

UtilityWeek

Live
2025

20-21 MAY 2025 / NEC BIRMINGHAM

Place your
brand right in the
heart of the
**multi-billion
pound water, gas
and electricity
sectors**

Exhibit / Sponsor / Speak

A **UtilityWeek** event

✕ f in

Certified



Corporation

Lead the change at Utility Week / **Live** 2025



ELLEN BENNETT,
MANAGING DIRECTOR

Are you ready for the new era of infrastructure? As the UK's energy companies strive to make net zero a reality, and water companies work to deliver pollution-free waterways, the sheer scale and pace of delivery is unprecedented.

Utilities are changing. They're changing how they build assets, how they operate them, and how they communicate with and serve their customers. Meanwhile the policy landscape around them is changing. The government is changing. And customers are changing, with new needs and expectations that utilities must meet.

Are you ready to be part of that change?

UWL25 offers the ideal, year-round platform to showcase your commitment and leadership to the industry.

Align your business with the following five themes:

Smart utilities:

Infrastructure rollout at pace comes with an urgent need to deploy open data, digital solutions and smart networks. We showcase the innovative solution providers making this happen.

Sustainable infrastructure:

Bringing together the engineers, contractors and kit and tech suppliers who can deliver the new vision for infrastructure.

Innovation:

Innovation is at the heart of UWL25, with the UK's leading utilities energy and water companies showcasing their own innovation programmes.

Customer, culture and workforce:

Achieving the vision for a new era of infrastructure requires a reset of the relationship with customers. UWL25 will showcase the advanced solutions for customer service and workforce management that really make a difference on the ground.

Energy flexibility:

A critical enabler for net zero, flexible energy is where the most exciting innovation in utilities will take place over the next 30 years. We provide a home for the key players in this emerging market.

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

UtilityWeek
Transform with confidence

UWL 2025 Challenge Sessions

Smart utilities:

- 1 Smart metering
- 2 Predictive and proactive asset management
- 3 AI, automation and digital tools for assets
- 4 Open data
- 5 Digital twins and BIM
- 6 Smart Water
- 7 TBC*
- 8 TBC*
- 9 TBC*

Sustainable infrastructure:

- 1 Hydrogen
- 2 Storm overflows and pollution
- 3 Nature based solutions & blue/green infrastructure
- 4 Resource recovery / bioresources
- 5 Carbon capture, utilisation and storage
- 6 Modernising and digitalising infrastructure (delivery)
- 7 Climate resilience and preparedness
- 8 Optimising assets and driving efficient networks
- 9 TBC*

Customer, culture and workforce:

- 1 Customer trust
- 2 Digital readiness & skill
- 3 Data and digital driven customer service
- 4 Vulnerable customers
- 5 Innovation in billing
- 6 Decarbonisation of heat
- 7 Field ops
- 8 TBC*
- 9 TBC*

Energy flexibility:

- 1 DNO to DSO: smart tools and digital infrastructure for flexibility
- 2 Automating flexibility: removing the barriers to consumer participation
- 3 Market regulation and governance
- 4 Maximising flexible storage
- 5 Leveraging tariff innovation for flexibility
- 6 Deploying inclusive and accessible flexibility services for domestic customers
- 7 Balancing market interoperability
- 8 Unearthing the flexibility potential of low carbon heat
- 9 TBC*

SPEAK

Take a session in UWL's award winning content programme.

NETWORK

Sponsor one of our networking spaces, including the Coffee Hub and Speaker & VIP lounge.

FEATURE

There are a host of returning and new features at UWL25, including the Local Government Pavilion, Future Leaders Pavilion and the Flex Awards.

Speak to us about ways to get involved!

*Help shape the content! Get in touch to be part of our market wide research programme.

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Exhibit at Europe's **biggest annual gathering** of pan-utilities

Utility Week Live, is Europe's only pan-utility exhibition, showcasing the latest innovations, technologies, and solutions driving the transformation of the utility sector.

Attended by 100% of UK utilities, exhibiting at or sponsoring **UWL25** should be central to the sales and marketing strategies of any company looking to make an impact.

HERE'S WHY

LEAD GENERATION AND SALES ACCELERATION:

Build a solid sales pipeline and secure top-tier leads by engaging with key decision makers in the multi-billion pound water, gas, and electricity sectors.

AMPLIFY YOUR IMPACT:

Benefit from our 365, multi-platform marketing approach across Utility Week's channels to maximise your reach and position your brand as a utilities partner and solution provider.

HIGH-QUALITY NETWORKING:

Harness the power of face-to-face interactions - forge invaluable connections, gain frontline customer insights, reinforce existing relationships, and craft strategic alliances.

THOUGHT LEADERSHIP:

Align your business with UWL25's five industry-trending themes. Become a trusted utilities thought leader and elevate your brand reputation and authority within the sector.

BRAND ACTIVATION:

Bring your brand to life in front of 3,500+ professionals with buying power at Europe's biggest annual gathering of pan-utilities, and make a lasting impression.

LEAD THE CHANGE:

Be seen as a driving force propelling the industry forward - align your business with one of UWL25's five industry-trending themes and make your impact on UK utilities' biggest stage.

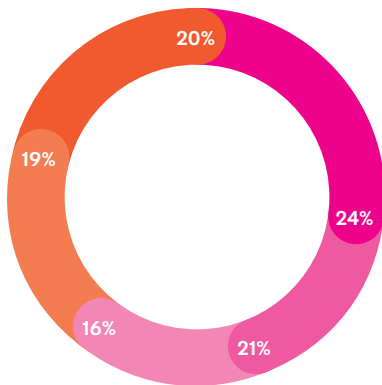


Audience breakdown

Access 100% of UK utilities at Utility Week Live 2025

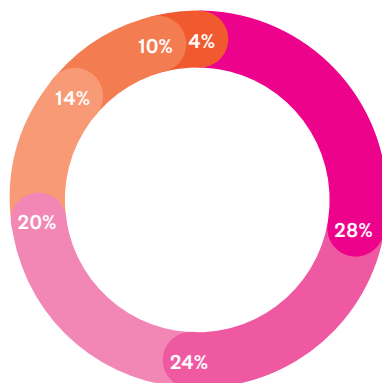
Level of seniority

- ▶ CEO/Managing Director/Director/Owner
- ▶ Executive Management/Head of Department
- ▶ Manager with staff
- ▶ Manager without staff
- ▶ Non-managerial



Visitor breakdown

- ▶ Water
- ▶ Electricity transmission distribution & generation
- ▶ Construction/Engineering
- ▶ Gas Transmission/Distribution
- ▶ Energy & water retail
- ▶ Gov/Reg/Trade Association



Source: 2024 registration data

2024 visitor count

Day 1 1,866

Day 2 1,470

Total unique visitors

3,356

Top reasons for attending

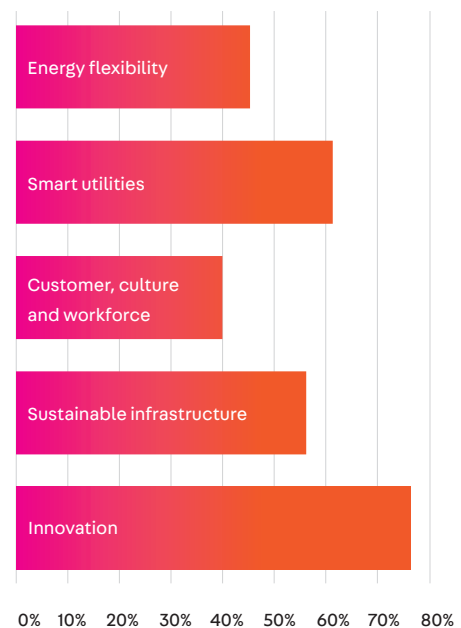
1 Networking

2 Seminar programme

3 Meet existing suppliers

4 Review new suppliers

Visitor areas of interest



Included in your investment

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

Your exhibition package will include:

- ▶ A ready-built stand of AMP walling
- ▶ Carpet and name board
- ▶ Visit Connect lead capture package - unlimited licenses and QR codes
- ▶ Access to meeting areas on the exhibition floor to support sales discussions
- ▶ A company profile on the UWL25 website and show app
- ▶ A year-round multi-channel marketing campaign as part of the UWL25 exhibitor lineup, which includes coverage on the Utility Week Live website, your press releases hosted and an announcement on social media platforms.

Investment from

£4,912

GET IN TOUCH

Headline Partner Package

Thought Leadership // Branding // Networking // Data

Headline sponsorship of Utility Week Live 2025 would cement your position in the industry as an unrivalled thought leader.

You would benefit from high profile branding before, during and after the show as part of UWL's multi-channel marketing campaign which has a reach of over 100,000.

You would feature prominently as part of the content programme alongside high-profile industry experts with 2 Keynote Stage speaking slots positioning you as subject matter experts. These talks are intended to position you as a thought leader – providing practical insights in the context of the session theme which may also include a panel Q&A.

You will also have direct access to key industry leaders at both an exclusive invite-only round table evening dinner (off site) and a 90 minute workshop taking place on the show floor. Each bespoke

event will be designed in discussion with you as our partner. You can also welcome attendees and provide a round up.

The partnership includes a 6m x 5m space only position in a prominent area of the floorplan (worth £19k) which will be highlighted on the "you are here" boards and floorplan handouts as well as 5 x passes to the VIP/Speaker Lounge for additional networking opportunities.

You will also benefit from a premium data package including all audience data from the Keynote Theatre and unlimited licences for Visit Connect - our lead/data capture technology which enables the swift collection of visitor data via QR codes and badge scanning from your stand.

Full deliverables:

- ▶ 2 x 10 minute Keynote Stage speaking slots and part of Q&A panel
- ▶ 8 person invite-only round table dinner
- ▶ 8 person invite-only workshop
- ▶ Press release hosted on Utility Week Live website
- ▶ Social media announcement of partnership
- ▶ Enhanced web listing on UWL website
- ▶ Logo on featured sponsors page of UWL website
- ▶ Speakers billed on agenda and speaker profiles on website
- ▶ Headline Sponsor Branding on all 6 Theatre Stages
- ▶ Logo on visitor badges
- ▶ Logo on 'you are here' board and floorplan handout
- ▶ 30 second vox pop to be used in UWL marketing campaign
- ▶ Visit Connect lead capture package
- ▶ Attendee data for all Keynote Theatre sessions
- ▶ 2 x 500 word post-event round table/workshop write-up
- ▶ 2 x 300 word speaker Q&As published online post-event
- ▶ 5 x passes to VIP/Speaker Lounge
- ▶ 6m x 5m space only stand

Sponsorship from

POA

GET IN TOUCH

Co-Sponsorship Package

Thought Leadership // Branding // Networking // Data

Co-sponsoring Utility Week Live 2025 would firmly establish your position as a thought leader in the industry whilst benefitting from high profile branding before, during and after the show as part of UWL's multi-channel marketing campaign which has a reach of over 100,000.

You will take to the stage with a 10 minute speaking slot in one of the Challenge Sessions and participate in the panel Q&A. These talks are intended to position you as a thought leader – providing practical insights in the context of the session theme.

You will also have direct access to 8-10 key industry leaders at an exclusive invite-only workshop. The discussion can be linked to our Challenge Programme or bespoke topic and will be designed in discussion with you as our partner. You can also welcome attendees and provide a round up.

The partnership includes a 6m x 5m space only position in a prominent area of the floorplan (worth £19k) which will be highlighted on the “you are here” boards and floorplan handouts.

You will also benefit from an enhanced data package including the attendee data for the session you presented including name, job title, company name and email address and unlimited licences for Visit Connect - our lead/data capture technology which enables the swift collection of visitor data via QR codes and badge scanning from your stand.

Full deliverables:

- ▶ 10 minute speaking slot and part of Q&A panel
- ▶ 8 person invite-only workshop
- ▶ Press release hosted on Utility Week Live website
- ▶ Social media announcement of partnership
- ▶ Enhanced web listing on UWL website
- ▶ Logo on featured sponsors page of UWL website
- ▶ Speaker billed on agenda and speaker profile on website
- ▶ Co-Sponsor branding on all 6 Theatre Stages
- ▶ Logo on ‘you are here’ board and floorplan handout
- ▶ 30 second vox pop to be used in UWL marketing campaign
- ▶ Visit Connect lead capture package
- ▶ Attendee data for selected Challenge Session
- ▶ 500 word post-event workshop write-up
- ▶ 300 word speaker Q&As published online post-event
- ▶ 6m x 5m space only stand

Sponsorship from

POA

GET IN TOUCH

Challenge Stage Partner Package

Thought Leadership // Branding // Networking // Data

This new package offers prominent branding on one of our Challenge Theatres, positioning your brand as an authority within that thematic space to all visitors attending any session over the course of the two days.

You will also have direct access to 8-10 key industry leaders at an exclusive invite-only round table evening dinner. The discussion will be linked to the Challenge Stage theme and will be designed in discussion with you as our partner. You can also welcome attendees and provide a round up.

In addition, you will take to the stage with a 10 minute speaking slot in one of the Challenge

Sessions and participate in the panel Q&A. These talks are intended to position you as a thought leader – providing practical insights in the context of the session theme.

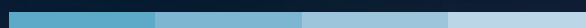
Post-event, you will be provided with the attendee data for the session you presented including name, job title, company name and email address.

Full deliverables:

- ▶ 10 minute speaking slot and part of Q&A panel
- ▶ 8 person invite-only round table dinner
- ▶ Press release hosted on Utility Week Live website
- ▶ Social media announcement of partnership
- ▶ Enhanced web listing on UWL website
- ▶ Logo on featured sponsors page of UWL website
- ▶ Speaker billed on agenda and speaker profile on website
- ▶ Branding on selected Challenge Stage backdrop
- ▶ Logo on 'you are here' board and floorplan handout
- ▶ 30 second vox pop to be used in UWL marketing campaign
- ▶ Attendee data for selected Challenge Session
- ▶ 500 word post-event round table write-up
- ▶ 300 word speaker Q&A published online post-event

Challenge Theatres:

Smart utilities:



Sustainable infrastructure:



Innovation:



Customer, culture and workforce:



Energy Flexibility:



Sponsorship from

£39,995 + VAT

GET IN TOUCH

Challenge Workshop Package

Thought Leadership // Networking

Sponsoring a workshop positions your company as a thought leader, allowing you to directly engage with industry experts and decision-makers fostering valuable networking opportunities that can lead to strategic partnerships.

You will also have direct access to 8-10 key industry leaders at an exclusive invite-only workshop. The discussion can be linked to our Challenge Programme or bespoke and will be designed in discussion with you as our partner. You can also welcome attendees and provide a round up.

Post-event, a write-up of the workshop (500 words) will be published on the Utility Week website.

Full deliverables:

- ▶ 8 person invite-only workshop
- ▶ Press release hosted on Utility Week Live website
- ▶ Social media announcement
- ▶ Enhanced web listing on UWL website
- ▶ Logo on featured sponsors page of UWL website
- ▶ 500 word post-event round table write-up

Sponsorship from

£15,995 + VAT

GET IN TOUCH

Challenge Sponsorship Package

Thought Leadership // Branding // Data

Having a speaking slot at Utility Week Live will enhance your visibility and credibility within the industry, providing a valuable platform to showcase your expertise in front of an audience of potential clients and partners.

You will take to the stage with a 10 minute speaking slot in one of the Challenge Sessions and participate in the panel Q&A. These talks are intended to position you as a thought leader – providing practical insights in the context of the session theme.

Post-event, you will be provided with the attendee data for the session you presented including name, job title, company name and email address.

Full deliverables:

- ▶ 10 minute speaking slot and part of Q&A panel
- ▶ Press release hosted on Utility Week Live website
- ▶ Social media announcement
- ▶ Enhanced web listing on UWL website
- ▶ Logo on featured sponsors page of UWL website
- ▶ Speaker billed on agenda and speaker profile on website
- ▶ Attendee data for selected Challenge Session
- ▶ 300 word speaker Q&A published online post-event

Sponsorship from

£15,495 + VAT

GET IN TOUCH



"We attend several events per year across our targeted sectors. UWL is by far the best organised event we exhibit at. The footfall to the stand is tremendous, we have expanded our leads/opportunities significantly and are already following up with the contacts that visited our stand. This event is now firmly in our calendar for forthcoming years."

UWL24 EXHIBITOR



"Footfall has been fantastic! We've generated a lot of new business leads with tonnes of follow ups."

UWL24 EXHIBITOR

"Excellent exhibition with fantastic networking - we've rebooked for 2025!"

UWL24 EXHIBITOR

"Great conversations, well organised, we're coming back in 2025 with a bigger stand."

UWL24 EXHIBITOR



* Source: UWL24 post-show survey

Get in touch

Your marketing campaign will begin at signup.

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

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#UWL25



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