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23 – 24 August 2022  
Sandton Convention Centre  
Johannesburg  
South Africa

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THE  
**POWER &  
ELECTRICITY**  
SHOW Africa 2022



INNOVATION, INVESTMENT, INFRASTRUCTURE –  
ENERGY FOR THE PEOPLE

Co-Located with

THE  
**SOLAR**  
SHOW Africa 2022

Created by

[www.terrapinn.com/powerafrica](http://www.terrapinn.com/powerafrica)

SPARK SOMETHING  
**TERRAPINN**





**6000**  
ATTENDEES



**500**  
VIPS



**200**  
EXHIBITORS



**200**  
SPEAKERS



**5**  
TRACKS



**40**  
AFRICAN COUNTRIES

# Accelerating Africa's sustainable Energy Future

Built on 25 years of history, **Power & Electricity World Africa** is about technology, investment, and development – accelerating Africa's cleaner sustainable energy future.

It's about the big ideas, new technologies, and market disruptions that are enabling this energy transition and bringing conventional generation, transmission, distribution, and onsite energy into the lower-carbon clean energy future.

Our event is a multi-branded vibrant exhibition, intentionally designed to seamlessly represent the convergence between conventional generation, lower-carbon innovations, and renewable energy solutions.

**Power & Electricity World Africa, co-located with The Solar Show Africa is the definitive event that brings all these elements together under one roof - new technology, efficiency, new thinking, and best practice in the industry.**

An event that unites all leading stakeholders – energy utilities, IPPs, government, regulators, associations, and consumers. Large energy users in all industries, energy start-ups, and incumbent innovators too.

Our mission is to maintain this forum as the industry meeting place for all customers looking to do business in the energy space, that is why every aspect of our event has been engineered to drive innovation, excellence, and collaboration.

Our conference is a C-level platform that focuses on global trends as well as how market players can capitalise on business opportunities across the continent.

Year on year, the event and conference provides our partners with access to over 650 African utility and IPP decision-makers, who traditionally are difficult to reach.

Power & Electricity World Africa continues to be the meeting place for buyers, sellers, and their partners to do the deals that drive Africa's energy sector, so it is with good reason that over 40 African countries attend each year.

Combining our history with our passion for innovation, we are committed to bringing you a unique and forward-thinking event for you to promote your brand, generate new business and sales leads and spearhead the growth of your business.

Become a sponsor today. Call Nicole East on +27 76 432 8329 or email [nicole.east@terrapinn.com](mailto:nicole.east@terrapinn.com)  
[www.terrapinn.com/powerafrica](http://www.terrapinn.com/powerafrica)



# Event at a glance

## EXPO

200  
Exhibitors

THE  
**POWER &  
ELECTRICITY**  
SHOW Africa 2022

THE  
**SOLAR**  
SHOW Africa 2022

THE  
**WATER**  
SHOW AFRICA 2022

## FREE CONTENT



Solar – Tech  
and Installation



Energy  
Technology



Storage  
and Battery



The Wires –  
T&D



Commercial and  
Industrial Energy Users



Energy  
Efficiency



Smart Meters  
and Billing



Water

## CONFERENCE CONTENT



The Energy  
Transition



Digitisation  
and Disruption



Emerging  
Renewables



The Grid  
Re-Imagined



The Wires –  
T&D



ICT and Smart  
Technology



Storage  
and Batteries



Asset  
Management

## AFRICA BOARDROOM

Our pre-event meeting service is an exclusive offering for sponsors only. This service guarantees our sponsors meetings with African energy utilities, IPPs and large buyers.

## MULTIPLE ENGAGEMENT PLATFORMS

- Online Events
- Webinars
- Virtual Meeting Facilities

## FACE TO FACE NETWORKING

- Networking App
- Africa Boardroom Cocktail Party
- After Party on Day 1



# Who attends

## WHO YOU WILL MEET



Energy  
Utilities



IPPs



Government



Municipalities



Regulators



Financiers &  
Investors



Commercial &  
Industrial Energy Users



Developers



All Property  
Owners



Electrical  
Contractors



EPC  
Contractors

## ALL CUSTOMERS LOOKING TO SOLVE THEIR ENERGY CHALLENGES

- C-level Executives
- Government Representatives
- Head of Procurement
- Head of Generation
- Head of Efficiency
- Head of Renewables
- Property Owners
- Energy and Facilities Manager
- Chief Engineers
- EPC Contractors
- Project Managers
- Technical Manager
- Electrical Engineers

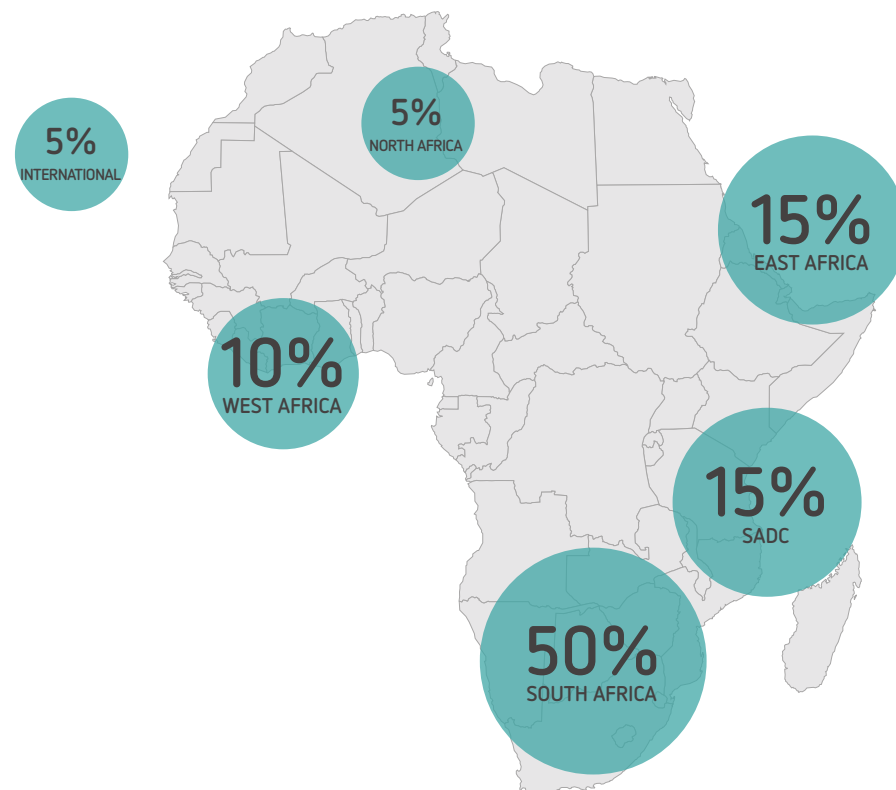
## MEET WITH TOP AFRICAN BUYERS

Nowhere else gives you the opportunity to meet face to face with utilities, IPPs and government from over 40 African countries!

The Africa Boardroom is an exclusive meeting service that guarantees our sponsors meetings with African energy utilities and IPPs.

This is your chance to get face time with a decision maker who would typically take months to secure a meeting with. This is the perfect opportunity to get exclusive insights into projects and influence policy.

## GEOGRAPHY



ARE YOU LOOKING TO GROW YOUR BUSINESS IN THE AFRICAN REGION?  
CONTACT: Nicole East, + 27 76 432 8329 [nicole.east@terrapinn.com](mailto:nicole.east@terrapinn.com)



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# Influential buyers



# The conference

**Power & Electricity World Africa and The Solar Show Africa is made up of 5 tracks, packed with the latest and most innovative content.**

From keynote presentations, practical case studies and country spotlights to interactive discussions and workshops, Power & Electricity World Africa gives you the opportunity to showcase your expertise in a multitude of formats, alongside 200 industry leading speakers and experts.

Our agenda is designed to excite, provoke, inspire and captivate!

## Future Energy And Strategy

A forum that provides strategic and big picture thinking for utilities, IPPs and all future energy generators. It is about the big ideas, new energy technologies, the energy transition and the grid re-imagined. Also, up for discussion is the circular economy, ICT and critical thinking around lower-carbon energy generation, battery, storage and bringing digitisation solutions to the forefront.

## Solar – Tech And Installation

This forum focuses on the latest developments in solar and its associated technologies. Up for discussion is best practices for the installation and management of solar schemes, as well as the R&D that's being undertaken to improve the efficiency of solar. If you're involved in or interested in installing or maintaining PV, you should attend.

## The Wires – T&D

We take a closer look at the challenges and opportunities that transmission and distribution infrastructure present – including sessions on technology requirements, automation, protection solutions and modernising the grid. Find out how to capitalise on expansion plans for T&D infrastructure, new tech trends, line management systems and design as well as smart grid innovation. You don't want to miss out on the tremendous growth potential and opportunity in this cluster as more renewable energy plants come online across Africa.

## Commercial And Industrial Energy Users

This forum provides a space for C&I energy users to learn about issues which are critical to businesses looking to save costs and reduce their carbon footprint. It will cover topics like optimising assets, lifecycle strategy, procurement of renewable energy and energy efficiency. We will also talk about battery and storage innovation as well as the latest tech to support a lower carbon future.

## Energy Efficiency

This content will address the evolving energy efficiency landscape as well as the technologies driving the increased adoption. This includes storage applications, lighting innovations and sustainable facility design and energy monitoring. If you are in any way interested in cutting your energy costs through practical applications, you should attend.

## Smart Meters And Billing

This forum focuses on the latest developments in smart meters, billing and its associated technologies. It will cover future proof demand management, real time monitoring and smart controls as well as the customer services element that is vital for all energy and water service providers. If you're involved in or interested in advanced metering, cloud billing and customer systems to name a few, you should attend.

## Water

We take a closer look at the best in-class water technologies, applications and innovations. From key trends in water use, re-use and recycling as well as how to stay current with new water management technologies and practices, this content is for all large scale commercial and urban water customers. If you are looking for solutions on practical, innovative and cost-efficient water management, you should attend.

### OUR WORLD-CLASS CONFERENCE INCLUDES CONTENT ON:



The Energy Transition



Digitisation and Disruption



Emerging Renewables



The Grid Re-Imagined



The Circular Economy



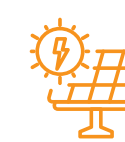
ICT and Smart Tech



Storage and Battery



Asset Management



Solar – Tech and Installation



Energy Technology



The Wires – T&D



Commercial and Industrial Energy Users



Energy Efficiency



Smart Meters and Billing



Water



# Past sponsors and exhibitors






# Who should sponsor


- Turnkey Suppliers
  - EPC Contractors, Developers, Consulting Engineers
  - Turbines, Boilers, Steam Generators
  - Generation Technology
  - Back-up Power Systems, UPS & invertors
  - T&D Tech & ICT
  - Lower Carbon Generation Solutions
- Generators, Engines & Components
  - Grid and Networking Infrastructure
  - Substation Infrastructure
  - Asset Management & Maintenance
  - Financial Services, Law firms, Advisory
  - Smart Metering & Billing

## Top reasons to sponsor




**THOUGHT LEADERSHIP**

Place a senior-level, expert speaker on the conference agenda. This is a vendor-neutral, sales-pitch-free presentation, focusing on vision, strategy and innovation.




**HOLD MEETINGS / SETUP PARTNERSHIPS**

Let our Networking Manager assist you arrange 1-to-1 meetings with hard to reach executives.




**PANEL DISCUSSIONS**

Join your clients and prospects in key panel discussions highlighting challenges and innovative solutions.




**CASE STUDY PRESENTATIONS**

Showcase your best customer case study to establish awareness and viability to a room full of prospects.




**EDUCATE THE MARKET**

Hold an in-depth Breakout Seminar for 20-80 highly targeted and preregistered individuals. Run a full day pre- event workshop/masterclass.




**DEMONSTRATE YOUR CAPABILITIES**

Join over 200 exhibitors at the trade-show – the only marketing medium that allows people to use all their senses to evaluate your product or service.  
Collect Leads | Build a Sales Pipeline | Enhance Relationships | Build Trust



**LEAD GENERATION**

This is a digital inbound marketing program that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.



**BUILD YOUR BRAND**

Remain top of mind by aligning your company name, logo and brand alongside \$100,000’s worth of event marketing and promotion, including websites, edm’s, social media, digital, flyers, brochures, tickets, badges, signage and announcements.

Want to get involved?  
Call Nicole East on +27 76 432 8329 or email [nicole.east@terrapinn.com](mailto:nicole.east@terrapinn.com)

# Sponsors & exhibition packages

Sponsorship Packages	Title	Platinum	Gold	Silver	Exhibitor
Content and thought leadership					
Keynote presentation / interview	1	1			
Host the track of your choice	1				
Track interview slot	2	1	1		
Track panel discussion	1	1		1	
Seminar theatre speaking slot	3	2	1	1	
Business development and networking					
Exhibition space	72m²	36m²	24m²	12m²	6m²
Facilitated meeting	15	10	7	4	
Premium VIP conference passes	20	15	7	4	
Exclusive networking function host	√				
Access to networking app	VIP	VIP	√	√	√
Access to Africa Boardroom	√	√	√	√	
Access to all networking functions	√	√	√	√	
Branding, marketing, lead generation					
Sponsorship tier website branding	Title	Platinum	Gold	Silver	
Social media welcome announcement	1	1	1	1	
Logo placement, website listing and event app listing	√	√	√	√	√
Logo on event digital material, digital brochure and event app	√	√	√	√	√
Personalised marketing pack	√	√	√		
Standard marketing pack				√	√
Social media posts - all content to be provided by sponsor	3	2	1	1	
Pre, onsite and post event opportunity					
Opportunity to select one additional branding location	√				
Sponsorship of the track of your choice	√				
- including podium and holding slides	√				
Logo on all related onsite event signage	√	√	√	√	
Rotating banner adverts on event app home page	1	1			
Comprehensive post event report	√	√	√	√	√
*Excl. VAT (USD)	\$80 000,00*	\$40 000,00*	\$25 000,00*	\$15 000,00*	From \$525*



CONTACT US

THE  
**POWER &  
ELECTRICITY**  
SHOW Africa 2022

**SALES OPPORTUNITIES**

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