



MARKETING GUIDE

QUICK LINKS

[Event Website](#) | [Sponsors Page](#) | [Speakers](#) | [Brochure](#) |
[Exhibitors](#) | [Floorplan](#) | [H2 Tech Series](#) | [Registration](#) |

SOCIAL MEDIA

Twitter: @WorldHydrogenS

LinkedIn: [@Hydrogen Americas Summit & Exhibition](#) | [@Sustainable Energy Council](#)

Hashtag: #H2Americas

YOUR EVENT BRANDED MATERIALS

Included in this link are editable banners where you can add your name, company logo, stand number and message. We recommend you do this in power point as it provides the best way to save the assets in high resolution.

We have included banners for

- Sponsor
- Sponsor & Exhibitor
- Exhibitor
- Speaker
- Attending (Visitor/Delegate)
- Blank – where you can write your own message

Please note there are large banners (1080x1080px) for socials as well as smaller banners (700x282px) for signatures and newsletters.

SAMPLE SOCIAL POSTS

Use your corporate (and personal!) social accounts to announce your participation and invite your followers to attend. Always use the official hashtag **#H2Americas** so people exploring the event on social media can find your brand and we can share your posts and amplify your reach.

Here's some ideas for social posts – feel free to use these or adapt them to make your own!

X for Exhibitors:

- We are delighted to be Exhibiting at #H2Americas the leading platform uniting the global hydrogen community to define and advance hydrogen's role in shaping the future of energy in the Americas. Let's reconnect at the event, register your free exhibition pass & meet us at our stand NUMBER [Register here.](#)
- We're looking forward to sharing our #hydrogen products/services/solutions at the #H2Americas Exhibition. Join us at our stand NUMBER to discuss how to collaborate! Register your free exhibition pass here [Register here.](#)
- Looking to expand/share your #hydrogen knowledge & create new business partnerships? So are we! That's why we're exhibiting at #H2Americas – meet us at our stand NUMBER Register your free pass [Register here.](#)

LinkedIn for Exhibitors:

- We're looking forward to meeting with the #Hydrogen industry at #H2Americas – the leading platform uniting the global hydrogen community to define and advance hydrogen's role in shaping the future of energy in the Americas. Meet us at our stand NUMBER to find out how we can help scaleup your hydrogen projects. Register your free exhibition pass here [Register here.](#)
- We're proud to be exhibiting at #H2Americas where we will showcase our latest #Hydrogen project/solution/development. Come and meet us at our stand NUMBER. Register your free exhibition pass here [Register here.](#)
- How can we upscale global #hydrogen projects and make #NetZero a reality? Through key partnerships & collaboration! That's why we're exhibiting at #H2Americas the global platform for #hydrogen collaboration. Come and meet us at our stand NUMBER. Register your free exhibition pass here [Register here.](#)

X for Sponsors:

- We are delighted to be Sponsoring #H2Americas – the leading platform uniting the global hydrogen community to define and advance hydrogen's role in shaping the future of energy in the Americas. Let's reconnect at the event, register your free exhibition pass here [Register here.](#)
- We're looking forward to sharing our #hydrogen products/services/solutions at #H2Americas. Join us at the event to discuss how to collaborate! Register your free exhibition pass here [Register here.](#)
- Looking to expand/share your #hydrogen knowledge & create new business partnerships? So are we! That's why we're Sponsoring #H2Americas – meet us at the event! Register your free pass [Register here.](#)

LinkedIn for Sponsors:

- We're looking forward to meeting the #Hydrogen industry at #H2Americas – the leading platform uniting the global hydrogen community to define and advance hydrogen's role in shaping the future of energy in the Americas. Meet us at the event to find out how we can help scaleup your hydrogen projects. Register your place here [Register here.](#)
- We're proud to be Sponsors of #H2Americas where we will showcase our latest #Hydrogen project/solution/development. Come and meet us at the event! Register your place here [Register here.](#)

- How can we upscale global #hydrogen projects and make #NetZero a reality? Through key partnerships & collaboration! That's why we're Sponsoring #H2Americas the global platform for #hydrogen collaboration. Come and meet us at the event to discuss how we can work together. Register your place here [Register here.](#)

X for Attendees:

- Excited to be attending #H2Americas – the leading platform uniting the global hydrogen community to define and advance hydrogen's role in shaping the future of energy in the Americas. Let's reconnect at the event, register your place here [Register here.](#)
- I'm looking forward to participating at #H2Americas to experience the latest hydrogen products/services/solutions. Join us at the event to discuss how to collaborate! Register your free exhibition pass here [Register here.](#)
- Looking to expand/share your #hydrogen knowledge & create new business partnerships? So are we! That's why we're attending #H2Americas – meet us at the event! Register your free pass here [Register here.](#)

LinkedIn for Attendees:

- We're looking forward to meeting with the #Hydrogen industry at #H2Americas –the leading platform uniting the global hydrogen community to define and advance hydrogen's role in shaping the future of energy in the Americas. Meet us at the event! Register your place here [Register here.](#)
- Looking forward to participating at #H2Americas where the latest #Hydrogen projects/solutions/developments will be showcased. Let's reconnect at the event! Register your place here [Register here.](#)
- How can we upscale global #hydrogen projects and make #NetZero a reality? Through key partnerships & collaboration! That's why I'm attending #H2Americas the global platform for #hydrogen collaboration. Meet me at the event to discuss how we can work together. Register your place here [Register here.](#)

PRESS

Members of the press will attend the Summit & Exhibition and receive a Press Pack.

Please send any press releases, launches, partnership news or special announcements you would like to be included to Oktay, Bengi (RX-RIC) bengi.oktay@rxglobal.com including the Press contact name, number and email where media can get in touch to ask questions and arrange interviews and the name of the Senior Rep who would be available to comment.