



Under the Patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum,
Deputy Ruler of Dubai, Finance Minister of the UAE and President of DEWA

As part of Dubai Electricity and Water Authority's Green Week Initiative

DUBAI SOLAR SHOW

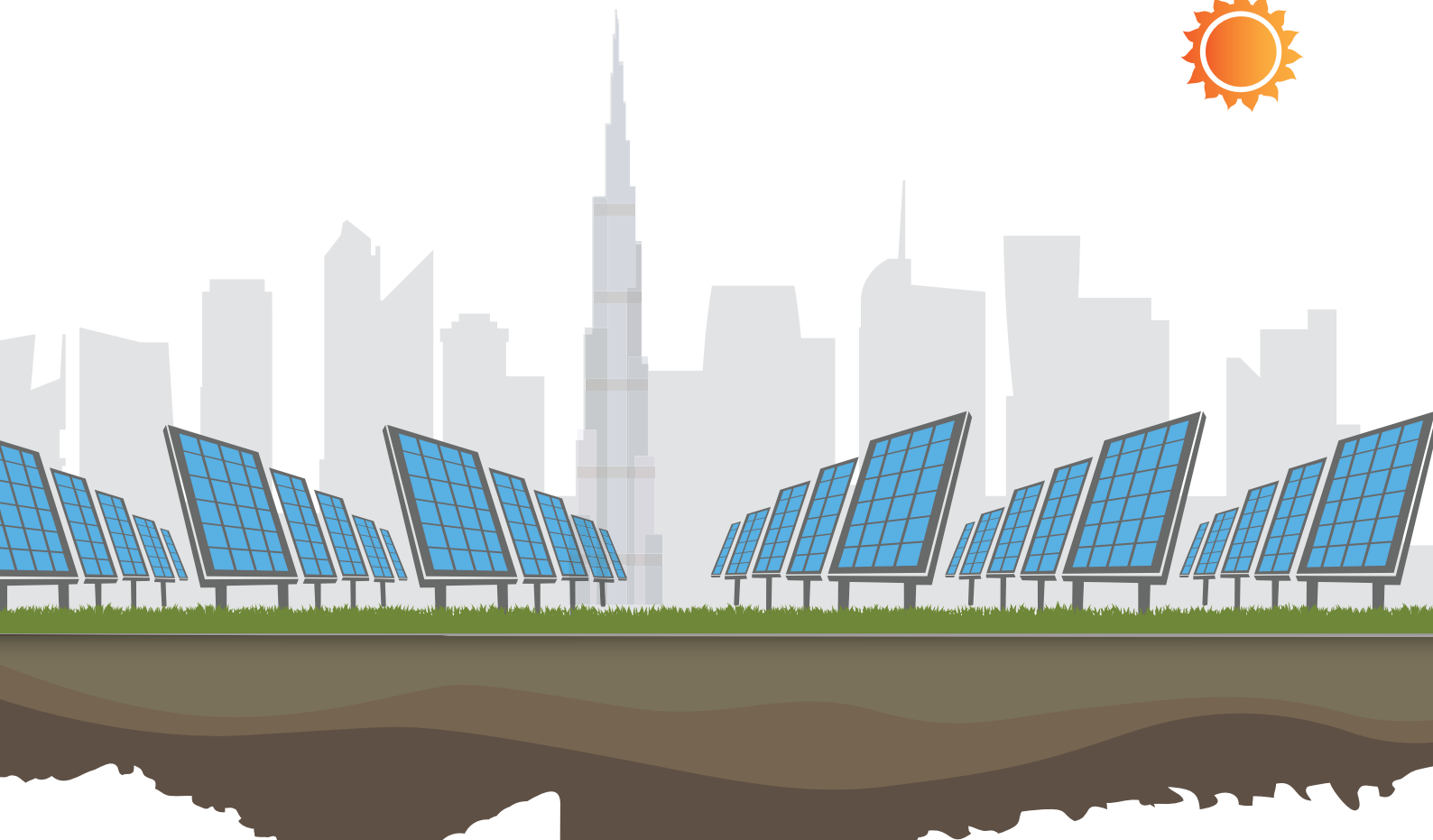
PART OF
WETEX

The biggest global solar exhibition in the region

4-6 October 2016

Dubai International Convention and Exhibition Centre

www.dubaisolarshow.com



UAE VISION 2021



UAE VISION 2021

The UAE Vision 2021 was launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, at the closing of a Cabinet meeting in 2010.

The Vision aims to make the UAE among the best countries in the world by the Golden Jubilee of the Union. In order to translate the Vision into reality, its pillars have been mapped into six national priorities which represent the key focus sectors of government action in the coming years.

1. Cohesive Society And Preserved Identity

The UAE Vision 2021 National Agenda strives to preserve a cohesive society proud of its identity and sense of belonging.

2. Safe Public And Fair Judiciary

The UAE Vision 2021 National Agenda aims for the UAE to be the safest place in the world.

3. Competitive Knowledge Economy

The global economy will witness significant economic changes in the coming years and the UAE Vision 2021 National Agenda aims for the UAE to be at its heart.

4. First-Rate Education System

Education is a fundamental element for the development of a nation and the best investment in its youth.

5. World-Class Healthcare

Since success requires an open mind and healthy body, the UAE Vision 2021 National Agenda aims to achieve a world-class healthcare system.

6. Sustainable Environment And Infrastructure

The UAE Government wants to ensure sustainable development while preserving the environment, and to achieve a perfect balance between economic and social development.

THE UAE STRATEGY FOR GREEN DEVELOPMENT





The Vice President and Prime Minister of the UAE and Ruler of Dubai,
His Highness Sheikh Mohammed bin Rashid Al Maktoum announced in January 2012 the launch of a long-term national initiative to build green economy in the UAE under the slogan, a Green Economy for Sustainable Development.

Through this initiative, the UAE aims to become one of the world leaders in this area as well as a centre for the export and re-export of green products and technologies, and to maintain a sustainable environment to support long-term economic growth.

The initiative includes a range of programmes and policies in the areas of energy, agriculture, investment and sustainable transport in addition to new environmental and constructional policies to raise the quality of life in the country.

While announcing the initiative,
His Highness Sheikh Mohammed bin Rashid Al Maktoum asserted that the UAE, under the leadership of the President of the UAE,
His Highness Sheikh Khalifa bin Zayed Al Nahyan, seeks to become a global hub and a successful model of the new green economy, to enhance the country's competitiveness and sustainability of its development and preserve its environment for future generations.

The Green Economy Initiative includes six major fields covering a wide range of legislation, policies, programmes and projects.



The **First field** of green energy consists of a group of programmes and policies to promote the production and use of renewable energy and related technologies that encourages the use of clean fuel for energy production. It also calls for work to develop standards and enhance the efficiency of energy consumption in both the public and private sectors.

The **Second field** includes government policies to encourage investments in Green Economy and to facilitate the production, import, export and re-export of green products and technologies, as well as work to create job opportunities for

citizens in these areas and preparation of national cadres in this field.

The **Third field** of the initiative comes under the title of the Green City. It consists of a large group of urban planning policies aimed at preserving the environment and raising the efficiency of housing and buildings environmentally. It also includes initiatives to promote environment-friendly transportation or sustainable transport. This is in addition to programmes designed to purify the air in cities in the UAE to provide a healthy environment for all.



The **Fourth field** consists of the means for dealing with the effects of climate change through policies and programmes designed to reduce carbon emissions from industrial and commercial sites. It will also promote organic agriculture through a series of incentives at federal and local levels. It also includes programmes to maintain biodiversity and to protect the ecological balance, wildlife and marine environment in the UAE.

The **Fifth field** of the Green Economy Initiative is called the Green Life, which involves a set of policies and programmes aimed at rationalising the use of water resources, electricity and natural

resources as well as projects to recycle waste generated by commercial or individual uses. It also includes awareness-raising initiatives and environmental education.

The **Sixth field** of the Green Economy Initiative includes the development and promotion of green technology and its first phase of implementation includes carbon capture and conversion of waste into energy.

Dubai Plan 2021

Dubai Plan 2021 describes the future of Dubai through holistic and complementary perspectives, starting with the people and the society who have always been, and always will be, the bedrock of the city. This aspect describes the characteristics that Dubai's people need to have to deliver on the city's aspirations in all areas, and examines the society needed to support and empower these individuals in achieving their goals.

The plan addresses the urban environment including both natural and built assets, and looks at the living experience of the people of Dubai and its visitors as a result of their interaction with this environment and the economic and social services provided. In addition, the plan also focuses on the economy, which is the city's development engine and its fuel for its march forward.

Finally, the plan addresses the government as the custodian of the city development in all aspects. These perspectives were divided into 6 themes, each highlights a group of strategic developmental goals for Dubai, and together forming the city's vision for 2021.

- The People: "City of Happy, Creative & Empowered People"
- The Society: "An Inclusive & Cohesive Society"
- The Experience: "The Preferred Place to Live, Work & Visit"
- The Place: "A Smart & Sustainable City"
- The Economy: "A Pivotal Hub in the Global Economy"
- The Government: "A Pioneering and Excellent Government"

The People



The Society



The Experience



خطة دبي

2021

DUBAI PLAN

The Place



The Government



The Economy





Dubai Clean Energy Strategy 2050

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the Dubai Clean Energy Strategy 2050, to make Dubai a global centre of clean energy and green economy.

The strategy consists of five main pillars: Infrastructure, legislation, funding, building capacities and skills, environmentally friendly energy mix.

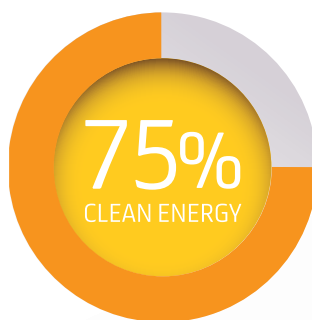
Infrastructure:

The infrastructure pillar includes initiatives such as Mohammed Bin Rashid Al Maktoum Solar Park, which is the largest generator of solar energy in the world from a single location with a capacity to produce 5,000 MW by 2030, and total investment of AED 50 billion. The first phase of this project began operations in 2013. The second phase will begin operations in April 2017 with a capacity of 200 MW, the third phase will begin operations in 2020 with a capacity of 800 MW, while the remaining phases will begin

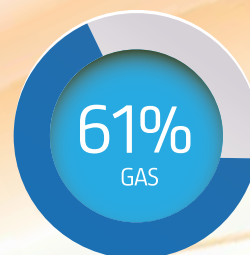
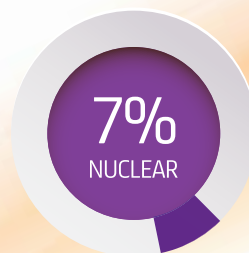
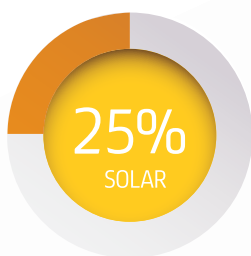
operations in 2030 with a capacity of 5000 MW, which is 25% of the total energy production in the emirate of Dubai as estimated.

The infrastructure pillar also includes a comprehensive innovation centre and R&D centre. The innovation centre features a group of research and development centres specialised in the next generation of clean energy technologies such as solar energy technology test centre, drones research centre, 3D printing technology, and solar energy based desalination tests centre. AED 500 million will be invested in research and development in areas such as integration of smart grids, energy efficiency and electricity generation from solar energy.

The infrastructure pillar also includes the establishment of a new free zone under the name Dubai Green Zone dedicated to attracting research and development centres and emerging companies in the field of clean energy.



By 2050



Environmentally Friendly Energy Mix By 2030

Legislation:

The second pillar focuses on the establishment of a legislative structure supporting clean energy policies in two phases. The first phase will be implemented through Shams Dubai initiative which aims to encourage building owners to place solar panels on the roofs and link them to the main network of Dubai Electricity and Water Authority. The second phase includes coordination with Dubai Municipality to issue a set of decisions on the integration of consumption rationalization technology and energy production and the requirement to install solar panels on the roofs of all building in Dubai by 2030.

Funding through the Dubai Green Fund

The third pillar is related to financing solutions for investment in research and development on clean energy and its application. This pillar includes the establishment of Dubai Green Fund worth of AED 100 billion which will contribute through its financial resources easy loans for investors in the clean energy sector in the emirate at reduced interest rates. Dubai Electricity and Water Authority will ensure the demand management and economic value of the project.

Building capacities and skills

The fourth pillar aims to build human resources capabilities through global training programmes in the field of clean energy in cooperation with international organisations and institutes such as International Renewable Energy Agency (IRENA) as well as international companies and R&D centres. The pillar will contribute to the creation of a sustainable model for research and development in the area of clean energy based on specialised human capabilities in this field.

Environment friendly energy mix

The fifth pillar is focused on creating an environment friendly energy mix comprising solar energy 25%, nuclear power 7%, clean coal 7%, gas 61% by 2030. The mix will gradually increase the employment of clean energy sources to 75% by 2050, making Dubai the city with the least carbon footprint city in the world. This pillar also activates energy generation mechanisms through waste by employing state-of-the-art technologies in this area that will contribute to turn 80% of the emirate waste to energy by 2030.





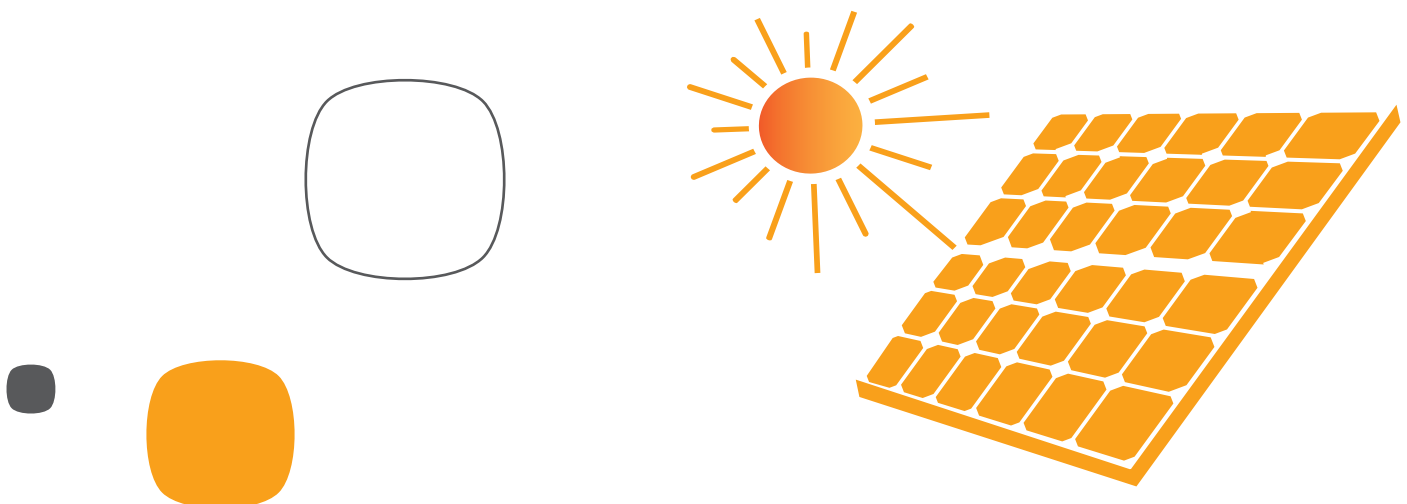


Dubai Solar Show

Solar energy has evolved over time, due to its increasing popularity and adoption around the world and the continued international efforts to provide innovative, efficient and cost-effective technologies in this field. Undoubtedly, solar energy is making a significant and steady progress in the region – a perfect time to be part of this growing industry in the Middle East.



CLEAN ENERGY SOURCES IN DUBAI





The UAE: ideally located for solar energy

The location of the United Arab Emirates and Dubai within the Sunbelt highlights solar energy's major role as a renewable source of energy. In Dubai, available global irradiation usable by photovoltaic (PV) technology averages 2,150 kWh/m²/y (kilowatt hours per square metres per year) and the direct part of the irradiation (DNI) which is used by Concentrated Solar Power (CSP) is about 1,850 kWh/m²/y. These figures mean the solar energy is an optimum energy source in Dubai.

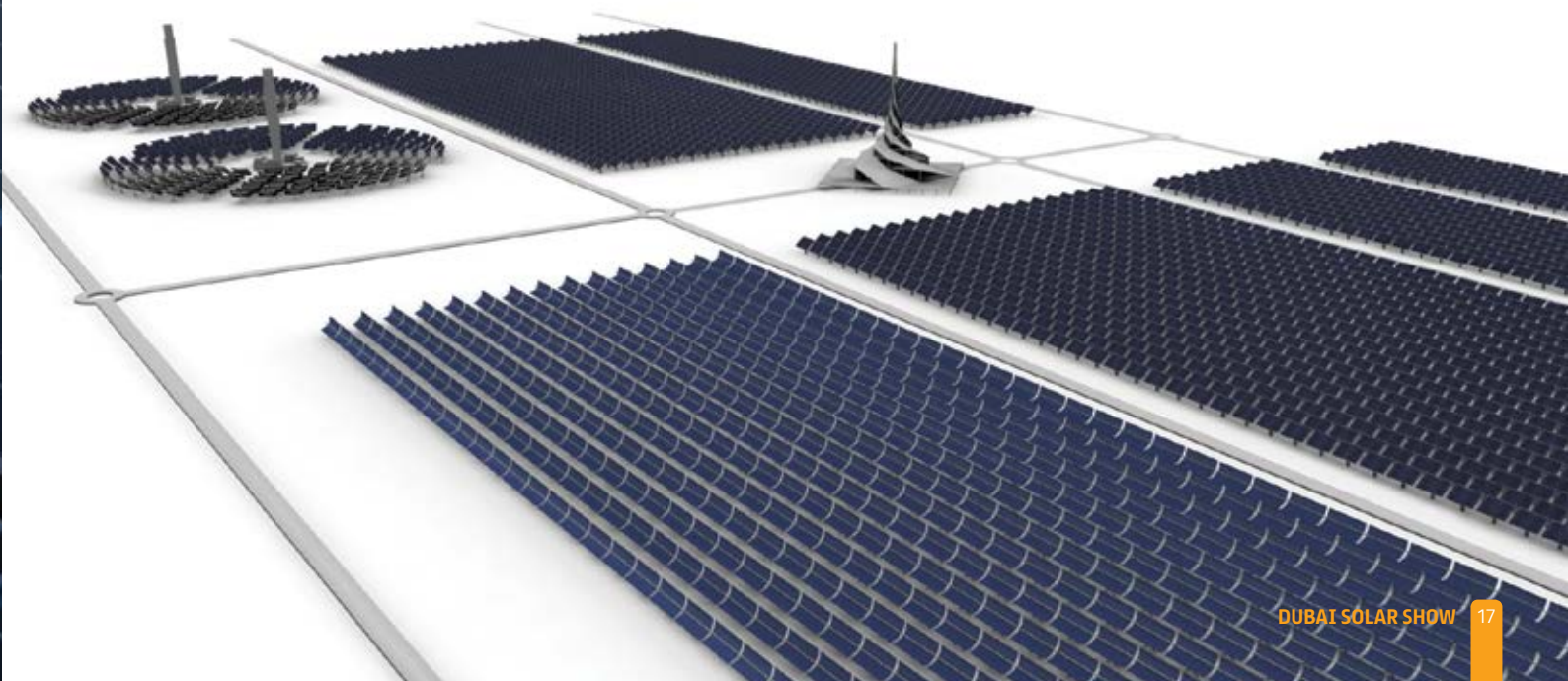
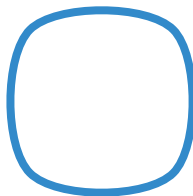
Key Solar Projects and Programmes in Dubai

Mohammed bin Rashid Al Maktoum Solar Park

The Mohammed bin Rashid Al Maktoum Solar Park was announced in January 2012 in line with the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, to enhance the sustainable development of Dubai. It also supports the Dubai Clean Energy Strategy 2050 that aims to make Dubai a global centre of clean energy and green economy. The strategy also aims to provide 7% of Dubai's energy from clean energy sources by 2020, 25% by 2030 and 75% by 2050.

Dubai Electricity and Water Authority (DEWA) is managing the Solar Park, which is the largest renewable-energy project on a single plot in the world with a planned production capacity of 5000 MW upon completion in 2030. The Solar Park includes:

- The Solar Power Projects of 5000 MW by 2030
 - First Phase: 13MW launched on 22 October 2013
 - Second Phase: 200MW will be launched in April 2017
 - Third Phase: 800MW will be launched in stages, ending by 2020
 - Future Phases: up to 5000MW by 2030
- Research & Development (R&D) Centre with a solar testing facility
- Innovation Centre
- Educational & Training Centres
- Photovoltaic Reverse Osmosis Project (PVR0)



Innovation Centre

Interactive centre equipped with the latest technologies in renewable and clean energy

Objectives

- Further developing national skills in the field of energy
- Promoting the competitive edge of businesses in Dubai, developing renewable energy technologies, and supporting the region's energy industry
- Spreading awareness on climate change and sustainable energy
- Creating interactive presentations and organizing educational tours for visitors
- Educating people about solar energy and organizing educational tours for visitors
- Educating people about solar energy and the Solar Park, and highlighting Dubai's leading role in the field of sustainability



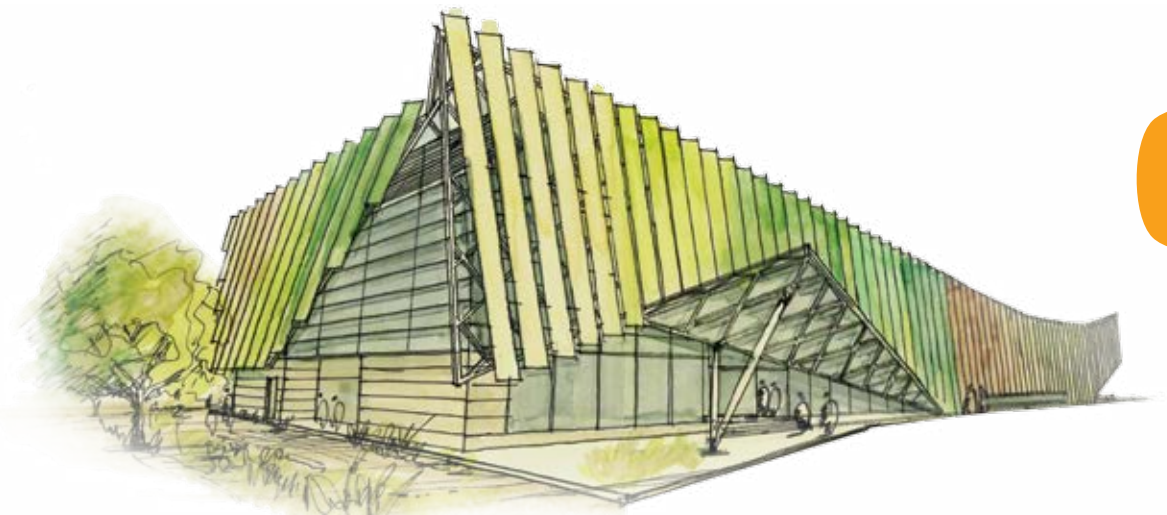
Research & Development Centre (R&D)

The Centre of Excellence for Innovative Research in Energy & Water aims to shape a Sustainable World-Class Utility

Objectives

- Conducting studies to meet industrial and social requirements
- Leading regional efforts for scientific research on renewable energy
- Serving as a link between researchers and developers
- Developing formal channels linking universities to local and global research centres
- Developing output strategies for innovative productive ideas

Research & Development is focusing, among other topics, on the reliability and durability of photovoltaic solar panels for prolonged periods in severe conditions. DEWA's R&D Team is working on a series of international initiatives to develop cutting-edge research and is participating in other regional programmes as well. A key project has been launched for international collaborations on soiling and dust mitigation on PV equipment. The tests that are currently being performed will set a baseline for development of specifications, tests and standards for PV equipment in the region.



DEWA Solar Testing Facility,

a part of the R&D Centre, includes:

Photovoltaic Solar Testing Facility

This facility concept is for innovative technology demonstrations in renewable energies. Current test program involves 32 module commercial types from more than 20 manufacturers. Operation and maintenance strategies are also in the core of the research topics. The data gathered from tests on these solar panels is also being used to improve their efficiency in the region, given its climate.

CSP Testing Facility

The CSP Testing Facility will study CSP technologies in a desert climate, using 10 units with a total power capacity of 110kW.



Shams Dubai Initiative

This leading initiative supports the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai the smartest city in the world. It also supports diversifying the energy mix by promoting the use of clean and renewable energy sources to build a sustainable future for the Emirate. Launching the initiative implements council resolution number 46 of 2014, issued by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, to regulate the connection of solar energy to Dubai's power grid.

The initiative encourages household and building owners to install PV panels to generate electricity, and connect them to DEWA's grid. The electricity is used on site and the surplus is exported to DEWA's network.



Solar Decathlon Middle East

Solar Decathlon is an international competition to design smart solar-powered buildings. Universities from around the world take part in the programme that challenges teams to design, build, and operate energy-efficient houses. The winner of the competition will be the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and efficiency. Following the agreement between the Dubai Supreme Council of Energy, DEWA and the US Department of Energy, Dubai will host the Solar Decathlon Middle East in October 2018 and in 2020. All international teams are invited to prepare their projects and proposals under the theme of sustainable living in the Middle East.



About Dubai Solar Show

Organised by Dubai Electricity and Water Authority (DEWA), Dubai Solar Show is dedicated to bringing the latest solar innovations and showcasing the largest solar projects in region providing a unique platform in building partnerships with all government and private sectors in pursuing innovative solutions.

As the world's renewable energy industry continues to rapidly grow, WETEX 2016 is proud to launch Dubai Solar Show - the ideal gateway of solar business in the region, on 4-6 October 2016 at the Dubai International Convention and Exhibition Centre. The exhibition will cover approximately 13,000 sqm gross area and would welcome exhibitors from across the globe.

Exhibitor Profile:

- Manufacturers
- Suppliers and Distributors
- Solar System Installers
- Solar Energy Storage
- IPP & Solar Project Developers
- Research & Development
- Solar Innovation Solutions
- Engineering and Consultancy
- System Integrators
- Solar Desalination
- Solar Thermal
- Utilities & Municipalities
- Universities & Educational Institutions
- Solar Associations
- Solar Magazines
- Solar Parks
- Solar & Electric Cars
- Solar Consumer Products

Visitor Profile:

- Municipalities & Utilities
- Real Estate Developers & Community Developers
- Facilities Management
- Agents & Distributors
- Contractors & Project Developers
- Engineering and Consultancy
- Research and Development
- Project Owners
- Banks & Investors
- Universities

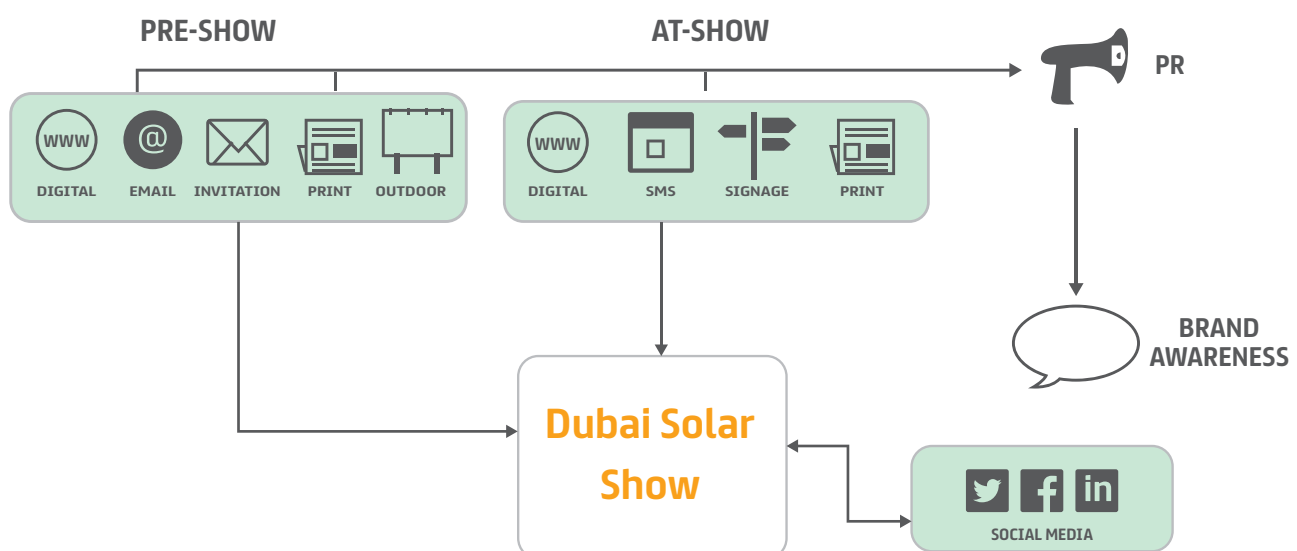
By Job Function:

- CEO and other C-level Executives, Chairman, President, General Managers
- Vice President, Directors
- Project Managers & Engineers
- Purchasing and Supply Managers
- Business Development & Export Managers
- Sales Managers & Directors
- Consultants, Advisors, Experts, R&D Professionals
- Marketing & Communications Managers, Media & Journalists

Why Dubai Solar Show?

1. Strategically position your brand as a key player in the fast-developing solar energy industry and reinforce your brand to a highly targeted audience to meet senior-level decision makers.
2. Engage and network with government decision-makers, business leaders, investors, project owners and buyers, primarily Dubai Electricity and Water Authority (DEWA), the organiser of Dubai Solar Show, and the leading force of solar energy in Dubai.
3. Find out about current and future solar projects in the region, the latest market trends and policies and regulations set out by government authorities, to become part of Dubai's future solar projects and programmes.
4. Benefits exclusively from participating as sponsors or exhibitors, such as free company and product registration with DEWA, receiving letters of recommendation for exhibit products, exclusive site visit to the Mohammed bin Rashid Al Maktoum Solar Park, product demonstrations and speaking opportunities in conferences and seminars.
5. Widen your business opportunities in other Renewable Energy, Power Generation, Oil & Gas, Water and Environment industry sectors through Dubai Solar Show's co-location with **WETEX Exhibition and World Green Economy Summit**.

Benefit from wide range of promotional activities of Dubai Solar Show:



WETEX – Water, Energy, Technology and Environment Exhibition



WETEX represents an excellent business platform focusing on the entire spectrum of water, energy, and environment technologies. It brings together all industry professionals and experts, government decision makers, investors, innovators, suppliers, and buyers both the public and the private sectors in the energy, water, environment and renewable technologies. WETEX will feature more than 1,600 companies and attracts over 20,000 visitors. The 18th edition of WETEX will take place on 4-6 October 2016 in conjunction with Dubai Solar Show.

For more information about WETEX exhibition, visit www.wetex.ae

WORLD GREEN ECONOMY SUMMIT (WGES)



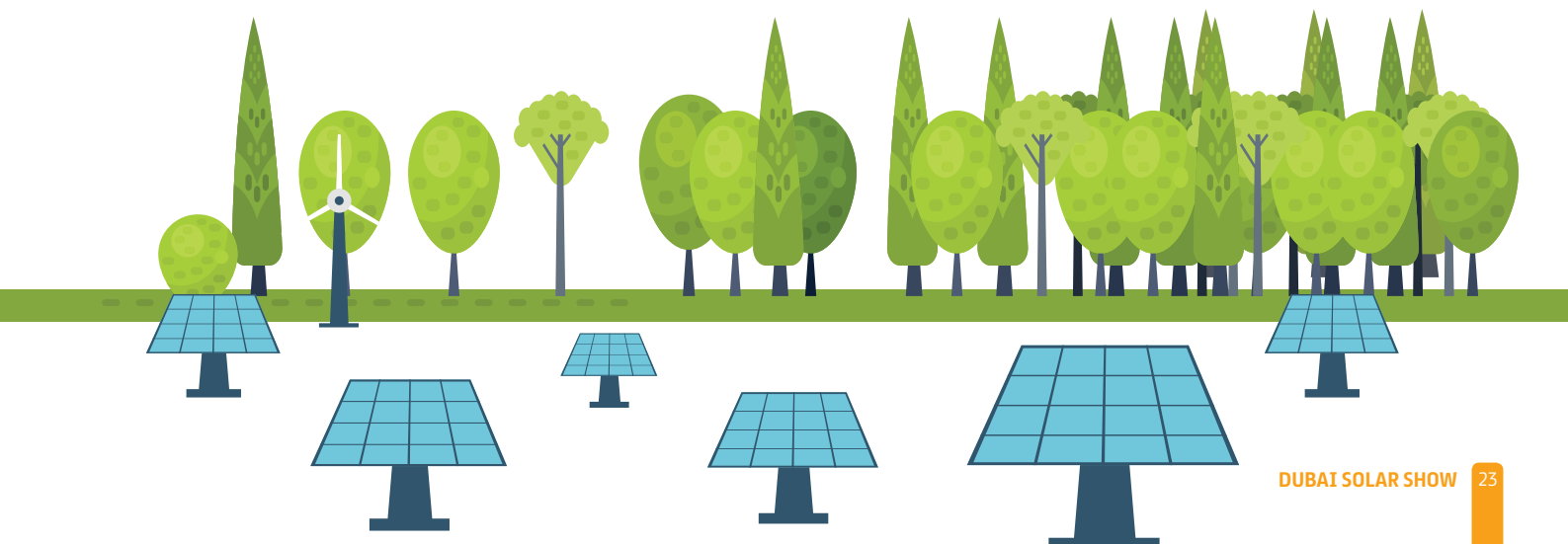
WORLD GREEN ECONOMY SUMMIT
5 - 6 October 2016, Dubai, United Arab Emirates

Dubai Solar Show and WETEX coincide with World Green Economy Summit, which brings together global experts, united in pursuing a sustainable future for humanity in order to forge global partnerships among leading players in the world that can drive the transition to a green economy. The summit attracts governments, businesses, financiers and brings together over 1,000 delegates from around the world.

For more information about World Green Economy Summit visit: www.wges.ae

Green Week

Green Week aims to raise awareness and encourage culture of environmental sustainability within society. DEWA runs this annually as the overarching umbrella that comprises community events, social and environmental activities that promote green practices in Dubai to create a positive impact for a better tomorrow, for generations to come. This initiative coincides with series of workshops and seminars during WETEX, Dubai Solar Show and World Green Economy Summit.



FREE-TO- ATTEND CONFERENCE, SEMINARS & WORKSHOPS

Stay updated with latest technologies and gain expert insights from market leaders.

PRODUCT PRESENTATIONS & LIVE DEMONSTRATIONS

Showcase your product to a wider audience and demonstrate your unique product features.

EXCLUSIVE SITE VISITS

Join our exclusive site tours and visit state-of-the-art power plants and facilities around UAE.

PARTICIPATION FEES

OPTION 1: SPACE ONLY

US\$ 450 or AED 1,655 per sqm

Inclusive of the following:

- General Illumination
- General Security Services
- Entry in the Official Catalogue

OPTION 2: SHELL SCHEME PACKAGE

US\$ 480 or AED 1,760 per sqm (Minimum of 9 sqm)

Inclusive of the following:

- A standard OCTANORM shell scheme with rear and side walls
- Your company name in English on the fascia board
- Carpet covering the floor of the stand
- 1 x 13 Amp, 220v plug socket per 9 sqm
- 3 spotlights of 100W each per 9 sqm
- 1 reception desk and 2 chairs per 9 sqm
- General Illumination
- General Security Services
- Entry in the Official Catalogue



SPONSORSHIP OPPORTUNITIES

Reinforce your brand awareness and increase your visitor footfall to your stand through our sponsorship opportunities. To find out how you can benefit from our sponsorship opportunities and discuss your requirements, contact our team at Tel: +971 4 322 3031 or Email: sales@dubaisolarshow.com

STRATEGIC SPONSOR (AED 500,000 / USD 136,240)

1. Free exhibition space of 100 sqm
2. Logo of Sponsor to be placed on venue branding during the exhibition wherever applicable
3. Logo of Sponsor to be part of above the line activities of Dubai Solar Show and WETEX, locally and regionally 'wherever applicable' (Print, TVC, Online banners, etc.)
4. Sponsor will be entitled to international media coverage, where the logo of the Sponsor will be part of international above the line media activities of Dubai Solar Show and WETEX wherever applicable
5. Logo of Sponsor to be placed on the outdoor activities 'if applicable'
6. Logo of Sponsor of Dubai Solar Show website with hyperlinks leading to the Sponsor's website
7. Logo of Sponsor to be part of below the line activities of Dubai Solar Show (Badges, Exhibitors manuals, etc.)
8. Exclusive invitation to the press conference and potential opportunity for media coverage
9. Logo of Sponsor to be placed on email shots promoting Dubai Solar Show
10. Special badges for Sponsors' delegates
11. Exclusive VIP invitations to Dubai Solar Show and WETEX Gala Dinner with reserved prime seating
12. Free participation at the seminars
13. Thank you ads for Sponsors to be released in newspapers after the exhibition
14. Sponsors will be honoured at Dubai Solar Show and WETEX Gala Dinner
15. Sponsor's logo in brochures, flyers, official publications and trade visitor invitation
16. Sponsor's brochure will be placed at the trade visitor registration counters 'if applicable'
17. Invitation for the opening ceremony and presence on the backdrop of all related events 'wherever applicable'
18. Sponsor's logo visibility at Visitor Registrations Counters of Dubai Solar Show
19. Logo of Sponsor on the front page of Dubai Solar Show Exhibitor Catalogue
20. Provide exclusive coverage through PR report in Arabic dailies (500 words+)
21. Full page colour advertisement in Dubai Solar Show Exhibitor Catalogue

Note: For Strategic Media Sponsors, point 1 may be replaced by an exclusive on-site booth for interviews outside the hall, if applicable.

PLATINUM SPONSOR (AED 400,000 / USD 108,990)

1. Free exhibition space of 60 sqm
2. Logo of Sponsor to be placed on venue branding during the exhibition wherever applicable
3. Logo of Sponsor to be part of above the line activities of Dubai Solar Show and WETEX, locally and regionally 'wherever applicable' (Print, TVC, Online banners, etc.)
4. Sponsor will be entitled to international media coverage, where the logo of the Sponsor will be part of international above the line media activities of Dubai Solar Show and WETEX wherever applicable
5. Logo of Sponsor of Dubai Solar Show website with hyperlinks leading to the Sponsor's website

6. Logo of Sponsor to be part of below the line activities of Dubai Solar Show (Badges, Exhibitors manuals, etc.)
7. Exclusive invitation to the press conference and potential opportunity for media coverage
8. Logo of Sponsor to be placed on email shots promoting Dubai Solar Show
9. Special badges for Sponsors' delegates
10. Exclusive VIP invitations to Dubai Solar Show and WETEX Gala Dinner with reserved prime seating
11. Free participation at the seminars
12. Thank you ads for Sponsors to be released in newspapers after the exhibition
13. Sponsors will be honoured at Dubai Solar Show and WETEX Gala Dinner
14. Sponsor's logo in brochures, flyers, official publications and trade visitor invitation
15. Invitation for the opening ceremony and presence on the backdrop of all related events 'wherever applicable'
16. Sponsor's logo visibility at Visitor Registrations Counters of Dubai Solar Show
17. Half-page colour advertisement in Dubai Solar Show Exhibitor Catalogue

GOLD SPONSOR (AED 200,000 / USD 54,500)

1. Free exhibition space of 30 sqm
2. Logo of Sponsor to be placed on venue branding during the exhibition wherever applicable.
3. Logo of Sponsor to be part of above the line activities of Dubai Solar Show and WETEX, locally and regionally, wherever applicable (Print, TVC, Online banners, etc.)
4. Logo of Sponsor of Dubai Solar Show website with hyperlinks leading to the Sponsor's website
5. Logo of Sponsor to be part of below the line activities of Dubai Solar Show (Badges, Exhibitors manuals, etc.)
6. Exclusive invitation to the press conference
7. Logo of Sponsor to be placed on email shots promoting Dubai Solar Show
8. Exclusive VIP invitations to WETEX Gala Dinner with reserved prime seating
9. Special badges for Sponsors' delegates
10. Free participation at the seminars
11. Thank you ads for Sponsors to be released in newspapers after the exhibition
12. Sponsors will be honoured at Dubai Solar Show and WETEX Gala Dinner
13. Sponsor's logo in brochures, flyers, official publications, trade visitor invitation
14. Invitation for the opening ceremony and presence on the backdrop of all related events 'wherever applicable'
15. Sponsor's logo visibility at Visitor Registrations Counters of Dubai Solar Show
16. Quarter-page colour advertisement in Dubai Solar Show Exhibitor Catalogue

SPONSORSHIP TERMS & CONDITIONS

1. All Benefits highlighted in the package will be provided from the contract date only
2. All media related coverage will start from 2 weeks of the contract date onwards subject to receiving high resolution logo from the Sponsor
3. PR Coverage will be subject to receiving the approved content at least 3 weeks before the planned activity

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



About the Organiser - Dubai Electricity and Water Authority

DEWA is the sole provider of electricity and water to Dubai and generates 9,656 MW of electricity and 470 MIGD of water. DEWA is 100%-owned by the Dubai Government and a member company of the Dubai Supreme Council of Energy which is the governing body of Dubai tasked with policy development, planning and coordinating with concerned authorities & energy bodies to deliver new energy sources while employing a balanced approach to protecting the environment.

With a vision to become a sustainable innovative world-class utility, DEWA has been committed for the past 17 years to organising the Water, Energy, Technology and Environment Exhibition (WETEX) in its quest for innovative technologies and solutions, best practices and global partners that will help improve the quality of electricity and water not only for Dubai but also for the benefit of the entire region.

For more information about DEWA, visit www.dewa.gov.ae



4-6 October 2016 | Dubai International
Convention and Exhibition Centre, Dubai, UAE

DUBAI SOLAR SHOW SPACE BOOKING FORM

COMPANY INFORMATION

Company Name:

Exhibiting As (if different from Above)

Exhibiting Person Title

Mailing Address

Zip/Postal Code Telephone Fax

City/Province State/Country

E-mail Address Website

Product Category

STAND DETAILS

	PLEASE SELECT	AREA (sqm)	STAND NO.	COST
Space Only Includes: General Illumination, General Security Services and Entry in the Official Catalogue	<input type="radio"/> US\$ 450 <input type="radio"/> AED 1,655			
Shell Scheme Package Includes: General Illumination, General Security Services, Entry in the Official Catalogue, OCTANORM shell scheme with rear & side walls, fascia board with company name in English, Stand Carpet, 1 x 13 Amp, 220v plug socket, 3 spotlights of 100W, 1 reception desk and 2 chairs per 9sqm	<input type="radio"/> US\$ 480 <input type="radio"/> AED 1,760			
TOTAL COST				

Note: Please provide 3 choices for your stand. If none of your choices are available, you will be assigned the best booth available based on your desired area.

SPONSORSHIP

	PLEASE SELECT	STAND NO.	Additional Space US\$ 450 / AED 1,655 per sqm	TOTAL COST
Strategic Sponsorship 100 sqm space included	<input type="radio"/> US\$ 136,240 <input type="radio"/> AED 500,000			
Platinum Sponsorship 60 sqm space included	<input type="radio"/> US\$ 108,990 <input type="radio"/> AED 400,000			
Gold Sponsorship 30 sqm space included	<input type="radio"/> US\$ 54,500 <input type="radio"/> AED 200,000			

Note: Please refer to Sponsorship Page for the complete list of benefits included in your chosen package

- ☐ I am interested for other sponsorship opportunities for Dubai Solar Show
☐ I am interested in reserving advertising space in the Show Directory

PAYMENT SCHEDULE & PROCEDURE

Bookings and payment to be completed as below:

For participation booking form shall be completed, signed and mailed to Dubai Electricity Authority, PO BOX 564, UAE, Dubai or emailed to sales@dubaisolarshow.com
 Booking will be guaranteed up on first deposit payment

Payment terms and conditions

- 1) 50% payment deposit upon receiving the invoice no later than 31st May 2016
- 2) 50% balance payment on or before 31st August 2016
- 3) Booking forms submitted post 4th July 2015 are subject to completion of contract agreement and full payment of space fees
- 4) Sponsorship Branding and Promotion will only be effective upon receipt of first deposit of space fees.

For inquiries and support

Please contact us at +971 4 3223031 or email us at sales@dubaisolarshow.com

Cancellation of Participation Policy

Cancellation of bookings on or before 4th July 2016 will be subject to additional registration service charges of AED 5,000/- on total registration fees. The full contract price is due, payable and non-refundable on and before 4th July 2016.

ACCEPTANCE OF TERMS AND CONDITIONS

By signing this Contract, applicant agrees to abide by the above Terms and Conditions that accompany this contract.

Signature:

Company Stamp:

Print Name:

Date:

Please complete the application form and send it to:

DUBAI SOLAR SHOW TEAM c/o Dubai Electricity and Water Authority, P.O. Box 564, Dubai, United Arab Emirates
 OR please email to: sales@dubaisolarshow.com

Terms and Conditions of Exhibits Space Contract

1. Contract for Space: The contract for space, the formal notification of space assignment and the full payment fees constitutes together a contract between the exhibiting organisation, hereinafter known as Management, for the right to use space for Dubai Solar Show. The contract is based upon the plan of exhibit rates shown thereon and the general information contained in the exposition prospectus and sales kit all of which are to be considered along with details on all pages of this form as part of the contract. All measurements shown on the floor plan are approximate and Management reserves the right to make such modifications as deemed necessary making equitable adjustment with any exhibitor or exhibitors thereby affected. The management also reserves the right to adjust the floor plan to meet the needs of the exposition.

2. Installation and Dismantling of Exhibits: Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates specified. The exhibits must be ready for inspection no later than 8:00am of the first show day. Should an exhibit not be set by 10:00am of the first show day, the Management reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor. Dismantling may not begin until the close of the exposition on the final show day. Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have written approval of Management. Dismantling must be completed and all exhibit materials removed by the final move out date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition).

3. Storage Boxes and Packing Crates: Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00am of the first show day all boxes and crates will be placed in storage provided they are properly labelled for storage. Those not so labelled will be removed and destroyed as refuse.

4. Floor Plan: The floor plan for this exhibit will be maintained as originally presented wherever possible. However, Management reserves the unqualified right to modify the plan to the extent necessary for the best interests of the exhibit, the exhibitors and the industry.

5. Applications for Space-conditions: Reservations must be made on the Space Application form which must contain complete information. Management reserves the right to reject applications for space. It is the policy of DEWA to limit the use of exhibit spaces to firms whose products or services contribute to the purposes of Water, Energy and Environment. No cash sales will be permitted.

6. Payment Schedule/Cancellation or Reduction of Space: The payment details are listed on the brochure. Cancellation of this contract or reduction of space must be in writing, and by mutual consent of the applicant and Management, except that Management may unilaterally cancel this contract for non-payment of any balance due by the date specified if cancellation or deduction of space is agreed to applicant will be entitled to a refund based on the following schedule.

Cancellation or Reduction of Space Penalty: Space cancelled or reduced on or before 30th June 2016 will be charged AED 5000 as service charges on total registration fees. The full contract price is due and payable and non-refundable for any space cancelled or deducted after 30th June 2016. All demonstrations must be within the confines of the exhibit space. Aisles must not be obstructed at any time by exhibitor personnel or attendees. Management reserves the right to unilaterally determine if a demonstration interferes with adjacent exhibit spaces and may if necessary order its discontinuation. Note: Please refer to the exhibitor manual for specific booth dimension instructions.

7. Space Assignment: Space assignment will be indicated on the accepted contract. However, should conditions or situations warrant, Management has the unqualified right to reassign space for the best interest of the exposition. Exhibitor must rent sufficient space to contain their exhibit completely within the confines of booth lines. Heights and Depths addressed in Section 11 must be observed. Exhibitors may take photos or videos of their display, however they are not permitted to directly take pictures of any other display or instruct others to take such pictures, without written permission by Management and the exhibitor whose display is being photographed. Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

8. Sharing/Subletting Space: No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment or materials from other than their own firm in the said space. Management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel exhibit space reverts back to Management. Independent Contractors Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor selects to use any contractor other than the official contractors assigned by DEWA, DEWA is not in a position to intercede in disputes on behalf of the exhibitor. Notification to use independent contractors must go to both show Management and the Official Exhibit Services Contractor.

9. Exhibitor Personnel: Each Exhibitor will furnish Management in advance, the name of those persons who will staff the booth of the exhibitor. Personnel will be admitted to the show floor at 8:00am each day. In the event of earlier admission, special permission must be obtained from Management. Exhibitor's representatives manning the exhibit will be owners, employees, or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exhibitor. Such badges will be supplied upon presentation of the list of personnel by the exhibitor. Each exhibitor will place on file in the Show Management Office the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display and who is authorised to make decisions for the exhibitor as requested by Management on site or in case of emergency. Note: Supplying exhibitor personnel badges to current or prospective customers by exhibitors is strictly forbidden. If such use of exhibitor badges is made and this is recognised, individuals wearing the badges will be removed from the premises and badges will be confiscated. Management will supply visitor passes which the exhibitor may distribute to the customer for purpose of attendee registration. The exhibitor personnel registration is to be used solely for employees or agents of the exhibitor.

10. Displays and Construction: Management has arranged for a standard uniform booth background, including header sign with exhibitor's name and booth number. Equipment must be spotted within the confines of the exhibit space and allow sufficient space for exhibitor personnel to conduct business within the space. Management is not responsible for music used by exhibitors, and exhibitor hereby agrees to indemnify, defend and holds harmless Management for any and all costs or damages, related to any copyright violations that result from exhibitor's failure to obtain the appropriate license(s). Balloons, horns, odours or congestion in exhibitors' booths are not permitted.

11. Contractors Services: All services such as furniture, carpeting, labour, cleaning, storage of boxes and crates shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges. In the event of give-aways, demonstrations, and/or entertaining the attendees, booths must be arranged so attendees coming into the exhibit do not block aisles or overlap into neighbouring exhibits. The operation of equipment indoors will not be permitted on a continuous basis. Operation of equipment may be approved for demonstration purposes for short periods approximately one to five minutes, provided Management is notified in writing thirty (30) days prior to the first day of the show. Booths must be policed by each exhibitor so disruption or level from any demonstration or sound system or equipment producing sound is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not a right. Management reserves the exclusive right to determine at what point disruption or sound

level constitutes interference with other exhibits and must be discontinued. All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

Note: Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, exhibitor warrants that there is in effect the instance policy covering the exhibitor, with coverage remaining current through exhibitor's occupancy. Exhibitors must comply with all state, local, and exhibition facilities' safety regulations. Corrections will be made at exhibitor's expense. If corrections cannot be made, exhibit shall be removed at exhibitor's cost with no liability accruing to Management. Under no circumstances may the weight of any exhibit materials exceed the speeded maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of his exhibit material to conform with the floor loading specifications.

Indemnity: Exhibitor agrees to indemnify defend, and hold harmless Management, its officers, employees and agents from and against any and all third party claims and other liabilities (including reasonable Attorney fees) that are caused by or arise from, or grow out of the negligent acts or omissions of the exhibitor, its agents, officers, employees, representatives, servants, invites, patrons, or guests. The exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to business licenses, health, fire prevention, and public safety affecting his participation in the exposition. Compliance with such laws in mandatory for all exhibitors and is the sole responsibility of the exhibitor. If unusual equipment is to be installed, the exhibitor must communicate with Management for information concerning the facility or applicable regulations. Management will not be liable for the fulfilment of this contract as to the delivery of space if non-delivery is due to any of the following causes. By reason of the building being destroyed or substantially damaged by fire; act of God; public enemy, strikes, authority of law; or any other cause beyond the control of Management. In the event of not being able to hold the exposition for any of these reasons Management will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation.

12. Character of Exhibits: It is the desire of Management that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Management. It is the exhibitor's responsibility to create an attractive display area. The exhibitor is required to provide a carpet to cover the area contracted, including under carpet equipment. Any part of an exhibit space which does not compliment the purpose of the exhibition must be corrected at the exhibitor's expense. Management reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay Management for expenses incurred in making the necessary alterations.

13. Gadgets, Gimmicks, Demonstrations, Music and Sound: Side-show tactics, scantily clad individuals, or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbour" policy at all times. Exhibits should not be conducted in a manner not to be objectionable or offensive to neighbouring booths. The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise making devices are restricted to within the exhibitor's booth. Management reserves the right to determine when such items become objectionable.

14. Other Exhibits: The exhibitor agrees that neither they, their agents, nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exhibition covered by this contract or its officially designated to the properties during the dates of said exposition. This limitation does not apply to participation in other trade association exhibitor's regular place of business or showroom. Violation of this provision by an exhibitor will constitute a breach of the contract and Management may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeits all payments pursuant to this contract.

15. Soliciting Access to List, Samples & Prizes: No soliciting of registrants shall be permitted in the aisles or in other exhibitor's booths. Samples, catalogues, pamphlets, publications, souvenirs, etc. may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of name and addresses, etc. without prior written approval of Management. Signs showing the price of items must not be displayed. DEWA reserves the right to limit access to attendee, exhibitor and any other list or information gathered by DEWA or its contractors. Exhibitors that publish industry publications may distribute their publications outside their booths only to the other exhibitors and only during show hours. Show sponsors that produce industry publications may distribute their publications to exhibitors at times designated by show management.

16. Flammable Materials: Flammable fluids, substances, or materials of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame proofed before being taken into the exhibit hall, and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical equipment must meet all safety codes.

17. Beverages and Foods: Food and/or beverages may be supplied by the exhibitor, with the prior written consent of Management and the Facility. Alcoholic beverages may not be served in the exhibition.

18. Liability: Neither Management, the official service contractor, exhibit hall management, security services, nor any of the officers or employees of the above will be responsible for safety of property of exhibitors from theft, strikes, damage by fire, water, storm, or vandalism or other causes. Management will take reasonable precautions through the employment of security personnel to protect exhibits from such loss. All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

19. Damage: Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns, or ceilings of the exhibit building and for any damage to equipment furnished by Management or service suppliers designated by them.

20. Violation: The interpretation and application of these rules and regulations are the responsibility of Management. Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof. Upon written notice of such cancellation, Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

21. Social Functions/Special Events: Any social function or special event during Dubai Solar Show is reserved for exhibiting companies and must be approved by Show Management

22. Show Rules: In the event that unforeseen events make it necessary, Management will have the right to amend these rules and delegations or make additions thereto and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.

About the Venue

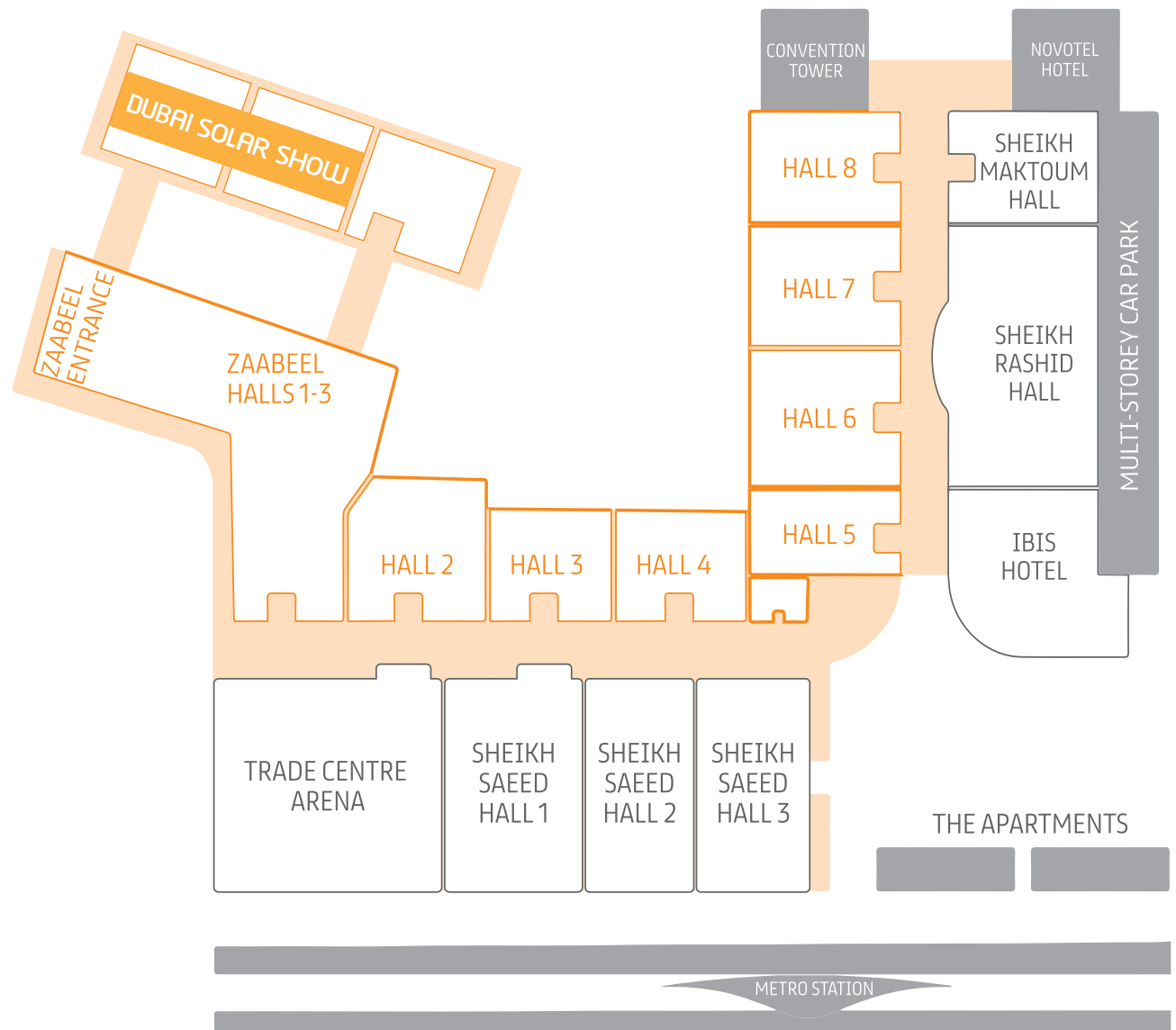
The venue of Dubai Solar Show, DICEC, has direct access from the city's main highway and commercial skyscraper corridor, Sheikh Zayed Road - giving you a direct gateway to all areas of Dubai and the wider UAE. DICEC is also accessible via public transport bus and Dubai Metro red line.

Designed to world-class standards, DICEC provides on-site facilities such as parking facilities, medical emergency facilities, pharmacy, banks, Business services, Dining Facilities and wheelchair access.

The Show Halls are linked with easy access to Zabeel Halls/Zabeel Concourse with a linked modular environment, Dedicated Entrances and dedicated Concourse with approx 300 car parking spaces directly outside.

The organiser strives to ensure the ease and comfort of exhibitors and visitors attending Dubai Solar Show. For any assistance, please contact our Dubai Solar Show Team on

info@dubaisolarshow.com



Be part of this fastest growing industry in the region and contact Dubai Solar Show Team today.

To reserve your space or for sponsorship enquiries, contact:

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For more information please visit: www.dubaisolarshow.com

Organized by:

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



Part of:



Co-located with:



WORLD GREEN ECONOMY SUMMIT
5 - 6 October 2016, Dubai, United Arab Emirates