

# Utility Week Live

COLLABORATIVE INNOVATION  
**BROUGHT TO LIFE**

17-18 MAY 2022, NEC BIRMINGHAM

**EXHIBITION BROCHURE**

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

Brought to you by:

**UtilityWeek**

UtilityWeek  
**INNOVATE**

[utilityweeklive.co.uk](https://utilityweeklive.co.uk)



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# INTRODUCING UWL22

COLLABORATIVE INNOVATION BROUGHT TO LIFE

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Utility Week Live, the UK's only pan-utility exhibition, will reunite UK utilities, to drive collaborative innovation, and support strategic, technical, and operational professionals in solving critical business challenges.

***“Utilities need innovation – urgently and collectively – to meet the challenges of the future. Utility Week Live will create a time and space for collaboration, with the whole show experience geared towards making connections; discovering innovation; and sparking ideas and actions”***

Ellen Bennett, portfolio director, Utility Week

Three theatres will be packed with live content based around the frontline challenges utilities are experiencing, sharing innovation and best practice from within the industry and beyond. This **challenge programme** will be given year-round coverage on Utility Week Innovate, the new hub housed within the Utility Week platform, for technical and operational insight, and will feature regular project updates, case studies and insight into innovation from the utilities sector and beyond.

Align your business with the industry's most valued source of insight, be recognised as a key solution provider and meet your target audience face-to-face at this two-day event, attended by 100% of UK water companies, major energy retailers, gas network operators, and electricity networks.

**Utility  
Week  
Live**

17 - 18 May 2022  
NEC Birmingham

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INNOVATE**



# CHALLENGES

PAN ENERGY WATER

Utility Week Live will house three seminar theatres and four dedicated workshop spaces. The programme will be built around frontline challenges including:

## / SUPPORTING VULNERABLE CUSTOMERS

- Utilising technology to offer targeted support to the right customers at the right time
- Debt management, payment and billing solutions that support customers in need

## / DELIVERING BEST IN CLASS CUSTOMER SERVICES

- Digital transformation of customer service via artificial intelligence, bots and other solutions
- New approaches to customer engagement, from new operating platforms to new apps

## / OPTIMISING FIELD OPERATIONS

- Transforming operational efficiency via new technologies and workforce management solutions
- Best-in-class streetworks management

## / SUPPORTING THE POST-PANDEMIC WORKFORCE

- New approaches to remote working
- Equipping the 21st century workforce



## / **NEW APPROACHES TO ASSET MANAGEMENT AND MAINTENANCE**

- The transformative potential of predictive asset management and maintenance
- Harnessing data to drive operational efficiencies

## / **TRANSFORMING CAPITAL DELIVERY**

- Digital transformation of capital delivery
- Harnessing data to drive efficiencies on site

## / **DECARBONISING HEAT**

- Deploying new technologies including electric heat and hydrogen
- Whole system solutions to meeting net zero ambitions

## / **DECARBONISING TRANSPORT**

- Rolling out low carbon transport and the supporting infrastructure
- New business models arising from low carbon transport solutions

## / **DELIVERING SMART ENERGY NETWORKS**

- Supporting net zero ambitions with active network management techniques
- New approaches to system automation and control

## / **DELIVERING THE SMART METER ROLLOUT**

- How utilities can optimise their approach to getting meters into homes
- Harnessing smart meter data and maximising customer engagement

## / **DELIVERING SMART WATER NETWORKS**

- Seizing the opportunities offered by automation, big data, digital twins and more
- Creating a connected asset base

## / **NEW APPROACHES TO WASTEWATER TREATMENT AND RESOURCE RECOVERY**

- Driving wastefulness out of operations, processes and the use of resources
- Optimising the potential of a connected asset base

## / **NEW APPROACHES TO DRINKING WATER TREATMENT**

- The latest technical innovation transforming drinking water treatment
- Cutting edge catchment management approaches

## / **WASTEWATER: PHOSPHORUS REMOVAL**

- Finding the right combination of treatment techniques and technologies
- Ensuring compliance with AMP7 WINEP and the Water Framework Directive

*There will be plenary sessions on creating the conditions for innovation and achieving net zero targets, and opportunities across the two days for collaborative problem solving as well as informal and facilitated networking.*

*Get in touch to discuss placing your business on the biggest stage in UK utilities.*

# BE PART OF A YEAR ROUND CAMPAIGN...

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

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

- / Feature in UWL's visitor campaigns, delivered to a database of over 100,000 contacts
- / Have your exhibitor profile seen on the [utilityweeklive.com](http://utilityweeklive.com) website with over 160,000 annual users
- / Reach a combined following of over 32,000 through a dedicated social media campaign
- / Benefit from an extended audience reach and further opportunities with Utility Week and Utility Week Innovate

Your marketing campaign will begin at sign up. Get in touch today to take advantage of year-round exposure.



Reach utilities professionals in print,  
online, and face-to-face with  
Utility Week Live in partnership with  
Utility Week, and Utility Week Innovate.

# UtilityWeek

UtilityWeek  
**INNOVATE**



## FACE-TO-FACE

Communicate your brand story through the extensive pre-show marketing campaign, and then meet the UK's utilities, all of them at **Utility Week Live 2022**.



## PRINT

Keep the conversation going through **Utility Week** – the leading media brand in the sector.



## DIGITAL

Generate traffic and direct inbound leads via the UK's leading utilities news and intel platform [utilityweek.co.uk](http://utilityweek.co.uk) and a showcase page on [utilityweeklive.co.uk](http://utilityweeklive.co.uk)





## **ATTENDED BY 100% OF THE UK'S**

water companies, major energy retailers,  
gas network operators and electricity network  
operators.

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## **VISITORS ATTEND UTILITY WEEK LIVE TO:**

- / Seek out innovation and new technologies
- / Talk to product experts/technical staff
- / Source new products/suppliers, or
- / Meet existing suppliers



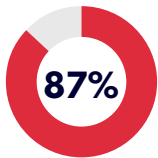
# UWL ATTENDEES



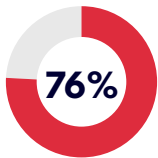
# LIVE EVENTS CHANGE MINDS



of business directors agree a person spends more money with companies they meet face-to-face



of business directors agree it's easier to communicate face-to-face than it is on the phone



of visitors at B2B exhibitions make new purchasing decisions and have existing ones reinforced



## FACE-TO-FACE ACCESS

Live marketing and selling to budget holders and decision makers; tell your brand story, sell your solutions, and generate valuable leads, while making and reinforcing connections.

## DIRECT DIGITAL TRAFFIC

Drive traffic to your digital platforms in the months before and after the event via your exhibitor profile, plus our newsletters delivered to the highly engaged UWL brand audience.

## MARKET AWARENESS

Keep your brand front and centre across UK utilities: UWL is the only dedicated utilities exhibition in the UK, placing you right in the heart of water, gas and electricity businesses, before, during and after the show.

## LEAD GENERATION

Unlimited access to the first of-its-kind 'Visit Connect' lead capture package. Manage the contactless exchange of details on your stand and gather lead information on specific criteria chosen by you, via QR code technology.

This powerful combination of sales and marketing benefits can only be delivered by Utility Week Live. Secure your prime spot on the 2022 floorplan without delay.

# OPPORTUNITIES



...direct disruption of utilities  
...director-level stakeholders  
...content through a live hackathon and meet the hackers

PASS £375 + VAT  
PASS £495 + VAT

...and dinner buffet lunch

FUJITSU  
MANDO  
sitecore

12.40-13.00  
Questions and answers  
14.00 - 14.20  
Delivering value through co-creation  
Graeme Wright, Fujitsu UK & Ireland  
14.20-15.20  
Opportunities for utilities  
post-2020  
Erik Nygard, Limejump  
Pamela Taylor, Ofgem  
Rebecca Dobb-Simkin, Octopus Energy  
15.20-16.00  
16-17.00  
...hackathon, state of the art  
seminars  
17.00-18.00  
VIP and Keynote  
drinks reception

...powered by  
...technologies and  
...engagement and

...g rem  
...hackathon, state of the art  
seminars  
...drinks reception

...drinks reception

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# EXHIBITION STAND OPPORTUNITIES

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.

**Contactless, lead generation for all exhibitors**

- Unlimited access to the first-of-its-kind Visit Connect lead capture package. Manage the contactless exchange of details on your stand and gather lead information on specific criteria chosen by you, via QR code technology.

**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
- / Spotlights
- / Graphic
- / 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 £3,275



# CHALLENGE OPPORTUNITIES

## KEYNOTE PLENARY SESSION

**£14,995**

60-minute session, followed by a 20–30-minute Q&A.

- / 5-minute speaker slot and involvement in Q&A
- / Session attendee data
- / Inclusion in post-event review
- / Logo on UWL website
- / Logo and profile in digital event guide

## BREAKFAST MEETINGS

**£12,995**

90-minute workshop or roundtable.

- / Sponsor welcome and round-up
- / Logo on UWL website
- / Logo in digital event guide

## SPEAKER

**£7,995**

- / 10-minute slot and involvement in the Q&A
- / Logo on UWL website
- / Logo and profile in digital event guide

## SPONSOR

**£10,995**

- / 10-minute slot and involvement in the Q&A
- / Session attendee data
- / Logo on UWL website
- / Logo and profile in digital event guide
- / Logo on pre-event challenge marketing
- / Inclusion in post-event review

## CHALLENGE SOLUTION SHOWCASE

**£2,995**

A 25-minute showcase session followed by a 10–15-minute Q&A.

- / 3-minute showcase slot and involvement in the Q&A
- / Logo on UWL website
- / Logo in digital event guide

## CHALLENGE WORKSHOPS

**£14,995**

A 90-minute workshop or roundtable.

- / Sponsor welcome and round-up
- / Logo on UWL website
- / Logo and profile in digital event guide
- / Inclusion in post-event review





# UPGRADE OPPORTUNITIES

## SOCIAL MEDIA & PR PACKAGE

**£1,495**

- Press release hosted on UWL featured news page
- Twitter news announcement x 2
- LinkedIn news announcement x 2

## BRANDING PACKAGE

**£2,495**

- Full page in digital show guide
- Listing with logo and company bio in digital show guide
- Logo on floor plan handout at show
- Logo on 'you are here' board at show
- 2 floor tiles

## DIGITAL SHOW GUIDE RATES

Full page	£1,200
1/2 page	£975
1/4 page	£600
Enhanced listing	£295

## WEBSITE RATES

MPU advert on homepage above fold	£1,900
MPU advert on homepage below fold	£1,100
Logo + profile on featured exhibitor carousel on homepage	£295

## EMAIL RATES

1 x solus email	£1,900
E-newsletter MPU box advert	£800
E-newsletter press release featured in news section	£600
E-newsletter featured exhibitor listing	£295

## AT SHOW RATES

Speaker lounge sponsor	£POA
Meeting hub sponsor	£POA
Coffee point sponsor	£POA

# GET IN TOUCH #UWL

Get in touch to discuss a tailored package that meets your business objectives:

**CHARLIE SCOTT**

Business Development Manager

Direct: 01342 332018

Mobile: 07733 232925

**KATIE LAWLESS**

Business Development Manager

Mobile: 07376 332394

email: [utilityweeklive@fav-house.com](mailto:utilityweeklive@fav-house.com)

[utilityweeklive.co.uk](http://utilityweeklive.co.uk)

