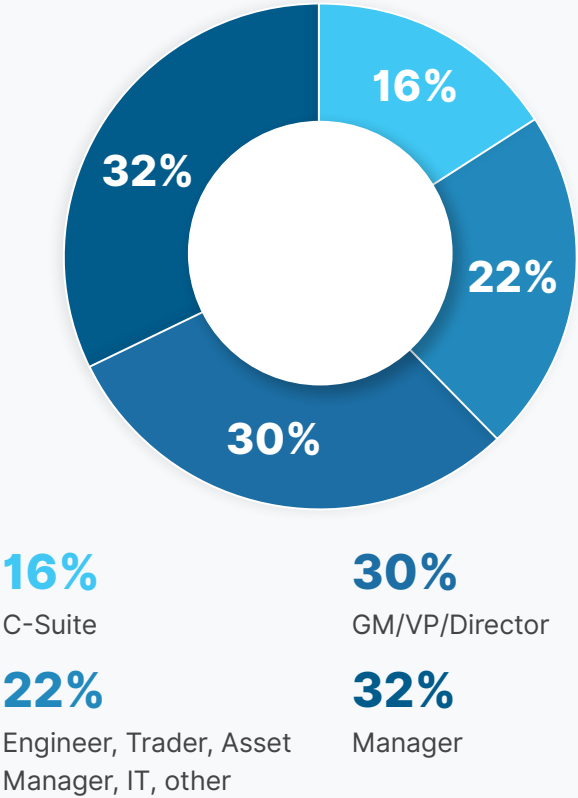
## DIGITAL MARKETING CAMPAIGN

Australian Energy Week marketing reaches over 30,000 unique, targeted contacts - join our campaign early and benefit from 10+ months of brand awareness

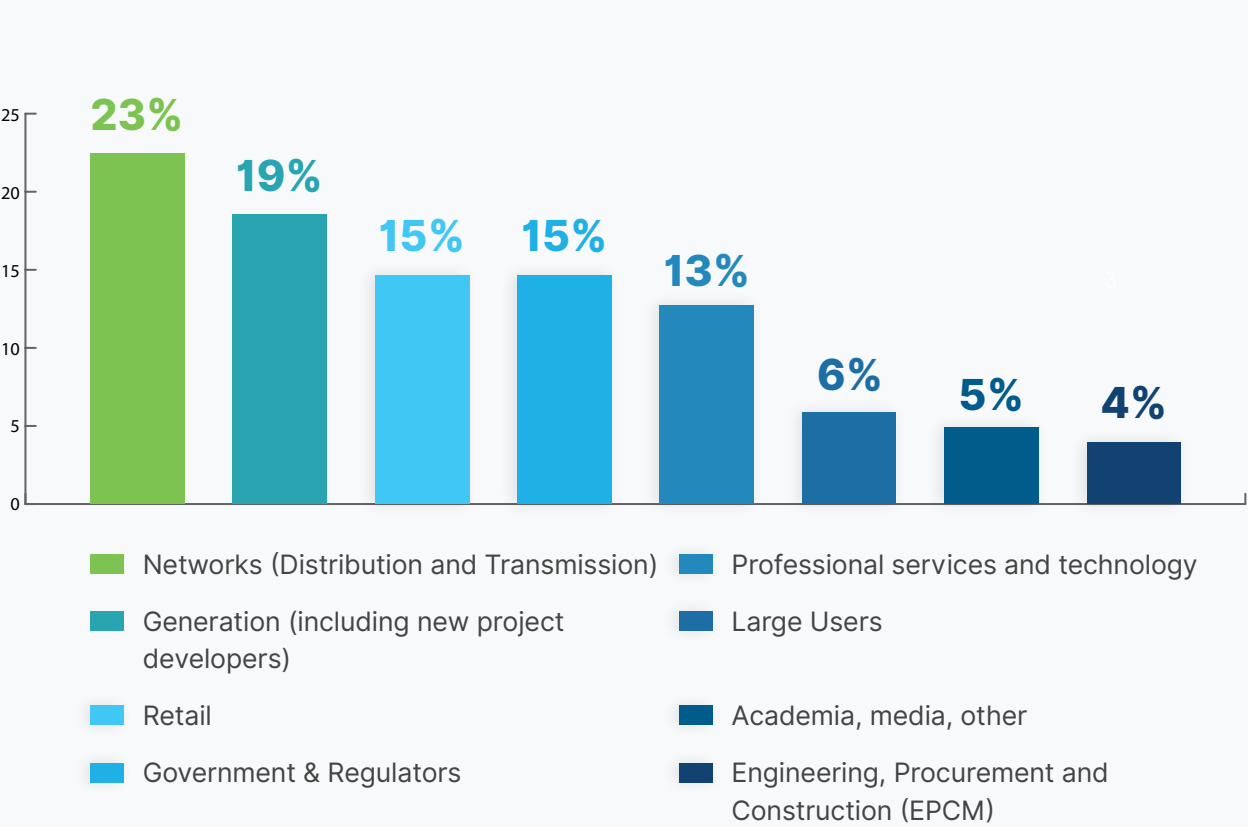
# AEW 2024 IN NUMBERS



Breakdown by seniority:



Breakdown by industry sector:



# SNAPSHOT OF COMPANIES ATTENDING IN 2024



“The premier event for the energy supply industry.”

Network Planning Manager, Transgrid (past attendee)



# AGENDA AT A GLANCE

TUESDAY 17 JUNE

## PRE- CONFERENCE MASTERCLASSES

- |   |                                               |
|---|-----------------------------------------------|
| A | Upgrading NEM design                          |
| B | Maximising Distributed Energy Resources (DER) |
| C | Fundamentals of battery economics             |
| D | Australian Energy Industry Boot Camp          |

Early registration open from 4-6pm 



WEDNESDAY 18 JUNE

## AUSTRALIA'S ENERGY MARKET OUTLOOK



Networking Drinks 

Energy Week Conference Dinner 

## MACHINES & HV ASSETS 2025 CONFERENCE



Conference Day One

Machines Conference Dinner 

Expo 

THURSDAY 19 JUNE

## Women in Energy

Women in Energy Breakfast

## 4 CONCURRENT STREAMS

Choose the content most relevant to you or move between streams:

Re-engineering the Grid



Generation 2.0



Future Retail



Batteries & Energy Storage



## MACHINES & HV ASSETS 2025 CONFERENCE



Conference Day Two

Expo 

FRIDAY 20 JUNE

## ENERGY POLICY FORUM



# MARKETING & MEDIA REACH



## A few social media mentions:

**Mark Collette** • 3rd • Managing Director at EnergyAustralia  
Yesterday I represented EnergyAustralia at the Australian Energy Week conference – one of the largest energy events held each year.

I spoke to the energy transition – and that it remains an enormous endeavour, the biggest engineering project in our nation's history!

I believe there are three key areas of opportunity to accelerate the transition and generate better outcomes for customers in the years ahead:

1. Rethinking what good looks like for Australian energy customers.
2. Accelerating investment.
3. Protecting reliability.

Thank you to the team at Australian Energy Week for the opportunity.

**Peter Asimakidis** • 2nd • Enterprise Client Executive - Energy & Utilities at Microsoft  
It was fascinating to represent Microsoft at #AustralianEnergyWeek2024, gaining valuable insights on the #energytransition progress and upcoming challenges. Key highlights included the significance of Social License, the substantial investment required for renewable assets, and the necessity for strong industry-wide collaboration to achieve decarbonisation goals.

A notable moment was hearing from our very own Power & Utilities Director **Jim Bullock**, who shared how AI is empowering organizations worldwide in their decarbonisation efforts.

A huge thanks to **Milad Etemadi** and **Quest Events** team for organizing this enriching event!

#EnergyIndustry #Decarbonisation #RenewableEnergy #Collaboration #AI #Environ



**Cath Collins** • 3rd • Passionate about all things energy - views expressed are my own  
2 huge days at Australian Energy Week listening to how our industry is changing... the competing needs of networks for flexibility, capacity, agility, visibility, a desire for control of consumer resources and the consumer need for simplicity and predictability (and finally some acknowledgement by a few that consumers shouldn't 'have to' participate to not be disadvantaged). The energy market is so complex and I was heartened to see the real value propositions that some retailers are putting on the table to come some way in crossing the divide between network and consumer needs. There is still a lot of work to do to gain consumer trust and confidence if we want to get the transition right, and putting the consumer experience at the centre is only way can get there.

It was also an absolute unexpected surprise and pleasure to catch up with colleagues from across my 23 years working in energy, from both my days working for a distributor/retailer, a regulator and also now as a policy-maker.



**Tarandeep Singh Ahuja** • 2nd • Partner, McKinsey & Company  
Great to be back at Australian Energy Week today, moderating a discussion between **Stephanie Unwin**, **Brett Redman**, **Guy Chalkley**, and **Rik De Baysenre**.

How do we instill both investors and consumers with confidence in the sector? How can we solve the growing need for talent? What policy settings could be tweaked or changed to unburden the sector? What technologies and innovations will be the most critical? These questions and more were posed to this panel of Australian energy sector CEOs.

If I was to call out four key points from our discussion, they would be:

1. The importance of a clear long-term view, and ongoing stable regulation
2. Start by listening to customers and consumers, and look to engage with communities we operate in
3. Figure out how to get to yes; there is always more than one path to a good outcome
4. We must work together as a sector to execute, and execute better for the benefit of the transition.

These conversations are more crucial than ever as we navigate the complexities of the #EnergyTransition.



**Great energy networking opportunity.**

Amy Wiech, Director, Australian Energy Market Commission (AEMC)

## Featured in major publications including:



**Gentrack Ltd (Global)** • 12,000 followers  
The doors have closed on Australian Energy Week 2024, but the drive to innovate continues. We're proud to have been a silver sponsor and active participant at this year's event.

It was a highlight to connect with customers, partners, and industry leaders, all focused on shaping Australia's energy future.

Our General Manager for Australia, **Mark Humphreys**, led a session in the Future Retail Stream, discussing the technologies needed for home electrification. Mark highlighted how new products to market are constantly evolving in the global energy landscape, how Australia is a post card from the future in some ways and emphasised Gentrack's role as an enabler of these innovations in the transition to net-zero.

Thank you to everyone who visited our stand. We look forward to continuing these discussions and driving innovation in the energy sector together.

#AEW24 #AustralianEnergyWeek #EnergyTransition #CustomerExperience

**David Edwards** • 2nd • Future Technology & Innovation Manager at Horizon Power: Doctoral Candidate  
The WA contingent hanging out at Australian Energy Week L-R **Peta Ashworth OAM**, **Mike Houlihan**, **Stephanie Unwin**, **Mark Paterson**. Always good to be in the company of innovators. #AustralianEnergyWeek2024



# SPONSORSHIP OPPORTUNITIES

| BENEFITS                                                               | PLATINUM | GOLD        | SILVER      | BRONZE      |
|------------------------------------------------------------------------|----------|-------------|-------------|-------------|
|                                                                        | SOLD OUT | ALMOST GONE | ALMOST GONE | ALMOST GONE |
| INVESTMENT                                                             | \$75k    | \$55k       | \$42k       | \$28k       |
| ATTENDANCE                                                             |          |             |             |             |
| Conference pass                                                        | 8        | 6           | 5           | 3           |
| Gala Dinner pass                                                       | 8        | 6           | 5           | 3           |
| Women in Energy Breakfast pass                                         | 3        | 2           | 1           | purchase    |
| Networking Drinks access                                               | ✓        | ✓           | ✓           | ✓           |
| Expo Only passes                                                       | 4        | 3           | 2           | 1           |
| SPEAKING SLOTS                                                         |          |             |             |             |
| Speaking slot (Plenary)                                                | 20mins   |             |             |             |
| Speaking slot (Conference stream - Morning)                            |          | 20mins      |             |             |
| Speaking slot (Conference stream- Afternoon)                           |          |             | 20mins      |             |
| Panel participation                                                    | 1        | 1           |             | 1           |
| AEW EXPO SPACE                                                         |          |             |             |             |
| Expo space                                                             | 6x6m     | 6x3m        | 6x3m        | 3x3m        |
| Presentation or demo on the expo floor                                 | ✓        | ✓           | ✓           | \$2k        |
| PRE-EVENT BRANDING                                                     |          |             |             |             |
| Logo and company profile on event website and app                      | ✓        | ✓           | ✓           | ✓           |
| Branded social media post (LinkedIn)                                   | ✓        | ✓           | ✓           | ✓           |
| Speaker headshot and bio on event website and app                      | ✓        | ✓           | ✓           | ✓           |
| Speaker headshot on event brochure                                     | ✓        | ✓           | ✓           | ✓           |
| Interview with your speaker hosted on the website & shared via socials | ✓        | ✓           |             |             |
| Opportunity to host content on event website                           | ✓        | ✓           |             |             |
| AT EVENT BRANDING                                                      |          |             |             |             |
| Logo on conference holding slide                                       | ✓        | ✓           | ✓           |             |
| Conference plenary and expo                                            | ✓        | ✓           |             |             |
| OTHERS                                                                 |          |             |             |             |
| Private meeting room (bookable for additional \$8k)                    | ✓        |             |             |             |
| Lead capture from registration                                         | ✓        | ✓           | ✓           | ✓           |
| Lead capture from speaking slot(s)                                     | ✓        | ✓           | ✓           | ✓           |

# EXHIBITION OPPORTUNITIES

| BENEFITS                                                  | 36m <sup>2</sup> | 18m <sup>2</sup> | 9m <sup>2</sup> | 6m <sup>2</sup> |
|-----------------------------------------------------------|------------------|------------------|-----------------|-----------------|
| ATTENDANCE                                                |                  |                  |                 |                 |
| Conference pass                                           | 8                | 4                | 3               | 2               |
| Gala Dinner pass                                          | 6                | 4                | 3               | 2               |
| Additional Expo Pass                                      | \$1,495          | \$1,495          | \$1,495         | \$1,495         |
| Networking Drinks access                                  | ✓                | ✓                | ✓               | ✓               |
| SPACE INCLUSION                                           |                  |                  |                 |                 |
| Space only (power included)                               | ✓                | ✓                |                 |                 |
| Shell scheme booth (power, lighting and signage included) |                  |                  | ✓               | ✓               |
| PRESENTATION ON EXPO FLOOR STAGE                          |                  |                  |                 |                 |
| Demo or presentation on expo floor                        | 2                | 1                | \$2000          | \$4000          |
| OTHER BRANDING                                            |                  |                  |                 |                 |
| Logo and company profile on event website and app         | ✓                | ✓                | ✓               | ✓               |
| Branded social media post (LinkedIn)                      | ✓                |                  |                 |                 |
| Logo on media wall                                        | ✓                |                  |                 |                 |
| INVESTMENT                                                | \$37k            | \$22k            | \$14k           | \$10k           |

\*all prices are ex-GST





# FURTHER OPPORTUNITIES

## GALA DINNER SPONSOR

ALMOST GONE

- AEW Dinner brings together over 300 energy leaders for an exciting night of entertainment and networking, providing a great opportunity to highlight your business and target an influential and decision-making audience.
- Sponsorship includes a 5-minute speaking time to address attendees at the beginning of the evening, 3 conference passes, and a 3mx3m expo space.

Investment: AU\$22k + GST



## COFFEE CART SPONSOR

- Coffee cart sponsorship offers a perfect opportunity to create strong brand visibility at the event and includes the cart, coffee, barista and 3 conference passes. Sponsor can choose to supply branded coffee cups, aprons and graphics for the cart to maximise exposure.

Investment: AU\$20k + GST

## WOMEN IN ENERGY BREAKFAST SPONSOR

- The AEW Women in Energy breakfast is an informal networking event, featuring an expert panel discussing the energy industry's responses to the current issues. (Panel participation, 3 conference passes and a 3mx3m expo space included)

Investment: AU\$25k + GST

## NETWORKING DRINKS SPONSOR

SOLD OUT

- Networking drinks sponsor will be provided with a 5-minute speaking time at the end of the plenary session to introduce the networking drinks, 3 conference passes and a prime location 3mx3m stand.
- Sponsor's pull-up banners will be prominently displayed in the bar area during the drinks.

Investment: AU\$22k + GST

## DELEGATE LANYARD SPONSOR

SOLD OUT

- Lanyard sponsorship offers excellent exposure as lanyards will be attached to the conference name badges and worn by all delegates, sponsors/exhibitors and speakers for the duration of the conference.

Investment: AU\$16k + GST \*plus cost of production

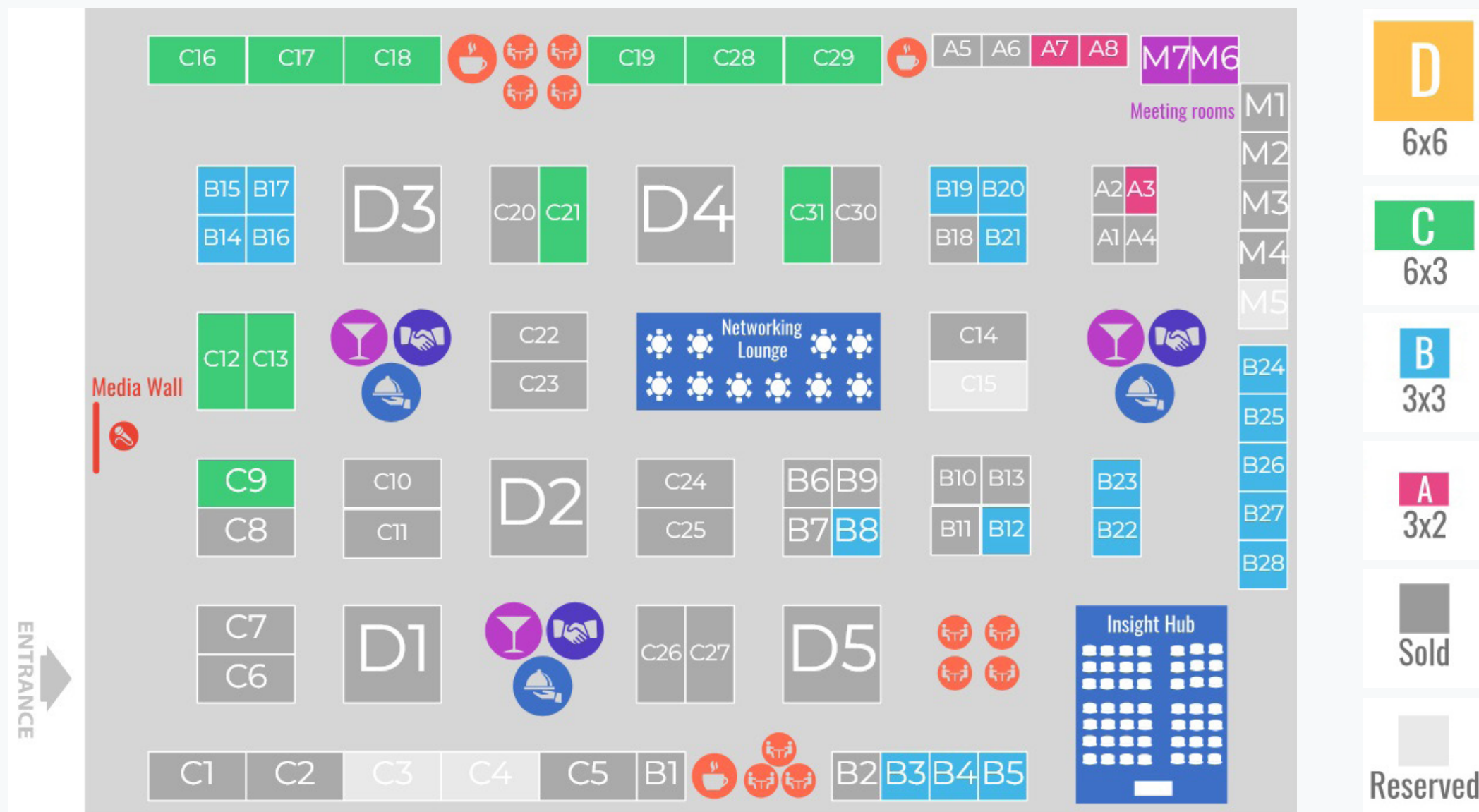


## BRANDED CHARGING STATIONS

- The Charging Stations will allow attendees to sit, relax, work and charge their laptops and mobile phones at any time during the event. The charging station will be branded with your company logo and message.

Investment: POA

# FLOORPLAN



Please contact **Milad Etemadi**, at [milade@questevents.com.au](mailto:milade@questevents.com.au) for the latest floorplan



# THANKS TO OUR 2024 PARTNERS

## Knowledge Partner



## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



## Coffee Cart Sponsor



## CEO Panel



## Women in Energy Breakfast Sponsors



## Dinner Sponsor



## Lanyard Sponsor



## Networking Drinks Sponsor



## Exhibitors



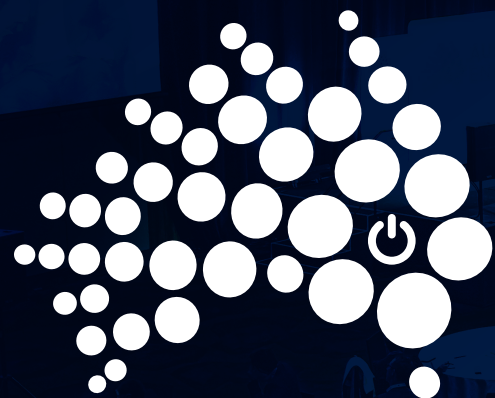
## Supporting partners



## Media Partners







# AUSTRALIAN ENERGY WEEK 2025

If you'd like to become an exhibitor, sponsor or speaker at the event contact



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🌐 [www.energyweek.com.au](http://www.energyweek.com.au)

“As an international business, sponsorship helped us meet the right people in a short time.

Thomas Sun, CEO, NAD Grid (past sponsor)