MARCH 2026



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The MTM Energy

Event Guide 2026





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Introduction

Attending events and trade shows has never been more expensive for those operating in complex B2B sectors, like Energy and Renewables.

The rising cost of travel, event fees, and exhibiting costs means attendance must show a good return on investment. It is also true that showing clear event ROI in industries with long sales cycles is tricky. This means that Energy brands often cut event attendance first when times are tough.

However, attending events and trade shows is very important for people in complex, regulated, and trust-based industries. Live events are one of the few places where a whole buying group is in one room. Here, complex ideas can be shared clearly, and trust can be built quickly.

In this guide, we will explore:

- Why trade shows still matter in the Energy sector
- Why event marketing ROI often falls short for Energy events and trade shows
- How integrated, data-driven event strategies can maximise ROI
- The most important Energy trade shows and events to attend in 2026, both in the UK and globally



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Why trade shows still matter in Energy and Renewables

> Despite widespread digital transformation across multiple industries, it is clear that in-person exhibitions and trade shows are still booming and very much relevant.

Across B2B exhibitions more broadly (including energy), a CEIR study found that 62% of exhibitors use ROI metrics and that exhibitions perform particularly well on sales revenue and sales potential metrics, with six in ten ROI metric users saying exhibitions are their best-performing channel on revenue.

The reasons for the success of events and trade shows become clearer when we examine how complex B2B buying typically works. Instead of just counting leads, we should look at how these events affect relationships, pipeline, and brand presence. This shows that the benefits are multifaceted.

Long sales cycles and complex buying groups

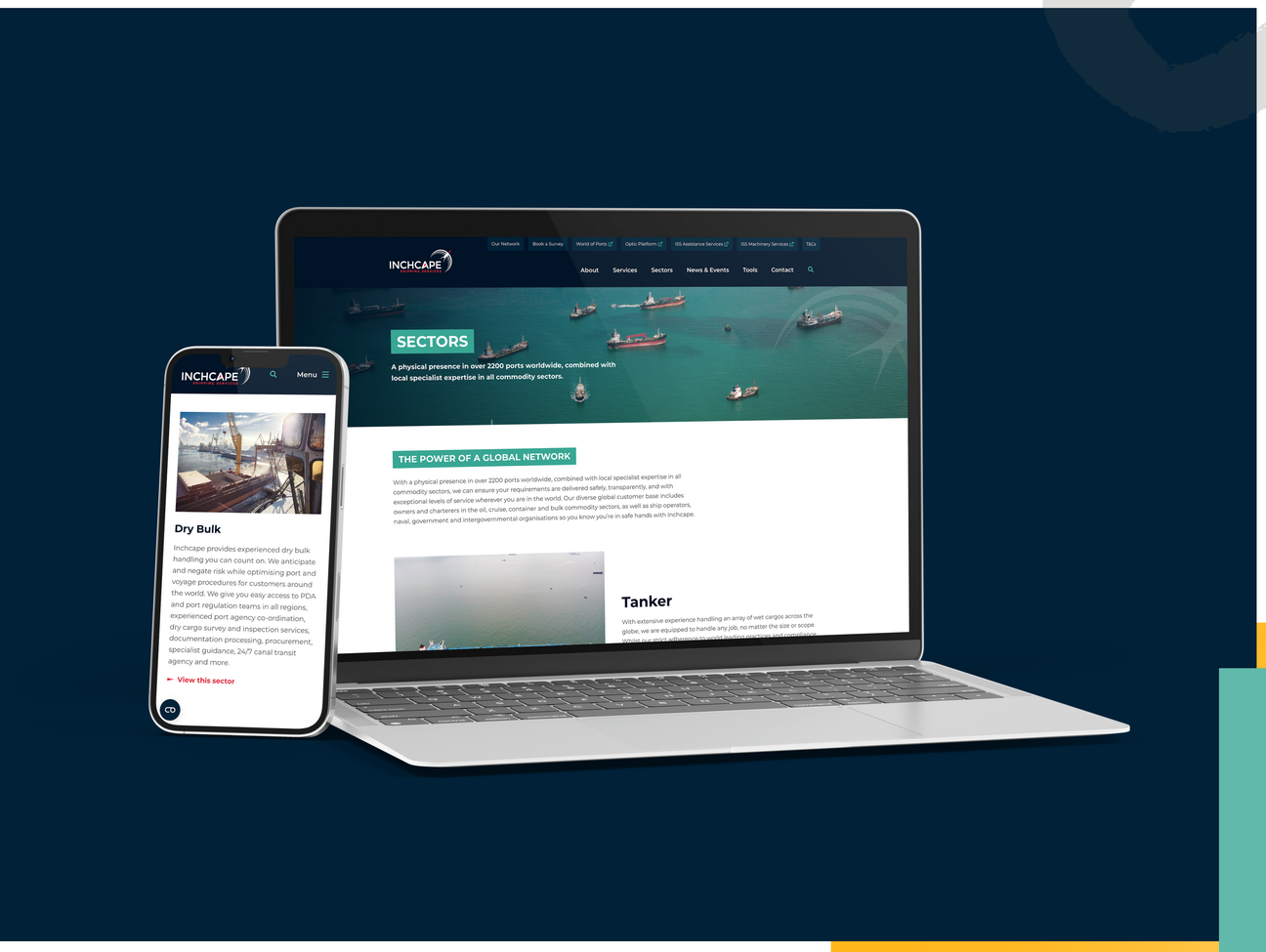
In Energy and Renewables, transactions are often high-value and technical. They involve many decision-makers. This makes it hard to move them forward using only scattered digital touchpoints.

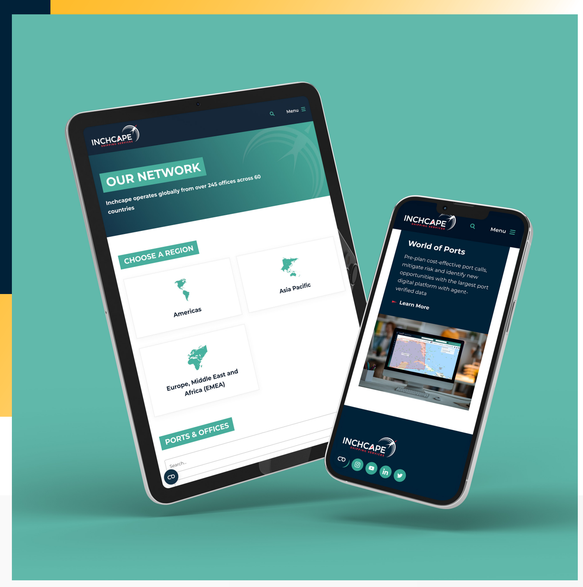
In a busy organisation where meetings may take weeks to arrange, trade shows can act as a concentrated meeting point for multiple stakeholders. This opportunity is crucial for accelatrating otherwise lengthy decision-making processes.

Relationship-led procurement and trust

Energy and Renewables is a highly-regulated and technical sector, meaning contracts are high-value and long-term, making trust paramount. Events are hubs for entire industry ecosystems, including: customers, partners, suppliers, regulators, analysts and media. This density enables in-person relationship building across value chains, which is crucial for building confidence in your brand.

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Self-qualified, high-intent audiences

The money needed to attend events often means visitors have clear goals. This leads to conversations at trade shows starting closer to real opportunities and available budgets. For exhibitors, this means more important conversations each day than most outbound or inbound channels can provide.

Opportunities for demonstration and validation

When products or solutions are costly or complex, people appreciate the chance for in-person experiences. They also like to compare options before making a decision. Real-time feedback from prospects at events can give you valuable insights. This includes information on pricing, positioning, competitor offerings, and any gaps in your own.

That loop is especially useful when product roadmaps need detailed, specific input. Surveys and remote research often have trouble capturing this.

Brand salience as return on investment

Events and trade shows also play a powerful role in building brand salience, recognition and trust within the Energy and Renewables market. Consistent in-person visibility, coupled with coherent messaging and credible spokespeople, strengthens brand recognition and perceived reliability. This lowers perceived risk and makes it easier for internal champions to sell your solution into their own organisations.

If you're interested in how events build brand salience and trust over time, our blog on **the psychology behind brand and memory** explores the cognitive science underlying those effects. It explains how schemas, emotions, and consistency affect memory. This is important when event planning.

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Why does energy event ROI often fall short?

If events can be great business opportunities, why do many teams find it hard to show ROI on events and trade shows? The issue is often **strategic.**



Many organisations see events as one-time ‘campaigns’. However, events need a planned program that starts months in advance. This approach helps to maximise ROI.

Relying on walk-up traffic and vanity metrics like footfall and badge scans means missed ROI opportunities. This also means that businesses do not measure the true value of the event to their bottom line.

Event ROI drops even more with weak pre-event prospecting. If there is no clear qualification at the stand and little structured follow-up in CRM, valuable leads go cold. You cannot connect these leads to revenue.

You typically see this play out in a few ways:

- No clear commercial objectives or KPIs agreed upon before the event, so success is defined retrospectively and subjectively.
- Limited alignment with account plans or account-based marketing (ABM), meaning your most important targets may not even know you’re there.
- Stand teams are briefed on logistics rather than strategy, focusing on “being busy” instead of progressing the right conversations.
- Data capture that stops at business cards or badge scans, with no context on needs, timelines, or stakeholders attached.
- Follow-up left to chance, with no shared playbook between sales and marketing, leading to slow, generic outreach that quickly loses momentum.



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A smarter approach: Integrated event strategies that deliver ROI

To significantly boost event ROI, organisations in complex, high-trust sectors should stop thinking about each event separately. They need to start thinking about integrated programs. MTM's view is simple: events should be the backbone of an always-on, account-led strategy, especially for complex B2B brands. You can explore how we support this across **Exhibitions and Events** and **PR & Content**, or **book a free events strategy consultation** with our B2B specialists.

At MTM, our approach involves the following steps:

1 Pre-event: Shaping the opportunity

A successful pre-event strategy involves more than just booking appointments. It focuses on bringing the right stakeholders to you. You achieve this through careful account targeting and by boosting your presence with PR and thought leadership. You also need coordinated digital efforts to make sure important people notice you.

This careful work, shown by MTM's **Product Launches & Events and PR & Content** approach, increases ROI. It is more effective than just showing up on the day and hoping for the best.

In practice, that means:

- Building target lists that align with your ICP, key accounts and live opportunities, not the generic attendee list.
- Crafting clear value-led reasons to meet (e.g. briefings, workshops, demos) rather than vague "come and see us" invitations.
- Using PR, thought leadership and speaker slots to position your experts as voices worth seeking out at the show.
- Running coordinated LinkedIn, email and paid campaigns so your presence is visible across multiple touchpoints before anyone steps into the venue.
- Equipping sales with tailored outreach sequences and talking points specific to the event context, not generic cadences.



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2 The event: On-the-ground event strategy

On-site, the benefit of an integrated approach becomes clear. Working with an experienced **events marketing partner** means you will benefit from a stand engineered for meaningful exchange rather than visual spectacle, and messaging distilled to land with distracted executives in seconds.

Simultaneously, every interaction becomes a valuable content opportunity. If the right team is assembled to capture and repurpose it, then live insights, testimonials, and demonstrations can fuel extended narratives across **social media**, website content and other digital channels.

See event week is a live campaign. The aim is simple: be seen, be understood, and move conversations on.

In practice, this looks like:

- Stand layouts designed around natural conversation zones, demo areas and meeting spaces.
- Clear, outcome-led headline messages that explain who you are and what you do at a single glance.
- On-stand teams that mix sales, technical and leadership voices, so complex questions can be answered on the spot.
- A defined content plan for the week: who is capturing video, who is gathering quotes, and how that material will be used afterwards.
- Real-time amplification of on-site moments via social, live posts and short clips to reach those who aren't in the hall.
- Consistent note-taking and tagging of conversations so that every interaction feeds directly into CRM and the next stage of the relationship.

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3 Post-event consolidation

Brands that get the most return on investment from their event strategies nurture the contacts, insights, and content they gather during those days. High-value accounts are supported with the right mix of digital touchpoints, custom content, and experiences. Sales and marketing teams use a shared view from CRM. This view reveals who engaged, what topics they discussed, and which decision-makers participated.

Crucially, event-touched accounts are then tracked over time to understand how live experiences influence deal velocity, deal size and brand preference across the portfolio.

In practice, that means:

- Prioritising accounts based on fit and intent signals from the event (who came to sessions, who requested demos, who brought colleagues).
- Designing tailored follow-up journeys for different segments, from executive briefings for Tier 1 accounts to nurture streams for earlier-stage prospects.
- Using event insights to inform content creation: specific blogs, case studies, webinars or tools that directly address questions heard on the stand.
- Logging detailed notes, stakeholders and next steps in CRM so every future touchpoint builds on what happened at the event, rather than starting from scratch.
- Reviewing performance after 3, 6 and 12 months to see which events and plays drove the strongest uplift in pipeline progression, win rates and account health.



The case for an integrated event approach

Integrated event strategies create compounding commercial assets that build relationships, accelerate deals and strengthen brand preference over time. When pre-event targeting, on-site execution and post-event consolidation are designed as one continuous system, you gain a clearer line of sight from the exhibition floor to pipeline, revenue and long-term account growth. This clear revenue attribution creates a far stronger case for maintaining, or even increasing, your event investment.

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Case study: Our work on Innovation Zero for The Solent Cluster

How does the integrated events strategy theory work in practice? MTM's work with The Solent Cluster on **Innovation Zero** shows how a long-term, integrated event strategy can make a real difference.

Our work for the event included:

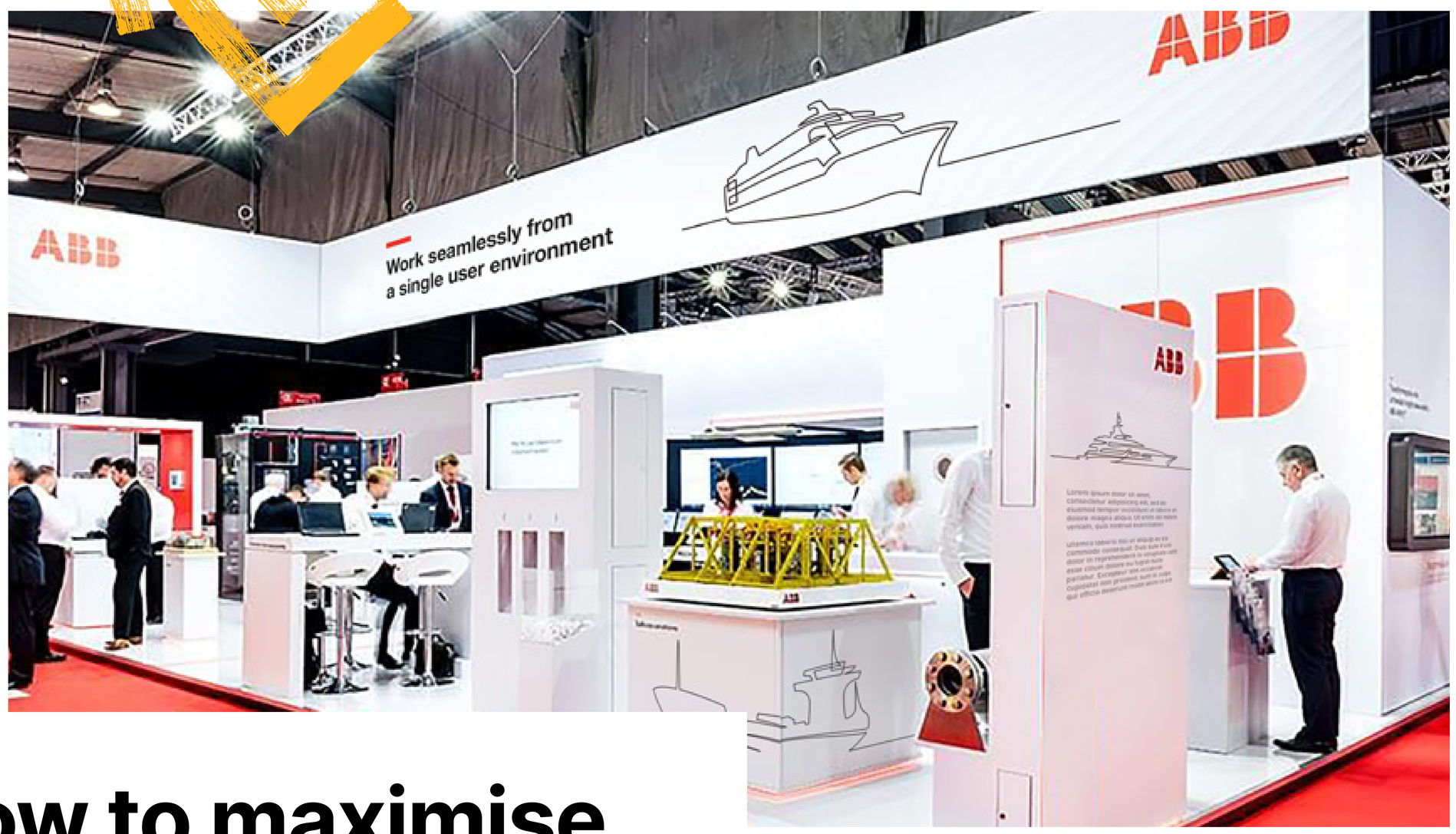
- Event management
- Stand design
- PR
- Content
- Social media
- Stakeholder engagement

This integration of services helped us achieve strong engagement with exhibitors and sponsors. We also gained high-quality media coverage and increased brand visibility. Additionally, we built ongoing relationships in the Maritime sector.

Innovation Zero shows how a connected way of measuring event marketing ROI can help achieve business goals. It also helps create long-term value.

For more information on how we helped the Solent Cluster achieve 2000 stand visitors, 86 panel event attendees and 17 new Cluster members, read the full **case study.**

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How to maximise ROI at your next event: A quick checklist

Use this section as a **sense-check** before committing significant budget to any conference or trade show.

- ☑ Have we clearly defined what event ROI means for this event (acquisition, expansion, retention, brand)?
- ☑ Have stakeholders agreed on the event ROI template and event ROI calculator?
- ☑ Have we aligned on target sectors, accounts and personas and built invite and pre-booking campaigns?
- ☑ Are we measuring the right event ROI metrics (cost per meaningful conversation, pipeline influenced, meeting-to-opportunity conversion)?
- ☑ Have we integrated the event with our wider campaign (content, PR, paid, sales outreach)?
- ☑ Is our stand strategy designed around high-value conversations, not just visual impact?
- ☑ Do we have clear, simple messaging that articulates our complex proposition in seconds?
- ☑ Have we planned live content capture and immediate post-event content production?
- ☑ Is our follow-up framework defined, automated where appropriate and agreed with sales?
- ☑ Are we set up in CRM to measure individual event ROI and longer-term event ROI across our programme?

If you can confidently answer “yes” to these questions, you’re far more likely to achieve increased measurable pipeline, stronger relationships and visible revenue attribution and ROI.

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Need a hand with your events strategy preparation?



If there are still a few boxes you can't tick with confidence, now is the moment to fix them, not on the show floor. **Book a free events strategy consultation** with MTM and we'll stress-test your next event against this checklist, identify the gaps and help you build a programme that delivers the ROI your stakeholders expect.

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Essential Energy Events to attend in 2026

For Energy and Renewables brands, the right conferences and trade shows are places where policy, technology, finance and industry relationships converge. Below is a curated list of 2026 events that are particularly valuable for marketers and commercial leaders planning integrated event strategies.







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WindEurope Annual Event 2026

WindEurope's annual event is one of Europe's flagship gatherings for onshore and offshore wind, bringing together policymakers, developers, OEMs, financiers and the wider supply chain.



- **Dates:** 21-23 April 2026
- **Location:** IFEMA Madrid, Spain
- **Who it's for:** Utilities, developers, OEMs, component suppliers, ports, service providers, investors, policymakers.
- **Why attend:** 16,000+ participants and 500+ exhibitors expected, with 400+ speakers and 80+ sessions covering market outlooks, policy, grid, storage, digitalisation and supply chain.

Visit the **event website** to register and access more information.

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All-Energy 2026

All-Energy is the UK's largest renewable and low-carbon energy exhibition and conference, with a strong policy and project-focused agenda.



- **Dates:** 13-14 May 2026
- **Location:** SEC Glasgow, UK
- **Who it's for:** Renewable developers, networks, industrials, local authorities, tech providers, investors and innovators.
- **Why attend:** 25th anniversary edition, forecast to be its biggest yet with 300+ main stand-holders and a broad conference programme spanning offshore wind, hydrogen, storage, grids and decarbonisation.

For tickets and more information, visit the **event website.**

Global Offshore Wind 2026

Global Offshore Wind, organised by RenewableUK, is the UK's key offshore wind conference and exhibition, bringing together project developers, supply chain and policymakers.



- **Dates:** June 2026 (exact dates TBC - check site for updates)
- **Location:** Typically London or another major UK city
- **Who it's for:** Offshore wind developers, ports, fabricators, OEMs, financiers, policymakers and technology providers.
- **Why attend:** High concentration of senior decision-makers in fixed and floating offshore wind, strong policy and auction-focused content, and rich partnership opportunities across the supply chain.

For tickets and more information, visit the **event website.**

WindEnergy Hamburg 2026

WindEnergy Hamburg is a global hub event covering the full wind industry, onshore and offshore.



- **Dates:** 22-25 September 2026
- **Location:** Hamburg Messe, Germany
- **Who it's for:** International developers, OEMs, component manufacturers, ports, grid operators, hydrogen and system integration players.
- **Why attend:** One of the largest global wind exhibitions, with a strong focus in 2026 on digitalisation, green hydrogen and system integration, ideal for brands positioning around the wider energy transition.

For tickets or more information, visit the **event website.**

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Floating Offshore Wind 2026

Floating Offshore Wind is the world's largest dedicated floating wind exhibition and conference, co-organised by RenewableUK and Scottish Renewables.



- **Dates:** 7-8 October 2026
- **Location:** P&J Live, Aberdeen, UK
- **Who it's for:** Floating wind developers, technology innovators, ports, supply chain, investors and policymakers.
- **Why attend:** Focused agenda on scaling floating wind from pilots to commercial projects, with expert-led conference sessions and a growing innovation-heavy exhibition floor, essential for anyone targeting this emerging segment.

For tickets and more information, visit the **event website.**

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PRC Europe 2026

> **Petrochemical & Refining Congress:** Europe (PRC Europe) is a leading downstream oil and gas congress increasingly focused on decarbonisation and energy transition themes.



- **Dates:** 18-19 May 2026
- **Location:** Amsterdam, Netherlands
- **Who it's for:** Refiners, petrochemical companies, technology providers, EPCs, traders and solution vendors.
- **Why attend:** Closed-door B2B format with strong emphasis on sustainable fuels, hydrogen, circular economy, CCUS and asset optimisation, valuable for brands positioned at the intersection of traditional hydrocarbon assets and low-carbon solutions.

For tickets and more information, visit the **event website.**

DECARBON 2026

DECARBON 2026 brings together the full oil and gas value chain to focus specifically on decarbonisation strategies and technologies.



- **Dates:** 2026 (exact dates TBC)
- **Location:** Vösendorf, Austria
- **Who it's for:** Upstream, midstream and downstream operators, technology providers, service companies and investors.
- **Why attend:** Concentrated networking and content around low-carbon hydrogen, sustainable fuels, energy efficiency, CCUS and digital tools for emissions reduction, ideal for companies bridging fossil assets and net-zero commitments.

For tickets and more information, visit the **event website.**

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AUTOMA 2026

AUTOMA focuses on automation and digital transformation across the oil and gas value chain.



- **Dates:** 2026 (exact dates TBC)
- **Location:** Amsterdam, Netherlands
- **Who it's for:** Oil and gas operators, pipeline companies, refineries, EPCs, and digital and technology vendors.
- **Why attend:** Strong fit for brands in digitalisation, data, AI, asset optimisation and safety, with an agenda built around real-world automation use cases and efficiency gains.

For tickets and more information, visit the **event website.**

For MTM's clients and peers in complex energy and renewables, these events offer dense concentrations of the audiences that matter: policy influencers, capital, partners and customers. They are ideal anchor points for integrated, account-led event strategies that combine presence, content, PR and post-event activation.

Why complex B2B brands partner with MTM for events and exhibitions

For brands in high-trust, highly-regulated and complex sectors, the stakes for each event are high. Attending an in-person trade show or exhibition is an investment in your reputation, relationships and pipeline.

MTM combines deep sector understanding with integrated brand, PR, content and exhibition expertise. We help clients create event strategies that meet their business goals. We support them on-site with clear messages and memorable experiences. We also build measurement systems to show the return on investment for events and trade shows.

You can explore our specialist experience in the sector via our **Exhibitions and Events** and **PR & Content** services.

Book your free events strategy consultation

If you're planning your next conference or trade show and need to make a stronger case for investment, we can help. Book your free consultation with us. We will discuss your upcoming events and your current ROI approach. We will also explore ways to improve your strategy for better ROI. **Contact us** to get started.

FAQs

1 What is event ROI in B2B marketing?

Event ROI is the balance between the value an event creates and the total cost to deliver it. The value includes pipeline, revenue, relationships, and brand impact. In complex B2B, that means looking beyond leads to how events move key accounts closer to a decision and strengthen long-term brand preference.

2 How do you measure event and tradeshow ROI?

You measure event and trade show ROI by tracking all costs. Then, link event touchpoints like meetings, demos, and content engagement to the pipeline created. Also, consider the pipeline influenced, deal speed, and revenue over a set time. The clearer your CRM tagging and attribution, the more confidently you can show which events genuinely drive commercial outcomes.

3 What is a good ROI for an event?

A good ROI is one where the value generated clearly exceeds the investment and supports your strategic goals. In high-value B2B, this often means a strong ratio of qualified pipeline to spending. It also includes clear progress with priority accounts, not just a temporary increase in lead volume.

4 What is an event ROI calculator, and do I need one?

An event ROI calculator is a simple tool. It allows you to enter costs, conversion rates, and deal values. This helps you estimate and report returns consistently. You don’t need anything complicated. However, you do need a simple way to compare events. This helps you defend budgets and decide what to cut back or invest more in.

5 Which event ROI metrics matter most?

The most useful metrics are those that link directly to revenue and relationships. These include cost per meaningful conversation, opportunities created, total pipeline influenced, meeting-to-opportunity and opportunity-to-win rates, and changes in deal velocity for event-touched accounts. Secondary indicators like content engagement and media coverage help you capture brand impact.

6 How do we increase event ROI?

You increase event ROI by treating events as part of an integrated, account-led programme rather than isolated appearances. Target and invite the right accounts in advance, design on-site experiences around high-value conversations, and run disciplined, personalised follow-up. The tighter the link between events, account plans and content, the higher the return.

7 What is a good event ROI formula?

A practical formula is: Event ROI (%) = (Total Value Generated minus Total Event Cost) divided by Total Event Cost × 100. For complex B2B, “Total Value Generated” should include both revenue sourced at the event and pipeline or expansion clearly influenced by the event.

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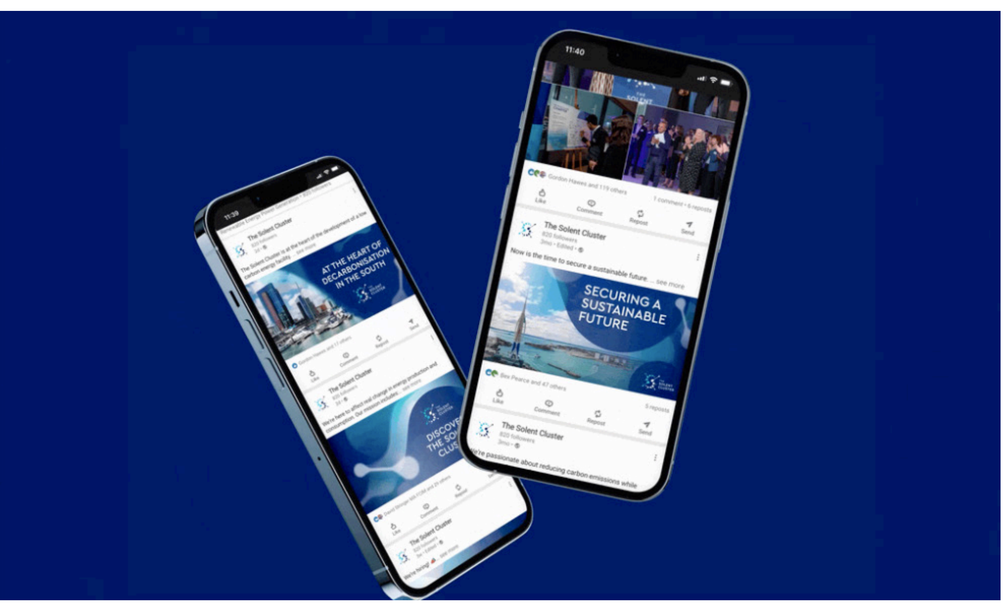
Case studies



The Solent Cluster:
Innovation Zero

- 2,000 visitors to stand
- 86 attendees at the panel event
- 17 new Cluster members enrolled

Read the Case Study



The Solent Cluster:
Delivering a comprehensive brand communications strategy and widespread support.

- 450% exceeded the target number of sign-up partners
- 39 pieces of coverage generated for the launch event
- 86 million PR Reach

Read the Case Study





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How can MTM help?

If you're questioning whether your brand truly stands apart in a crowded market, it often signals that deeper strategic work is needed. Many organisations struggle because their positioning, messaging, or visual identity doesn't fully reflect their purpose, values, or unique value proposition.

MTM is a specialist branding agency that helps organisations define, differentiate, and amplify their brands.

Book a complimentary brand consultation

Get in contact with our team to explore how we can help you define a distinctive, credible, and commercially effective brand that cuts through the noise.

"It's a very creative and effective agency. They want the best for their clients and they are really flexible."

Judith Metschies
Head of Marketing, Airbus
(MTM client for nine years)

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The Drum Recommended Until Mar 2025

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CIM The Chartered Institute of Marketing