

B2B CONTENT SPONSORING

As Europe's largest alliance of exhibitions for the energy industry, The smarter E Europe brings together the leading minds, innovators, and decision-makers driving a renewable energy future. Our digital channels offer you a year-round platform to prominently position your company as an industry pioneer and thought leader. Whether building targeted brand awareness or establishing expert credibility through deep industry insights, our tailored digital deliverables reach your exact target audience with precision efficiency and zero wasted reach.

YOUR ADVANTAGES AS A DIGITAL PARTNER

EXCLUSIVE DECISION-MAKER REACH

Direct access to thousands of verified B2B industry decision-makers and C-level executives across the European energy market.

YEAR-ROUND VISIBILITY

Ensure continuous brand presence and engagement before, during, and after the exhibition.

OUR SERVICES

Service / Module	Details & Specifications (Reach, Value & Delivery)	Off-Peak Season (Jul.–Jan.)	Peak Season (Feb.–Jun.)
Guest Article / Expert Article	Editorial guest article or best-practice case study in The smarter E Europe news section. Includes website link and feature placement in the monthly visitor newsletter. Capped at max. 12 articles per year (1 per month, 3 per project) to maintain exclusivity. Online duration: 12 months.	2,000.00 €	3,000.00 €
LinkedIn Image Post	Distribution via the official global The smarter E LinkedIn channel. Guaranteed minimum of 10,000 impressions via integrated paid boost. Complete copywriting and visual asset creation handled by our team (1 feedback round included). Capped at max. 12 posts per year (1 per month, 3 per project).	1,800.00 €	2,500.00 €
LinkedIn Carousel Post	Distribution via the official global The smarter E LinkedIn channel. Interactive multi-page PDF/document (infographics, case studies) optimized for maximum dwell time and algorithmic reach. Guaranteed min. 10,000 impressions via paid boost.	3,000.00 €	4,500.00 €

Service / Module	Details & Specifications (Reach, Value & Delivery)	Off-Peak Season (Jul.–Jan.)	Peak Season (Feb.–Jun.)
	Ideal for thought leadership. Capped at max. 12 posts per year (1 per month, 3 per project).		
Podcast-Sponsoring	Native host-read audio mention during the episode intro ("This episode is brought to you by..."), permanent logo branding on episode cover art, and a clickable link in the show notes. Target audience: B2B decision-makers. Capped at max. 1 sponsor per episode (24 episodes/year).	1,500.00 €	1,700.00 €