



20-22 October | Hamburg Messe, Germany

PODCAST PARTNER PROSPECTUS



Raise your
company
profile



Reach your
target
market



Generate
business
opportunities



Increase
brand
visibility



EIC PODCASTS



The EIC Podcast Series is our **fastest growing promotional platform**, with listener numbers doubling every 8 weeks.

Senior leaders and industry guests will discuss report findings, emerging market trends and practical industry challenges during our Hydrogen Podcast series of 9 episodes.

The first 3 episodes will be recorded and published in advance of the event, and a further 6 episodes will be **recorded live from the show floor at Hydrogen Technology World Expo** in our dedicated Podcast Area, located at Hamburg Messe. 3 will be published during the week of the show, and the remaining 3 will be published within the 6 weeks after the event.

PODCAST PARTNERSHIP

Partnering with the EIC on the Hydrogen Technology World Expo Podcast series provides prime logo placement at one of the **world's biggest hydrogen events**, as well as targeted reach, enhanced credibility and strong engagement through our dedicated marketing channels.

Offering two Podcast Partnership levels, both options include **adverts played at the start and middle** of podcast recordings as well as many other profile raising benefits.

DIGITAL REACH

129,000+ Distribution & engagement*

3,500 Annual average listenership

2x every 8 weeks Listener numbers double every 8 weeks as of Feb 2026

*Total distribution includes EIC Newsletter, Spotify, Apple Podcasts, Amazon Music, EIC website and social media channels

PODCAST RECORDING

Do you have a story to tell?

Amplify your brand's reach with a professional Podcast production - Perfect for product launches, report findings or sharing insights and expertise

Format: 20-30 minutes podcast
Interviewer: EIC's CEO Stuart Broadley
Production: EIC will produce and launch the podcast on all major platforms

£499 for EIC Members, £999 for all other companies



PODCAST PARTNER PACKAGES



Partnership Features	Platinum Exclusive	Gold Exclusive
Company video/slides to be played on plasma screen in the Podcast Area	✓	✓
Opportunity to place a pop up banner in the Podcast Area during the Podcast recording day	✓	✓
Dedicated Podcast episode recording during Hydrogen Technology World Expo (20-30 mins)	✓	
Sponsor advertisement to feature at start of Podcast episode (amount dependent on package option)	9	
Sponsor advertisement to feature in the middle of Podcast episode (amount dependent on package option)		3
Acknowledgement on EIC Social Media channels	✓	✓
Access to the UK Group Lounge during the show for staff/guests of sponsors choice	2	1
Logo on the wall of the UK Group Lounge at the show, recognising you as the partner	✓	✓
Acknowledgement as a partner in EIC Inside Energy, circulated electronically ahead of the show	✓	✓
Sponsorship Package Cost - EIC Member	£2,995	£1,995
Sponsorship Package Cost - Non-Member	£5,995	£3,995





Interested in applying for any of the above packages?

CONTACT US

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