

9TH BUSINESS HYDRO MEETINGS

HYDROPOWER & MODERNIZATION



**Tuesday, October 8 and
Wednesday, October 9, 2024**



**GRENOBLE
(38 - ALPEXPO)**

PARTICIPATION FILE

CONTACT :

«HYDROPOWER AND MODERNIZATION»

Our economy's carbon footprint cannot be reduced without placing hydroelectricity at the forefront.



Facing climate challenges means developing decarbonised energy through increased investment in hydroelectric installations, which have more than proven their efficiency over the past half-century. The strategic hydroelectric industry must be renovated and must adapt to continue providing its services as a source of decarbonised electricity. This requires considerable investments over the coming years.

Admittedly, major obstacles persist in terms of competitiveness, particularly as a result of conflicts with the European Commission that have remained unresolved for two decades. This issue has blocked investments in concessions that are now reaching maturity, as well as for developing new projects.

Investments cover several priority sectors:

- **Existing installations**, the durability of which is an environmental benefit, must be maintained, improved and adapted to new networks by making them more reliable and effective. Yet, the hydroelectric sector continues to await laws aiming at renovating installations producing over 1 MW.
- **New installations** that take advantage of French hydroelectric potential, with new machinery to be installed on sites already earmarked by big hydro (projects proposed by major operators) and to be initiated in small hydro (many players & companies) to address the climate imperatives of new environmental standards.
- **The current system's modernisation** must be continued and reinforced through generalised planned maintenance operations for all strategic assets. This will guarantee future operational conditions that are better suited to the issues of hydraulic flexibility and safety.
- **New PSH installations** must absolutely be implemented if we want to have access to proven low-consumption electricity storage methods using fewer strategic materials, which will also contribute to facing the reality of climate issues.

Moreover, these efforts should also be shared between companies in the Alpine region. They must all act towards optimising installation productivity, as well as being more proactive within national, European and global markets to take advantage of hydroelectric energy's increasing strength in developing regions and of the wonderful industrial outlooks that remain to be explored.

These issues will be discussed during the 9th BUSINESS HYDRO Encounters (Rencontres BUSINESS HYDRO), which will take place over two full days this year and will once again showcase many innovations.



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The French Alps are Europe's primary hydroelectric hub. They contain an unparalleled density of installations, as well as all the knowledge and companies required for commanding this energy of the future. It is one of the rare industrial sectors in which France remains fully independent.

Hosted by Hydro 21, this ecosystem now includes over 100 members from four major key sectors (engineering, research & development, manufacturing and operation) to design, implement and master future hydroelectric technologies – particularly those that can answer electrical grid flexibility needs, including:

- the engineering of major installations, civil engineering works and technical-economic approaches,
- manufacturers and integrators of hydraulic, electrical and mechanical machinery,
- operators of hydroelectric installations, energy systems, as well as information and control-command systems.



The premier French hydroelectricity business fair

Growth of over 20% / year

THE BUSINESS HYDRO ENCOUNTERS IS

the paramount meeting of experts in hydroelectricity and innovation at the heart of the Alps, a unique European industrial hub hosting the entire industrial value chain.

THE CONVENTION'S GOALS FOR 2024*:



+170 exhibitors +2000 participants

A start-up space and over a dozen business segments combined



Dynamic facilitation

Conferences with high-level experts

Sales pitches by exhibiting companies

B2B encounters between major clients and directors



Gala evening

Discussing, networking and inviting clients

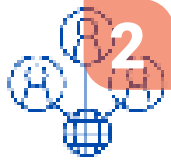
TAKE ADVANTAGE OF THE BUSINESS HYDRO ENCOUNTERS BY BECOMING AN EXHIBITOR!

* In 2023: 153 exhibitors - 1,700 visitors.

7 Good Reasons to Participate



Accelerate your business opportunities over 2 days



Participate in industry highlights



Present your innovations



Promote your products



Identify new partners



Meet your customers and prospects



Sharing the Rencontres DNA: conviviality



The Program

MONDAY, OCTOBER 7, 2024

16h - 18h ⌚ THE EXHIBITOR INSTALLATION

MARDI 8 OCTOBRE 2024



⌚ 7h00 à 8h30
**THE EXHIBITOR
INSTALLATION**

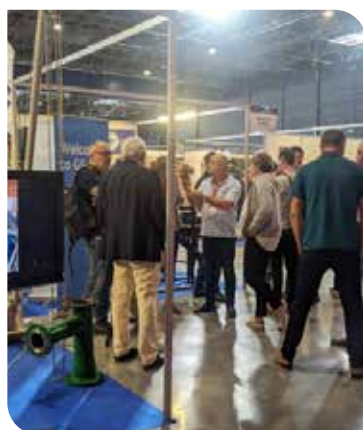
⌚ 9h00 – 10h00
OFFICIAL OPENING
VIP conference

⌚ 10h00
OPENED TO VISITORS



⌚ 11h30 – 13h00
COCKTAIL VIP

⌚ 13h30 – 17h00
**PLENARY SESSION
& ROUND TABLES**



⌚ 18h00 - 19h00
HYDRO 21 GENERAL MEETING

⌚ 19h00
**HYDRO INNOVATION
TROPHY CEREMONY**
Trophy presentations

⌚ 8h30
Free coffee reception

⌚ 10h00 – 11h30
INAUGURAL VISIT
Ribbon cutting and photo-op
Official

⌚ 11h30
LUNCHS BOX
(reserved for exhibitors)

⌚ 13h00
Free coffee

⌚ 18h00
**DOORS CLOSED TO
VISITORS**

⌚ 20h00 - 23h00
GALA EVENING

WEDNESDAY, OCTOBER 9, 2024

🕒 8h00 – 9h00
COFFEE RECEPTION
NETWORKING BREAKFAST
**SPEED MEETING BETWEEN
EXHIBITORS**

🕒 9h00 – 10h00
ORDER-GIVER VILLAGE

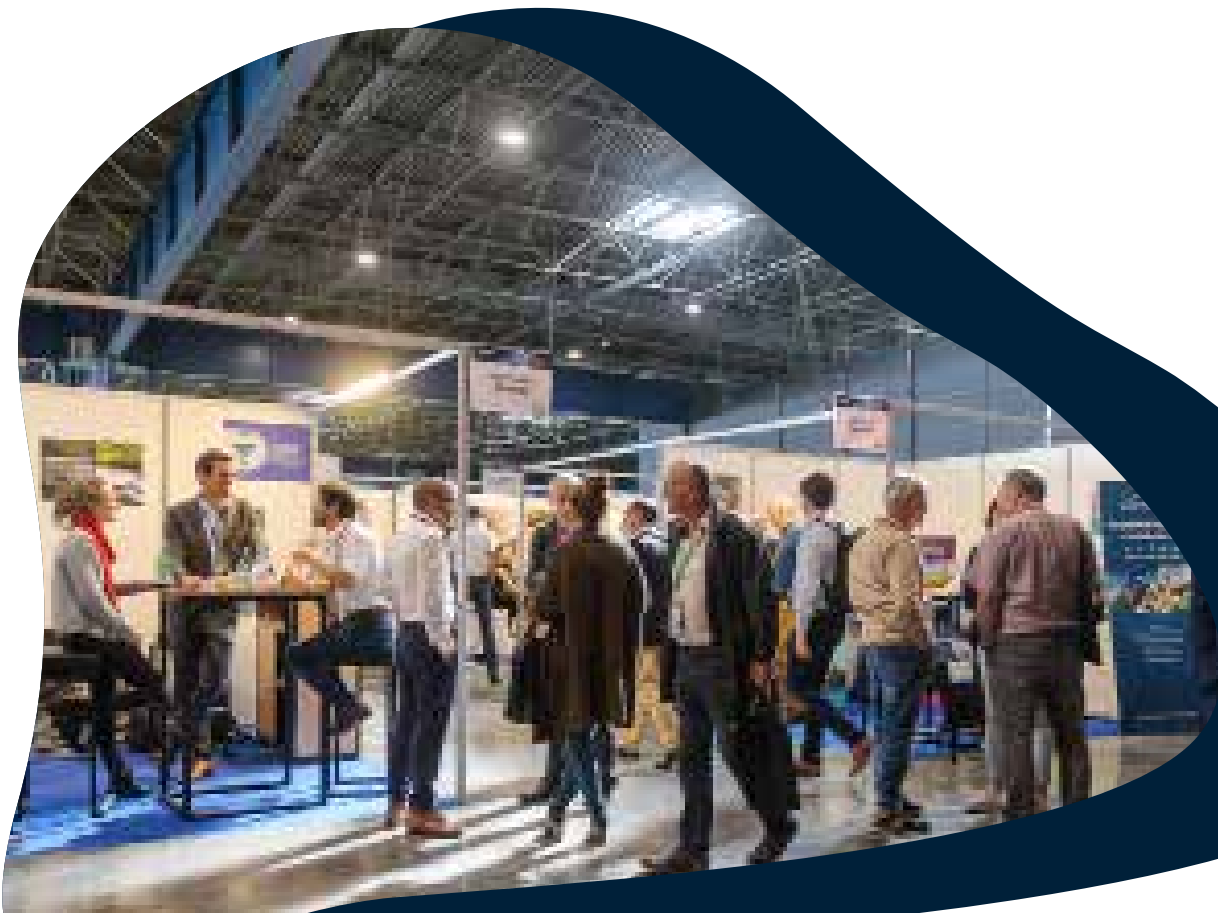
🕒 10h30 – 12h30
**«CENTENARY LAUNCH»
ROUND TABLES & PRESS CONFERENCE
HALL JMM SALES PITCHES**

🕒 14h00 – 16h00
**“JOB VILLAGE”
ROUND TABLES
JOB DATING**

🕒 9h00
OPENED TO VISITORS

🕒 13h00
Free coffee

🕒 18h00
CONVENTION CLOSURES



The founding members of Business Hydro Meetings



Members of the 2024 Organizing Committee



Our institutional partners in 2024



Our sponsors in 2024 *

Sponsors DIAMOND



Sponsor PLATINIUM



Sponsor GOLD



* Updated to April 22, 2024

Our PRESS partners



The "Innovation Village" pack

Includes:

- The registration fee
- A "classic" 4m² stand
- A 10'+5' company pitch (Q&A)
- Participation in the Hydro Innovation Trophy Ceremony

*Only for innovative SMALL BUSINESSES/START-UPS/SMEs or for academic groups.

Real value : ~~1 680 € ET~~

Special PACK offer :
1 500 € ET

The 3 Types of EQUIPPED STANDS

Classic Stand** - 4 m²

** limited to VSEs with fewer than 10 employees

Members - 1 090 € HT
Non-members - 1 450 € HT

Business Stand - 6 m²

Members - 1 520 € HT
Non-members - 1 900 € HT

Premium Stand - 9 m²

Members - 2 090 € HT
Non-members - 2 420 € HT

The 4 formats of SPONSORING

Official sponsor of the Hydro Innovation Trophies

6 500 € ET

No stand and many visibility benefits.

Sponsor GOLD

4 900 € ET

Includes a 12m² stand and many visibility benefits.

Sponsor PLATINIUM

8 900 € ET

Includes a 18m² stand and many visibility benefits.

Sponsor DIAMOND

11 625 € ET

Includes a 24m² stand and many visibility benefits.

REGISTRATION FEES

250 € ET

(REQUIRED)



Application management fees



Inclusion in the visitor booklet



Online notification of your participation on the Business Hydro website



Presenting an edition of the “White Book” - Volume 5



Insurance



WiFi access



Recycling



Lunch boxes provided for stands



Gala evening

(2 spots per exhibitor)



Possibility of participating in the Hydro Innovation Trophy Ceremony (reserved for Encounters exhibitors)



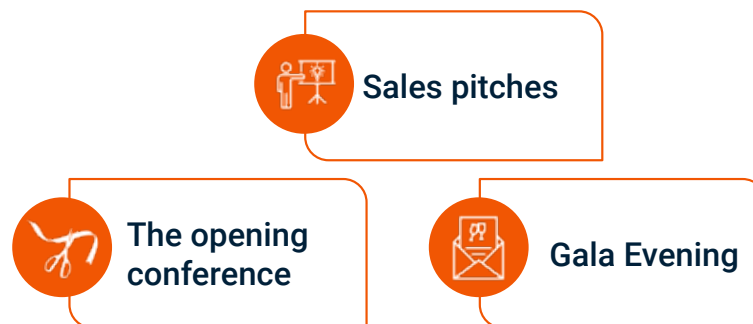
THE INNOVATION VILLAGE

(Start-up / VSE / SME*)

NEW FOR 2024
THE CHAIRES
FOR INNOVATION

Are you an **innovative business** looking to promote your very latest **innovation****?

At the heart of the 2024 Business Hydro Encounters, this central junction of the convention, **WILL HOST EVERY HIGH POINT WITH:**



* Academic structures / museums / others: please contact us.
** Remarkable innovative solution less than 3 years old.

The "Innovation Village" pack

Includes:

The registration fees

A "classic" 4m² stand

A 10'+5' company pitch (Q&A)

Participation in the Hydro Innovation Trophy Ceremony

TARIF special price
: 1 500 € ET

PRODUCT OFFERING STANDS* 4m², 6m² et 9m² turnkey

The classic - 4m²

- includes :
- a 4m² module with partitions
 - a high table
 - 2 high stools
 - electric strip
 - **spotlight rails**
 - **a sign**
 - **2 lunch boxes per day**

RATES

Members: 1 090 € ET

Non-members : 1 450 € ET

The business - 6m²

- includes :
- a 6m² module with partitions
 - **1 high table**
 - **3 high stools**
 - **electric strip**
 - **spotlight rails**
 - **a sign**
 - **2 lunch boxes per day**

RATES

Members: 1 520 € ET

Non-members: 1 900 € ET

Le premium - 9m²

- includes :
- a 6m² module with partitions
 - **a high table**
 - **3 high stools**
 - **electric strip**
 - **spotlight rails**
 - **1 customisable counter** (by request)
 - **a sign**
 - **3 lunch boxes per day** (additional lunch boxes available by request)

RATES

Members : 2 090 € ET

Non-members: 2 420 € ET

LOOKING FOR MORE SPACE? DOUBLE YOUR STAND'S SPACE!

* It is only possible to double your stand's space.
Write "2" in the quantity box on the attached form.

**STAND OUT!
CUSTOMISE YOUR PARTITION BACKDROPS & RECEPTION
COUNTER!**

Quote available by request at: businesshydro@adeocom.fr

HYDRO INNOVATION TROPHY



**Become THE official
sponsor of the Ceremony**

**GIVE AN AWARD AT THE HYDRO
INNOVATION TROPHY CEREMONY**



Associated visibility

- Logo on the event's signage & on the www.hydro21.org website
- Logo & sponsorship level shown on our print and web communication materials
- Logo & profile on the website
- Participating in the meeting with Jury members
- (Hydro 21 Panel including Hydro 21's President and Diamond sponsors)
- Invitation for 2 people to the gala evening on Tuesday, October 8, 2024

**Off-stand
- Quotation on request -**

RATES : 6 500 € ET

SPONSOR GOLD*

12m² equipped stand

Associated visibility

- A strategic spot selected according to the floor plan
- Logo on the event's signage & on the www.hydro21.org website
- Logo & sponsorship level shown on our print and web communication materials
- **Logo & profile on the website**
- **Participating in the Job Village**

The furniture pack

- 1 high table & 2 high stools
- 1 table & 2 chairs
- 1 customisable counter
- **electric strip and spotlight rail**
- **a sign**
- **4 lunch boxes per day (additional lunch boxes available by request)**

RATES : 4 900 € ET

SPONSOR PLATINIUM*

12m² equipped stand

Associated visibility

- Opening visit and stand stop
- A strategic spot selected according to the floor plan
- Logo on the event's signage & on the www.hydro21.org website
- Logo & sponsorship level shown on our print and web communication materials
- **Logo & profile on the website**
- **Participation in one of the round tables** Participation au Village Emplois

The furniture pack

- 1 high table & 2 high stools
- 1 table & 2 chairs
- 1 customisable counter & 1 table basse
- 3 low chairs
- **electric strip and spotlight rail**
- **a sign**
- **4 lunch boxes per day (additional lunch boxes available by request)**

**INCLUDES
INVITATION PACK**
« Gala Evening »
from Tuesday October 8
**Invitations for
3 people (customers)**
- valued at 180 €

RATES : 8 900 € ET

SPONSOR DIAMOND*

24m² equipped stand

The furniture pack

- 1 high table & 2 high stools
- 1 table & 2 chairs
- 1 customisable counter (by request)
- 1 low table & 3 low chairs
- electric strip and spotlight rails
- a sign
- 4 lunch boxes per day (additional lunch boxes available by request)
- **1 central totem sign - customisable (1m wide x 2.50m high) including a 1m² reserve system**
- **1 backlit sign cube**
- **1 refrigerator & 1 free champagne bottle**

Associated visibility

- A strategic spot selected according to the floor plan
- Logo on the event's signage & on the www.hydro21.org website
- Logo & sponsorship level shown on our print and web communication materials
- Logo & profile on the website
- **Participating in one of the round tables**
- **Participating in the Job Village**
- **Innovation trophy sponsorship**

Invite your customers to the «Gala Evening» on Tuesday, October 8
Invitations for 3 people worth 180€ ET

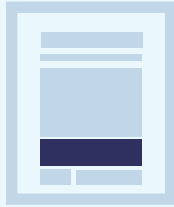
Benefit from a stop at your stand during the inaugural visit & make a pitch to a VIP

Give an award at the Hydro Innovation Trophy Ceremony

A STAND ALLOWING YOU TO HOST CLIENTS AND PROSPECTS IN A DEDICATED MEETING SPACE

RATES : 11 625 € ET

DIGITAL VISIBILITY



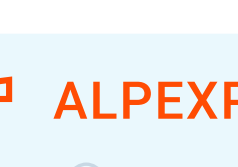
Newsletter advertising banner
to promote the Business Hydro Encounters
(one edition)

RATES
935 € ET



Info-letter advertising banner
for HYDRO 21 - 2,500 contacts (one edition)

RATES
1 155 € ET



Visitor registration page advertising banner
(limited to 3 exhibitors)

RATES
450 € ET

ALPEXPO EXHIBIT VISIBILITY



Your brochure included in the welcome bag (1000 pcs.)

RATES
550 € ET



Sponsorship pen (1000 pcs.)

RATES
1 100 € ET



Sponsorship notebook - A5 format (1000 pcs.)

RATES
1 750 € ET



EXCLUSIVE*
Your products exhibited at the entrance in a dedicated outdoor space: 144m2 available

RATES
1 950 € ET

* only 1 spot available.

NEW IN 2024



Stand backdrop customisation pack
Bespoke design + printing + installation

Quotation on request :
businesshydro@adeocom.fr



Stand video interview - 1 min. format Broadcast
on Hydro 21 social media
Quote by request
Diffusion sur réseaux sociaux Hydro 21

RATES
1 200 € ET



Gala Evening» invitation pack for Tuesday, October 8
Invitations for 3 people (customers)

RATES
180 € ET

The Marketing Campaign

NATIONAL EXPOSURE

In 2024, Business Hydro is flipping a brand new page by planning to roll out a national marketing plan.

AN AMBITIOUS MEDIA STRATEGY

- Several advertising inserts with specialised and national media outlets
- Media partners at the national level



A PRESS CONFERENCE IN SEPTEMBER in Lyon at



Goal: reach regional and national press targets

* Our great witness

NON-STOP NEWS

- Regular e-mails to keep you in the loop
- An event widely shared on social media



A NEW WEBSITE

- To provide a better client experience
- More interactive - more ergonomic - more streamlined

www.businesshydro.fr



THE JOB VILLAGE

**Wednesday
October 9th
from 2 pm to 6 pm**



OBJECTIVE: To highlight the expectations and needs of companies in “tight jobs”, and the responses of training organizations, local authorities and temporary employment agencies.

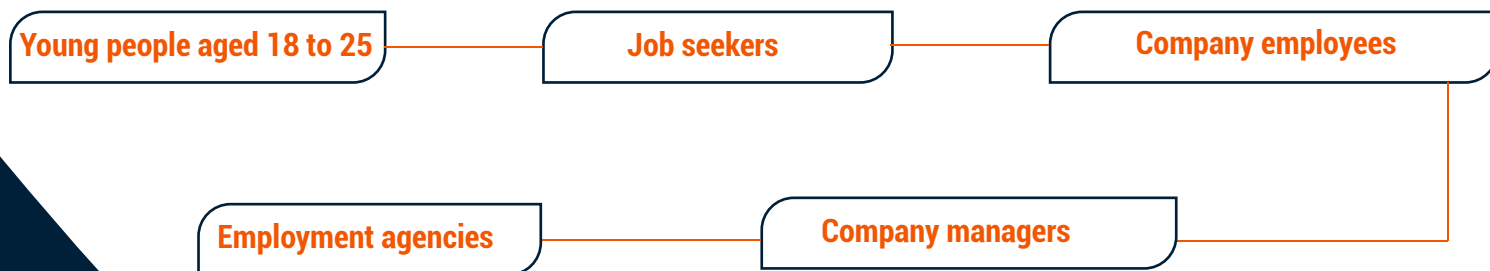
Part 1: ROUND TABLE - 2 to 3 p.m.

- **How to recruit? Where to recruit?**
Which organizations should I contact to meet my recruitment needs?
How do you source, select, attract and retain candidates?

Part 2: JOB DATING - 3pm to 6pm (registration required)



For whom?



MORE INFORMATION?

Contact : businesshydro@adeocom.fr

THE ORDER GIVER VILLAGE

OBJECTIVE: FACILITATE BUSINESS RELATIONS BETWEEN EXHIBITORS AND CONTRACTORS.



**Wednesday
October 9th
from 8 am to 10 am**

Speed Meeting Exhibitors - Contractors (registration required)

🕒 **8h00 – 9h00**

- At Espace 68
- Coffee reception
- Speed meeting with exchange of business cards



Pitching for major customers

🕒 **9h00 – 10h00**



GE VERNOVA



9TH BUSINESS HYDRO MEETINGS

adeo agency :

CONTACTS :

Sales department / sales administration / billing

Mail : businesshydro@adeocom.fr

Phone: 04 76 36 55 76



Président Hydro 21
Roland Vidil
Mail : contact@hydro21.org



Commissaire Générale du salon Business Hydro
Marie-Hélène Boissieux
Mail : commissairebh@adeocom.fr



Responsable commerciale
Aurore Duvert



Responsable marketing-digital
Marion Sartori



Business developer
Megane Blanc

Mail : businesshydro@adeocom.fr



Administration des ventes
Perrine Peysson