

Combining Asia's leading energy events

POWERGEN
ASIA

Asian
Utility Week

Enlit Asia

**28
30** SEPT 2021

ICE, BSD City,
Jakarta, Indonesia

**Enlit is your inclusive guide to
the energy transition.**

SPONSORSHIP

& Exhibition Prospectus

www.enlit-asia.com



Build your own bespoke package



Combining Asia's
leading energy events



Asian
Utility Week

SECURE YOUR CUSTOM SPONSORSHIP OPPORTUNITY!

The following options are designed to offer you great exposure for every message and for every budget level. Leverage your participation by choosing to be present across the whole Enlit Asia event, or within your industry sector. It's up to you. Mix and match your speaking slots and your presence to best suit your business strategy and audience.

INCLUDED IN ALL SPONSORSHIPS:

- Company logo with click through URL on event website, social media announcement, and event email marketing
- Company logo, based on hierarchy, included onsite on plenary sides, event structures, sponsors thank you signage, and in the Official Event Guide
- Company Logo on Post Event Report



CLICK HERE TO EMAIL US OR



**VISIT
ENLIT-ASIA.COM/SPONSOR**



**CLICK HERE TO DOWNLOAD
OUR EVENT PROSPECTUS**

INTERESTED IN SPEAKING?

Enlit Asia Summit topics will include:

- The Evolving Energy Landscape
- Regulatory & Policy Updates
- Country Briefings
- ASEAN's Renewable Energy Future
- AMI & Data Analytics
- Gas & LNG to Power
- Transmission & Distribution
- Financing ASEAN's Power Development
- Increasing Customer Engagement
- The Future of Coal in ASEAN's Energy Mix



CLICK HERE TO ENQUIRE ABOUT SPEAKING

WHAT DOES ENLIT ASIA COVER?



Power Generation



Digital Transformation



Energy Transition



Smart Energy



Transmission & Distribution



Renewables

AND MUCH MORE...

Thought Leadership Opportunities



VIP BREAKFAST



Interested in hosting a private event with your customers and prospects before the event opens? VIP breakfasts are a great way to share information and network without distractions.

- Half day room rental with AV, catering, seating, signage, and customised marketing
- Sponsor to fully control the agenda and content
- Assistance on content creation available as a top up
- Sessions available on the mornings of Wednesday 29th and Thursday 30th September

PRIVATE WORKSHOP



Looking to host an in depth workshop or users group with customers and prospects? This option allows exhibitors a dedicated space to hold sessions with their target audience .

- Half or full day room rental, A/V, signage, and catering
- Temp staff, registration management, and customised marketing campaigns available as well
- Available on Wednesday 29th and Thursday 30th September

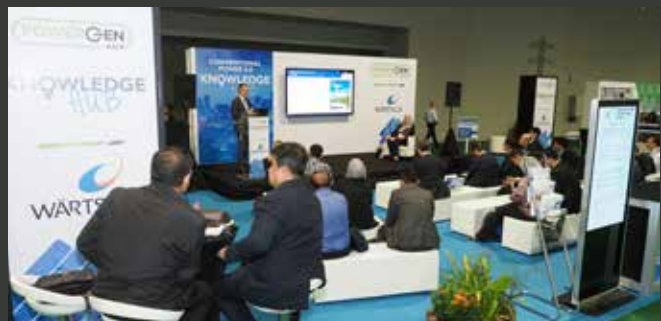
SUMMIT PANELIST OR MODERATOR



Interested in showcasing your company as experts and thought leaders to the people shaping the industry in the region? Moderate or speak on a relevant panel with Utilities/ IPPs/and other industry VIPs.

- Content will be targeting an executive level audience with a strategic focus on the industry and region
- Sponsor will work with Enlit Asia content director on which session will best showcase your expertise and vision to your audience

KNOWLEDGE HUB SPEAKER



Looking to showcase your company's technical expertise, case studies, or solutions to a more operational audience? Presenting in the knowledge hub helps you connect with attendees looking to learn about the latest technologies and projects.

- Individual slots are around 15 minutes, but opportunities for dedicated sessions are available on a limited basis
- Content can be technical in nature but should not be sales oriented to maximise audience engagement. Submissions subject to event management approval to ensure the highest quality program
- Placement based on availability

Branding & Signage Opportunities

ENTRANCE DOORS



This high impact branding opportunity means your logo will be on venue entrance doors visible to all attendees entering and exiting the venue throughout the week.

- Size and location of branding customisable
- Sponsor can select to exclusively own an entrance or select several windows to spread their message
- Artwork must be submitted end of July 2021

ENTRANCE WINDOWS



Another prominent high impact branding opportunity visible to all attendees and traffic. Great for companies looking to be one of the first messages people see each day.

- Size and location of branding customisable
- Sponsor can select to exclusively own a single location or have several locations throughout the venue to maximise impressions
- Artwork must be submitted end of July 2021

MAIN LOBBY ESCALATOR BRANDING



Looking to have your brand positioned in the main lobby next to plenary, summit sessions, and leading up to breakout rooms? Escalators perfectly position you for consistent exposure with our delegates and VIPs.

- Single sided escalator glass-cling facing in to the main lobby
- Escalator leads upstairs to breakout and meeting rooms
- Design of cling to be submitted to Enlit Asia operations 2 months before the event

FOYER HANGING BANNER



For companies looking for consistent messaging throughout the day, lobby banners are a perfect option to keep your company top of mind as attendees move around the convention centre. Packages from 1 to 10 flags available.

- Double sided hanging banners available in the exhibition centre's main lobbies
- Strategically place message outside hall entrances to direct people to your booth or brand your company
- Max 10 banners per lobby

Branding & Signage Opportunities



DELEGATE BAG



If utilities and senior level decision makers are your company's target, delegate bags give the opportunity for your brand to be in their hands the entire week and beyond. This exclusive opportunity will be seen by all attendees but only given to the delegates and VIPs.

- Laptop style bag exclusively for delegates and VIPs
- Sponsor has input on colour scheme to better showcase corporate branding if signed by July 2021
- Sponsor has the opportunity to have literature or a gift included in the bag

VISITOR BAG



Our visitor bag will be distributed to all visitors entering and exiting the hall, so if your company is looking to have their exclusive branding in the hands of all attendees, this is best for positioning.

- Can also include branded displays at entrances to include a more high-impact structure
- Exclusive branding on all visitor totes
- Sponsor has input on colour scheme of bags to showcase their corporate branding if signed by May 2021

ATTENDEE LANYARDS



Each and every attendee will receive an event lanyard at registration which are worn throughout the event. A great way for every attendee to engage with your brand for all three days.

- Sponsor logo on all registered Enlit Asia attendee lanyards

RESTROOM ADVERTS



Don't miss a chance to get your company's message in front of a captive audience. The place everyone has to go is an unexpected and high impact one place to advertise.

- Graphics to be positioned on mirrors in this venue
- Quantity and locations available on request

Branding & Traffic Driving Opportunities



FREE STANDING PANELS IN HALLS

FLOOR TILES



Looking to supersize your message outside of your booth? Life-size panels are available in common areas, conference, and areas with lots of footfall.

- Great for driving traffic and introducing new products
- Full colour artwork. Double and single sided available
- Placement based on availability



The exhibit hall is a busy place, stand out and drive your customers away from the competition and straight to your stand with strategically placed floor tiles.

- Fully customisable shape, design, and quantity
- Can be placed in exhibit hall, common areas, summit, etc.
- Excellent traffic driver

VIDEO BILLBOARDS



Have a traditional video advertisement you want playing on loop around the event? Video billboards are the perfect option to catch people's eyes.

- 8 branded screens to be placed around the event
- 8 second slots available, maximum video loop of 3 mins
- Video with full animation accepted, no sound

Branding & Networking Opportunities



DELEGATE LUNCH



When the delegates and VIPs break for lunch, the networking continues. Align your brand, messaging, and team in this exclusive area for premier access to the top level decision makers. Bespoke options available.

- Exclusive opportunity includes lunch on both Tuesday and Wednesday
- Includes tickets for sponsor's staff to attend and network

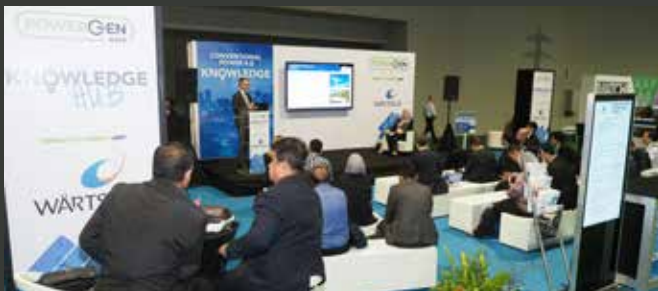
VISITOR CAFE



Open throughout the event, food courts stay busy with people stopping to refuel, take a quick break, or have informal meetings. This high visibility area is great for casting a wide net around a must-stop attraction.

- Exclusive naming and branding rights
- Customisable signage, displays, and giveaways

KNOWLEDGE HUB SPONSOR



Looking to align your brand with cutting edge content relevant to your target audience? Then sponsoring a hub on the show floor open for all attendees is the perfect position.

- Hubs available on Digitalisation, The Energy Transition, Life Cycle Mgmt. and Plant Optimisation, and the Grid
- Logo to be co-branded with event on the show structure
- Qualified speaking slot included

ENERGISED ISLAND



These lounges will be the focal point on the exhibition floor.

- Only sponsors can exhibit next to, and be promoted within, the networking zones
- Sponsors logo in lounge, on signage, and networking event marketing
- Networking open to all registered event attendees

Branding & Traffic Driving Opportunities



COFFEE BREAK



Multiple breaks throughout the event provide exclusive access to the delegates, speakers, and VIPs. Sponsoring provides branding and networking as everyone gathers to refuel.

- Branding on signage, showguide, and summit reminder slides
- Access for sponsor's staff and customers
- Held right inside the exhibition hall with room nearby for the sponsoring company's stand if desired

ATTENDEE EMAIL



The best way to have a successful event is to start marketing in advance. Let us push your message to the entire registered attendee list and make sure your stand/sessions are a must attend.

- Limited to one sponsored email per day
- Sent from sponsor's company on behalf of Enlit
- Great for RSVPs, appointment setting, and announcements

OFFICIAL SHOW GUIDE ADVERTISING



Be included in the only official event guide given out to all attendees. This positions your advertisement next to vital event information and continues the conversation beyond the event.

- Full and half page available as well as select premium positions
- Material must be received no later than July 15th

DIGITAL REGISTRATION



Looking to start the conversation with attendees early and drive traffic to your website? Advertise exclusively on our registration portal used by all pre-registered attendees.

- Sponsor banners available in multiple sizes
- Advertisement on confirmation email and fast track QR code email which has an open rate 3x higher than traditional email marketing
- Logo to appear under 'Powered by' on the portal

Stand Options for Enlit Asia



RAW SPACE PACKAGE



Should you prefer to build your own stand, raw space is the best option for you. Available for 18 sqm and larger.

In this package, only the space rental itself is included. Order forms for carpet, electricity and cleaning, plus building regulations, and health and safety guidelines are available in the exhibitor portal.

SHELL SCHEME PACKAGE



Looking for a no hassle exhibit option, shell scheme allows your company to minimise the cost and effort of building a booth.

Your Shell Scheme Exhibition Stand comprises of: Walling, carpet, furniture, electrical, lights, and cleaning. Full list of inclusions and add-ons available in the exhibitor portal.

Whatever option you choose all exhibitors at Enlit Asia receive unlimited exhibition staff passes, discounted delegate upgrades for staff, and unlimited complementary VIP tickets to give out to their Utility and IPP customers. Additionally exhibitors receive a 100 word company description in the event guide and on the event website, plus access to Connect! Event networking/appointment setting software.

ENHANCED SHELL STAND OPTION



Benefits of Enhanced Stand packages:

- Professional turnkey design for minimal cost
- Simply submit corporate graphics to personalise the look & feel
- No booth material transportation costs
- Avoid dealing with local contractors
- Ready on arrival
- Pre-event and onsite customer support provided by the official show contractor

MEETING ROOM



Looking for a non-traditional option that allows your team to meet privately with customers and prospects instead of having an open booth to staff? Meeting rooms are a great option or add on to a current stand without the trouble or cost of a custom build.

- Includes construction, furnishings, carpet, lockable door, and cleaning
- AV, catering, and custom external graphics available but not included



For one day every month, Enlit Asia+ provides a free to attend, neutral platform that will keep the industry engaged year round. Companies can take part in or host panel discussions, organise targeted roundtables and provide technical presentations, case studies, white papers, and other technical material, maintaining engagement beyond the tradeshow floor.

ENLIT ASIA+ SERIES CONTENT CALENDAR 2021

February

Grid Modernization

ASEAN's grid must be future proofed. This day will look at the technologies ensuring maximum grid reliability through intelligent transmission and distribution systems and real-time data provision.

Topics will include:

Distribution automation, Transmission automation solutions, Ancillary services, Asset management, Sensors & Monitoring, Grid-scale ESS

March

Optimising Plant Performance

This Enlit Asia+ session will showcase the latest technologies and strategies driving maximum efficiency and productivity across coal and gas plants around the world.

Topics will include:

O&M, Digitalisation, Operational Excellence, Asset Management, Performance Monitoring, Emissions Control

April

Demand Side & Customer Management

Customer demands are constantly increasing in an ever more connected world. The day will look at the implementation of AMI, communication technology, data management tools and strategies to increase engagement with customers.

Topics will include:

AMI Implementation, Data analytics, ICT Integration, Demand Forecasting, Demand Response

May

Flexible Generation

With increasing RE penetration, flexible power generation is, and will continue to be, increasingly necessary to balance the demand for power and the demand for greener sources. The day will examine the hardware, software and operating strategies enabling flexibility in generation assets as well as exploring the role of smaller generation assets.

Topics will include:

Cycling Management, Peaking Plants, Ancillary Services, Grid-scale Storage, Digital Technologies

June

Distributed Energy Resources & Smart Microgrids

The day will showcase the in-front-of, and behind-the-meter technologies driving the rise of DER in ASEAN, including DER management systems (DERMS) and how smart tech will ensure increased electrification through further microgrid development.

Topics will include:

DERMS, Energy Storage, Microgrid Controllers & Management Systems, DACS, Virtual Power Plants, Interconnection, Blockchain

July

Sustainable Generation & Storage

As sustainable energy increasingly features more prominently on the agendas of ASEAN governments and the private sector globally, the role of utility and small-scale renewable energy projects, waste-to-energy, biomass and even nuclear power, in securing a lower carbon future continue to be explored.

Topics will include:

Solar, Wind, Hydro, Waste-to-Energy, Biomass, Hydrogen Nuclear, Energy Storage Solutions

**FOR FURTHER INFORMATION ON THE ENLIT ASIA+ SERIES
AND THE LATEST UPDATES, PLEASE VISIT: [ENLIT-ASIA.COM/PLUS-SERIES](https://enlit-asia.com/plus-series)**



POWERING THE ENERGY CONVERSATION

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We connect you to the global energy community through a series of live and online events, topical content and matchmaking, supported by daily news created and curated by our established media brands.

VISIT WWW.CLARION-ENERGY.COM/EVENTS FOR MORE INFORMATION

OUR LIVE AND ONLINE EVENTS



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LIGHT & POWER

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AFRICA

RENEWABLE
ENERGY
WORLD

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