

Helping visitors plan their visit to All-Energy, the UK's largest renewable energy exhibition and conference (Aberdeen, 23-24 May 2012) , and thus make the very best of their time within the show is a priority for organisers, Reed Exhibitions, who are introducing a series of sector-specific trails at next year's show. These will encompass wave and tidal; onshore wind; offshore wind; bioenergy; solar; and renewable heat, with trails also devoted to investment, jobs, smart energy (energy efficiency and energy management), and low carbon transport.

"All exhibitors will be invited to join a trail – or trails – and visitors will be able to print them off in advance of the show to help them plan their visit in advance," explains Event Manager, Jamie Thompson. "We know how valuable their time is with us, and as the show grows in terms of both number of exhibitors and space, it is important to help them navigate their way around and thus maximise their time with us. Of course, the trails are just as important to exhibitors as visitors for they will ensure that participating exhibitors can expect increased footfall on their stand from relevant buyers/visitors. We believe this is a win:win situation helping those on both sides of the 'buying fence'.

"We are also introducing a series of themed areas within the exhibition, all of which will be supported in the conference. These include: - 'Offshore Maintenance – where offshore wind meets oil and gas' – there is natural synergy between the sectors and Aberdeen is the ideal place to stage this 'event within an event'; Smart [Energy@All-Energy](#) focussing on energy efficiency and energy management;

[Investment@All-Energy](#)

devoted to those who play a vital role in helping small enterprises with bright ideas to get successfully, and financially, off the ground; and the Low Carbon Vehicle areas dealing with both vehicles and infrastructure. The Jobs Zone will also make a welcome return to the show floor."

Space for the twelfth show in the annual series is selling fast, with over 50% already reserved by exhibitors from home and overseas.

The Call for Papers for the All-Energy 2012 conference is now open with abstracts of up to 300 words invited on every source of renewable and sustainable energy, and on the challenges and opportunities facing the growing industry – full information is available on the website at www.all-energy.co.uk

All-Energy 2011, the eleventh in the annual series, attracted close on 8,000 attendees from over 50 countries; 580 exhibiting companies from 20 countries; and some 280 speakers in the conference. The exhibition, conference and Giant Networking Evening (being held 23 May) are all free to attend for all with a business/professional interest in renewable and sustainable energy. All-Energy is actively supported by more than 30 government departments, development agencies, trade associations and professional bodies.

Further information from the show website at www.all-energy.co.uk and from All-Energy, Reed Exhibitions Ltd, Gateway House, 28 The Quadrant, Richmond, Surrey, TW9 1DN, UK; and from all-energyteam@reedexpo.co.uk – a full list of contacts and contact details appears on the website.

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