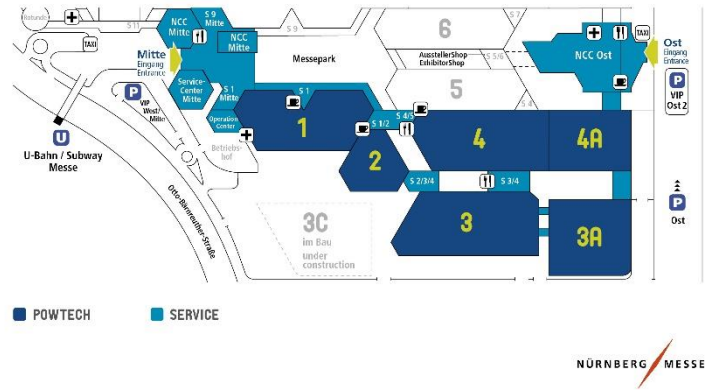




POWTECH 2017 offer



Benefit from global Industry Network EEIP
> 130.000, +100 every day

Marketing & Sales Data

Marketing

- Own company page inside network
- Communication into entire EEIP network

Potential customers

- **Your solutions**
Views your company page inside network
- **Invisible prospects**
Companies having shown interest in similar solutions



2 month POWTECH 2017 exhibitor marketing

- Before POWTECH 2017:
Weekly communication
- During POWTECH 2017
Daily communication
- Integration of all relevant
POWTECH 2017 online channels and hashtags
- Kommunikation of your
exhibitor data (Hall, Booth)

950,- EUR

2 Monate: 2 Okt. – 30 Nov.



EEIP Network 2017

Online + Print + Event

by job function	No	%
General & Corporate Management	48.805	29,2%
Product Design Engineering	9.940	6,0%
System Design Engineering	6.485	3,9%
Production Engineering	7.597	4,5%
Operations/Maintenance	12.386	7,4%
Purchasing or Procurement	11.295	6,8%
Finance	1.794	1,1%
IT	15.193	9,1%
Other functions	53.530	32,0%
Total	167.025	100,0%

by industry		
Industrial Chemicals	8.955	5,4%
Agricultural Chemicals	219	0,1%
Pharmaceuticals	248	0,1%
Plastic, Rubber, Petroleum	6.156	3,7%
Soap, detergents, cosmetics, paints, sealants	401	0,2%
Food, drinks, tobacco	3.996	2,4%
Textile, apparel, leather	2.761	1,7%
Lumber, wood, furniture	1.044	0,6%
Paper & printing	2.093	1,3%
Stone, clay, glass	901	0,5%
Primary metals	1.674	1,0%
Other processing	1.578	0,9%
Fabricated metal products	3.324	2,0%
Machinery (except electrical)	16.317	9,8%
Electric, electronic	10.152	6,1%
Scientific, measuring, control	4.654	2,8%
Automotive, aircraft, transportation	5.221	3,1%
Other manufacturing	6.103	3,7%
Energy & water supply	3.691	2,2%
Consulting (engineering, contractors)	14.410	8,6%
Consulting (strategy, training, marketing)	2.584	1,5%
Financial services (financing)	1.698	1,0%
Financial services (insurance, tax, subsidies)	596	0,4%
Software, data management	5.741	3,4%
IT hardware	1.698	1,0%
Public administration, government, defense	12.398	7,4%
Other	48.413	29,0%
Total	167.025	100,0%

By channel	No	%
Online/Social Media	122.482	73,3%
Newsletter	20.273	12,1%
Content Abo Service	1.017	0,6%
Print	21.753	13,0%
Events	1.500	0,9%
Total	167.025	100,0%

By geographical area		
Austria	1.256	0,8%
Belgium	9.919	5,9%
Denmark	1.185	0,7%
Finnland	744	0,4%
France	18.890	11,3%
Germany	26.714	16,0%
Greece	1.631	1,0%
Ireland	898	0,5%
Israel	1.130	0,7%
Italy	11.142	6,7%
Netherlands	6.359	3,8%
Norway	656	0,4%
Portugal	1.868	1,1%
Spain	5.483	3,3%
Sweden	1.273	0,8%
Switzerland	2.110	1,3%
Turkey	3.091	1,9%
UK	16.708	10,0%
Eastern Europe	4.111	2,5%
Russian Federation	2.584	1,5%
India	3.037	1,8%
China	2.278	1,4%
Australia	911	0,5%
Asia - other	1.625	1,0%
North America	30.369	18,2%
South America	6.377	3,8%
Africa	4.677	2,8%
Total	167.025	100,0%

Source: EEIP projections 2017

(EEIP: industrial energy efficiency network)

References: check www.energypages.org

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