

UWL26

19-20 MAY 2026
NEC BIRMINGHAM

UtilityWeek **FLEX**
AWARDS

INNOVATE. COLLABORATE. DELIVER.

Energy Flexibility

It will make or break the clean power revolution

Exhibit / Sponsor / Speak

A UtilityWeek event

INNOVATE. COLLABORATE. DELIVER.

Sponsorship - Energy Flexibility

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UWL26: A new vision

The UK's energy companies are grappling with the once-in-a-generation challenge of leading the transition to a clean power system. With just five years to go until the Clean Power 2030 target, the pace and scale of change is truly daunting. And none of it can be achieved without energy flexibility – the ability to turn demand on and off, and store power in between, will make or break the clean power revolution.

Despite the clear acknowledgement of the importance of flexibility at the highest levels of government, it is still a challenge to roll out at scale. We know there is still a huge volume of potential flexibility sitting in the energy system that needs unlocking, and energy companies themselves need to embrace the opportunity of flexible energy and the technologies and innovation that underpin it.

Utility Week Live is deeply committed to flexible energy. Three years ago, in response to market demand, we launched the Flex Awards to showcase and celebrate pioneers in the market, as well as a dedicated Flex Stage. The awards are a roll call of all the major names in flexibility, and together with our case study-led content programme, are designed to inspire our visitors with the art of the possible.

Working with energy companies isn't always easy. We know they can be slow to adopt new ways of working, and that driving the adoption of new technology is about getting in front of the right people at the right time.

There is no better place than Utility Week Live. For **companies leading the flexible energy revolution**, it's the **one event that brings together the energy networks, retailers and policymakers and regulators who are building the market.**

As energy companies grapple with the need to roll out flexible energy and the change in thinking that requires, they need their supply chain partners to step up and support them. They come to Utility Week Live to meet you and understand what your organisation can do for them – if you're serious about flexible energy, can you afford not to be there?



We know that utilities need to work together, with their peers and wider supply chains and stakeholders, to innovate at pace. If an innovation works, it needs to be rolled out widely and quickly. If it doesn't, the learnings need to be shared. This is where Utility Week Live is in a unique position to help."

Ellen Bennett
Managing Director
Utility Week Live

Utility Week provides trusted insight, high impact events and connections that accelerate change. Utility Week members receive preferential pricing on sponsorship and exhibition opportunities, as well as access to our award-winning subscription website and a host of your-round benefits.

Talk to your account manager today about how to access members' pricing. Or contact membership manager Jo Nikiforov on jonikiforov@fav-house.com

UtilityWeek



ENERGY FLEXIBILITY AT UTILITY WEEK LIVE



Following extensive market research, **UWL26** is delighted to support the emerging flex markets and create a forum to influence market development, encourage collaboration and showcase innovation.

UWL26 will bring together stakeholders in flexible energy, from the regulator, policymakers and energy networks through to the providers of flexibility, aggregators of flexibility, energy retailers and developers of smart tech solutions.

Topics covered:

- ▶ Designing next-generation flexibility products and tariffs
- ▶ Bridging data and digital infrastructure gaps
- ▶ Unlocking flex potential with major energy users
- ▶ Fireside chat: flexibility commissioner
- ▶ Policy frameworks and strategic landscape for flexibility
- ▶ Inclusion and equity in flexibility
- ▶ Enabling market access and removing barriers
- ▶ Transparency and forecasting for flexibility
- ▶ Driving short- and medium-term flexible storage capacity and more!
- ▶ Flex Awards ceremony

Flex Awards Categories to Include:

- 1 Domestic Flexibility Proposition of the Year
- 2 Best I&C Initiative
- 3 Energy Flexibility Newcomer
- 4 Best Local Energy Project
- 5 Equity and Inclusion in Flex Award
- 6 Best Flexible Storage Project
- 7 Best Use of Energy Flexibility Data
- 8 AI for Flex Award
- 9 Best Multi-Vector Project for Flexibility
- 10 Flexibility Service Provider of the Year
- 11 Energy Network of the Year
- 12 Flexibility Pioneer of the Year

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UWL26: A new vision

The Utility Week Flex Awards

UtilityWeek **FLEX**
AWARDS

The awards presentation ceremony, held on the show floor **(19 May)** will **unite the flexibility community** with a networking reception for industry leaders, policymakers and visionaries. The Flex Awards are part of **Utility Week Live's Energy Flexibility content programme**, hosting two days of free to attend content on a dedicated stage covering the topics above.



SPONSORSHIP

Category/Benefit		Energy Flexibility Partner	Flex Zone Sponsor	Challenge Workshop Sponsor	Challenge Sponsor	Awards Category Sponsor	Flex Zone Pod	
Rate		£39,995	£29,995	£15,995	£13,995	£6,995	£3,995	
Member rate		£35,995	£26,995	£14,395	£12,595	£6,295	£3,595	
Thought Leadership	10-minute speaking slot/ panel place	/	/		/			
	6-8 person invite-only round table dinner	/						
	6-8 person invite only workshop			/				
Pre-Event Content/ Branding	Press release hosted on Utility Week Live website	/	/					
	Twitter announcement	/	/	/	/	/	/	
	LinkedIn announcement	/	/	/	/	/	/	
	Enhanced web listing on UWL website	/	/	/	/	/	/	
	Logo on featured sponsors page of UWL website	/	/	/	/	/		
	Logo on featured sponsors page of Flex Awards website	Headline Positioning				/		
	Billed on Agenda	/	/		/			
	Speaker profile on website	/	/		/			
	On-Site	Branding on Flex Zone		/				
		1m pod with graphics		/				/
Branded poseur table			/				/	
1 plug socket			/				/	
Branding on Energy Flexibility Stage backdrop		/						
Logo on "You are here" board		/	/		/			
Present 1x category winner on stage at the Flex Awards		/				/		
Branding and networking at post-awards drinksreception		/				/		
Date	1x Session data	/	/		/			
	Flex Awards data	/						
	VisitConnect lead capture package	/	/	/	/		/	
Post-Event	30-second vox pop to be used in UWL marketing campaign	/	/					
	500-word post-event round table/workshop write-up	/		/				
	30-50-word quote from client in post-show report	/						
	300-word speaker Q&A published online post-event	/	/					

* All prices are excluding VAT

Example of Flex Pod



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UWL26: A new vision

AUDIENCE BREAKDOWN continued



"We have made more than 150 connections with different companies. It's really been incredible for us to touch base with familiar faces and meet new ones. With the volume of conversations and engagement at the stand, we collected valuable contacts and leads. We've already seen those relationships continuing to develop post-show."

2025 Exhibitor

Visitor areas of interest

Innovation 77%

Smart utilities 62%

Sustainable Infrastructure 56%

45% of visitors selected Energy Flexibility and Smart Networks as an area of interest

Customer, Culture and Workforce 40%

Top reasons for attending

- 1 Networking
- 2 Seminar programme
- 3 Meet existing suppliers
- 4 Review new suppliers
- 5 To buy new products or services

2025 visitor count:

Day 1: 2,292

Day 2: 1,180

Total unique visitors:

3,472

ENERGY FLEXIBILITY PARTNER PACKAGE

THOUGHT LEADERSHIP /
BRANDING / DATA / NETWORKING

This new package offers prominent branding on the Energy Flexibility Stage, positioning your brand as an authority to all visitors attending any session over the course of the two days.

You will also have direct access to eight to ten key industry leaders at an exclusive invite-only round table evening dinner. The discussion will be linked to energy flexibility 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 Energy Flexibility 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.

Challenge Stage:

ENERGY FLEXIBILITY



Full deliverables:

- / **Headline sponsorship of Flex Awards**
- / **A 10 minute speaking slot and place on Q&A panel**
- / **Eight 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 Energy Flexibility 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 Energy Flexibility Session**
- / **500 word post-event round table write-up**

Sponsorship from £39,995 + VAT **Corporate Members £35,995 + VAT**

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.

Speaker Q&A will be published on the Utility Week website post-event.

Full deliverables:

- / A six to eight 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 **Corporate Members** £14,395 + VAT

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 place in 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 UWL website
- / Attendee data for selected Challenge Session
- / 300 word speaker Q&A published online post-event

Energy Flexibility Stage – £13,995 + VAT **Corporate Members** £12,595 + VAT



FLEX AWARDS CATEGORY SPONSOR PACKAGE

The Flex Awards **celebrate the innovators** shaping the future of energy flexibility. Sponsoring the Awards puts your brand centre stage in this fast-growing market and connects you with the sector's most **influential decision-makers**.

On the day, you'll join Utility Week's Editor-in-Chief to present an award, **celebrate the winners**, and network with **150+ senior industry leaders** over drinks and canapés. Your brand will be prominently **displayed on-screen** during the event and throughout the show hall, making this a unique opportunity to **showcase your leadership** and influence in the sector.

AWARD CATEGORY SPONSOR

£6,995 + VAT Corporate Members **£6,925 + VAT**

Be recognised as a pioneer in Energy Flexibility by **presenting an award on stage for one of the following categories:**

- ▶ Domestic Flexibility Proposition of the Year
- ▶ Best I&C Initiative
- ▶ Energy Flexibility Newcomer
- ▶ Best Local Energy Project
- ▶ Equity and Inclusion in Flex Award
- ▶ Best Flexible Storage Project
- ▶ Best Use of Energy Flexibility Data
- ▶ AI for Flex Award
- ▶ Best Multi-Vector Project for Flexibility
- ▶ Flexibility Service Provider of the Year
- ▶ Energy Network of the Year
- ▶ Flexibility Pioneer of the Year

Pre-event branding:

- ▶ **Partner website listing** – listing on the Utility Week Live website (80,000 annual users) and Utility Week Flex Awards website on 'Partners' pages. Includes your logo, company information/bio and a destination URL to your company website
- ▶ **Logo on homepage** – logo on the homepage of both Utility Week Live and Flex Awards websites in a dedicated 'Sponsors' section
- ▶ **Case study/initiative/product on Utility Week Live and Flex Awards websites** – host your case study on the 'show news' section of the Utility Week Live website and 'Sponsors' section of the Flex Awards website
- ▶ **Sponsor recognition on all email communications**
- ▶ **Ad space in the Utility Week digital mag** – An advert in Utility Week's digital mag (one month of your choice)
- ▶ **Social media** – A post on our social channels as event partner/sponsor (30K followers)



Utility Week Live is a key event for us every year. It's a great mix of our customers, new contacts, and many of the key partners we collaborate with across the industry." UWL25 EXHIBITOR

We have rebooked for 2026 because we'll have more innovative products ready to launch, and we believe this is the best forum to introduce them to the entire utilities market." UWL25 EXHIBITOR

Quotations source: UWL25 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:

REQUEST CALL-BACK

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utilityweeklive.co.uk

#UWL26



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19-20 MAY 2026
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