

# 25<sup>th</sup> World Energy Congress

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From 24-27 October 2022, all eyes will be on St Petersburg as more than 7,000 international energy stakeholders convene for the 25th World Energy Congress.

Marking the centenary of the World Energy Council, this most prestigious and influential global event, hosted at the highest political level, welcomes leaders from all corners of the world as they come together to shape the future of energy.

The 25th World Energy Congress will unite a truly inclusive and deeply experienced global community of energy leaders and visionaries, professionals and scholars, pioneers and activists, designers and builders, operators and disruptors. It will build new bridges to the future by shining a light on emerging and different energy realities.

As we celebrate 100 years of the World Energy Council, join us in the cultural capital of the Russian Federation and participate in shaping the future of energy at the World Energy Congress.

Be part of this memorable moment!



\*This data is all drawn from the World Energy Congress 2019.

In the 99-year history of the World Energy Council, the Congress has been held in more than 20 cities worldwide.





# CONGRESS AUDIENCE

The World Energy Congress provides a unique space for the global energy community to come together and engage in strategic dialogue on critical developments in the energy sector.



## Sectors

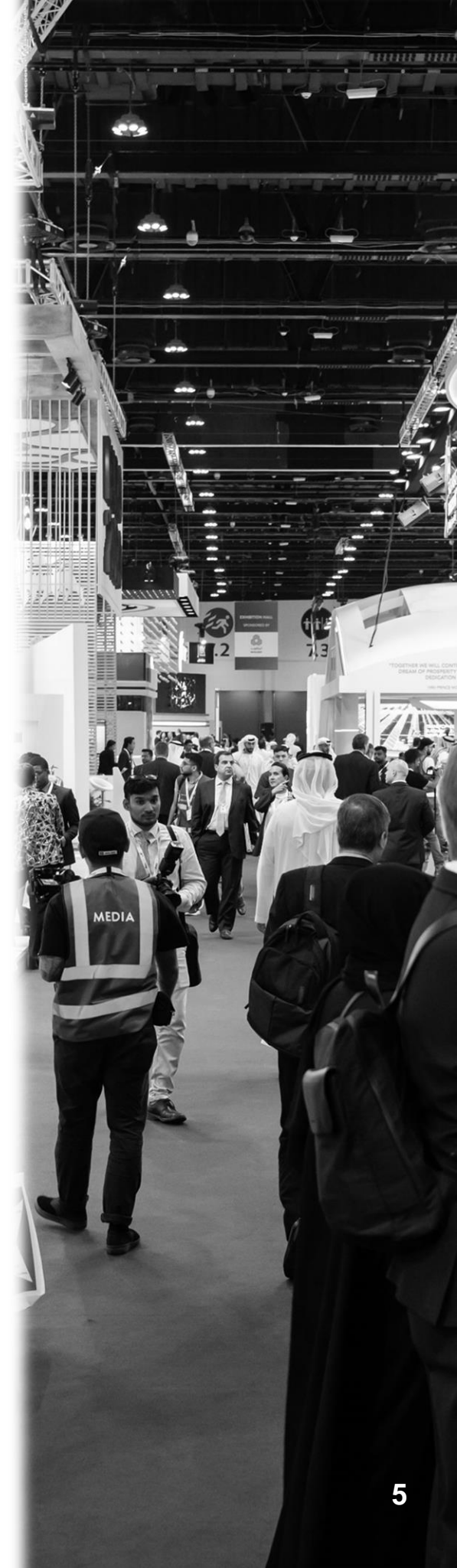
- Hydrocarbons / fossil fuels
- Nuclear
- Renewables
- Power and utility
- Technology and innovation
- Mobility and cities
- Manufacturing and infrastructure
- Government and non-profit
- Policy and markets
- Financial services
- Consultancy
- Academia
- Consumers

## Attendees

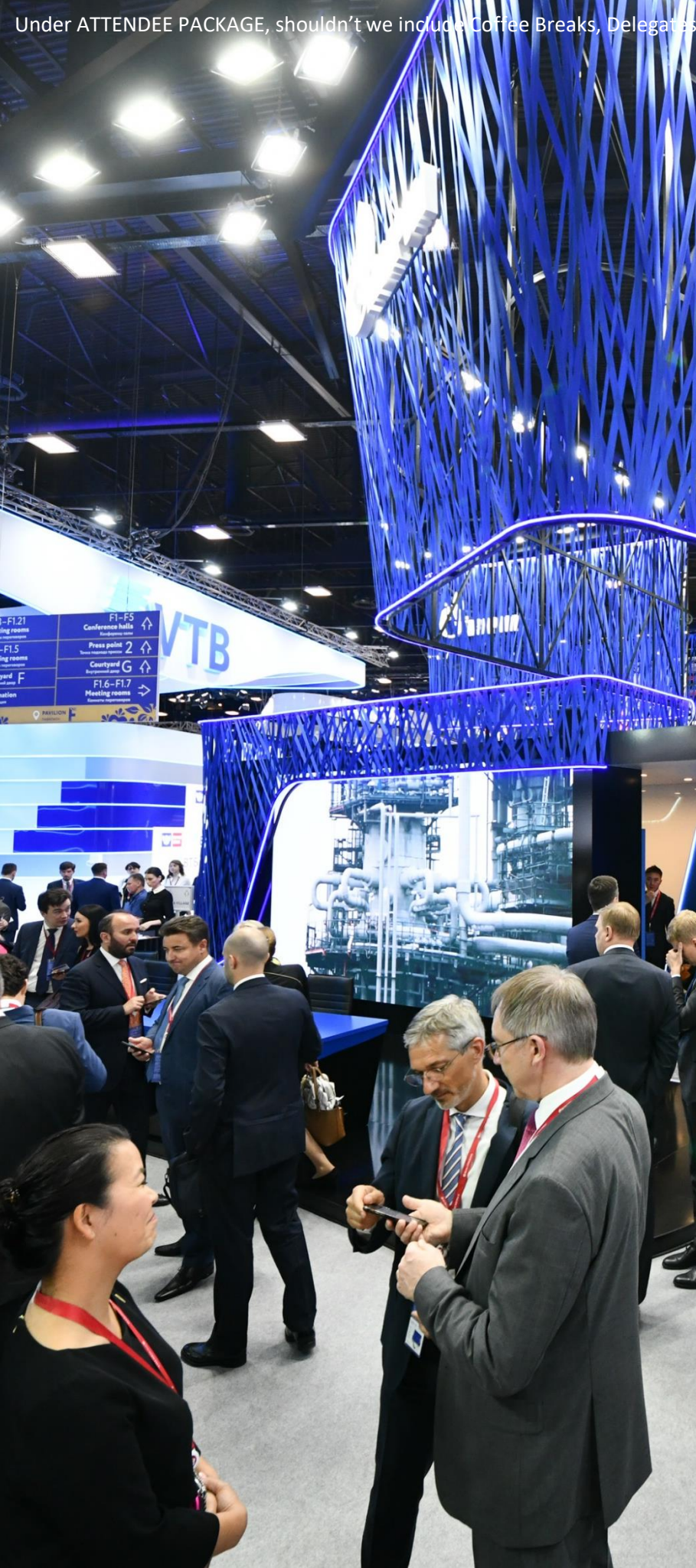
- Ministers and government bodies
- C-suite executives from private and state corporations
- Heads of NGOs, and intergovernmental organisations
- Energy practitioners, experts, and academia
- Start-ups and entrepreneurs
- Young energy leaders

[worldenergycongressrussia.org](http://worldenergycongressrussia.org)

# GET INVOLVED







## CONGRESS ATTENDEES

With four days of content and networking, there are numerous opportunities for attendees to convene, connect and collaborate. The Congress offers content programmes for various audiences, a world-class exhibition and unrivalled networking opportunities, together with side events, thematic lounges and bilateral meetings.

## THE CONTENT PROGRAMME INCLUDES

- More than 70 sessions across a range of formats, from high-level plenaries and keynote addresses to parallel sessions and interactive workshops.
- The World Energy Leaders' Summit (WELS), a private, high-level roundtable for ministers, CEOs, partners, sponsors, and special guests.
- The Future Energy Leaders' (FEL) Congress with sessions tailored specifically for the World Energy Council's FEL-100 global impact community of exceptional young professionals.

## ATTENDEE PACKAGE:

- all sessions of the content programme, excluding private invitation-only events
- cultural and sporting events, excluding invitation-only events
- Coffee Breaks, Delegates Luncheons, Free shuttle buses to official hotels, etc

# REGISTRATION FEES (USD)



Category / Cost in USD	Early registration	6 months in advance	2 months in advance
World Energy Council members	2,900	3,400	3,400
Non-members	4,000	4,500	5,000
Fixed rates for sponsors	3,000	3,000	3,000
Fixed rates for exhibitors	4,000	4,000	4,000
Key government officials	0	0	0
Speakers and presenters	0	0	0
Future Energy Leaders –FEL-100 (100 people)	0	0	0
Future Energy Leaders (separate to the FEL-100)	2 300	2,300	2,300
Developing Countries Scheme (250 people)	0	0	0
Accompanying person	1,300	1,300	1,300
World Energy Council officials and staff	0	0	0
Media	0	0	0
Visitors (access to the exhibition area only)	240	240	240

- The registration fees for the 25<sup>th</sup> World Energy Congress are listed taking into account 20% VAT;
- Sponsors and exhibitors have a number of delegate places included in their sponsorship or exhibition package, the fixed rate listed here refers to the purchase of additional delegate places;
- charges for services paid for in roubles are calculated using the central bank exchange rate on the day of payment





# CONGRESS SPONSORS

The World Energy Congress provides unparalleled access to the global energy community.



The World Energy Congress provides unique opportunities to reach global leaders from within and beyond the energy sector. Sponsorship options include:

- A wide range of Congress sponsorship packages
- Side events
- Exhibition space
- Meeting rooms
- Social and networking events

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## BENEFITS OF SPONSORSHIP



Associate your brand with one of the most dynamic and prestigious energy events in the world.



Benefit from high visibility at the 40,000 sqm exhibition space which attracts up to 18,000 attendees.



Receive complimentary delegate registrations and a personal manager to support your company.



Receive exclusive access to the private high-level World Energy Leaders' Summits\*.



Gain access to the 1,000+ international media, services of photographers accredited at the Congress.

\* subject to level of sponsorship

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# SPONSORSHIP STATUSES

SPONSORSHIP CATEGORY	TARGET NUMBER	PRICE (including VAT 20%), USD*	UNEQUIPPED SPACE	DELEGATE BADGE	EXHIBITOR BADGE	OFFICIAL VEHICLE	PRIVATE MEETING ROOM	TRANSPORT PASS	MEDIA
LEAD SPONSOR	5-8	1 550 000	up to 300 m <sup>2</sup>	50	30	2	2	30	15
GLOBAL SPONSOR	5-8	1 000 000	up to 250 m <sup>2</sup>	30	25	1	1	20	15
PLATINUM SPONSOR	5-15	670 000	up to 150 m <sup>2</sup>	22	12	–	1	15	5
GOLD SPONSOR	5-15	400 000	up to 90 m <sup>2</sup>	15	8	–	-	10	5
SILVER SPONSOR	5-15	250 000	up to 50 m <sup>2</sup>	10	6	–	-	7	3
Business Communication Area Sponsor	1	650 000	up to 400 m <sup>2</sup>	22	12	1	-	15	5
Technology Space Sponsor	1-3	160 000 - 500 000	up to 150 m <sup>2</sup>	6-18	6-12	–	-	3-12	2-5
Developing Countries Scheme Sponsor	1	400 000	up to 90 m <sup>2</sup>	15	8	–	-	8	5
Future Energy Leaders' Summit/Reception Sponsor	1 1	160 000 - 500 000	up to 150 m <sup>2</sup> –	20 10	12 -	–	-	12 3	5 5
Networking Area Sponsor	5-20	155 000 - 255 000	50 – 100 m <sup>2</sup>	6-10	6-10	–	-	3-5	3-5
Official Congress Supplier	5-10	125 000	Optional for food service	4	10–40	–	-	2	–
Sponsor of Cultural and Social Events	5-15	24 000 – 116 000	–	1-4	–	–	-	1-2	–
Sponsor of Sports Events	5-15	24 000 – 116 000	–	1-4	–	–	-	1-2	–

- **Lead Sponsor** and **Global Sponsor** statuses offer the broadest possible range of privileges, such as the best exhibition areas, an expanded promotional campaign, photographers, interpreters, additional meeting rooms, and much more.
  - **The number of Russian companies in the Lead Sponsor and Global Sponsor categories is capped at five. No exclusivity approach** with regards to sectors is applied.
  - **The Lead Sponsor category** is offered on a priority basis to companies that take part in the **partners and supporters programme**. **Partner privileges for 2 years** are recognized for the companies in the **lead sponsor category**.
  - **Global sponsors may opt to pay additional 5% of the package price to be recognized for one year as a world energy council partner.**
  - **World Energy Council Partners** receive a **40% (net VAT) discount** applicable to **any level of sponsorship** of the 25th World Energy Congress. **World Energy Council Supporters** receive a **25% (net VAT) discount** applicable to **any level of sponsorship**.
- \* **Charges for services paid for in roubles are calculated using the Central Bank exchange rate on the day of payment.**





## LEAD SPONSOR

An exclusive status that is granted to successful Russian and non-Russian companies that are reputable members of the business community and provides excellent opportunities to showcase a company's special position. The status offers the broadest possible range of privileges, such as the best exhibition areas, participation in the World Energy Leaders' Summit (CEO roundtable), an expanded promotional campaign, photographers, interpreters, additional meeting rooms, and much more. The number of Russian companies in the Lead Sponsor category is capped at five. No exclusivity approach with regards to sectors is applied. The Lead Sponsor category is offered on a priority basis to companies that take part in the partners and supporters programme. Partner privileges for 2 years are recognized for the companies in the lead sponsor category.

**USD 1,550,000\***

## GLOBAL SPONSOR

Global Sponsor is a prestigious status that is granted to major Russian and non-Russian companies. The status offers the opportunity to receive informational support from prominent media outlets, organize your own business networking areas, and present new projects and services to the Congress's unique audience. The number of Russian companies in the Global Sponsor category is capped at five. No exclusivity approach with regards to sectors is applied. Global sponsors may opt to pay additional 5% of the package price to be recognized for one year as a world energy council partner.

**USD 1,000,000\***

\* CHARGES FOR SERVICES PAID FOR IN ROUBLES ARE CALCULATED USING THE CENTRAL BANK EXCHANGE RATE ON THE DAY OF PAYMENT





## PLATINUM SPONSOR

Platinum sponsors are key participants in the event and are granted access to a wide range of tools to promote their business. These include an exhibition space, the possibility of organizing a presentation and holding a press conference, and the opportunity to take advantage of the project's advertising and information resources.

**USD 670,000\***

## GOLD SPONSOR

This status presents fantastic opportunities for a company to showcase its achievements to the unique audience at the Congress. These include an exhibition space, the possibility of holding a press event, a presentation of successful projects and achievements, and promotion via the Congress' advertising and information resources.

**USD 400,000\***

## SILVER SPONSOR

Silver sponsor status is a prestigious title available to Russian and international companies, providing the opportunity to organize a networking area, present new projects and services to the unique audience at the Congress, and take advantage of information support from leading media outlets as well as advertising resources for presentations.

**USD 250,000\***

\* CHARGES FOR SERVICES PAID FOR IN ROUBLES ARE CALCULATED USING THE CENTRAL BANK EXCHANGE RATE ON THE DAY OF PAYMENT



## BUSINESS COMMUNICATION AREA SPONSOR

One of the services that has proven to be highly effective for participants, which is designed to aid business development, rollouts onto new markets, and efforts to attract investors, and to help find partners and facilitate negotiations. This status presents opportunities to organize a branded networking area and meeting rooms for participants, and offers a platform for companies to present their ideas and projects.

**USD 650,000\***

## DEVELOPING COUNTRIES SCHEME SPONSOR

Assistance in running the programme for countries with developing economies opens up unique opportunities to present companies to Congress participants and to make use of the project's advertising and information resources in order to facilitate business promotion. Programme sponsors are also provided with an exhibition space, and the opportunity to organize a press event and participate in the cultural and sporting programme of the Congress.

**USD 400,000\***

## TECHNOLOGY SPACE SPONSOR

A venue bringing together globally renowned venture investors, innovators, and representatives of major corporations and the public sector in one place. Technology Space Sponsor status opens up opportunities to participate in the venue's business programme, organize a presentation area, and present the company's latest developments, including opportunities for an area with Technology Space branding.

**USD 160,000–500,000\***

## FUTURE ENERGY LEADERS' SUMMIT/RECEPTION SPONSOR

Involving young people in the work of the World Energy Congress facilitates the exchange of best practices between representatives of global business and young future leaders, while opening up opportunities for the discussion of pressing issues with major global experts and researchers. Sponsors are given wide-ranging branding opportunities within the Summit/Reception space and can make use of the venue's advertising and information resources.

**USD 160,000–500,000 \***



\* CHARGES FOR SERVICES PAID FOR IN ROUBLES ARE CALCULATED USING THE CENTRAL BANK EXCHANGE RATE ON THE DAY OF PAYMENT

## NETWORKING AREA SPONSOR

Networking Area Sponsor status is one of the most effective ways to introduce your company to Congress participants. Sponsors are also given the opportunity to hold a press event, organize a networking area, make use of branding opportunities, use information resources for promotional purposes, and place adverts in the Congress' advertising spaces.

**USD 155,000–255,000\***

## SPONSOR OF CULTURAL AND SOCIAL PROGRAMME EVENTS

The cultural programme is a part of the Congress that attracts the attention of heads of state, guests, and participants. Cultural and entertainment events traditionally generate broad media coverage and provide an excellent opportunity to strengthen a company's image in the eyes of partners and colleagues as well as to establish trust-based business contacts in the process of informal networking.

**USD 24,000–116,000\***



## OFFICIAL SUPPLIER

Assistance with holding the Congress provides a company with excellent opportunities to promote its business, offer its products, and provide services to the Congress participants. There is a specially allocated area to set up a booth for business networking and to provide catering services as an additional option.

**USD 125,000\***

## SPONSOR OF SPORTING AND ENTERTAINMENT PROGRAMME

Corporate sports are not only a modern trend, but also an effective tool for attracting the attention of a country's active population, developing territories, and solving corporate problems. Participation in organizing sporting and entertainment events offers new opportunities to expand contacts and engage in an informal dialogue on pressing issues.

**USD 24,000–116,000\***

\* CHARGES FOR SERVICES PAID FOR IN ROUBLES ARE CALCULATED USING THE CENTRAL BANK EXCHANGE RATE ON THE DAY OF PAYMENT



## BENEFITS OF BECOMING AN EXHIBITOR

- Benefit from high visibility at the 40,000 sqm exhibition space which attracts up to 18,000 attendees.
- Build constructive dialogue with heads of global corporations, representatives of government bodies, international experts, investors, and leading media outlets.
- Showcase your upcoming projects, solutions, and technologies.
- Gain insights into current global trends and share experiences.

**Exhibiting offers the opportunity to showcase your brand within the exhibition and promote your services and solutions to attendees. Exhibiting companies also have the option to create a branded networking area or thematic lounge and to host business breakfasts and tasting events.**







## WORLD ENERGY COUNCIL PARTNERS AND SUPPORTERS

- **PARTNERS BENEFIT FROM A 40% DISCOUNT APPLICABLE TO ANY LEVEL OF SPONSORSHIP OF THE 25TH WORLD ENERGY CONGRESS.**
- **SUPPORTERS BENEFIT FROM A 25% DISCOUNT APPLICABLE TO ANY LEVEL OF SPONSORSHIP OF THE 25TH WORLD ENERGY CONGRESS.**
- **PARTNERSHIPS ARE DIRECTLY CONTRACTED AND MANAGED BY THE WORLD ENERGY COUNCIL.**

Partners and Supporters are a select group of leading companies, from within the energy sector and beyond, who work closely with the World Energy Council to help advance its mission to promote the sustainable supply and use of energy for the greatest benefit of all. Partners and Supporters benefit from high-level engagement before, during, and after the Congress and help shape the agenda. They also gain exclusive access to strategic dialogue at the private CEO and Ministerial Roundtables, as well as attractive discounts on sponsorship packages.





# WELCOME TO THE 25<sup>TH</sup> WORLD ENERGY CONGRESS

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