



EXHIBITION & CONFERENCE | 9-12 SEPTEMBER 2025 | MILAN, ITALY

 AI::Energy |  Climatetech |  Hydrogen

Co-Hosts



**ExxonMobil**



# EXHIBITOR MARKETING KIT

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Italian Sustainable Energy & Resources

Host Venue



**FIERA MILANO**

[gastchevent.com](https://gastchevent.com) @gastchevent #Gastech    

# WELCOME

**We are delighted to have you join us as a valued exhibitor at the world's largest exhibition and conference for natural gas, LNG, hydrogen, climate technologies, and AI in energy.**

This Exhibitor Marketing Kit is designed to help you make the most of your participation at Gastech 2025, taking place in Milan from 9 to 12 September. Inside, you'll find the tools, resources, and guidance needed to elevate your brand, connect with key stakeholders, and drive measurable results across every stage of the event.

From promotional checklists and social media assets to branding opportunities and tailored outreach strategies, this guide equips you to engage your audience, amplify your visibility, and maximise your return on investment. Whether your goal is to generate new leads, strengthen existing relationships, or launch innovative solutions, Gastech is the place to achieve your business objectives.

We encourage you to begin your planning early and take full advantage of the marketing support available as part of your exhibitor package. You'll also find information on additional opportunities to further enhance your presence before, during and after the event.

If you have any questions or need assistance in executing your marketing plans, our dedicated team is here to support you. Please contact us at [marketing@gastechevent.com](mailto:marketing@gastechevent.com).

We look forward to seeing you in Milan for what promises to be an enjoyable, valuable and productive 53rd edition of Gastech.

**Best regards,  
The Gastech Team**

You should have received your log in to the Gastech Exhibitor manual, If you require assistance, please contact [operations@gastechevent.com](mailto:operations@gastechevent.com)



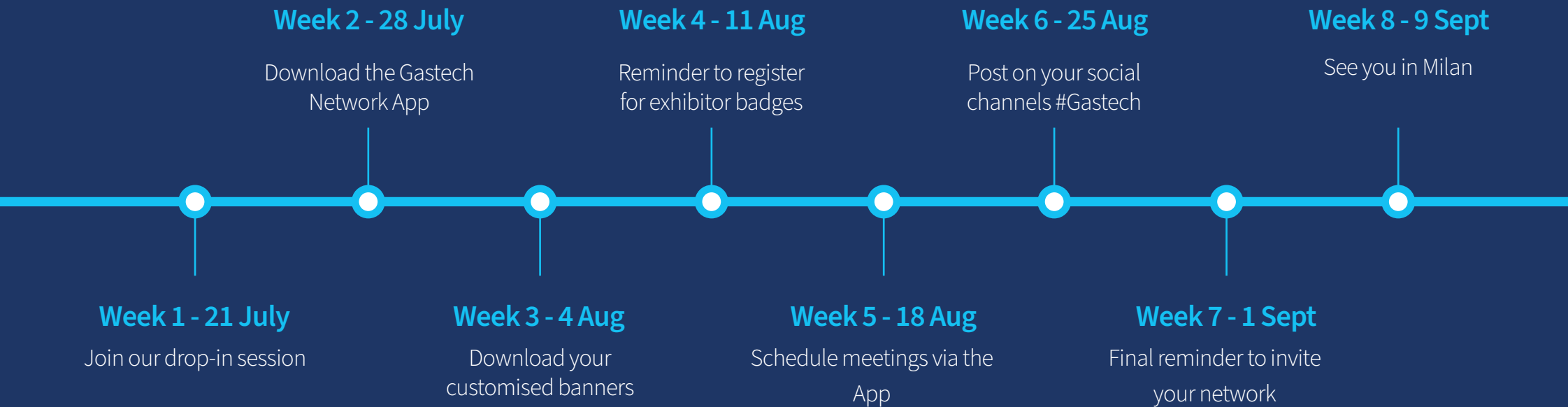




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# Key Milestones





# Marketing kit checklist

<b>MARKETING TOOLKIT:</b>	Download Gastech-branded banners, e-invitations, email signatures, and social media graphics customised with your company logo and stand number to promote your participation.
<b>EXHIBITOR LISTING:</b>	Ensure your company is listed on the Gastech website and mobile app. Upload press releases, new products, services, and corporate news to maximise visibility.
<b>EXHIBITOR BADGE REGISTRATION:</b>	Register your stand personnel to ensure fast-track access on Gastech open days.
<b>MOBILE APP:</b>	Update your profile on the Gastech Network App to access AI matchmaking, connect with attendees, and schedule meetings before and during the event.
<b>DEDICATED AUDIENCE PROFILING:</b>	Use the Gastech Network app's AI-powered features to connect with the most relevant visitors and companies.
<b>GASTECH CONTENT HUB:</b>	Contribute to the Gastech Content Hub by sharing thought leadership articles and opinion pieces in written or video format.
<b>ONSITE INTERVIEWS:</b>	Include your updates and event plans in the manual to be considered for content creation and interview opportunities during the show.
<b>DELEGATE PASSES:</b>	As an exhibiting company, you will receive a preferential rate on delegate passes for the Gastech Conferences. Give your employees key insights into industry developments, technologies, and strategies.
<b>PRODUCT CATEGORIES:</b>	Categorise your offerings in the exhibitor manual to help buyers and visitors find your solutions based on their interests.
<b>ENERGY CONNECTS:</b>	Gain exposure through the Energy Connects content publishing platform, including Show Dailies and digital previews.
<b>PRIORITY UPGRADES:</b>	Enhance your listing and explore tailored sponsorship and advertising opportunities to increase brand exposure.
<b>QUICK LINKS TO POST ON SOCIAL:</b>	Use INGO links to share personalised invitations with your network and amplify your event presence through social media.

# Exhibitor manual

The exhibitor manual provides exhibitors with essential information and forms, including:

Compulsory operational and marketing forms	Event timetable	Supplier directory
A-Z directory	Venue information	Exhibitor registration form
Frequently asked questions	Company profile	Marketing deadlines

Complimentary marketing resources featured include:

- Logos
- Social media guides
- Banners
- Advocacy emails

## How to log in

An activation email with login details will be sent to the main contact on the contract form within a week of the exhibiting contract being received. If for any reason these details have not been received, please contact **operations@gastechevent.com**

**Login to the Exhibitor Manual** for more essential information : [exhibitoronlinemanual.com/dmgevents/gastech-2025/exb/login](https://exhibitoronlinemanual.com/dmgevents/gastech-2025/exb/login)





## Exhibitor listing and exhibitor badge registration.

Let Gastech visitors know more about your company, the products, services and solutions you are showcasing, as well as share your latest videos, imagery, press releases, reports, projects and corporate news.

Register all stand personnel for an exhibitor badge, to ensure your event team can enjoy early access to your stand on event open days.

7 | GASTECH EXHIBITION & CONFERENCE | GASTECHEVENT.COM

# Marketing resources

Let Gastech attendees know about your company, products, services, and technologies.

Utilise these resources, which are personalised with your company logo and stand number, to promote your attendance at Gastech 2025. Receive expert insights and access to proven strategies that will maximise your success at the exhibition.

## Web banners

Simply feature on your corporate website and e-newsletters.

## Email signatures

Add a banner to your team's emails in the lead up to Gastech.

## Social media graphics

Share on your social networks to announce your participation use #Gastech.

## Sponsorship opportunities

Request a sponsorship prospectus today via [sales@gastechevent.com](mailto:sales@gastechevent.com)

## Invite your LinkedIn network

A quick and simple way to invite your connections to join your team at Gastech.

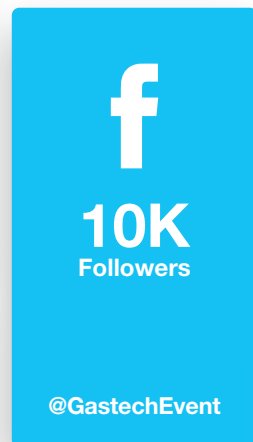
Access your exhibitor banner generator  
<https://www.gastechevent.com/exhibition/exhibitor-marketing-kit/>



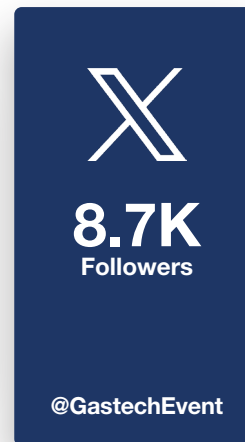


# Gastech social media

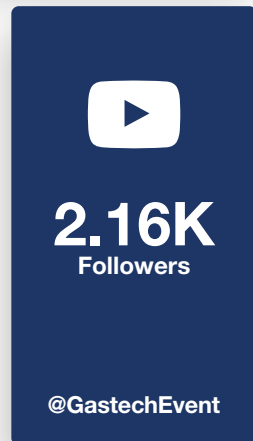
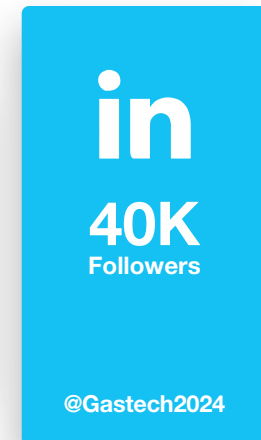
Let us help you to spread the word on your participation at Gastech 2025 in Milan, and share updates and articles promoting your company's achievements and developments through Gastech's social media platforms.



#Hydrogen



#Climatetech



#Gastech

## Enhanced Visibility

- Your brand listed on the Gastech 2025 website and Official Event App.
- Guaranteed exposure on social media via dedicated social media posts, and comprehensive event promotion across LinkedIn, Facebook and X.
- Advanced features in the Gastech Network App, enabling effective networking, scheduling and lead scanning functions.
- Inclusion in email marketing campaigns reaching up to two million global energy professionals.



# Gastech's global reach in 2024

## 951K

Website page views with  
733K unique users

## 177

Email campaigns launched to  
1.2M industry professionals

## 190

Deliverables by 27 media partners  
and supporting associations  
with 2.9M reach

## 3.7K

Followers across all  
social media channels

## 608

Press mentions across local and  
international media coverage

## 1M

Social Media Impressions



# The Gastech Network App

## Maximise your event experience via the Gastech Network App

The Gastech Network is the official platform for you to navigate your time at Gastech. The AI-powered matchmaking enables you to search for, and make new connections, allowing you to maximise your attendance, schedule meetings, and extract more information than just a business card.



### Stay ahead of your competitors

Connect with key decision-makers that matter to your business via the Network app.



### Save time and effort

Connect with the right people and exhibitors by searching products, services, or via AI matchmaking suggestions.



### Lead retrieval

All staff registered as an exhibitor through the Exhibitor Portal automatically have access to scan leads through the App.



### Track and report

Measure your return on investment by adding notes and scores to all of your meetings, and download after the event.

## Benefits of downloading the app:

- Engage with the industry ahead of Gastech, on site, and in the weeks afterwards.
- Book meetings with attendees, exhibitors and speakers
- Discover and connect with the people who matter to you via AI-powered matchmaking
- Create your Gastech agenda by scheduling your must-attend conference sessions
- Access the latest Gastech news, including video and downloadable content
- Search speakers, exhibitors, products, and services
- Promote your organisation to all visitors and delegates
- Track your meeting notes after the event takes place



# PR opportunities

An extensive marketing, PR, and advertising campaign prior to Gastech 2025 is designed to drive attendance, and reach global energy professionals from across the value chain. Exhibitors can complete a form in the exhibitor manual, outlining promotional activities onsite, including thought leadership, business wins, and plans for the event.

## 4 ways to let us know about your latest activities and news

Gastech will be monitoring the exhibitor marketing manual for industry updates to use in our PR and advertising campaign. Log in to share your news!

Press releases

New products or services

Industry reports

Projects and corporate news

Gastech would like to promote exhibitors as much as possible. All content submitted will be shared with:

- PR agency
- Media partners
- Gastech newsletters
- Content Publishing Platform Partner, Energy Connects who will publish:

- Energy Connects directory
- Show Dailies
- Show Preview

## Gastech in the news



# 501

Published editorial



# 70

Interviews



# 375M

Online readership



# Initiatives that drive traffic to your stand

## Host live presentations

Schedule live presentations or workshops at your stand to attract larger crowds. These sessions can provide valuable insights into your products or services, showcase industry expertise, and encourage audience participation.

## Offer interactive experiences

Interactive experiences can significantly enhance visitor engagement. Consider incorporating virtual reality (VR) or augmented reality (AR) demonstrations, interactive touchscreens, or hands-on product samples to captivate your audience and leave a lasting impression.

## Assign clear roles and responsibilities

Assign specific roles and responsibilities to each team member to ensure smooth operations at the stand. This can include greeting visitors, conducting product demonstrations, collecting contact information, and managing social media updates.



# Maximise success with proactive planning

## Craft a compelling key message

Having clear participation objectives and success metrics in place will enable you to craft a compelling key message for the event. With a unified, strong message, your communications through marketing and sales teams, as well as the conversations you have on the exhibition floor will be clear and focused.

## Build an eye-catching stand

Your stand design plays a major role in attracting footfall. Invest in a professional stand design that is reflective of brand identity and stands out from your competitors on the show floor. Elements such as lighting, signage, interactive displays, and comfortable seating areas can make a big difference in creating a conducive and inviting atmosphere.

## Set quantifiable success

Once you have defined your objectives, the next step is to set goals to achieve at the exhibition. This could be setting quantifiable measures such as the number of leads scanned, as well as qualitative measures such as target countries or target job levels of contacts you meet.

## Understand your objectives

It is vital to understand and define your objectives for participating at Gastech 2025. Are you aiming to generate leads, launch a new product, enhance brand awareness, or network with industry professionals? Setting clear objectives will define your planning and help measure your success.

# Book delegate passes to access Gastech Conferences

The Gastech Conferences serve as a critical platform for the industry, inspiring policy development, collective action, and knowledge sharing with the potential to drive technical innovation. These conferences are designed to support sustainable economic growth and deliver tangible global energy solutions.

## Register as a team of five or more and unlock a special discounted rate

By attending as a group, you'll not only save on registration but also foster collaboration, aligning your team with your company's strategic goals. Your team members will have access to hundreds of sessions, providing more opportunities to explore new solutions, strategies, and engage with peers and industry experts.

To secure your group discount, please contact our delegate services team at [gastechdelegates@dmgevents.com](mailto:gastechdelegates@dmgevents.com)

### STRATEGIC

**€5,120 + VAT**

The Strategic Conference will offer valuable insights into practical strategies and business models aimed at addressing rising global energy demands. It will focus on delivering low carbon energy solutions and building a sustainable, affordable, and reliable global energy system.

#### Strategic Conference:

- ✓ Opening Ceremony
- ✓ Strategic Leadership programme
- ✓ Hydrogen strategic programme
- ✓ Climatetech strategic programme
- ✓ AI:: Energy Strategic programme

#### Feature programme:

- ✓ Inclusion & Diversity programme
- ✓ Supply Chain & Procurement programme

### TECHNICAL & COMMERCIAL PASS

**€3,010 + VAT**

Featuring more than 300 peer-reviewed presentations from around the world, the Technical & Commercial Conference will showcase the very best analysis of global energy markets and next generation solutions-focused case studies.

#### Technical and Commercial Conference:

- ✓ Hydrogen technical programme
- ✓ Climatetech technical programme
- ✓ AI::Energy Technical programme
- ✓ Shipping and Marine programme
- ✓ EPC & Gas processing programme
- ✓ Commercial programme

#### Feature programme:

- ✓ Inclusion & Diversity programme
- ✓ Supply Chain & Procurement programme

**Find out more about the Gastech conference**  
[gastechevent.com/conference](https://gastechevent.com/conference)



# Enhance your exhibitor presence through the following advertising opportunities:

## Show Dailies

Daily digital and printed newspapers, distributed throughout the event. Produced by Energy Connects.

## Show Preview

Digital show preview distributed via Gastech marketing channels ahead of the show. Produced by Energy Connects.



**Gastech Show Daily 2023**

Bringing the essential innovation needed to steer a global energy transition agenda

As the industry's most influential minds gather in London, Gastech Show Daily 2023 will be the essential source of information for all those involved in the energy transition.

**John Kerry sees unstoppable energy transition worldwide**

US Secretary of State Antony Blinken has said that the world's energy transition is unstoppable and that the US will continue to support it.

**Reshaping energy**

Energy transition is a complex process that requires a combination of technological innovation, policy support, and investment.

**Go green H<sub>2</sub> Go Boldly.**

Green hydrogen is a key component of the energy transition, offering a clean and sustainable source of energy.

**Emerson**

Emerson is a leading provider of industrial automation and control solutions, helping to optimize energy production and distribution.

**Gastech Show Preview 2023**

The Carbon Capture, Utilisation, and Storage (CCUS) market: Ready for takeoff

Dr. Alessandra Bressanini, Senior Vice President, Climate Technology Solutions, Borealis

**Carbon capture, utilisation and storage (CCUS)**

CCUS is a technology that captures and stores carbon dioxide from industrial processes, helping to reduce greenhouse gas emissions.

**Emerson**

Emerson is a leading provider of industrial automation and control solutions, helping to optimize energy production and distribution.

For further details contact: [sales@gastechevent.com](mailto:sales@gastechevent.com)





# Hotel, VISA, and venue information



## Accommodation

MiCodmc is the Official Housing Bureau for GASTECH 2025, offering trusted support in Milan for hotel bookings, private transfers, group dinners, and meeting room reservations

### View hotels

[www.gastechevent.com/](http://www.gastechevent.com/)



## Travel documents

Italy has various VISA and entry requirements, so do familiarise yourself with the necessary processes for your journey.

### VISA requirements

[https://www.esteri.it/en/sportello\\_info/domandefrequenti/sezione\\_visti\\_entrare\\_in\\_italia/](https://www.esteri.it/en/sportello_info/domandefrequenti/sezione_visti_entrare_in_italia/)



## Event venue

Gastech 2025 will take place at Fiera Milano, Strada Statale Sempione 28, 20017 Rho, Milan.

Located on the outskirts of Milan, the venue is well connected by major road and rail networks, making it easily accessible both from the city centre and other regions.

### Information and directions

<https://visitors.fieramilano.it/en>



# Sponsorship and venue signage opportunity

Gastech sponsorship is design to raise your company's profile before, during, and after the event. With 50,000 attendees over four days, and a global database of 1.4 million energy professionals, Gastech can help your business access new markets, attract new clients, and elevate your brand.

## Sponsorship opportunities:

Elevate your brand  
further and expand  
your reach

Build Brand awareness

Position your business  
as industry experts

Demonstrate your  
cutting-edge products  
and solutions

Enquire about sponsorship opportunities: <https://www.gastechevent.com/sponsorship-opportunities/sponsorship-opportunities/exhibition/>



# Supply Chain & Procurement programme

The programme offers extensive face-to-face networking opportunities through a curated meetings programme, and a strategic agenda that features procurement professionals discussing key industry challenges and priorities across the global energy supply chain.

## Speed networking

Speed networking sessions will be held within the Supply Chain and Procurement programme, enabling a series of 5-minute meetings between procurement executives and suppliers.

## Panel discussions

The dedicated agenda will feature panel discussions from supply chain and procurement professionals, covering key industry challenges and strategic priorities for their companies and energy projects.

## Support smaller enterprises

Contribute to the role smaller enterprises play within the gas, LNG, hydrogen, climate technologies, and AI in energy value chain.

Explore the agenda: <https://www.gastechevent.com/conferences/gastech-conference-programme/>







## Contact us

### Marketing and PR enquiries

For support in marketing your participation at Gastech, please contact:

[marketing@gastechevent.com](mailto:marketing@gastechevent.com)

### Sponsorship, branding and signage enquiries

To increase your company's visibility at Gastech, please contact:

[sales@gastechevent.com](mailto:sales@gastechevent.com)

**+44 (0) 20 4551 1602**

### Exhibition enquiries

For any queries about the Gastech Exhibition please contact:

[sales@gastechevent.com](mailto:sales@gastechevent.com)

**+44 (0) 20 4551 1602**

### Conference enquiries

For conference enquiries including booking delegate passes, please contact:

[gastechdelegates@dmgevents.com](mailto:gastechdelegates@dmgevents.com)





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We look forward to welcoming you at Gastech 2025

**[gastechevent.com/exhibition](https://gastechevent.com/exhibition)**  
**[marketing@gastechevent.com](mailto:marketing@gastechevent.com) | +44 (0) 20 4551 1602**

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