



WORLD UTILITIES CONGRESS



19 - 21 MAY 2026 | ABU DHABI, UAE

EMPOWERING TOMORROW'S UTILITIES TODAY

SPONSORSHIP BROCHURE

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“

Today, utilities sit at the centre of some of the world’s most pressing challenges. Including tackling the need to triple global renewable energy capacity while meeting the rapidly growing demand for electricity from new technologies including AI. We are also addressing the looming global water shortage, with water demand set to exceed supply by 40 percent by 2030.

The World Utilities Congress brings these issues to the forefront, serving as a global platform for dialogue, partnership and innovation. Utilities have the opportunity and the responsibility to lead the way in securing a sustainable, affordable and resilient power and water future for communities across the world.

”

Jasim Thabet

Group CEO & MD



EVENT OVERVIEW

The World Utilities Congress is the premier global platform driving the transformation of the utilities sector.

As the world shifts towards a sustainable energy future, the event will be pivotal in addressing the challenges and opportunities surrounding energy transition, water security, and digitalisation.

Bringing together industry leaders, policymakers, and innovators, the event offers a unique opportunity to showcase groundbreaking technologies, forge strategic partnerships, and explore investment prospects.

25,000+

Exhibition attendees

500+

Expert speakers

250+

Global exhibitors

120+

Conference sessions

1,000+

Conference delegates

110+

Participating countries

EVENT FORMAT



Exhibition

A global showcase of pioneering technologies driving progress in utilities.



Strategic Conference

Unparalleled thought leadership shaping the future of power and water utilities.



Utilities Club

An exclusive, members-only forum for global utilities leadership.



Technical Conference

Experts present the latest advancements and applied solutions.



Leadership Roundtables

Transforming vision into tangible progress through utilities leadership dialogue.



F.U.E.L.

Designed to empower, inspire, and grow the next generation of utilities and energy leaders.



Innovation Hub

Showcasing the next wave of innovation in utilities.



Innovation Theatres

A dynamic forum for experts and innovators to present cutting-edge solutions for an efficient utilities ecosystem.



Gala Dinner

Recognising achievement and celebrating excellence across global utilities.



Utilities Connect

Facilitating meaningful exchange through high-impact meetings that accelerate sector growth.

VISITOR PROFILE

92%
of visitors consider World Utilities Congress an important show to attend

96%
of visitors achieved their objectives by attending

95%
of visitors are planning to return

85%
of visitors would recommend attending

VISITORS PURCHASING AUTHORITY

16% \$100M+

19% \$10M - \$100M

15% \$1M - \$10M

50% UP TO \$1M

VISITORS SENIORITY

3%
Other

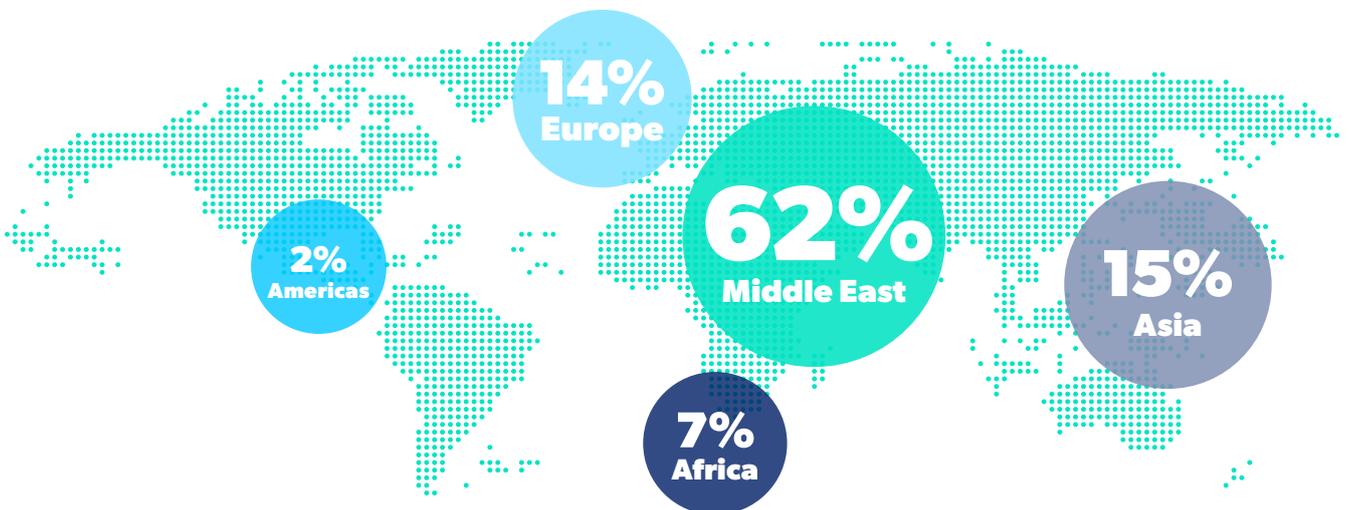
2%
Minister/
Diplomat

23%
C-Suite/
President

31%
Director

12%
Engineer/Consultant

29%
Manager



*Based on 2025 survey results

WHY SPONSOR

Our diverse sponsorship opportunities offer customisable packages that seamlessly integrate digital marketing channels with traditional onsite branding. This strategic approach enables companies to precisely target their desired audience, ensuring maximum impact and return on investment.



Brand awareness



Thought leadership



Strategic positioning



Return on investment



SPONSORSHIP TIERS

Stand out on the global stage with our tailored sponsorship packages designed to elevate your brand before, during, and after the event. Connect with over 25,000 attendees and tap into a network of 1.4 million energy professionals worldwide.

Choose from a range of sponsorship opportunities to unlock your desired tier, gain maximum visibility, and drive measurable ROI. Combine your exhibition presence with powerful sponsorship channels to access new markets and clients, and reinforce your industry leadership.

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

PARTNER
\$120,000+

PLATINUM
\$80,000+

GOLD
\$60,000+

SILVER
\$40,000+

BRONZE
\$25,000+

01

Start building your package

Select your inventory items to build your package.

For Exhibition branding opportunities:

Refer to the items on pages 08 - 09

For Conference branding opportunities:

Refer to the inventory items on pages 10 - 14

For Networking branding opportunities:

Refer to the items on pages 16 - 29

02

Unlock your sponsorship tier

Your selections should match the revenue threshold of your preferred sponsorship tier to qualify for that level.

Tiers are:

Partner | Platinum | Gold | Silver | Bronze

03

Contact our dedicated team to secure your bespoke sponsorship today

+971 4 438 0355

sales@worldutilitiescongress.com

SPONSOR TYPE	PARTNER	PLATINUM	GOLD	SILVER	BRONZE
PRICE	\$120,000+	\$80,000+	\$60,000+	\$40,000+	\$25,000+
OPENING CEREMONY					
30 Second Video	✓				
Opening Ceremony Stage	✓	✓			
EXHIBITION BRANDING					
Exhibition Entrance	✓				
Visitor Ticket	✓	✓	✓		
Sponsor Thank You Signage	✓	✓	✓	✓	✓
CONFERENCE BRANDING					
Strategic Conference Entrance	✓				
Strategic Conference Stage	✓	✓			
Technical Conference Stage	✓	✓	✓		
Innovation Theatre Stage	✓	✓	✓	✓	
COLLATERAL BRANDING					
Event Brochure Cover	✓				
Event Brochure Inside Page	✓	✓	✓	✓	✓
Post Show Report Cover	✓				
Post Show Report Inside Page	✓	✓	✓	✓	✓
Show Guide Cover	✓				
Show Guide Inside Page	✓	✓	✓	✓	✓
DIGITAL BRANDING					
Website Home Page	✓	✓	✓	✓	
Website Highlighted Listing	✓	✓	✓		
Website Sponsor Listing	✓	✓	✓	✓	✓
Email Footer	✓	✓	✓	✓	✓
Mobile Application Sponsor Listing	✓	✓	✓	✓	✓
Social Media Posts	5	4	3	2	1
INVITATION BRANDING					
VIP Invitations	✓				
Utilities Club Invitations	✓	✓			
EVENT ADVERTISEMENTS					
UAE Newspapers	✓	✓			
Industry Publications	✓	✓	✓	✓	
Show Guide Advert	Double Page	Full Page	Full Page	Half Page	
Conference Programme	Double Page	Full Page	Full Page	Half Page	
MEDIA COVERAGE					
Hosted Interview*	✓	✓			
Priority Onsite Interviews*	✓	✓	✓	✓	
CONFERENCE PASSES					
Strategic Conference	5	4	3	2	1
Technical Conference	5	4	3	2	1

EXHIBITION PACKAGES

The exhibition is an international platform showcasing cutting-edge products, solutions, and technologies that are transforming power and water utilities.



01

**Enhance brand
visibility**



02

**Promote stand
location**



03

**Increase visitor
traffic**



Registration **SOLD**

ONLINE

- Logo on delegate and visitor registration pages of Congress website
- Logo on delegate and visitor registration confirmation emails

ONSITE

- Logo prominently displayed on the registration desks and fast-track terminals
- Logo printed on registration support staff t-shirts



Lanyards **SOLD**

- Logo placement on 25,000+ lanyards
- Logo prominently displayed on lanyard distribution posts



Visitor Bags **SOLD**

- Logo placement on 15,000+ visitor bags
- Logo prominently displayed on bag distribution units



Global Media Centre

- Logo prominently displayed
- Meeting room within the media centre
- Opportunity to provide corporate material to all attending media

STRATEGIC CONFERENCE PACKAGES

The Strategic Conference serves as a pivotal platform for decision-makers and industry leaders to address critical challenges, share strategic insights, and chart a path towards long-term growth for the sector.



01

**Targeted
audience**



02

**Thought
leadership**



03

**High value
positioning**



Strategic Conference

- Logo displayed on all Conference promotional material
- Logo displayed on the Conference stage during all content sessions
- Opportunity to provide a 30 second video to be played during breaks
- Logo displayed at Conference entrance and on tables



Delegate Lunch

- Logo displayed at the entrance and within the lunch area
- Logo displayed on tent cards placed on tables
- Dedicated table reserved for the sponsors executives and clients

TECHNICAL CONFERENCE PACKAGES

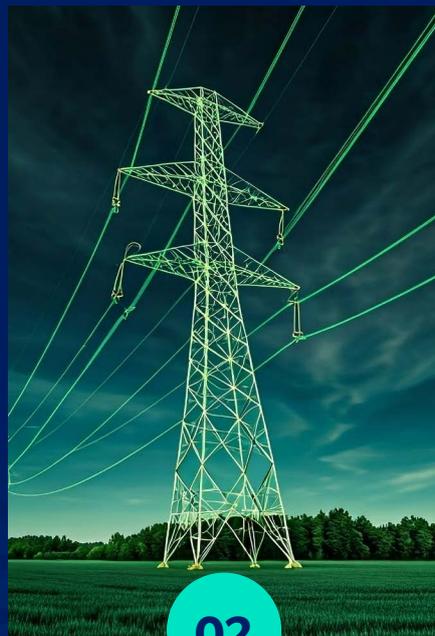
The Technical Conference serves as a dynamic platform for industry leaders, researchers, and practitioners to exchange knowledge and deliver actionable solutions that drive measurable impact, advancing efficiency, reliability, and sustainability across the utilities sector.

Technical category themes



01

Power-Gen



02

Grid AI



03

Water & Climate



Price: \$80,000 + 5% VAT

Technical Conference

- Logo displayed on all Conference promotional material
- Logo displayed on the Conference stages during all content sessions
- Opportunity to provide a 30 second video to be played during breaks in content
- Membership of the Technical Committee



Price: \$50,000 + 5% VAT

Coffee Break

- Logo displayed at the entrance and within the allocated area
- Logo displayed on tent cards placed on all tables



Price: \$40,000 + 5% VAT

Workshop

- Hosting rights for a 90-minute workshop session
- Logo displayed on all workshop promotional material
- Logo displayed on workshop room signage and screen throughout session
- Opportunity to distribute collateral or branded gifts to attendees

MERCHANDISE



Price: \$45,000 + 5% VAT

Delegate Bag

- Logo printed on the exterior of the delegate bag
- Logo prominently displayed at all delegate bag collection points
- Opportunity to place a collateral within the delegate bag



Price: \$35,000 + 5% VAT

Conference Kit

- Logo printed on the exterior of the kit
- Logo printed on the pens and notepads contained within the kit
- Opportunity to place a collateral within the kit



Price: \$25,000 + 5% VAT

Water Bottles

- Logo printed on the exterior of the water bottles
- Logo positioned on all refill dispensers
- Opportunity to be positioned as a leader in sustainability



Price: \$25,000 + 5% VAT

Wireless Earbuds

- Logo printed on the exterior of the headphones
- Logo prominently displayed at all collection points
- Logo included on all promotional material related to the translation session



UTILITES CLUB PACKAGES

The Utilities Club is an exclusive, invitation-only members club designed to bring together senior leaders from across the utilities community, offering a dedicated space to connect, exchange insights, and engage in impactful dialogue.



01

**Strategic
networking**



02

**Private
meetings**



03

**VIP
audience**



Utilities Club

- Logo displayed on all promotional material
- Logo displayed at the entrance and throughout the interior
- Dedicated meeting suite for the use of senior executives
- 8 Utilities Club passes and 5 Utilities Club guest passes



Meeting Suite

- Dedicated meeting suite for the use of senior executives
- Logo displayed on the exterior and interior of the meeting suite
- Dedicated concierge available for your meeting room
- 4 Utilities Club passes and 4 Utilities Club guest passes

2 REMAINING



Catering

- Logo displayed at the catering area
- Logo displayed on the catering menus



Power Banks

- Strategically located throughout the Utilities Club and available to all members
- Opportunity to provide an important service for VIP attendees

LEADERSHIP ROUNDTABLE PACKAGES

By invitation only, the World Utilities Congress Leadership Roundtables bring together top industry and policy experts in an exclusive forum. These dynamic discussions turn insight into action, driving forward, practical solutions that will shape a more sustainable, resilient future for utilities worldwide.

This invitation-only platform enables decision-makers to



01

**Build
partnerships**



02

**Explore pioneering
innovations**



03

**Steer
progress**



Price: \$80,000 + 5% VAT

Leadership Suite **SOLD**

- Logo displayed on all promotional material
- Logo displayed at the entrance and throughout the interior
- Dedicated Utilities Club meeting suite for the use of senior executives
- 8 Utilities Club passes and 4 Utilities Club guest passes



Price: \$40,000 + 5% VAT

Leadership Roundtable

- Logo displayed on all pre-event marketing materials and post event output report related to the roundtable
- Seat at the roundtable reserved for a C-Suite representative
- Logo displayed on TV screens within the Suite
- Opportunity to distribute collateral to all roundtable participants
- Opportunity to participate in media interviews related to the roundtable

2 REMAINING

INNOVATION HUB

The Innovation Hub offers a dynamic platform to showcase transformative solutions shaping the future of utilities. Through live demonstrations and hands-on interactions, attendees will explore emerging technologies that drive efficiency, sustainability, and resilience.

Complementing this, the Innovation Theatres provide an engaging stage for industry leaders and technology pioneers to present cutting-edge advancements and real-world applications.



01

Technology leadership



02

Interactive platform



03

Industry recognition



Price: \$120,000 + 5% VAT

Innovation Hub

- Logo displayed on all promotional material
- Logo displayed within the Innovation Hub
- Includes a 36sqm of exhibition space within Innovation Hub (space only)
- Meeting lounge within the Innovation Hub



Price: \$60,000 + 5% VAT

Innovation Theatres **1 REMAINING**

- Logo displayed on all promotional material
- Logo displayed on Innovation Theatre stage set
- Opportunity for a C-Suite representative to deliver a keynote welcome address
- 1 Innovation Theatre speaking opportunity per day

F.U.E.L. PACKAGES

F.U.E.L. (Future Utilities and Energy Leaders) is dedicated to nurturing the next generation of industry leaders in the utilities sector. Including university students as well as fresh graduates taking their first steps in the industry, F.U.E.L. connects businesses with new talent and fresh perspectives.



01

**Youth
engagement**



02

**Graduate
programmes**



03

**Emiratisation
support**



F.U.E.L. Partner **SOLD**

- Logo displayed on all promotional material
- Opportunity to distribute collateral to participants
- Opportunity for a C-Suite representative to deliver a keynote welcome address



F.U.E.L. Kit

- Logo printed on the exterior of the bag available to participants
- Logo displayed at collection points
- Opportunity to place collateral within the bag

UTILITIES CONNECT

Offered as a complimentary, curated service, Utilities Connect enables exhibitors to participate in pre-scheduled, one-on-one meetings with vetted buyers who are actively seeking relevant technologies and services.



01

**Exclusive
matchmaking**



02

**Concierge
service**



03

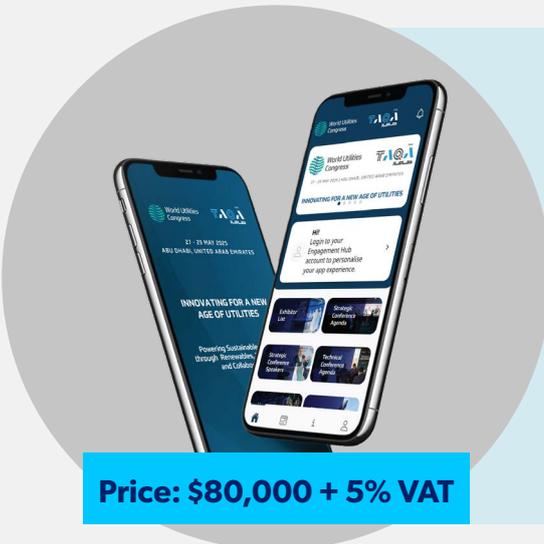
**Dedicated
meetings**



Price: \$120,000 + 5% VAT

Utilities Connect Partner

- Sponsorship of the Utilities Connect Dinner and Utilities Connect Lounge
- Logo displayed on the lounge entrance and interior
- Logo displayed on all promotional material
- Opportunity to display collateral or digital content within the meeting area
- Opportunity to distribute collateral to attendees within the Lounge



Price: \$80,000 + 5% VAT

Mobile Application

- Logo displayed on the home page of the mobile application
- Takeover advert displayed upon opening the mobile application
- Opportunity to send 1 push notification each day of the event
- Logo displayed on onsite signage promoting the mobile application
- Logo included on all pre-event collateral

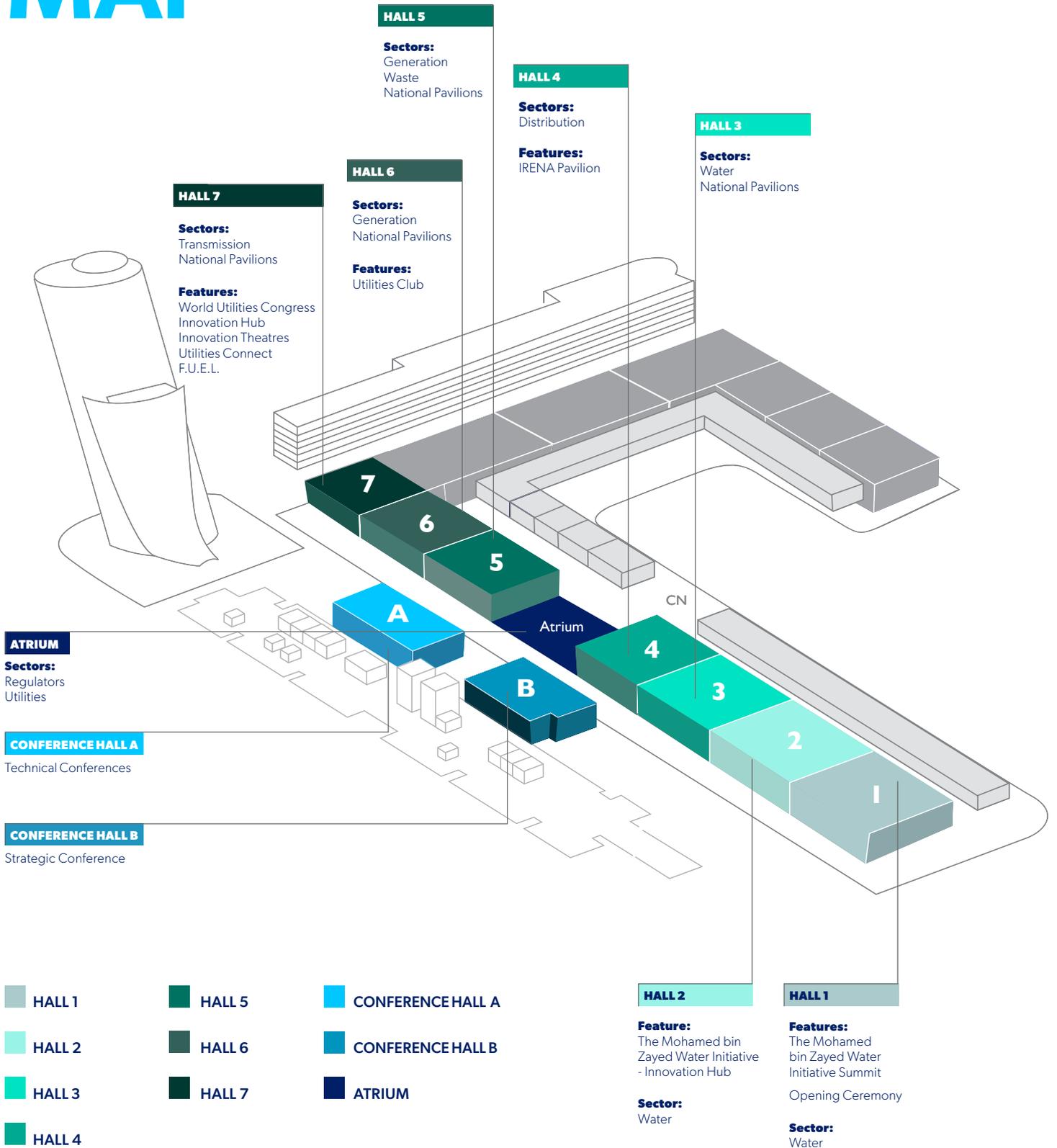


Price: \$50,000 + 5% VAT

Utilities Connect Lounge

- Logo displayed on the lounge entrance and interior
- Opportunity to display digital content within the meeting area
- Meeting area within Utilities Connect Lounge.

VENUE MAP



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SPONSOR: sponsorship@worldutilitiescongress.com

EXHIBIT: sales@worldutilitiescongress.com

CONFERENCE ATTENDEE: delegate@worldutilitiescongress.com

EVENT ATTENDEE: registration@worldutilitiescongress.com

SPEAKER ENQUIRY: conferences@worldutilitiescongress.com

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Canada

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