

10th Edition

Algeria Electricity & Water Expo

10-12 November 2025

SERVING

Algeria, Libya, Mali, Mauritania, Morocco, Niger, & Tunisia



7 Countries
150 Million People
\$1 Trillion GDP
134,650 GWh
1 Event

See Yourself Here

MEET

**The Right
Decision Makers
From 7 Countries**

EXHIBITOR PROSPECTUS

Organized & Produced by

New-Fields

www.inf.ae

+971.4.268.6870

Energy Consumption & Management  **Smart Solutions**  **Clean Energy**  **Water**



Power Generation  **Backup Generators**  **Waste**  **Transmission & Distribution**



Algeria Electricity & Water Expo

10-12 November 2025

\$49,850

3 AVAILABLE

TITANIUM SPONSOR

Distinguish yourself from the competition and make an impact with a Titanium Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

THE OPPORTUNITY

- An island booth of raw space of 108 M², exposed to aisles on all four sides, in a prominent position (over \$53,000 value).

PRE-SHOW BENEFITS

- Recognition as a Titanium Sponsor and logo on:
 - Relevant event communications (such as visitor email campaign).
 - Event's advertisements in media.
- Premier placement of 4 pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.
- 50-word Company feature in 1 pre-show promotional email to all pre-registered visitors.

EVENT WEBSITE

- Your logo featured on the homepage.
- 200-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- Corporate logo on Front Cover and Sponsor Page.
- Opportunity to submit 2 full pages write-up or advertisement in the official guide.
- 200-word listing, logo and website.
- 2 full-page colour advertisement in the Event Guide.

OFFICIAL EVENT & 1-to-1 APP

- 200-word listing, logo and web address.
- Corporate logo on Sponsor Section.

AT-SHOW BENEFITS

- Your logo on multiple directional signs leading visitors to the expo hall.
- Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- Four floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (45 minutes).

POST-SHOW BENEFITS

- Logo on post-show Thank You email communication to all visitors.
- Email sent on your behalf to all event's visitors.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

Algeria Electricity & Water Expo

10-12 November 2025

\$41,850

4 AVAILABLE

PLATINUM SPONSOR

Distinguish yourself from the competition and make an impact with a Platinum Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

THE OPPORTUNITY

- An island booth of raw space of 90 M², exposed to aisles on all four sides, in a prominent position (over \$44,000 value).

PRE-SHOW BENEFITS

- Recognition as a Platinum Sponsor and logo on:
 - Relevant event communications (such as visitor email campaign).
 - Event's advertisements in media.
- Premier placement of 3 pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.
- 50-word Company feature in 1 pre-show promotional email to all pre-registered visitors.

EVENT WEBSITE

- Your logo featured on the homepage.
- 100-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- Corporate logo in Sponsors Page.
- Opportunity to submit 1 full page write-up or advertisement in the official guide.
- 200-word listing, logo and website.
- Full-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- 200-word listing, logo and web address.
- Corporate logo on Sponsors Section.

AT-SHOW BENEFITS

- Your logo on multiple directional signs leading visitors to the expo hall.
- Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- Three floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (30 minutes).

POST-SHOW BENEFITS

- Logo on post-show Thank You email communication to all visitors.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

Algeria Electricity & Water Expo

10-12 November 2025

32,850
10 AVAILABLE
GOLD SPONSOR

Distinguish yourself from the competition and make an impact with a Gold Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

THE OPPORTUNITY

- An island booth of raw space of 72 M², exposed to aisles on all four sides, in a prominent position (over \$35,000 value).

PRE-SHOW BENEFITS

- Recognition as a Gold Sponsor and logo on:
 - Event communications (such as visitor email campaign).
 - Event's advertisements in media.
- Premier placement of 2 pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.

EVENT WEBSITE

- Your logo featured on the homepage.
- 50-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- 50-word listing, logo and website address.
- Opportunity to submit 1/2 full page write-up or advertisement in the official guide.
- Half-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address.
- Corporate logo on Sponsors Section.

AT-SHOW BENEFITS

- Your logo on multiple directional signs leading visitors to the expo hall.
- One Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- One floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (20 minutes).

POST-SHOW BENEFITS

- Logo on post-show Thank You email communication to all visitors.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

Algeria Electricity & Water Expo

10-12 November 2025

\$17,850
15 AVAILABLE
SILVER SPONSOR

Distinguish yourself from the competition and make an impact with a Silver Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

THE OPPORTUNITY

- An island booth of raw space of 36 M², exposed to aisles on all four sides, in a prominent position (over \$17,800 value).

PRE-SHOW BENEFITS

- Recognition as a Silver Sponsor and logo on:
 - Event communications (such as visitor email campaign).
 - Event's advertisements in media.
- Premier placement of a pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.

EVENT WEBSITE

- Your logo featured on the homepage.
- 20-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address.
- Corporate logo on Sponsors Section.

AT-SHOW BENEFITS
































- Your logo on multiple directional signs leading visitors to the expo hall.
- One Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- One floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (10 minutes).

POST-SHOW BENEFITS

- Logo on post-show Thank You email communication to all visitors.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

| 10 th Edition | | Algeria Electricity & Water Expo | | | |
|--------------------------|--|---|---|---|---|
| | | 10-12 November 2025 | | | |
| STAGE | Benefits | Titanium Sponsor | Platinum Sponsor | Gold Sponsor | Silver Sponsor |
| THE OPPORTUNITY | | \$49,850 | \$41,850 | \$32,850 | \$17,850 |
| | An island booth, exposed to aisles on all four sides, in a prominent position | 108 M² | 90 M² | 72 M² | 36 M² |
| | Booth Value (alone). | \$53,460 | \$44,550 | \$35,640 | \$17,820 |
| PRE-SHOW BENEFITS | Recognition as a Sponsor and logo on: Relevant event communications (such as visitor email campaigns). |  |  | Selected | Selected |
| | Recognition as Sponsor and logo on: Event's advertisements in media. | Super Premium | Premium Exposure |  | Standard Listing |
| | Premier placement of pull-up banner situated near the hall entry & other locations (sponsor-provided). | 4 | 3 | 2 | 1 |
| | Email banner on 2 promotional emails pre-show to pre-registered visitors |  |  |  |  |
| | Company profile feature in 1 pre-show promotional email to all pre-registered | 50 | 30 | 20 | 10 |
| EVENT WEBSITE | Your logo featured on the homepage |  |  |  |  |
| | Company profile listing and logo with URL in the sponsors section on the website | 200 Words | 100 Words | 50 Words | 20 Words |
| EVENT GUIDE | Corporate logo on Front Cover and Sponsor Page. |  |  |  |  |
| | Opportunity to submit write-up or advertisement in the official guide. | 2 Pages | 1 Pages | 1/2 Pages | 1/2 Pages |
| | Company listing, logo and website. | 200 Words | 100 Words | 50 Words | 20 Words |
| | Full-page colour advertisement in the Event Guide | 2 | 1 | 1/2 | 1/2 |
| EVENT & One-to-One APP | Company profile, logo and web address | 30 Words | 20 Words | 15 Words | 10 Words |
| | Corporate logo on Sponsors Section. | Super Premium | Premium Exposure |  | Standard Listing |
| AT-SHOW BENEFITS | Your logo on multiple directional signs leading visitors to the expo hall. |  |  |  |  |
| | Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided). |  |  | Some |  |
| | Recognition and logo on signage throughout the event |  |  |  |  |
| | Floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided). | 4 | 3 | 1 | 1 |
| | Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation | 45 minutes | 30 minutes | 20 minutes | 10 minutes |
| POST-SHOW BENEFITS | Logo on post-show Thank You email communication to all visitors | Super Premium | Premium Exposure | Listing | Listing |
| | Email sent on your behalf to all event's visitors. |  |  |  |  |
| Investment | | \$39,850 | \$33,850 | \$27,850 | \$14,850 |

Algeria Electricity & Water Expo

10-12 November 2025

EXHIBITION OPTIONS

RAW SPACE ONLY

- All construction, flooring, power, decoration and furniture hire is to be booked and paid for by the exhibitor.
- All [raw space] stands must submit technical plans and a risk assessment by the due date for approval.
- Once built, no part of the stand build is permitted to project outside the allocated space.
- Further information and requirements for raw space stands will be included in the Exhibitors Manual.

SHELL SCHEME STAND

- **WALLS**
 - [Octanorm, or equivalent] structure with Melamine infill panels.
- **FASCIA**
 - Polished fascia
 - One Digital Print fascia sign consisting of one company name, stand number and show logo per stand.
- **LIGHTING**
 - 2x Track spotlights per 9sqm, lights fixed to the inside of front fascia.
 - Note: If you choose to have your fascia panel removed, the 2 track spotlights will be replaced with 1 light with equivalent wattage/lumens.
- **POWER**
 - Needs to be ordered separately, 1x 4amp power outlet per stand.
- **FLOORING**
 - Needs to be ordered separately, flooring will be ordered of carpet.

| OPTIONS* | COST US\$ |
|-------------------------------|-----------|
| 9 M ² SHELL BOOTH | \$5,355 |
| 12 M ² SHELL BOOTH | \$7,140 |
| 15 M ² SHELL BOOTH | \$8,925 |
| 21 M ² SHELL BOOTH | \$12,495 |
| 24 M ² SHELL BOOTH | \$14,280 |

* Space must be always multiple 3 square meters; i.e. 18, 21, 24



| OPTIONS* | COST US\$ |
|-----------------------------|-----------|
| 18 M ² RAW BOOTH | \$8,910 |
| 21 M ² RAW BOOTH | \$10,395 |
| 24 M ² RAW BOOTH | \$11,880 |

* Space must be always multiple 3 square meters; i.e. 18, 21, 24



Algeria Electricity & Water Expo

10-12 November 2025

\$7,850
EXCLUSIVE
LANYARD SPONSOR

THE OPPORTUNITY

Feature your company logo, highly visible.

AT-SHOW BENEFITS

- An estimated 3,000 delegates will be wearing their LANYARD during the event.
- Lanyards will be designed and printed by the organizer (design to be agreed, print included).
- Recognition as Lanyard Sponsor on related promotion.

EVENT WEBSITE

- Your logo featured on the homepage.
- 20-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address
- Opportunity to submit 1/2 full page write-up or advertisement in the official guide.
- Corporate logo on Sponsors Section.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

SERVING
Algeria
Libya

Mali
Mauritania
Morocco
Niger
Tunisia



*The lanyard image shown is for illustration purposes only and may not be an exact representation of the product.

Algeria Electricity & Water Expo

10-12 November 2025

\$7,850

EXCLUSIVE

NAME BADGE SPONSOR

THE OPPORTUNITY

Your brand will be at the center of attention!

Featuring your company logo printed on the front and rear of every single delegates NAME BADGE (3,000+ attendees estimated).

AT-SHOW BENEFITS

- An estimated 3,000 delegates will be wearing their badges during the event.
- Your logo to be featured alongside the Algeria Electricity & Water Expo. Badges will be designed and printed by the organizer (design to be agreed, print included).
- Recognition as Badge Sponsor on related promotion.

EVENT WEBSITE

- Your logo featured on the homepage.
- 20-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address
- Corporate logo on Sponsors Section.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

SERVING

Algeria

Libya

Mali

Mauritania

Morocco

Niger

Tunisia

Algeria Electricity & Water Expo

10-12 November 2025

\$7,850
3 AVAILABLE
EVENT GUIDE

THE OPPORTUNITY

- Available to all event delegates (3,000+ attendees estimated).
- Feature your company logo on the front cover and a full page advertisement in the EVENT GUIDE.

AT-SHOW BENEFITS

- Your company branding prominently included on the Front Cover.
- Full-page colour advertisement in the the official Event Guide.
- Event Guide 200-word listing, corporate logo and web address.
- Corporate logo on Sponsors Page.
- Recognition as Event Guide sponsor on selected related promotion.

EVENT WEBSITE

- Your logo featured on the homepage with URL in the sponsors section on the website.
- 20-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo, and website address and URL link.
- Corporate logo on Sponsors Section.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

SERVING

Algeria

Libya

Mali

Mauritania

Morocco

Niger

Tunisia

Algeria Electricity & Water Expo

10-12 November 2025

\$9,850

3 AVAILABLE

EVENT BAG SPONSOR

THE OPPORTUNITY

Full branding rights on delegate EVENT BAGS. A fantastic keepsake and ongoing branding opportunity. Available to all event delegates (3,000+ attendees estimated).

AT-SHOW BENEFITS

- Corporate logo printed on event bags as given to all event delegates (printing included).
- Opportunity to have one (1) small item included in the Event Bag (provided by you) – e.g. a flyer, branded pen, notepad, stubby holder.
- Recognition as Event Bag partner on related promotion.

EVENT WEBSITE

- Your logo featured on the homepage with URL in the sponsors section on the website.
- 100-word listing and logo with URL in the sponsors section on the website.

EVENT GUIDE

- 100-word listing, logo and website address on sponsors section.
- Half-page colour advertisement in the Event Guide.

OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo, and website address and URL link.
- Corporate logo on Sponsors Section.

ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

SERVING

Algeria

Libya

Mali

Mauritania

Morocco

Niger

Tunisia

Algeria Electricity & Water Expo

10-12 November 2025

EVENT GUIDE MARKETING PACKAGES

10th AEW Guide is a 16.4 x 21cm full color booklet publication, with complete event info in Arabic and/or French language, distributed on-site to each attendee

STANDARD

1. Recognition as a Sponsor and logo on:
 - 50-word company profile Logo
 - Product listings.
 - Quarter-page colour advertisement.

NEED MORE EXPOSURE FOR YOUR BRAND?

2. Upgrade your Marketing Pack to Standard or Premium Upgrade.
 - STANDARD UPGRADE 100-word
 - company profile Logo and
 - Product listings Half-page colour advertisement.

\$500

3. Premium upgrade.
 - 200-word company profile
 - Logo and
 - product listings
 - Full page advertisement.

\$950

ADDITIONAL EVENT GUIDE ADVERTISING

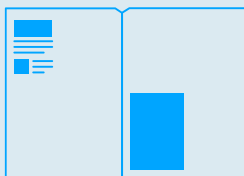
| | |
|-----------------|--------------------------|
| Back cover | \$1,995 exclusive |
| In Cover | \$1,495 exclusive |
| Page 3 | \$1,495 exclusive |
| Facing In Cover | \$1,495 |
| Full page | \$985 |
| Half page | \$550 |

All prices in United States of America Dollars and UAE-based companies need to add 5% VAT (Value Added Tax).

CONTACT OUR SALES TEAM TODAY

Make sure you BOOK EARLY TO SECURE THE BEST spaces and sponsorship packages for your brand.

A signed Booking Application and 20% upfront is all it takes for you to secure your 2025 booth!



1. STANDARD



2. STANDARD UPGRADE



3. PREMIUM UPGRADE

Reserve Your Booth Now!

Call +971.4.268.6870

Mon - Fri, 9AM to 6PM

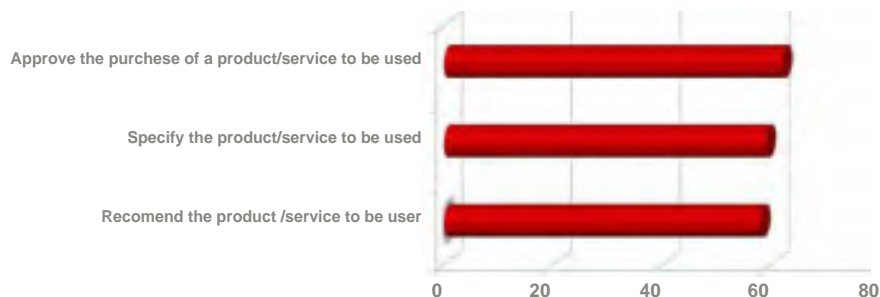
Algeria Electricity & Water Expo

10-12 November 2025

Role in Purchasing

Product and Service

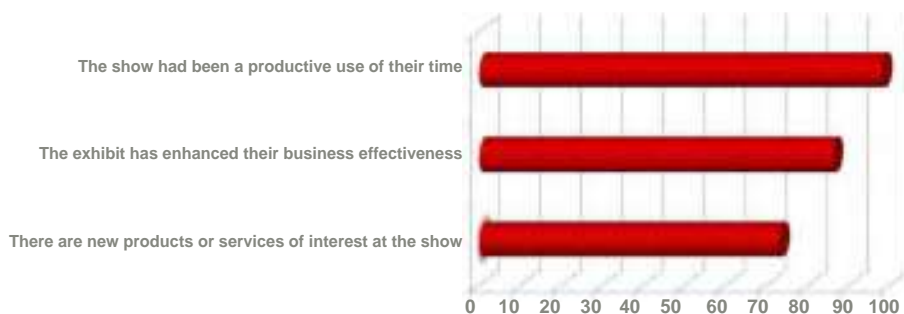
9th Algeria Electricity Expo 2017 Data



Visitors

Information

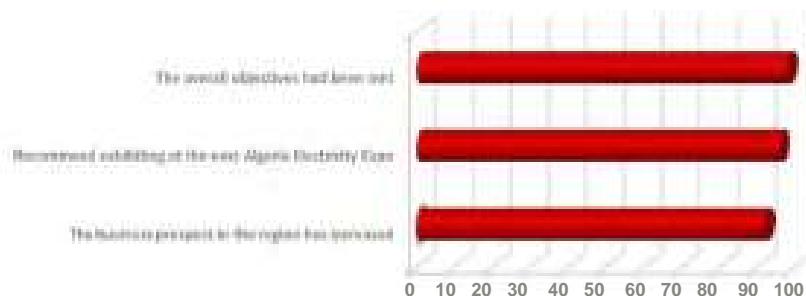
9th Algeria Electricity Expo 2017 Data



Visitors

Information

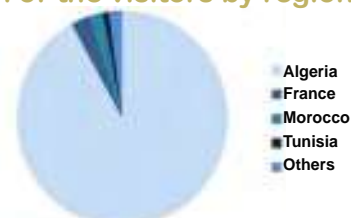
9th Algeria Electricity Expo 2017 Data



Origin of the visitors by region

93.2%

of exhibitors met or surpassed their overall objectives in terms of establishing contacts for future sales.



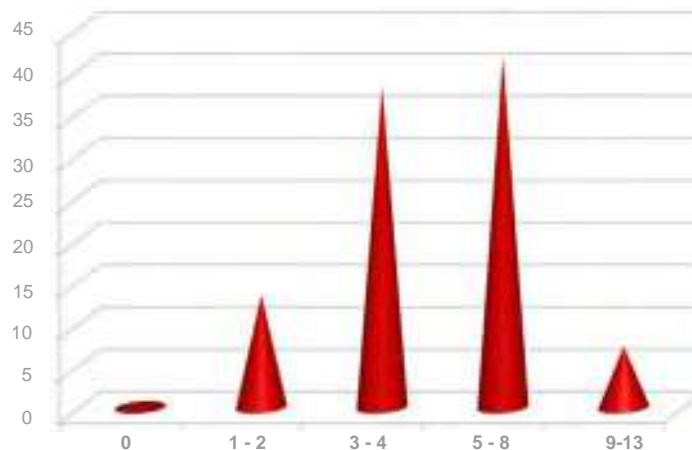
Algeria Electricity & Water Expo

10-12 November 2025

Hours Senr on the

Expo Floor

8th Algeria Electricity Expo 2015 Data



Customized Maximization of your Exhibit Experience?

We have the exposure opportunities that will fit your budget and marketing goals.

We have the exposure opportunities that will fit your budget and marketing goals. Whether you plan on spending \$5,000 or \$50,000, we will work to provide an exhibiting experience tailored to your needs!

Advertising Opportunities

Pre- and post-show attendee mailing lists, pre-show e-mails to attendees, Show Directory advertising and Web ads are all available to boost your visibility before, during and after the show!

What are your customers looking for in an Expo?

The Future of AEW

The 10th Algeria Electricity and Water Expo attendees want to be on the cutting-edge of the industry as they plan coming year.

They want exhibitors who are looking to the future with the latest products and services available. Debut your newest offerings and gain the attention of the industry's purchasing powerhouses. Make their must have lists for 2025!

Return of Investment

Dedicated professionals from all over Algeria and North Africa make a commitment to spend their time away from the office receiving the best educational programming the industry has to offer.

The combination of world-class educational sessions and a variety of networking opportunities provide our attendees with a comprehensive experience that addresses all of their professional needs. The addition of interaction with the leaders of the industry on the Expo floor enhances their experience. Your presence is a key ingredient in their ROI.

Producer

New Field Exhibition Organizing L.L.C.
P O Box 14003
Solaire 7 Building, Suite M2
Al Mamzar, Dubai, UAE
Phone: +971-4-268-6870
INF.ae