

Utility Week Live

EXHIBITION BROCHURE

16-17 MAY

Hall 12, NEC Birmingham

PLACE YOUR BRAND RIGHT IN THE HEART
OF THE MULTI-BILLION POUND WATER,
GAS, AND ELECTRICITY SECTORS

utilityweeklive.co.uk



UtilityWeek

COLLABORATIVE INNOVATION BROUGHT TO LIFE

**Utility
Week
Live**

AN INTRODUCTION TO UWL23

- ELLEN BENNETT, PORTFOLIO DIRECTOR

Utilities are in crisis. Floods, droughts, the cost of living and the war in Ukraine – energy and water companies have been battered on every front. But through it all, they remain committed to keeping the lights on, the taps running and the gas flowing. Against this backdrop, **delivering secure, sustainable, and affordable public services requires collaborative innovation**, as well as deep market reform and an active commitment to resilience in all its guises.

This requires leadership – from key industry players and partners. They must **create the conditions for innovation, lead the thinking on reform, and provide the solutions that will deliver resilience.**

Utility Week Live is the UK's biggest annual gathering of utilities professionals, with more than 2,500 industry players from across energy and water coming together to collaborate, innovate, and discover new solutions.

The content programme will be centred around frontline challenges, with a range of opportunities for exhibitors and sponsors to align themselves with these key areas:

- // Resilience in the round: wastewater & water efficiency
- // Smart, flexible networks
- // Delighting customers: best-in-class customer service
- // Optimising data and digitalisation
- // Transforming asset management
- // New approaches to capital delivery
- // Optimising workforce and field operations
- // Decarbonisation – delivering net zero

Align your business with the industry's most valuable source of insight:

UtilityWeek
Transform with confidence



EXHIBIT AT THE UK'S ONLY PAN-UTILITY EXHIBITION

We've reimagined the traditional exhibition format, **driving down costs** for exhibitors and simplifying the whole experience to ultimately deliver **more value and return on investment.**

VISIT CONNECT - LEAD CAPTURE PACKAGE

Contactless, lead generation for all exhibitors - unlimited access to the first-of-its-kind Visit Connect **lead capture technology**. Manage the contactless exchange of details on your stand and gather lead information on specific criteria chosen by you via unique QR codes.

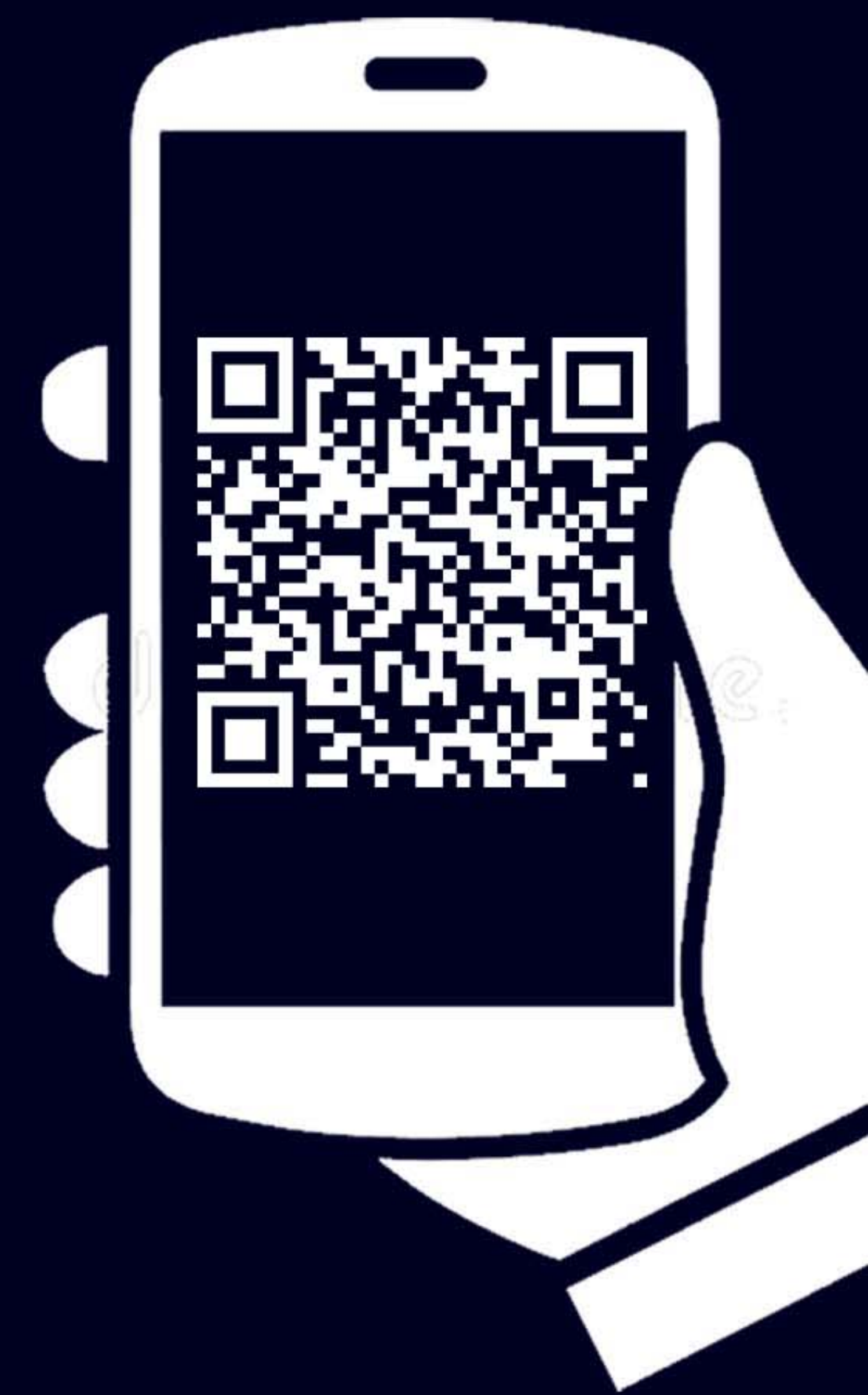
A READY-BUILT STAND

Your products and solutions will be the unmissable focus in this **innovative new stand concept.**

INCLUDED IN YOUR INVESTMENT

Each exhibitor will receive the following, great-value stand package:

- // A ready-built stand of AMP walling
- // Carpet
- // Name board
- // Visit Connect Lead Capture Package – unlimited licenses and QR codes
- // Access to meeting areas on the exhibition floor to support sales discussions
- // 365 marketing support



INVESTMENT FROM £4,231

 **connect**
WITH VISIT

BENEFITS OF EXHIBITING

MORE THAN JUST A TWO-DAY TRADE SHOW, YOUR BUSINESS WILL BENEFIT FROM YEAR-ROUND EXPOSURE

Join us on the **exhibitor journey** and be part of a multi-channel, year-round marketing campaign before, during, and after the show.



100,000

Feature in UWL's visitor campaigns delivered to a database of over 100,000 contacts



55,000

Have your exhibitor profile seen on the utilityweeklive.co.uk website with 55,000 unique users



50,000

Reach a combined following of 50,000 through a dedicated social media campaign

BENEFIT FROM AN EXTENDED AUDIENCE REACH AND FURTHER OPPORTUNITIES WITH:

UtilityWeek



Utility Week Live is a great opportunity to promote your products and your business. It gives customers and potential customers a chance to meet in one central hub to discuss collaborations going forward.

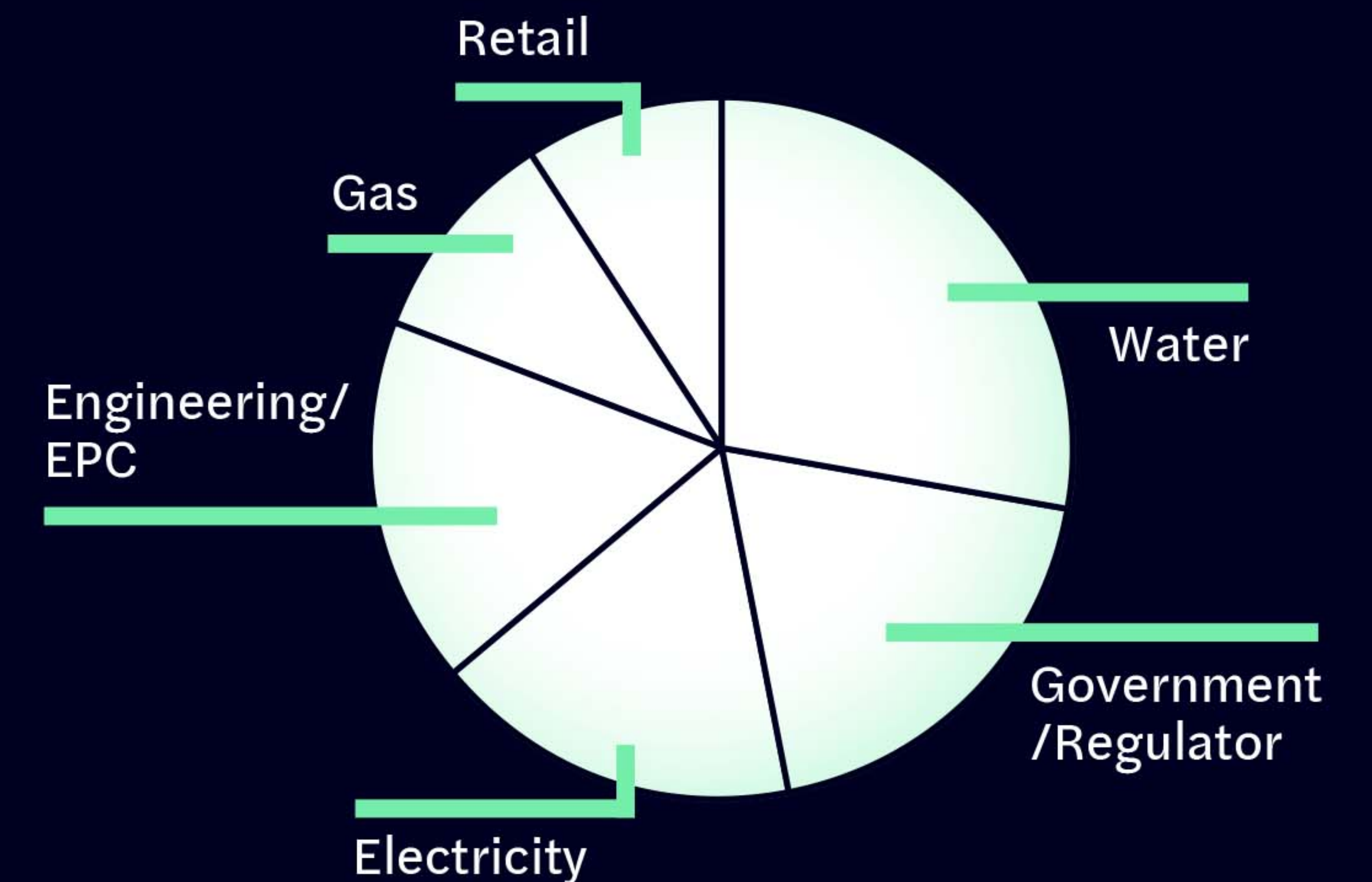
- UWL22 Exhibitor



NEW WAYS TO NETWORK AT THE BIGGEST ANNUAL GATHERING OF UTILITIES

Access 100% of UK utilities at Utility Week Live 2023

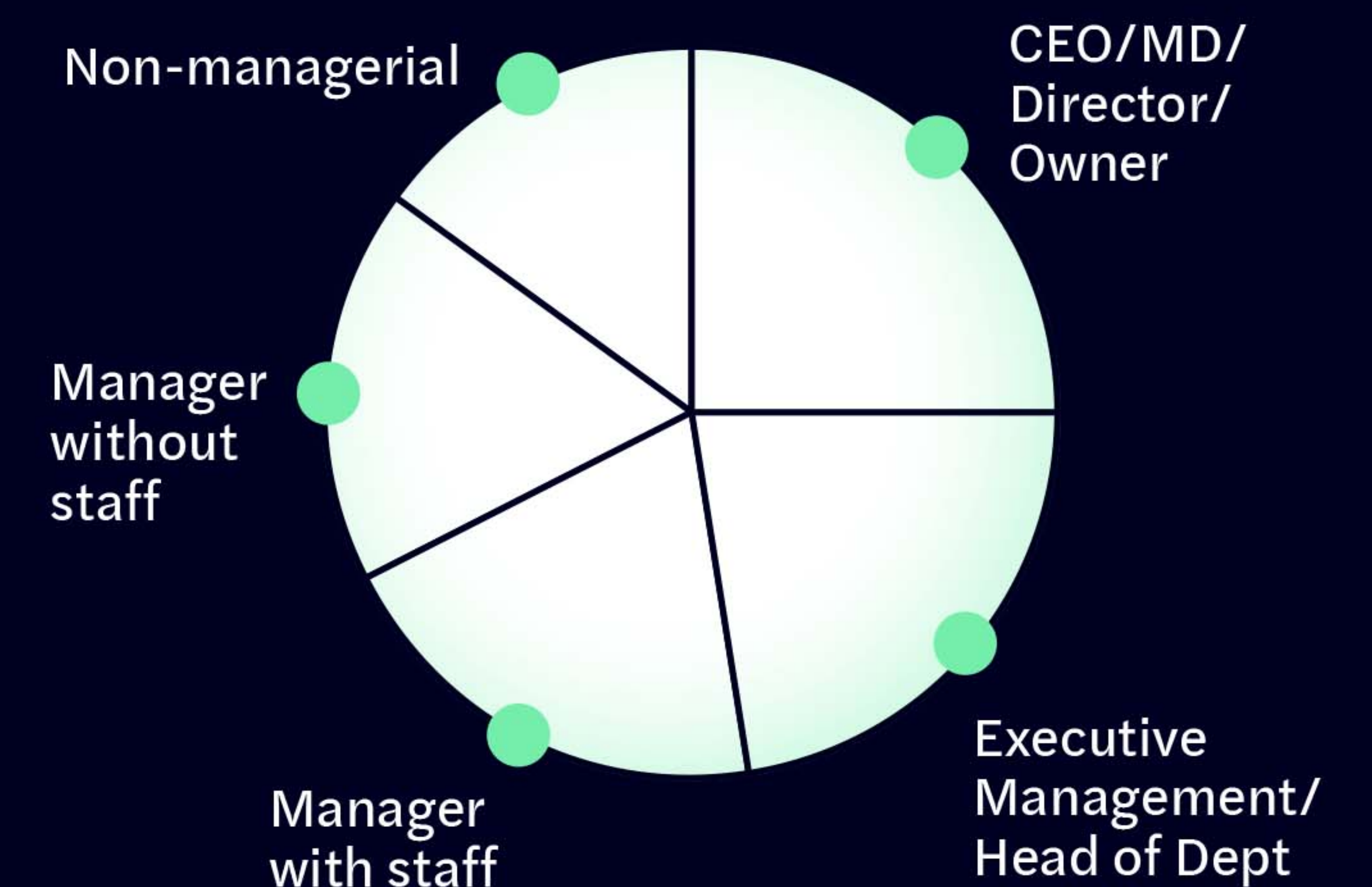
VISITOR STATS



TOP REASONS FOR ATTENDING

- 1 Networking
- 2 Seminar programme
- 3 Review new suppliers
- 4 Meet existing suppliers

VISITOR AREA OF INTEREST



VISITOR COUNT: DAY 1

①⑤②②

DAY 2

①⑩③③



TOTAL UNIQUE VISITORS

②②②④

SPONSORSHIP

AGE

	<u>HEADLINE</u>	<u>CO-SPONSOR</u>
SEMINAR SLOT		
10 minute speaking slot	Keynote x2	✓
90 minute workshop - invite only	✓	
Workshop sponsor welcome and round up	✓	✓
Workshop catering	✓	✓
60 minute workshop - select from pre-reg		✓
PRE-EVENT BRANDING		
Press release hosted on Utility Week Live website	✓	✓
Twitter announcement	✓	✓
LinkedIn announcement	✓	✓
Logo and profile on UWL website	✓	✓
Logo on featured sponsors page of UWL website	✓	✓
Billed on agenda	✓	✓
Speaker profile on website	✓	✓
ON-SITE BRANDING		
Headline sponsor branding on theatres	✓	
Co-sponsor branding on theatres		✓
Logo on 'you are here' board	✓	✓
Floor tiles	4	2
VIP access to speaker lounge	✓	
Logo on session slides	✓	✓
Stand credit	£10,000	£5,000
POST-EVENT		
Session write-ups on Utility Week	✓	✓
DATA		
Visit Connect lead capture package	✓	✓
Session data	✓	✓
Access to event app and meeting functionality	✓	



SPONSORSHIP

	CHALLENGE WORKSHOP	COLLABORATE EXCHANGE WORKSHOP	CHALLENGE SPONSOR
SEMINAR SLOT	10 minute speaking slot		✓
	Panel Q&A		✓
	90 minute workshop - invite only	✓	
	Workshop sponsor welcome and round up	✓	✓
	Workshop catering	✓	✓
	60 minute workshop - select from pre-reg		✓
PRE-EVENT BRANDING	Press release hosted on Utility Week Live website		✓
	Twitter announcement		✓
	LinkedIn announcement		✓
	Logo and profile on UWL website	✓	✓
	Logo on featured sponsors page of UWL website	✓	✓
	Billed on agenda		✓
	Speaker profile on website		✓
ON-SITE BRANDING	Logo on session slides	✓	✓
POST-EVENT	Session write-ups on Utility Week	✓	✓
DATA	Visit Connect lead capture package	✓	✓
	Session data	✓	✓



SPONSORSHIP

		SPEAKER LOUNGE SPONSOR	MEETING HUB SPONSOR
ON-SITE BRANDING	Logo on 'you are here' board	✓	✓
	Floor tiles	2	2
	Branding on meeting hub walls		✓
	Branding on speaker lounge walls	✓	
DATA	Visit Connect lead capture package	✓	✓

MARKETING OPPORTUNITIES

SOCIAL MEDIA & PR PACKAGE

- // Press release hosted on UWL website and promoted on social channels
- // Press release hosted on Utility Week
- // Twitter sponsor announcement
- // LinkedIn sponsor announcement

BRANDING PACKAGE

- // Logo on floor plan handout
- // Logo on 'you are here' board
- // 2 floor tiles

YOUR MARKETING CAMPAIGN WILL BEGIN AT SIGN-UP. SCAN THE QR CODE TO ENQUIRE:

EMAIL

- // Solus email
- // E-newsletter MPU box advert
- // E-newsletter press release featured in news section
- // E-newsletter featured exhibitor

WEBSITE

- // MPU advert on homepage above fold
- // MPU advert on homepage below fold
- // Logo and profile on featured exhibitor carousel on homepage



GET IN TOUCH

#UWVL 23

GET IN TOUCH TO DISCUSS A TAILORED PACKAGE
THAT MEETS YOUR BUSINESS OBJECTIVES:

CHARLIE SCOTT

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