

تحت رعاية سمو الشيخ خالد بن محمد بن زايد آل نهيان، ولي عهد أبوظبي رئيس المجلس التنفيذي لإمارة أبوظبي
UNDER THE PATRONAGE OF HIS HIGHNESS SHEIKH KHALED BIN MOHAMED BIN ZAYED AL NAHYAN, CROWN PRINCE OF ABU DHABI AND CHAIRMAN OF THE ABU DHABI EXECUTIVE COUNCIL



World Utilities Congress



16 - 18 SEPTEMBER 2024 | ABU DHABI, UNITED ARAB EMIRATES

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A WELCOME MESSAGE FROM THE HOST

Jasim Husain Thabet
Group CEO & Managing Director



We are proud to see the enormous success of the second edition of the World Utilities Congress. This is a testament to the vital role our sector is playing in leading decarbonisation efforts and accelerating progress toward net-zero ambitions, as well as the unique position of Abu Dhabi and the UAE to facilitate this change.

The second edition of the event provided a world-class platform for the global utility community to come together and pave the way for bold climate action during COP28. This was achieved through valuable discussions and innovative thinking amongst leading decision makers and energy thinkers on how to advance concrete and actionable solutions for a secure and sustainable utilities future.

I would like to express my deep gratitude to HH Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of the Abu Dhabi Executive Council, for his patronage and leadership, and to both the Abu Dhabi Department of Energy and the UAE Ministry of Energy and Infrastructure, our partners, and peers for their support, which all contributed to ensuring the outstanding success of the event.

ABOUT WORLD UTILITIES CONGRESS

Hosted by TAQA, the third edition of the World Utilities Congress, will take place from 16-18 September 2024 in Abu Dhabi.

The World Utilities Congress will convene global energy leaders, policymakers, innovators, and industry professionals from across the power & water utilities value chain to discuss the major trends and challenges shaping the industry as utilities worldwide work to deliver secure, sustainable, and affordable energy.

The exhibition will provide a world-class environment for the utilities industry to showcase the latest solutions in front of an audience who matters, including utilities, EPCs, digital disruptors, financiers and investors.

Regional and international senior executives and department heads from across the utilities value chain will convene to explore the latest technologies, research advancements, technical services and product solutions that are helping drive the future of the industry forward.



EVENT OVERVIEW

EXHIBITION

A platform for companies to showcase their latest technologies, innovations and technical advancements to decision makers from around the world.

STRATEGIC CONFERENCE

Developed for global utilities business leaders, who seek to implement successful commercial models and create a sustainable business future.

TECHNICAL CONFERENCE

Allows technical experts to learn the latest technological innovations, research findings, industry trends and best practices within the entire value chain of power, water and gas utilities as well as district cooling.

CLEANTECH THEATRE

The Clean Tech theatre will showcase the latest in projects, innovation, and research and development in clean technology solutions that will help deliver clean value and supply chains across the power, water, and district cooling utilities.

POWER GEN THEATRE

The Power Gen theatre will serve as a platform for power producers, distributors, and the power utilities supply and value chain to present the solutions and technologies needed to modernise the power sector.

WORLD UTILITIES CONGRESS IN NUMBERS



12,000+

INDUSTRY
PROFESSIONALS



90+

PARTICIPATING
COUNTRIES



180+

GLOBAL
EXHIBITORS



280+

EXPERT
SPEAKERS



110+

CONFERENCE
SESSIONS



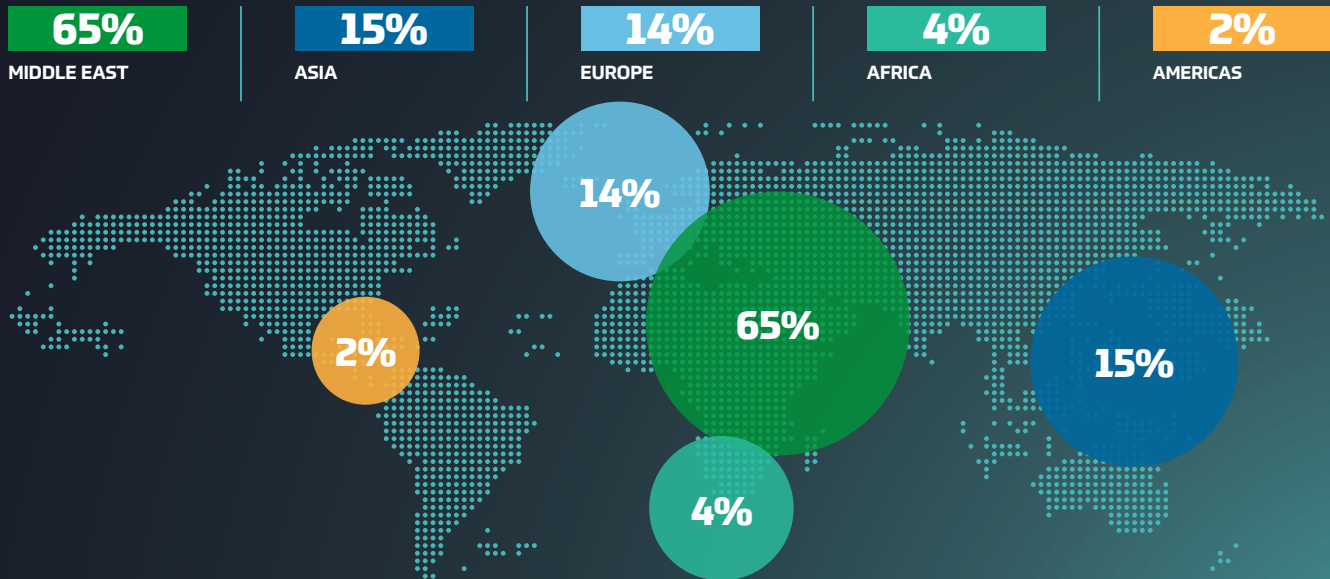
1,400+

CONFERENCE
DELEGATES



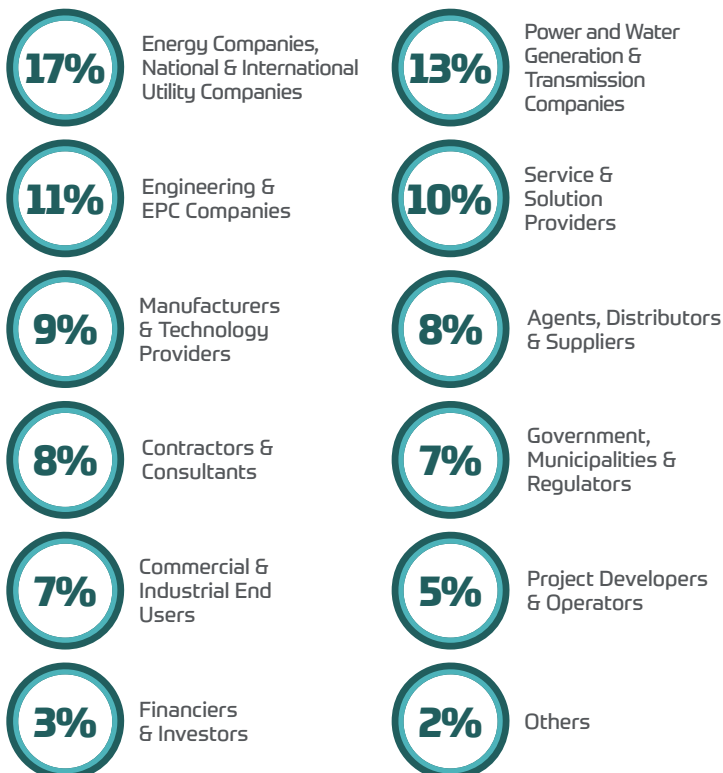
PLACE YOUR LATEST PRODUCTS, SERVICES, AND INNOVATIONS IN FRONT OF KEY DECISION MAKERS

The World Utilities Congress will enable buyers and sellers to showcase and source new products, solutions and technologies, strengthen and build relationships and do business across the entire power and water utilities value chain.

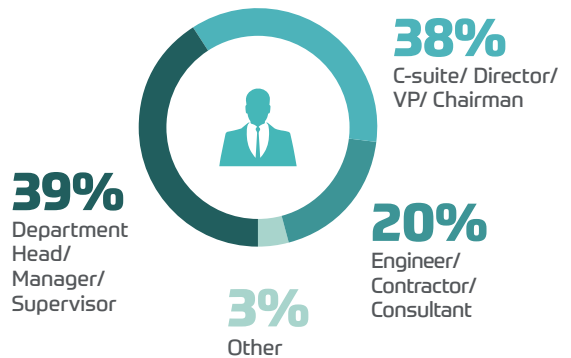


2023 VISITOR OVERVIEW

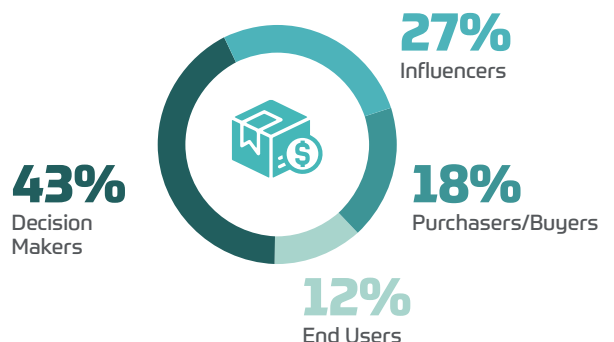
BY BUSINESS ACTIVITY



BY SENIORITY LEVEL



BY PURCHASING AUTHORITY



2023 EXHIBITOR TESTIMONIALS



“ The World Utilities Congress gave us the unique opportunity to connect with key stakeholders in the utilities sector, along with thought leaders and policy makers looking to make real and meaningful change in the industry. A global gathering such as this is crucial at this time given we are soon approaching COP28 and are seeking to address the issues of climate change and decarbonisation with energy security in mind.

Alexis Grenon

Global Digital Grid - Senior Vice President
Schneider Electric

”



KROHNE

“ We are delighted to have partnered with the World Utilities Congress, witnessing its remarkable growth year after year. Through this collaboration, we have gained valuable networking opportunities, connecting us with influential decision makers from various industries. We eagerly anticipate a continued strong partnership with the Congress in the years to come!

Frank Janssens

Vice President
KROHNE Oil and Gas – Middle East and Africa

”



HITACHI
Inspire the Next



“ We were elated to showcase our solutions and services at the World Utilities Congress 2023. Through close collaboration with our valued customers and partners, we are actively working together to build a sustainable energy future that brings benefits to both current and future generations.

Dr. Mostafa AlGuezeri

Managing Director
Hitachi Energy

”



linxon

“ The World Utilities Congress was a great opportunity to connect with global players in the energy field and discuss the energy transition in the region as well as the challenges in the industry. We had the pleasure to welcome several delegations from our clients and partners. We look forward to meeting again next year!

Hassan Merhi

Managing Director
Linxon Middle East & Africa

”

INCREASE YOUR BRAND PRESENCE AT THE GLOBAL MEETING PLACE FOR POWER & WATER UTILITIES LEADERS

The World Utilities Congress offers extensive branding and sponsorship opportunities for companies. These opportunities go beyond conventional "off the shelf" solutions, allowing for customised packages that integrate digital marketing channels with traditional sponsorship programmes. This approach enables companies to effectively target their desired audience.

Whether you aim to enhance your company's brand exposure among industry leaders or technical experts, launch new products, or ensure your leadership teams are prominently positioned in the industry and have opportunities to network with peers, we have suitable branding and sponsorship options for you.

**GET NOTICED BY INDUSTRY LEADERS,
SENIOR DECISION-MAKERS AND QUALIFIED
BUYERS WITH OUR ATTRACTIVE
SPONSORSHIP PACKAGES**

Our sponsorship packages leverage multiple communication channels, creating a robust marketing platform that delivers measurable results based on predefined objectives. This allows you to effectively reach those with significant purchasing power and achieve a tangible return on investment.



ACHIEVE YOUR BUSINESS OBJECTIVES

BRAND AWARENESS

A new product, a rebrand, a move into the global market for power & water or just simply to stand head and shoulders above your competitors at the World Utilities Congress.

STRATEGIC POSITIONING

Give your brand the fastest and most direct access to government, business leaders and industry professionals through sponsoring the exhibition and conference.

GENERATE SALES LEADS

Directly connect with a senior, influential and targeted audience, maximise your participation, direct visitors to your exhibition stand and generate valuable leads in a more efficient and meaningful way.

THOUGHT LEADERSHIP

Thought leadership positions you as an expert and authority within your industry. The goal of thought leadership marketing is not to create sales heavy content, but to provide an entry point to your business by branding yourself as an expert.

TARGET YOUR AUDIENCE



EXHIBITION

12,000+ Power & Water Utilities Trade Visitors



STRATEGIC CONFERENCE

Government Ministers, Business Leaders & Industry Experts



INNOVATION THEATRES

Government Ministers, Business Leaders & Industry Experts



TECHNICAL CONFERENCE

Technology Experts, Technical Leaders & Engineers

SPONSORSHIP PACKAGES

The World Utilities Congress sponsorship packages are designed to raise your brand profile before, during and after the event.

Select from the tiered sponsorship packages (**Partner through to Associate**). Tailor them to match your organisation's needs and objectives by selecting one additional sponsorship item from the World Utilities Congress sponsorship items pages.

With **12,000+ expected attendees** over three days, and a global database of 1.4 million energy professionals, the World Utilities Congress can help your business access new markets, attract new clients, and elevate your brand. Enhance your exhibition presence with event sponsorship, combining multiple communication channels for maximum impact and return on investment.

All sponsors are required to have a booth on the exhibition floor.



SPONSOR TYPE	PARTNER	PLATINUM	GOLD	SILVER	ASSOCIATE
PRICE	\$120,000+	\$80,000+	\$60,000+	\$40,000+	\$25,000+

WORLD UTILITIES CONGRESS EXHIBITION & CONFERENCES

OPENING CEREMONY

Logo on screen before the first keynote address	✓				
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DIGITAL

Rotating logo on the homepage	✓	✓	✓	✓	✓
Sponsor profile, logo, and hyperlink on sponsor webpage	✓	✓	✓	✓	✓
Static logo in the sponsor section on the mobile app	✓	✓	✓	✓	✓
Logo on the footer of all email campaigns	✓	✓	✓	✓	✓
Social media posts across all platforms	✓	✓	✓	✓	✓

ONSITE BRANDING

Exhibition main entrance	✓				
Thank you to our sponsors' signage	✓	✓	✓	✓	✓
Conference stage signage	✓	✓	✓		
Exclusive onsite interviews*	✓	✓	✓	✓	✓

COLLATERAL BRANDING

Logo featured on all brochures and post-show report	✓	✓	✓	✓	✓
Featured on the sponsor recognition page in the onsite show guide and post-show report	✓	✓	✓	✓	✓
Sponsor profile and logo featured in the onsite show guide	✓	✓	✓	✓	✓

ADVERTISEMENTS

UAE newspapers	✓	✓			
Industry publications	✓	✓	✓		
Advert in the online show guide	Double Page	Full Page	Full Page	Half Page	Quarter Page

SECURE YOUR SPONSORSHIP PACKAGE TODAY

FOR ENQUIRIES



sponsorship@worldutilitiescongress.com



+971 4 438 0355

PARTNER SPONSORSHIP PACKAGES

Strategic Conference Headline Sponsor

Price: USD 125.000 + 5% VAT

Jurabek Mirzamahmudov
Minister of Energy
Uzbekistan

His Excellency
Yaser bin Ebrahim Humaidan
Minister of Electricity and Water Affairs
Kingdom of Bahrain

Dr. Kathryn Huff
Assistant Secretary
Office of Nuclear Energy, Department of Energy
United States of America

Moderator: **John Defterios** Professor of Business, NYU Abu Dhabi, & Senior Advisor APCO Worldwide

Brought To You By **dmg::events** #worldutilitiescongress @WUCongress f i t t e l n

EXCLUSIVE

The World Utilities Congress Strategic Conference brings together Ministers, CEO's and global leaders from the utilities industry to discuss and deliberate the latest trends, strategies and policies that will transform the sector in the coming years.

- Exclusive Headline Sponsor for the Strategic Conference
- Sponsor logo on all Strategic Conference promotion collateral and dedicated webpage on the World Utilities Congress website
- Exclusive Sponsor logo displayed in between and during the Strategic Conference sessions on the screen
- Sponsor to have the opportunity to nominate a senior executive (C-level) to speak at the conference *
- 10 x passes for the conference

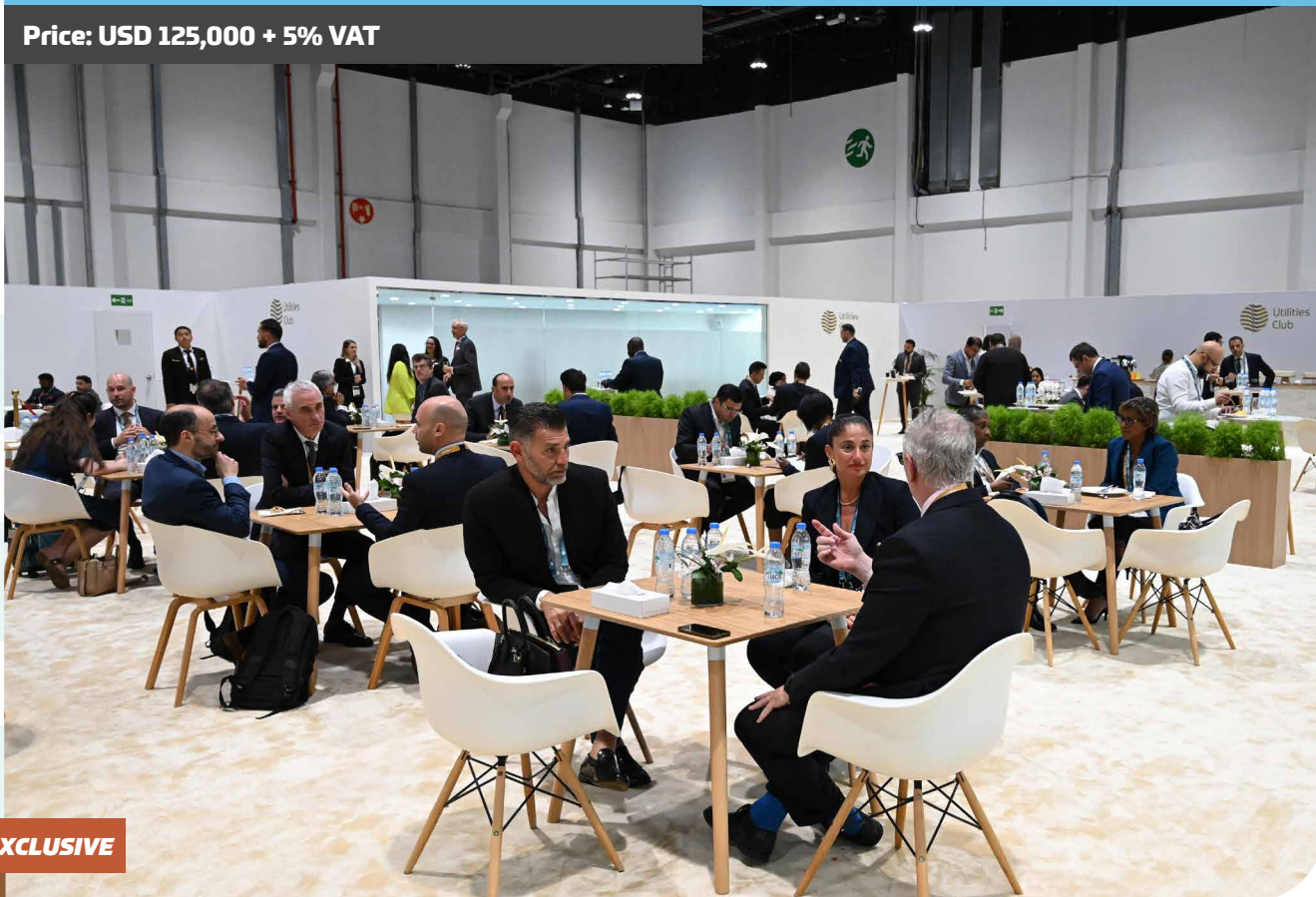
* Conference speaking slot subject to approval of dmg events conference team



PARTNER SPONSORSHIP PACKAGES

Utilities Club Headline Sponsor

Price: USD 125,000 + 5% VAT



EXCLUSIVE

The Utilities Club is a unique business-focused VIP club connecting power and water industry's leaders, innovators and influencers. The exclusive, invitation only club, provides a stimulating environment where members can engage in business-critical conversations that can lead to future growth and influence industry trends in an evolving utilities landscape.

- Exclusive Headline Sponsor on all Utilities Club promotional campaigns before, during and post event
- Logo on lanyard, welcome pack and badge
- 150 separate lanyards and badges with sponsor logo will be handed to club members
- Dedicated Meeting suite for Sponsor located within the Utilities Club.
- Sponsor logo branding on the Utilities Club structure

**More details on Page 22*



PLATINUM SPONSORSHIP PACKAGES

Conferences Delegate Lunch

Price: USD 100,000 + 5% VAT

- Sponsor logo and branding in the delegate lunch feature area used by delegates on a daily basis during the event
- Logo on tent cards placed on the lunch tables across all 3 days of the event
- Logo highlighted in and around the delegate lunch area
- 2 tables reserved for the sponsor



Exhibition Visitor & Delegate Registration

Price: USD 90,000 + 5% VAT

ONLINE

- Logo on delegate and visitor registration pages on World Utilities Congress website
- Logo on visitor and delegate promotion emails campaign
- Logo on registration confirmation email

ONSITE

- Exclusive company logo or artwork on the registration desks
- Sponsor logo visible on up to 100 dedicated registration staff t-shirts



Exhibition & Conferences Lanyards

Price: USD 90,000 + 5% VAT

- Exclusive sponsor logo on all exhibitors and delegates lanyards
- 12,000+ lanyards over 3 days event
- Sponsor logo on lanyard trees located on the venue concourse in front of all main entrances



PLATINUM SPONSORSHIP PACKAGES

Exhibition Visitor Bags

Price: USD 80,000 + 5% VAT

- Exclusive sponsor logo on the visitor bags distributed to over 12,000+ attending visitors across the 3 days of the event
- Sponsor logo on the visitor bag collection point located at the registration area



Global Media Centre

Price: USD 80,000 + 5% VAT

- Prominent Sponsor branding around the Media Centre, ensuring visibility by attending global media as well as the 12,000+ local and international attendees
- Exclusive meeting room in the Media Centre to host private meetings and interviews with media



Conference Delegate Bags

Price: USD 80,000 + 5% VAT

- Sponsor logo on the delegate bags distributed to over 1,400 attending delegates across 3 days of the event
- Sponsor logo on the delegate bag collection point
- Sponsoring company's brochure inserted in all delegate bags



GOLD SPONSORSHIP PACKAGES

Cleantech Theatre Sponsor

Price: USD 75,000 + 5% VAT

- Exclusive Sponsor for the Cleantech Theatre
- Sponsor logo on all Cleantech Theatre promotional collateral and dedicated page on the website
- Exclusive Sponsor logo displayed in between and during the Cleantech Theatre sessions on the screen
- Sponsor to have the opportunity to nominate a senior executive (C-level) to speak at the Forum



Technical Conference Headline Sponsor

Price: USD 75,000 + 5% VAT

- Exclusive Sponsor logo inside the Technical Conference rooms (backdrop, screen, glass wall)
- Sponsor logo on all promotional collateral and dedicated page on the website
- Branding in the Technical Conference coffee break area
- 3 x passes for the conference



VIP Networking Evening Headline Sponsor

Price: USD 75,000 + 5% VAT

- Exclusive Headline Sponsor of the Networking Evening
- Sponsor logo displayed onsite at the Networking evening venue, screen, signage, backdrop and invitation packs
- 1 table reserved at the Networking Dinner



GOLD SPONSORSHIP PACKAGES

Power Gen Headline Sponsor

Price: USD 70,000 + 5% VAT

- Exclusive Headline Sponsor for the Power Gen
- Sponsor logo on all Power Gen promotional collateral and dedicated webpage on the website
- Exclusive Sponsor logo displayed in between and during the Power Gen sessions on the screen
- Sponsor to have the opportunity to nominate a senior executive (C-level) to speak at the Power Gen
- Opportunity to place promotional collateral on each seat



Exhibition & Conferences Badges

Price: USD 65,000 + 5% VAT

- Exclusive Sponsor logo printed on 12,000+ badges used by exhibitors, visitors and delegates (Excluding Utilities Club and Opening Ceremony badges)



Mobile App

Price: USD 60,000 + 5% VAT

- Sponsor logo displayed on the welcome screen on the mobile app as 'Sponsored by'
- Sponsor company listing pinned to the top on the exhibitor search function
- Sponsor logo on the dedicated mobile app promotional collateral
- Sponsor logo on relevant on-site signage



SILVER SPONSORSHIP PACKAGES

Exhibition Entrance Arches

Price: USD 45,000 + VAT

Each entrance archway is branded by a company exhibiting in that hall to enhance its presence at the World Utilities Congress beyond that of its exhibition stand, while making it easy for visitors to locate the hall they are exhibiting in.



EXCLUSIVE

Youth Engagement Programme Headline Sponsor

Price: USD 50,000 + VAT

Hosted by TAQA, the World Utilities Congress Youth Engagement Programme will highlight leadership opportunities available across the utilities value chain and provide insights into career paths throughout the industry.

- Exclusive Headline Sponsor for the Youth Engagement Programme
- Sponsor logo on all Youth Engagement Programme promotional collateral and dedicated page on the website
- Exclusive opportunity to brand all lanyards to be worn by Youth Engagement Programme participants
- Opportunity for a key senior executive to address all Youth Engagement Programme participants



EXCLUSIVE

SILVER SPONSORSHIP PACKAGES

Concourse Flags

Price: USD 45,000+ VAT

Outside exhibition Halls 5-8 at ADNEC there's a series of flags throughout the main concourse area. By taking advantage of this highly visible branding opportunity and having your company's logo on every other flag allows the sponsor to visibly align its brand whilst enhancing its presence at the World Utilities Congress.



Exhibition Hall Aisle Cubes

Price: USD 40,000 + VAT

Suspended from the ceiling and positioned directly above the main aisles in the Exhibition Halls, these wayfinding cubes allow attendees to navigate their way around the exhibition over the three days of the World Utilities Congress.



Mobile Charging Stations

Price: USD 40,000 + VAT

The mobile charging stations are strategically located in both the exhibition concourse and key meeting areas so that attendees and delegates can charge their phones while attending the World Utilities Congress.

Branding these charging stations will enable your company to prominently position your brand at the event, aligning with a useful service for all attendees.



ASSOCIATE SPONSORSHIP PACKAGES

Conference Power Banks

Price: USD45,000 + VAT



Promote your brand during as well as after the show by having your company logo on USB drives inserted in the delegate bags

'You Are Here' Maps

Price: USD 30,000 + VAT



- Sponsor logo will be placed on the 'You are here' board located at all registration areas located at the entrances the halls
- Sponsors stand and listing will be highlighted on the boards

Whitepaper

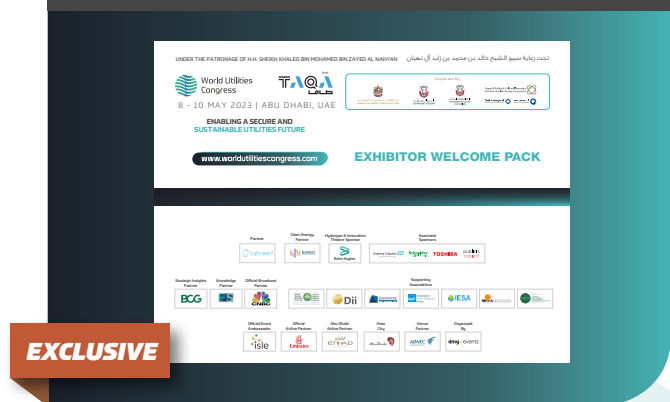
Price: USD 30,000 + VAT



A whitepaper co-branded by the World Utilities Congress and your company will be inserted into the delegate bags and further made available at media distribution racks throughout the exhibition ensuring maximum visibility for your company throughout the show

Exhibitor Pack

Price: USD 30,000 + VAT

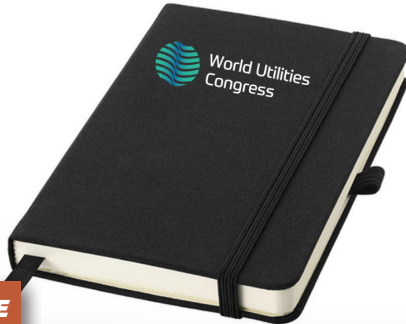


Position your company's logo on the front of the exhibitor welcome pack allowing you to reinforce your company's brand with all the exhibiting companies at the World Utilities Congress

ASSOCIATE SPONSORSHIP PACKAGES

Conference Notepads

Price: USD 25,000 + VAT



EXCLUSIVE

Brand the conference notepads placed within the conference delegate bags available to delegates, speakers and VIPs only

Conference Pens

Price: USD 25,000 + VAT



EXCLUSIVE

Sponsor logo printed on 1,000+ pens distributed to all conference delegates in the delegate bags and conference sessions

Conference USB Sticks

Price: USD 25,000 + VAT



EXCLUSIVE

Promote your brand onsite as well as after the show by having your company logo on USB drives inserted in the delegate bags

Conference Moderator

Price: USD 25,000 + VAT



Becoming a session moderator is a chance for a senior executive from your company to appear on stage at the Strategic Conference or Nuclear Energy Leadership Forum alongside a panel of industry leaders and CEOs



**AN EXCLUSIVE NETWORKING EXPERIENCE
FOR INDIVIDUALS INFLUENCING THE
FUTURE OF POWER AND WATER**

The Utilities Club is a unique business-focused VIP club connecting power and water industry leaders, innovators and influencers. The Utilities Club brings together Ministers, CEOs, and C-Suite executives, representing the world's leading utilities and energy companies, offering an exclusive location to connect, influence and define the future of the power and water industry.

The invitation only Utilities Club is a purpose-built private lounge providing a discreet space to relax and network away from the media and the hectic pace of the conference and exhibition floor.

Guests can choose to interact with each other or use our complimentary WiFi and business centre to catch up on the day's events and stay connected. To ensure club members are fully refreshed, catering is provided throughout the day.

Private meeting room suites are also available within this first-class hospitality area.

Whilst there is no admissions policy, the expectation is that guests will mainly include Chairpersons; CEOs; CFOs; COOs; Directors; Executive Directors; MDs; Owners; Partners; Presidents; Politicians; Academics. Admittance is managed on a case-by-case basis by the World Utilities Congress team.



Utilities Club Meeting Rooms

Price: USD 40,000 + 5% VAT

The sophisticated meeting room design, depending on your required configuration, can accommodate up to twelve visitors, creating a comfortable and inspiring customer experience.

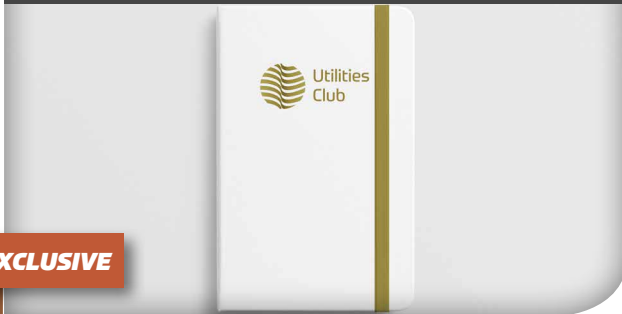
The meeting room suites also offer a prime branding opportunity within this exclusive area.

- Meeting room with sponsor branding internally and externally configured to sponsors requirements
- Range of audio-visual technology available on a case-by-case basis



Utilities Club Notebooks & Pens

Price: USD 20,000 + 5% VAT

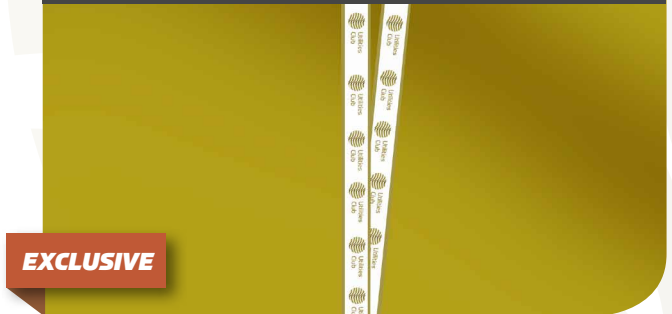


Distributed to the Utilities Club members as part of the Welcome Pack; in the meeting suites and lounges within the Club.

The Utilities Club Notepad is prominently branded with the sponsor's logo allowing the sponsor to reinforce and enhance its presence to the Club's members who are some of the most influential executives in the global power and water utilities landscape.

Utilities Club Lanyards

Price: USD 20,000 + 5% VAT



An exclusive opportunity to brand all Utilities Club lanyards. To be worn exclusively by Utilities Club guests for the duration for the event.

Table Power Banks

Price: USD 20,000 + 5% VAT



Power banks are positioned on tables throughout the lounges in the Utilities Club so that members can charge their mobile devices whilst having meetings in the Utilities Club. Branding these power banks allows a company to reinforce and enhance its brand with Utilities Club members during the event.

Business Cardholders

Price: USD 15,000 + 5% VAT



An exclusive opportunity to brand business card holders that is distributed to Utilities Club members. This opportunity provides the sponsor with high-level brand exposure by placing the company's brand directly in the hands of the most influential executives in power and water utilities globally.



World Utilities
Congress



Host

16 - 18 SEPTEMBER 2024 | ABU DHABI, UNITED ARAB EMIRATES

BOOK YOUR SPONSORSHIP PACKAGE TODAY

Sponsorship Enquiry

✉ sponsorship@worldutilitiescongress.com

Exhibition Stand Enquiry

✉ sales@worldutilitiescongress.com

Conference Enquiry

✉ conferences@worldutilitiescongress.com

Marketing Enquiry

✉ marketing@worldutilitiescongress.com

☎ +971 4 438 0355

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