



Promotional Toolkit Exhibitors

24 - 28 October 2022 • Brussels, Belgium



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INTRODUCTION

Thank you for supporting the European Hydrogen Week from 24th - 28th October!

The following document will provide you with ready-to-use communication materials for you to use in order to ensure a successful event for all parties involved. Please use this information to best promote the conference on your Social Media accounts, website, newsletters and any other communications tool you might be currently using.

For up-to-date information on the programme and overall event, please visit <https://h2flagship.eu/>.

We look forward to welcoming you in Brussels!

GENERAL INFORMATION ON THE EUROPEAN HYDROGEN WEEK

Event Dates: From Monday 24th to Friday 28th October 2022

Venue Address: Brussels Expo, Pl. de Belgique 1, 1020 Bruxelles

For practical information on the **venue and how to get there**, please [click here](#).

If you have any queries, do not hesitate to contact:

Tina Marolt

Email: t.marolt@hydrogeneurope.eu



ONLINE MEDIA MATERIALS

This section holds online media materials for you to use and disseminate on the European Hydrogen Week. You will find ready-made website text, e-mail template, banners, and logo. If you need any specific material, we can of course provide this for you, please contact **Michela Bortolotti** (m.bortolotti@hydrogeneurope.eu).

Website

As supporter of the European Hydrogen Week it is highly appreciated if you could disseminate it on your website and in your events agenda.

We have drafted a text you could use for your website:

Your Company/Organisation is glad to support the European Hydrogen Week, taking place in Brussels on 24-28 October 2022.

The European Hydrogen Week will be the go-to event to explore opportunities and be fuelled by ideas and new concepts. People come to discover, learn, network and be inspired. Organisations come to demonstrate their capabilities while looking for ground-breaking ideas and connections that will give them a competitive edge.

With over 3000 people attending and 200 exhibiting entities, the European Hydrogen Week will be a hub of networking, relationship building and learning. By joining this event, you will get access to all the talks in the high-level conference sessions, participate in meet-the-expert discussions and roam the hands-on exhibition. You are also invited to join the 2 networking evenings and engage with some of the brightest minds and biggest movers in the hydrogen industry.

The opportunities are endless. You just have to make sure you are there to capitalise on them!

For more information, visit <https://h2flagship.eu/> and follow [@H2Flagship](https://twitter.com/H2Flagship) on Twitter.

If you wish to have a short description of the event, we have drafted a 'in 50 words' text you could use for your website:

On 24-28.10.2022 join the European Hydrogen Week, in the heart of Europe. This week will amaze you with high-profile keynotes, thought-provoking talks, and lively sessions all around hydrogen. Next to a rich conference programme, opportunities to meet the entire hydrogen value chain won't lack: an exhibition will take place as well as 2 networking evenings.

More information and registration at <https://h2flagship.eu>



Newsletter

We would appreciate it if you could spread the word about the European Hydrogen Week.

We have drafted an e-mail for you to use, access the e-mail [here](#), simply copy and paste the information in the body of your e-mail.

Please note that you can use all the information or just some parts of it, as it fits best your recipients.



Banners

Online Meeting Banner

Download the banner below and use it as a background screen for your online meetings.



Signature Banner

Download the banner below and use it in your signature.



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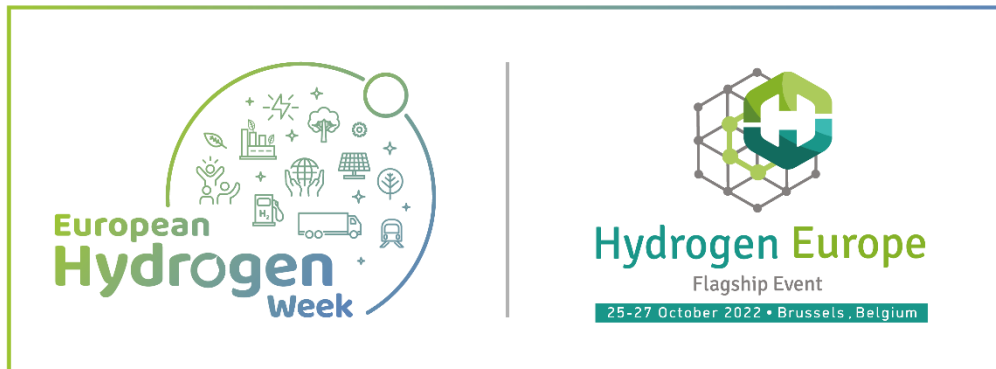


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Logo

Download the PNG logo below.





PPT PRESENTATIONS

Invite your network to join the European Hydrogen Week by using the PPT presentation found [here](#) or display this [one slide](#) on screens at events between presentations.



SOCIAL MEDIA MATERIALS

Social Media Banners

Download the web banners [here](#).

Twitter

Regular tweets promoting the event are posted from the European Hydrogen Week Twitter account: [@H2Flagship](#).

We would appreciate if you could follow the event's account as well as retweet and like our tweets to ensure that we reach a wider, more diverse audience.

When tweeting about the event, to increase engagement, please remember to always include one of the banners, the event's account [@H2Flagship](#) and the hashtag for the event: **#EUHydrogenWeek**

We would also appreciate if you tweet from your respective accounts. We have drafted tweets for you to use:

- **[Company name]** is excited to announce that we will be exhibiting at the European Hydrogen Week [@H2Flagship](#). Join us at **[booth number]** on 24-28.10 to check out our **products/services!**

👉 <https://h2flagship.eu/> #EUHydrogenWeek

- Companies are looking at #hydrogen as the #fuelofthefuture. Are you? Join [@H2Flagship](#) in October and visit us at **[booth ##]** to discover our **latest technologies**. Register today! Opportunities are endless for #cleanhydrogen solutions, but only if you capitalize on them.

<https://h2flagship.eu/>

- Counting down the days until [@H2Flagship22](#). Let's connect in Brussels on 24-28 October 2022! #EUHydrogenWeek <https://h2flagship.eu/>

LinkedIn

Regular updates on LinkedIn promoting the event are posted from the [Hydrogen Europe Flagship Event & Expo LinkedIn account](#).

We would appreciate if you followed the account as well as shared and liked our posts to ensure that we reach a wider, more diverse audience.

To increase engagement, please remember to always include one of the banners, the event's account [@Hydrogen Europe Flagship Event](#) and the hashtag for the event: **#EUHydrogenWeek**

We would also appreciate if you post from your respective accounts. We have drafted posts for you to use:

- **[Company name]** is excited to be part of the **#EUHydrogenWeek** on 24-28 October 2022. Companies are looking at #hydrogen as the #fuelofthefuture. Are you? Visit us at **[booth ##]** to know more and discover our latest technologies. Register today!



- Opportunities are endless for #cleanhydrogen solutions, but only if you capitalize on them. #EUHydrogenWeek <https://h2flagship.eu/>
- How will #hydrogen redefine our energy industry? Do not miss a unique chance to exchange alongside experts in your field and join #EUHydrogenWeek on 24-28 October in Brussels. We will be there too! Visit us at booth XX - <https://h2flagship.eu/>
- Looking forward to exhibit at The European Hydrogen Week on 24-28 October! Our mission is to work towards #netzero emissions by 2050 and we cannot wait to exchange with likeminded experts! Come see us at booth XX to discuss! <https://h2flagship.eu/>
- Counting down the days until The European Hydrogen Week. Let's connect in Brussels on 24-28 October 2022! #EUHydrogenWeek <https://h2flagship.eu/>

Facebook

Regular updates on Facebook promoting the event are posted from the [Hydrogen Europe Flagship Event & Expo Facebook account](#).

We would appreciate if you followed the account as well as shared and liked our posts to ensure that we reach a wider, more diverse audience.

To increase engagement, please remember to always include one of the banners, the event's account [@Hydrogen Europe Flagship Event](#) and the hashtag for the event: **#EUHydrogenWeek**

We would also appreciate if you could post from your respective accounts. We have drafted posts for you to use:

- **(Company name)** is excited to be part of the [@Hydrogen Europe Flagship Event](#) on 24-28 October 2022. Companies are looking at #hydrogen as the #fuelofthefuture. Are you? Visit us at booth ## to know more and discover our latest technologies. Register today! Opportunities are endless for #cleanhydrogen solutions, but only if you capitalize on them. #EUHydrogenWeek <https://h2flagship.eu/>
- How will #hydrogen redefine our energy industry? Do not miss a unique chance to exchange alongside experts in your field and join #EUHydrogenWeek on 24-28 October in Brussels. We will be there too! Visit us at booth XY - <https://h2flagship.eu/>
- Looking forward to exhibit at [@Hydrogen Europe Flagship Event](#) on 24-28 October! Our mission is to work towards #netzero emissions by 2050 and we cannot wait to exchange with likeminded experts! Come see us at booth XX to discuss!
- Counting down the days until [@Hydrogen Europe Flagship Event](#). Let's connect in Brussels on 24-28 October 2022! #EUHydrogenWeek <https://h2flagship.eu/>

If you have any questions regarding social media, please contact **Michela Bortolotti** (m.bortolotti@hydrogeneurope.eu).