



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

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

DUBAI SOLAR SHOW

PART OF  
WETEX

THE REGION'S LARGEST SUSTAINABILITY & RENEWABLE TECHNOLOGY EXHIBITION



23-25 October 2017

Dubai International Convention and Exhibition Centre

“ The UAE is striving to develop and boost its rich resources and expertise in the international energy markets and enhance its leading role as a world centre for renewable energy research and development. ”



**HH Sheikh Khalifa bin Zayed Al Nahyan**  
President of the UAE

“ We recognise that preserving our energy resources will be one of the greatest challenges in our drive towards sustainable development. This, however, will not materialise unless the different facets of our society adopt energy conservation principles in their core values. The future generations will be the chief beneficiary of our achievements and the best judge of what we accomplish in this field.

”



**HH Sheikh Mohammed bin Rashid Al Maktoum**

Vice President and Prime Minister of the UAE and Ruler of Dubai

“ DEWA's projects are the life, essence and backbone of Dubai's infrastructure. DEWA provides world-class services at the highest levels of reliability, quality and best international practices and technologies, to ensure uninterrupted supply of electricity and water services and achieve the sustainable development of the UAE.

”



**HH Sheikh Hamdan bin Rashid Al Maktoum**

Deputy Ruler of Dubai, Minister of Finance of the UAE  
and President of Dubai Electricity and Water Authority (DEWA)



## Note from Vice Chairman of Dubai Supreme Council of Energy and MD & CEO of Dubai Electricity and Water Authority (DEWA)

DEWA is organising the Dubai Solar Show, in conjunction with the 19th Water, Energy, Technology, and Environment Exhibition (WETEX 2017), which is organised under the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of DEWA, from 23 to 25 October at the Dubai International Convention and Exhibition Centre.

A report by Bloomberg New Energy Finance, New Energy Outlook 2016, estimates that USD 7.8 trillion will be invested globally in renewables between 2016 and 2040. Two thirds of these investments will be in expanding power generation, but will require trillions of more dollars to bring world emissions onto a track compatible with the United Nations' 2°C climate target.

The UAE, under the directives of our wise leadership, has taken an early start to bid farewell to the last drop of oil. HH Sheikh Mohammed bin Rashid Al Maktoum, launched the Dubai Clean Energy Strategy 2050, to make Dubai a global centre of clean energy and green economy, and provide 7% of Dubai's energy from clean energy sources by 2020, 25% by 2030 and 75% by 2050. Dubai also aims to install solar panels on the roofs of all buildings in Dubai by 2030. DEWA has already launched Shams Dubai initiative to encourage building owners to install photovoltaic panels to generate electricity and connect it to DEWA's grid.

The Mohammed bin Rashid Al Maktoum Solar Park, which is the largest single-site solar park in the world, with a planned capacity of 5,000MW by 2030, and a total investment of up to AED 50 billion is instrumental to the Dubai Clean Energy Strategy 2050. DEWA set world records by obtaining the lowest price globally for the second and third phase of the solar park based on the Independent Power Producer (IPP) mode. It received USD 5.6 cents per kilowatt hour (kW/h) for the 200MW second phase and USD 2.99 cents per kilowatt hour (kW/h) for the 800MW third phase of the solar park. DEWA also intends to build the largest Concentrated Solar Power (CSP) project in the world, using the IPP model. DEWA will generate 1,000MW using this technology by 2030.

Dubai Solar Show will be a key platform for the public and private sectors to make deals, build partnerships, review the latest solar-energy technologies, learn about current and future projects in the region and market needs, and explore opportunities to take part in solar-energy projects and programmes. Organising the show in conjunction with WETEX and the World Green Economy Summit is a chance to reach thousands of exhibitors, participants, officials and decision makers in the UAE, the Arabian Gulf and the Middle East as a whole. Participants and visitors can avail of the busy agendas of the two events which feature conferences, workshops and specialised activities. They can also meet experts and specialists from around the world to discuss developing solar energy and expanding its adoption in the region to achieve the sustainable development and ensure a sustainable future for us and for generations to come.

I invite all companies and organisations working in solar technologies to take part in Dubai Solar Show and explore the various investment opportunities offered by this promising sector.





**HE Saeed Mohammed Al Tayer**

Vice Chairman of the Dubai Supreme Council of Energy  
MD & CEO of DEWA

# GEOGRAPHICAL LOCATION



## UAE - AN IDEAL LOCATION FOR SOLAR ENERGY GENERATION

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/m<sup>2</sup>/y (Kilowatt hours per square meters per year) and the direct part of the irradiation (DNI – Direct Normal Irradiance) which is used by Concentrated Solar Power

(CSP) is about 1,850 kWh/m<sup>2</sup>/y. These figures mean solar energy is an optimal energy source for Dubai.

Solar power in the United Arab Emirates has the potential to provide most of the country's electricity demand. While being a major oil producing country, the UAE has taken steps to introduce solar power on a large scale.



# 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's 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 Economy



The Government



# THE UAE ENERGY PLAN FOR 2050

The UAE Energy Plan for 2050 was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

The strategy aims to increase the contribution of clean energy in the total energy mix to 50%, thus saving AED 700 billion by 2050. It will aim to invest Dh 600 billion to meet demands for energy and ensuring the sustainability of growth in the UAE's economy, and will also result in savings of Dh 700 billion.

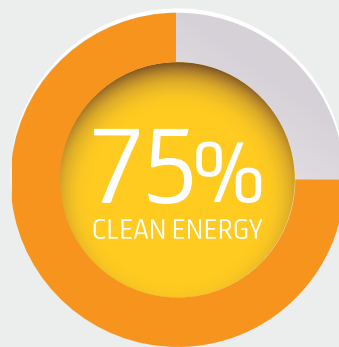
The energy equation targeted by the 2050 strategy is as follows: 44% clean energy, 38% gas, 12 percent clean coal and 6% nuclear.

The strategy will stimulate economic growth and investment in energy storage, and contributing to reducing power consumption. It marks the beginning for the sustainability of the UAE's power sector.

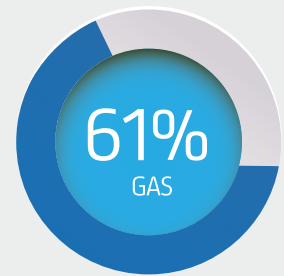
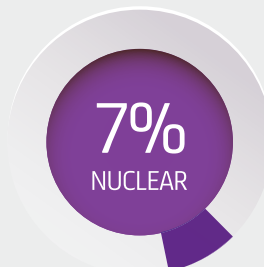
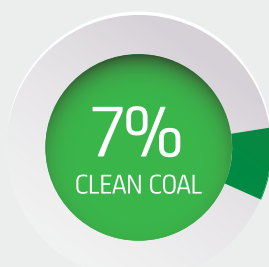
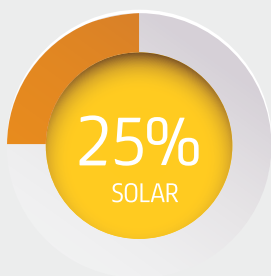
## DUBAI CLEAN ENERGY STRATEGY 2050

**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 and environmentally friendly energy mix.



By 2050



Environmentally-Friendly Energy Mix By 2030





## MOHAMMED BIN RASHID AL MAKTOUM SOLAR PARK PROJECTS:

The Mohammed bin Rashid Al Maktoum Solar Park is one of the world's largest solar project based on an independent power producer (IPP) model. Besides the three phases that consist of solar farms using PV technology, the long-term project will also include concentrating solar power (CSP). The total capacity of the entire project is planned to reach 5,000 MW by 2030.

The first phase of the Mohammed bin Rashid Al Maktoum Solar Park, in Seih Al-Dahal, was the

13-megawatt (DC) solar farm (DEWA 13) that had been constructed by First Solar in 2013.

The second phase is a 200 MW photovoltaic plant under construction by ACWA Power, a Riyadh-based company, expected to be completed in April 2017. In 2015, Dubai Electricity and Water Authority (DEWA) announced the third phase of 800 MW, along with Dubai's revised target to increase the share of renewables on the energy mix to 7% by 2020, 25% by 2030 and 75% by 2050.

- **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**



The Dubai Clean Energy Strategy 2050 aims to provide 7% of Dubai's energy from clean energy sources by 2020. It will increase this target to 25% by 2030 and 75% by 2050.

The Mohammed bin Rashid Al Maktoum Solar Park is the world's largest renewable project on a single site based on the independent power producer (IPP) model. Besides the three phases that consist of solar farms using PV technology, the long-term project will also include concentrated solar power (CSP). The total capacity of the entire project is planned to reach 5,000 MW by 2030.



## THE FUTURE STARTS HERE

Mohammed bin Rashid Al Maktoum Solar Park

In parallel to the utility-scale projects of the Mohammed bin Rashid Al Maktoum Solar Park, in March 2015 DEWA also launched a net-metering scheme to encourage companies and private individuals to install solar power on their homes and buildings. While the scheme is currently voluntary, solar panels are to be made mandatory for all buildings in Dubai by 2030.

In 2013, Shams Dubai's solar power station, a 100-megawatt (MW) CSP plant in Abu Dhabi became operational. The USD 600 million Shams 1, is the largest CSP plant (Parabolic Type) outside the United States and Spain and is expected to be followed by two more stations, Shams 2 and Shams 3.



Mohammed bin Rashid Al Maktoum Solar Park Project Plan

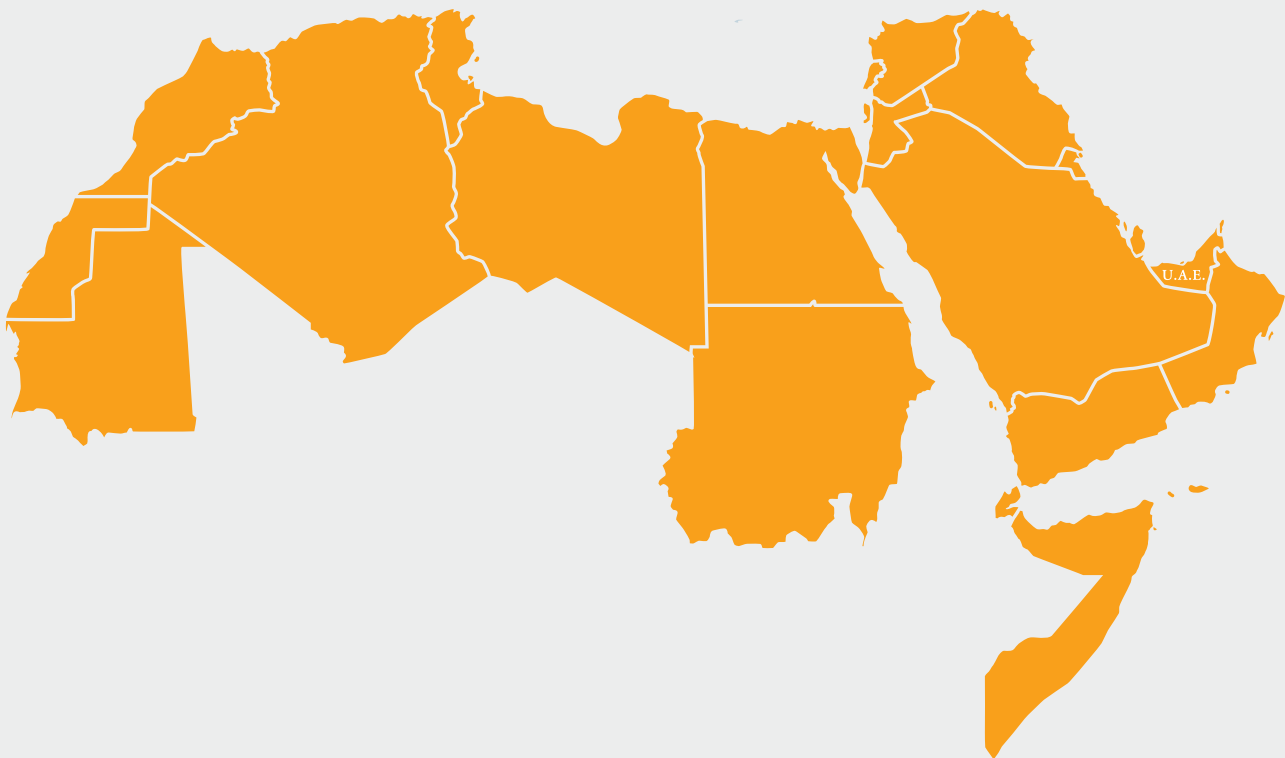
## MENA REGION SOLAR PROSPECTS

The Mohammed bin Rashid Al Maktoum Solar Park with 5000 MW and the Ouarzazate Solar Complex Morocco – 2000 MW, along with other solar developments in Egypt, Jordan, Saudi Arabia and elsewhere, are demonstrating that the oil-rich region known in policy circles as MENA (Middle East and North Africa) is beginning to challenge long-standing assumptions about its energy resources.

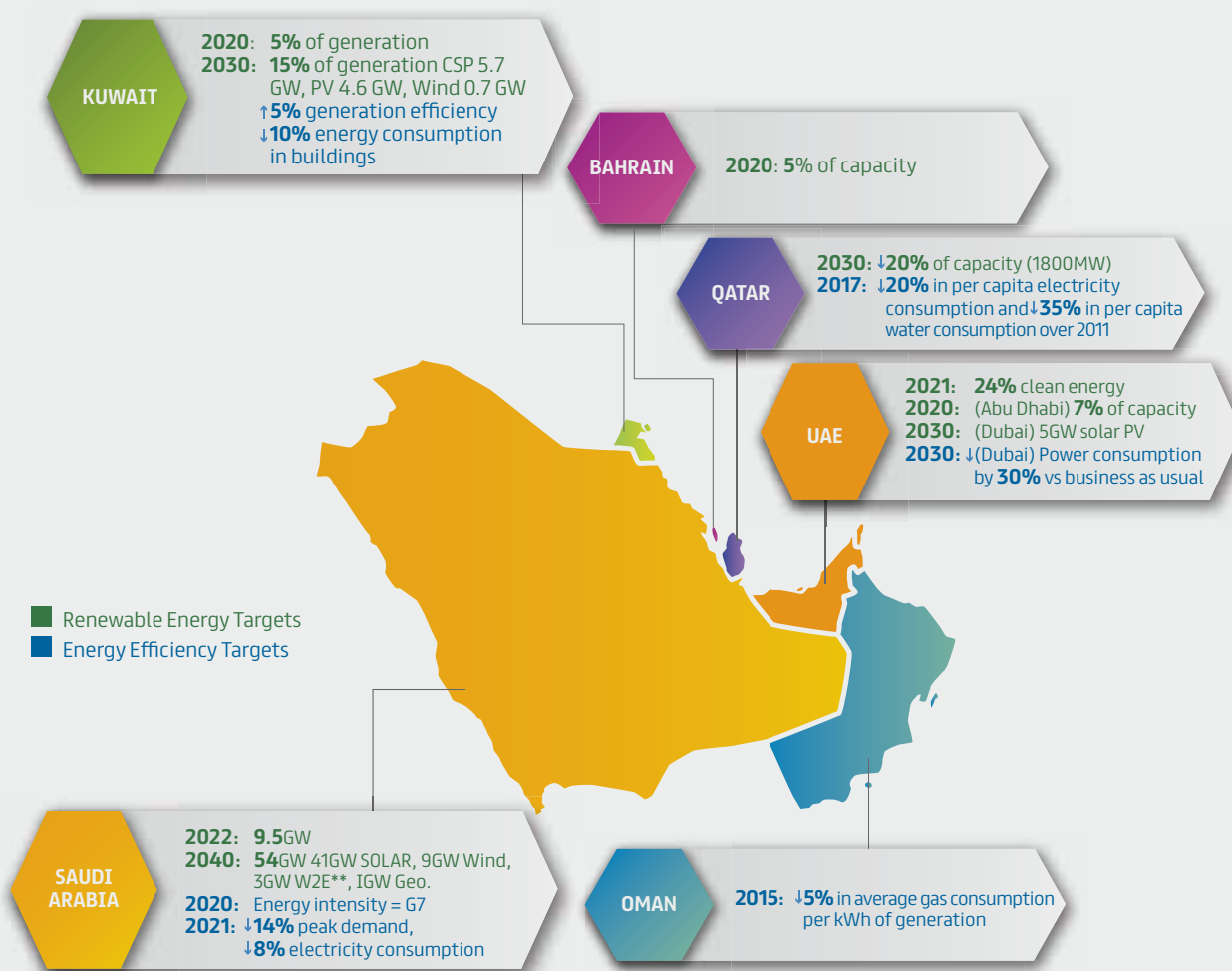
Accelerating the growth of solar is the continued development of innovative technologies and services that are further driving down the cost

of solar systems, offering the rapidly growing regions of the Middle East and North Africa a valuable and economically viable energy alternative to conventional fossil fuels.

As HE Saeed Mohammed Al Tayer, managing director and chief executive of DEWA said, "We are determined to continue building and developing a greener economy... to achieve a sustainable environment in terms of air quality, conserving water resources, more reliance on clean energy and implementing green development."



# GCC SUSTAINABLE ENERGY PLANS



\*The Saudi Arabian renewable energy plan from the King Abdullah City for Atomic and Renewable Energy (K.A. CARE) was intended as a scenario rather than an official target. It has been reported that the plan has been pushed back by eight years (BNEF, 2014).  
 Source: Based on (Lahn, Stevens and Preston, 2013); (RCREEE, 2015a) and others

Source: IRENA

## SOLAR (PV AND CSP) INSTALLATION OVERVIEW (MWAC) <sup>(1)</sup>

Country	Operational	Under Execution <sup>(2)</sup>	Tendered in 2016	Percentage Target in 2020 <sup>(3)</sup>
Morocco	160	350	245	12%
Algeria	270	80	2000	15%
UAE	128	200	1150	10%
Jordan	30	320	120	12%
Egypt	70	1800	250	8%
Saudi Arabia	23	62	170	8%
Kuwait	12	60	85	10%
<b>Sum</b>	<b>693</b>	<b>2872</b>	<b>4020</b>	

(1) Centralised and distributed solar

(2) PPA signing, awarded, construction, etc.

(3) Percentage of power generation capacity for 2020

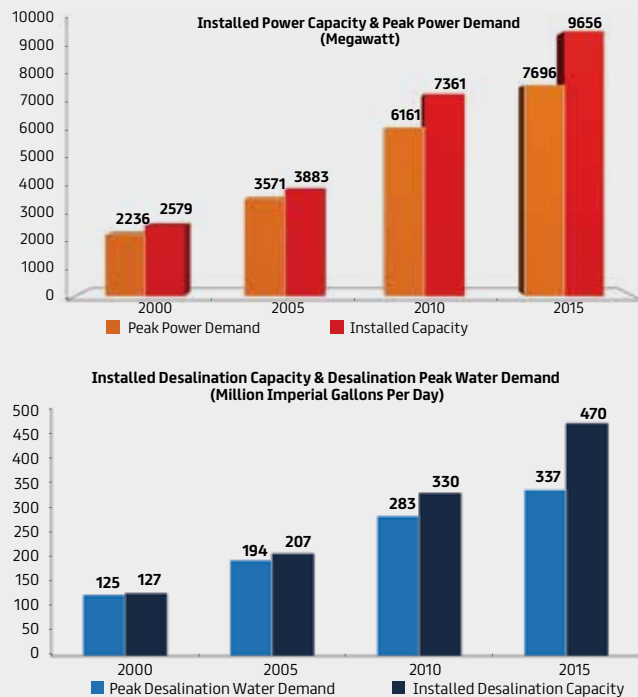
Source: MESA



# DUBAI ELECTRICITY AND WATER AUTHORITY

## – A continuous success story

Dubai Electricity and Water Authority (DEWA) was formed on 1 January, 1992, by a decree issued by the late Sheikh Maktoum bin Rashid Al Maktoum to merge Dubai Electricity Company and Dubai Water Department, which had been operating independently before then. Both organisations were established by the late Sheikh Rashid bin Saeed Al Maktoum in 1959. Dubai Government fully supported the Electricity Company and the Water Department to provide Dubai's citizens and residents with a continuous and reliable supply of electricity and water. Since then, DEWA has made considerable achievements, to be ranked as one of the best utilities in the world. DEWA provides services today to more than 760,000 customers with a satisfaction rate that reached more than 89% in 2016.



The Hassyen Clean Coal Power Plant is another pioneering project implemented by DEWA based on the IPP model. With a production capacity 2,400MW, the first phase will be operational by 2023. DEWA is managing and operating the Mohammed bin Rashid Al Maktoum Solar Park, which is the largest single-site solar project in the world. It will produce 1,000MW by 2020 and 5,000MW by 2030, with total investment of AED 50 billion.

## Strategic Direction

### Our Vision:

A sustainable innovative world-class utility

### Our Mission:

We are committed to the happiness of our stakeholders and promoting Dubai's vision through the delivery of sustainable electricity and water services at a world-class level of reliability, efficiency and safety in an environment that nurtures innovation with competent workforce and effective partnerships; supporting resources sustainability.

### Our Motto:

For generations to come

### Our Mission:

- Stakeholders' Happiness
- Sustainability
- Innovation
- Excellence
- Good Governance









# DUBAI SOLAR SHOW 2017

As the world's renewable energy industry continues to rapidly grow, we are proud to present the ideal gateway of solar business in the region, on 23 – 25 October 2017 at the Dubai International Convention and Exhibition Centre. The exhibition will cover over 14,000 sqm welcoming key industry leaders, governments, manufacturers, suppliers, traders, contractors and partners from across the globe.

Dubai Electricity and Water Authority (DEWA) is organising the second Dubai Solar Show, the region's largest renewable and sustainable technology event. It will highlight the latest innovations in the solar and sustainable energy field by offering a unique platform to forge partnerships between public and private sectors to develop innovative solutions.

Dubai Solar Show will be a key platform for the public and private sectors to make deals, build partnerships, review the latest solar-energy technologies, learn about current and future projects in the region and market needs, and explore opportunities to take part in solar-energy projects and programmes.

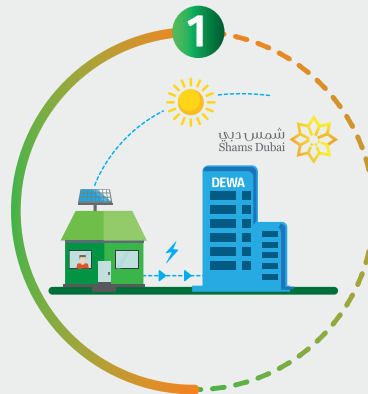
Dubai Solar Show is dedicated to bringing the latest solar innovations and showcasing the largest solar projects in region providing a unique platform in building partnerships with all government and private sectors in pursuing innovative solutions.

## OBJECTIVES OF DUBAI SOLAR SHOW:

1. To bring latest solar innovations to the region and become a unique platform for knowledge-sharing and building partnerships with all government and private sectors in pursuing innovative solutions while supporting Dubai's transformation into the smartest city in the world.
2. To establish Dubai Solar Show as a gateway of solar business in the region and annual international event attended by solar energy professionals, international exhibitors, buyers, and relevant organisations from around the world.
3. To develop a platform in brightening the framework for its solar projects in the region through benchmarking, launching of projects or programmes, and assist in the development or implementation of strategies related to solar sector.
4. To support in elevating the promotion of sustainability as the main theme and objective of WETEX, where solar energy is the future of energy.

# SMART INITIATIVES BY DEWA

Connecting Solar Energy  
To Houses and Buildings



## 3 SMART INITIATIVES



Smart Applications via  
Smart Grid and Meters



Infrastructure and  
Electric Vehicles  
Charging Stations

# FIRST INITIATIVE

## Shams Dubai - Connecting Solar Energy to Houses and Buildings



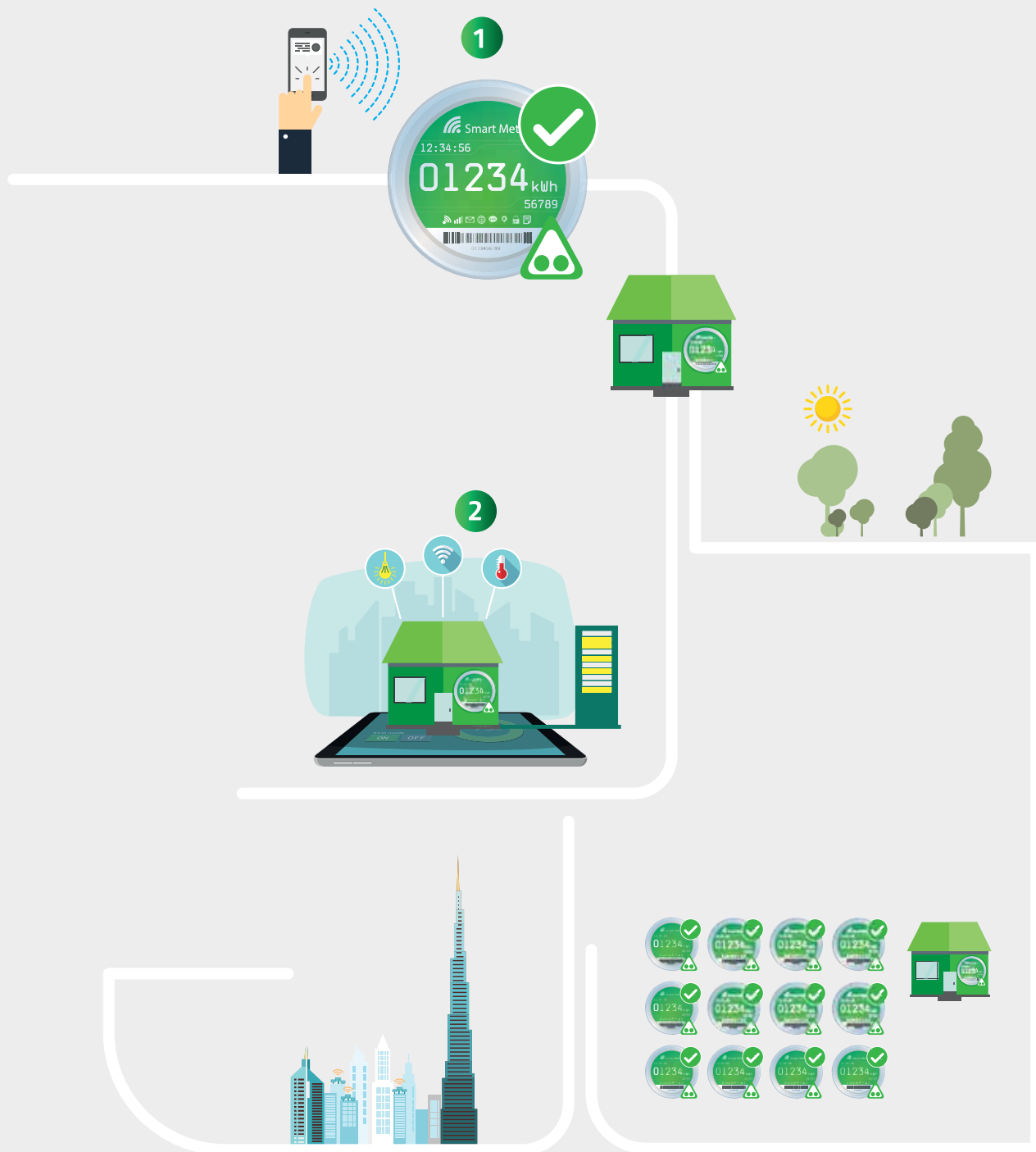
Within the Distributed Renewable Resources Generation Programme, Dubai Electricity and Water Authority has recently launched the Shams Dubai Initiative, which allows electricity customers to generate their own green electricity with solar PV panels, also connecting them to the power distribution grid. Any surplus not used on site can be exported to the grid, and offset from the customer consumption under a net metering scheme. The initiative implements Executive

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. DEWA has developed and published the regulations (including technical standards to ensure safe and reliable connection to the grid) and launched a certification scheme for PV experts and an eligibility scheme for solar equipment compliant with the technical standards.



# SECOND INITIATIVE

## SMART APPLICATIONS VIA SMART GRID AND METERS.



By installing smart meters, DEWA will provide various benefits and new applications to its customers, including automatic and detailed readings (both current and historical). The data obtained through these readings will be available to customers to monitor actual consumption for a specific period of time to better understand

and manage bills. Additionally, such data will help identify energy efficiency and will enable comparisons to be made with average norms. These smart meters will support renewable sources of energy in residential, commercial and industrial sectors by comparing energy supplies from consumption and generation sides.



## THIRD INITIATIVE

### 100 ELECTRIC VEHICLE CHARGING STATIONS ACROSS DUBAI, AND COUNTING. THE FUTURE LOOKS GREEN.



The Green Charger initiative supports the Smart Dubai initiative, launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, to make Dubai the smartest city in the world. The Green Charger initiative supports the strategy to reduce carbon emissions in Dubai by 16% by 2021.

"Our objective in the transition to become the smartest city in the world is to achieve the happiness of society and provide instant and seamless smart services, anytime, anywhere, supporting total sustainable transformation and the sustainability of energy resources. Dubai has all the elements

to reach top positions globally and has become a leading global hub for competitiveness, green economy and sustainability."

Moreover, DEWA has added 13 electric cars to its fleet, becoming the first government organisation in Dubai to use electric cars. This move supports Dubai's ambition to achieve a 10% increase in the total number of hybrid and electric cars in use by 2030.

Come, together let us take the road to a greener future.



## Research & Development Centre (R&D)

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

- 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



## 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 organising educational tours for visitors
- Educating people about solar energy and the Solar Park, and highlighting Dubai's leading role in the field of sustainability



DEWA Solar Testing Facility, a part of the R&D Centre, includes:

## Photovoltaic Solar Testing Facility

DEWA has developed a world-class Solar Powered PV Testing Facility for the purpose of studying & evaluating the performance, long term stability and reliability of PV technologies (both commercial and under development) under real local weather conditions.

This facility concept is for innovative technology demonstrations with key companies in renewable energies and for international collaboration 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. Current test programme involves 32 module commercial types from more than 20 manufacturers. Operation and maintenance strategies are also in the core of our research topics.

## 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.





# EXHIBITION SEGMENTS

The show has been systematically divided in different zones catering to various sectors, all of which lead towards a smarter, greener and sustainable Dubai. Listed below are the key zones:

- 1. Renewable Energy Zone** - Photovoltaics; Solar Thermal Technologies, Renewable Heating Systems, Thermal, Hydro Electric
- 2. Climate Change Zone** - Invitation for the companies that are taking significant steps and making efforts to reduce the carbon footprint of UAE and create a positive and sustainable impact on earth.
- 3. Solar Green Facilities Management Zone** – Invites companies involved in eco-friendly materials and implementing conservation programmes at our properties. We hope to reduce our carbon footprint and create a healthy, future-friendly environment for our future generation.
- 4. Eco Waste Management Zone** - Brings together solution providers and municipalities to discuss sustainable waste management strategies and solutions. The segment invites government officials and representatives from international waste management companies, consultants and finance institutions
- 5. Smart & Solar Transportation Zone** – Invites international corporates to support the vision of His Highness Sheikh Mohammed bin

Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, with the launch of a new strategy that would see smart driverless vehicles take over the roads of Dubai. His Highness said that by 2030, 25% of all transportation trips in Dubai will be smart and driverless, which comes as part of Dubai's strategy to become the smartest city in the world and achieve a sustainable economy in the UAE.

- 6. Solar Innovation, Education & Smart Technology Zone** – Invites Institutes, innovations and latest technology for building strong knowledge base in sustainable and renewable technologies.
- 7. Sustainable Communities and lifestyle Zone** - With several communities springing up in the region, the aim is to create net zero communities, and a healthy, creative and sustainable lifestyle and invite developers to showcase a model of such communities.
- 8. Happiness Zone** – To create a healthy and sustainable lifestyle keeping the vision of happy Dubai in mind, a dedicated zone focused on health, wellbeing, lifestyle and bringing together companies that are demonstrating and implementing this concept.

## Product Profile:

- PV Cell and Module
- Components and Accessories
- Production Technologies
- PV Systems Providers
- PV Products and Services
- Off-Grid Power
- PV Mounting Systems
- PV Tracking Systems
- Renewable Heating
- Cells
- Modules
- Thin Film
- Batteries, Battery Packs, Charging Technology and Devices
- Flow Batteries
- Fuel Cells
- Manufacturing Equipment Materials and Components
- Battery Management Systems
- Energy Storage Systems
- Inverters
- Monitoring, Measurement and Control Technology
- Energy Management
- Electricity Trading & Marketing
- Smart Grid
- Smart Home / Smart Buildings
- Electricity Trading & Marketing
- Information & Communications Technology, Software
- Virtual Power Plants / Combined Power Plants
- Cables
- Connectors
- Junction Boxes
- Tracking Systems
- Mounting Systems
- Installation Aids
- EPC Contracting / Project Development
- Consumer Products
- Pellet Storage Systems
- Solar Stations
- Heat Transfer Media
- System Accessories
- Integration and Automation
- Inspection and Metrology
- PV Materials and Components
- Cell Processing, Module Assembly, Thin Film
- Collectors, Pool Absorbers
- Building Integrated Solutions (Facades, etc.)
- Process Heat
- Air Conditioning and Cooling
- Solar Thermal Power Plants
- Manufacturing Machinery and Equipment
- Engineering and Design
- Consulting Services
- Research and Development
- Testing Institutes
- Trade Publications, Publishers
- Education, Training
- Financing, Promotion
- Organizations, Associations Software
- Other Renewable Energies (Wind, Hydro etc.)
- Building Integrated Solutions (BIPV)
- Stand Alone Systems
- Power Plants (Commercial & Utility-Scale)
- Maintenance, Repair and Operations of Solar Power Systems
- Heat Storage Tanks
- Control Systems

## Exhibitor Profile:

- Cell and Module Manufacturers
- Production Technologies
- Materials and Accessories
- PV Distributors
- Products, Services
- Systems Providers
- Energy Management
- Suppliers
- System Installers
- IPP Project Developers
- Innovation Solutions
- Engineering Consultancy
- Research & Development Companies
- System Integrators
- Solar Desalination Solutions
- Utilities & Municipalities
- Solar Parks
- Solar Associations
- Solar & Smart Transport
- Sustainable Solution Providers
- Facility Management
- Climate Control Institutions
- Green Concept Companies
- CO<sub>2</sub> Emission Control
- ECO Waste Management Companies
- Smart Lifestyle Solutions
- Institutes
- Innovation, Education & Smart Technology Zone
- Green Transport Solutions
- Green Infrastructure Development Solutions
- Sustainable Infrastructures Developers
- Associations and Media

## 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
- Consultants, Advisors, Experts, R&D Professionals
- Marketing & Communications Managers, Media & Journalists
- Research & Development Professionals
- Regional Government Authorities

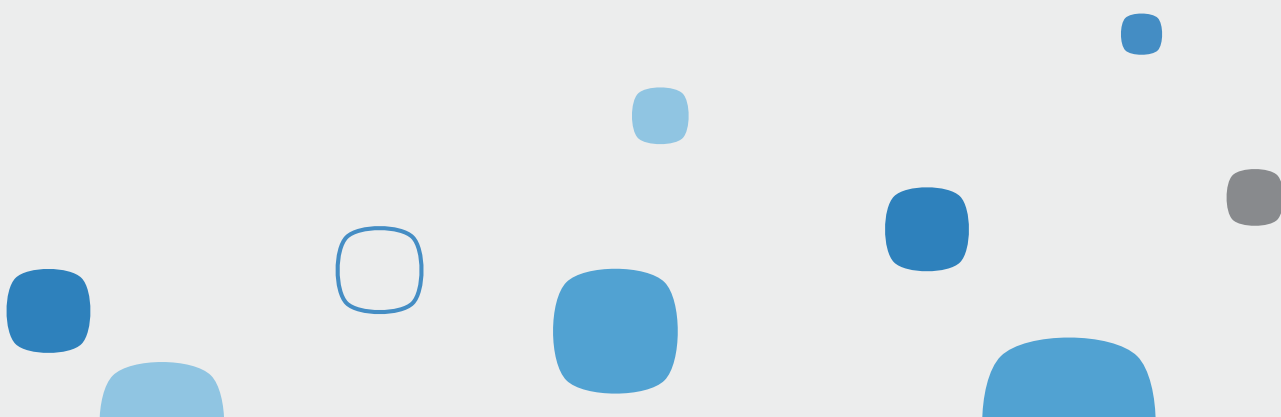
## Planned Events at Dubai Solar Show & key benefits of participation

- **Dubai Solar Show Seminars** - The Seminar sessions shall provide the industry with the latest development in the Renewable Industry with new technological innovations and developments. Zonal, National and International leading corporates will provide the best of technological perspective on the industry.
- **Business to Business match making** will help the industry players to share their expertise and innovations and initiate business deals at the venue.
- **Business to Government match making** will provide an exclusive opportunity to meet with Government officials during the event and understand the opportunities in the upcoming projects, registration process and how to work with the regional government entities.
- **Planned Site Visits** will help to see the onsite developments in solar and sustainability
- **Workshops and Training**
- **Emirati Students Training, Workshops and Competitions**
- **Networking Dinner presents** an opportunity to meet with the industry professionals at the dinner table and spend the time with dignitaries and enjoy the evening with entertainment events.

## Sustainable tours

During WETEX and Dubai Solar Show, in order to show best practices adopted in sustainability in Dubai, numerous tours were organised for the delegates and visitors.

- **Mohammed bin Rashid Al Maktoum Solar Park** - A delegation from WETEX, visited the largest single site solar park in the world which aims to produce 5,000 MW by 2030. When completed, the project will achieve a reduction of approximately 6.5 million tonnes of carbon emissions annually.
- **DEWA Sustainable Building** - A delegation visited the Al Quoz sustainable building of DEWA which has achieved LEED platinum status, being the largest government building in the world to receive the above said recognition.
- **The Sustainable City Site tour** - 4 organised tours were conducted to take the delegation to the Sustainable City site, which is a net zero energy community focusing on sustainable living.





## PARALLEL EVENTS



## CO-LOCATED EVENTS

### WATER, ENERGY, TECHNOLOGY, AND ENVIRONMENT EXHIBITION (WETEX)



WETEX is organised by Dubai Electricity and Water Authority (DEWA) in line with Dubai's vision to build a sustainable future for the Emirate and is held annually under the directive of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of DEWA.

The 19th Water, Energy, Technology, and Environment Exhibition along with the 2nd Dubai Solar Show will be taking place from 23 to 25 October 2017 at the Dubai International Convention and Exhibition Centre showcasing the latest green products, solutions and technologies from over 1,900 exhibitors spanning across 46 countries.

WETEX 2016 was inaugurated by HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation, Chairman and Chief Executive of Emirates Airline and Group, HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and HE Matar Al Neyadi, Undersecretary of UAE Ministry of Energy.

Over the years, the exhibition has seen a significant success with 3 major events taking place on one platform witnessing thousands of visitors, exhibitors, officials from the world in addition to large number of academies and associations, demonstrating the latest technologies on Water, Energy, Green Cities, Environment, Technologies and Innovations under the Green Week.

### THE WORLD GREEN ECONOMY SUMMIT (WGES)



القمة العالمية للإقتصاد الأخضر  
WORLD GREEN ECONOMY SUMMIT

**Hosted by DEWA, The World Green Economy Summit (WGES)** is the world's leading platform to discuss, foster, plan and implement the shift to the green economy for government, business, finance and civil society. The 3rd WGES took place on 5 and 6 October 2016 at the World Trade Centre, catering to an audience of nearly 2,500 people. It was launched under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Under the theme 'Driving Global Green Economy', the two-day summit featured:

1. Plenary sessions to address large-scale issues and showcase key players and their ambitions, strategies and tools to tackle the opportunities and challenges of the green economy
2. Roundtables and workshops for in-depth discussions among buyers, solution providers and financiers on the Public-Private Partnership Platform
3. Bilateral meetings, organized thematic lunch meetings, and matchmaking opportunities

# SOLAR DECATHLON ME, Dubai 2018

Solar Decathlon is an international competition in which universities from all over the world meet to design, build and operate solar powered houses. The houses use renewable energy as the only energy source and are equipped with innovative technologies that permit maximum energy efficiency. During the final phase of the competition, teams compete through 10 contests and assemble their houses in a main expo area and open them to the general public.

The Solar Decathlon Middle East (SDME) was created through a signed agreement between the Supreme Council of Energy, Dubai Electricity and Water Authority (DEWA) and the Department of Energy of the United States Government in June 2015, in order to organise a sustainable solar house competition in Dubai in 2018 and 2020.

"Organising SDME is part of our ongoing efforts to achieve the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to establish Dubai as a global hub for sustainability and innovation," said HE Saeed Mohammed Al Tayer,



Vice Chairman of the Dubai Supreme Council of Energy and Managing Director & CEO of DEWA.

SDME offers students a unique opportunity for learning, taking theory and putting it into practice. Students working on the project will be challenged to use their innovation capacity, and their ability to design and build an energetically self-sufficient solar house.

22 international teams, that involve 37 universities from 16 different countries, have been selected to participate in the 2018 edition of the competition. The teams will be showcasing their SDME Projects Models at the Dubai Solar Show 2017.

## The CONTESTS



## PRIZES

The winner of the competition is the team that best blends innovation and design excellence with optimal energy production and maximum efficiency

### TOTAL OF AED 10,000,000

To teams selected to participate and that bring an eligible house to the SDME 2018 competition.

### SPECIAL TECHNOLOGY INNOVATION AWARD OF

AED 200,000 for the most innovative idea.



## 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. Benefit 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.

## TESTIMONIALS - DUBAI SOLAR SHOW 2016

**The Sustainable city:** "We were happy to be part of the 18th Water, Energy, Technology & Environment Exhibition (WETEX), where we showed our vision and innovative projects to international delegations and experts, and exchanged thoughts and ideas for future projects and for a better sustainable future. A big thank you to DEWA for orchestrating a full, insightful & successful event. Looking forward for more collaborations in the future."

**Philips Lighting:** "Philips Lighting had a great 3 days of Dubai Solar / WETEX show participation, with many customer engagements during our thought leadership panel discussions and showing our latest innovations in connected lighting at the booth."

**Duko Green Energy LLC:** "Dubai Solar Show at WETEX gave us an opportunity to introduce ourselves and our technology to the world. Many visitors and investors came to search for a new opportunity and we were lucky enough to sign

few contracts with some of the investors we met at Dubai Solar Show. In addition, we had an opportunity to meet potential interns and engineers who were interested in working with us. DEWA organizers were extremely helpful in preparing our show and we have already reserved a bigger place for the next show."

**Energetics:** "The Dubai Solar Show Seminar Week organized by DEWA and CEBC provided in-depth insights and relevant market information on the latest solar developments in the region. Energetics was delighted to participate."

**Netherlands Pavilion:** "WETEX is an excellent platform to present our products and solutions from The Netherlands. Our participants came in contact with many potential customers from Dubai, The Gulf Region and beyond. The quality of the exhibition, attendees and visitors is excellent and we highly recommend WETEX for anyone interested in the Water, Energy Technology and Environment sector."

# SPONSORSHIP OPPORTUNITIES

Reinforce your brand awareness and increase your visitor footfall to your stand through our sponsorship opportunities.

## **Titanium Sponsor (AED 1,000,000 / USD 272,480)**

- a. Free stand area of 120 square metre at a prime location
- b. Logo of Sponsor to be placed on venue branding during the exhibition, wherever applicable
- c. Logo of Sponsor to be part of above the line activities of WETEX, locally and regionally, wherever applicable (Print, TVC, Online banners, etc.)
- d. 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 WETEX, wherever applicable
- e. Logo of Sponsor to be placed on the outdoor activities if applicable
- f. Logo of Sponsor in WETEX website with hyperlinks leading to the Sponsor's website
- g. Logo of Sponsor to be part of below the line activities of WETEX. (badges, exhibitors manuals, etc.)
- h. Exclusive invitation to the press conference and opportunity for media coverage
- i. Logo of Sponsor to be placed on email shots promoting WETEX
- j. Special badges for Sponsors' delegates
- k. Exclusive VIP invitations to WETEX Gala Dinner with reserved prime seating
- l. Free participation at the seminars – minimum 2 slots
- m. Thank you ads for Sponsors to be released in newspapers after the exhibition
- n. Sponsors will be honoured at WETEX Gala Dinner
- o. Sponsor's logo - as Titanium Sponsors- in brochures, flyers, official publication and trade visitor invitation
- p. Sponsor's brochure will be placed at the trade visitor registration counters if applicable
- q. Invitation for the opening ceremony and presence on the backdrop of all related events, wherever applicable (seminars)
- r. Logo of Sponsor on exclusive business visitor registrations counters
- s. Logo of Sponsor - as Titanium Sponsors- on the front page of WETEX Exhibitors' catalogue
- t. Provide exclusive coverage through PR report in Arabic dailies (500 words)
- u. Full page colour advertisement in WETEX Exhibitors' Catalogue at prime page.

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

- a. Free exhibition space of 100 sqm
- b. Logo of Sponsor to be placed on venue branding during the exhibition wherever applicable
- c. 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.)
- d. 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
- e. Logo of Sponsor to be placed on the outdoor activities if applicable
- f. Logo of Sponsor of Dubai Solar Show website with hyperlinks leading to the Sponsor's website
- g. Logo of Sponsor to be part of below the line activities of Dubai Solar Show (badges, exhibitors manuals, etc.)
- h. Exclusive invitation to the press conference and potential opportunity for media coverage
- i. Logo of Sponsor to be placed on email shots promoting Dubai Solar Show
- j. Special badges for Sponsors' delegates
- k. Exclusive VIP invitations to Dubai Solar Show and WETEX Gala Dinner with reserved prime seating
- l. Free participation at the seminars
- m. Thank you ads for Sponsors to be released in newspapers after the exhibition
- n. Sponsors will be honoured at Dubai Solar Show and WETEX Gala Dinner
- o. Sponsor's logo in brochures, flyers, official publications and trade visitor invitation
- p. Sponsor's brochure will be placed at the trade visitor registration counters if applicable
- q. Invitation for the opening ceremony and presence on the backdrop of all related events wherever applicable
- r. Sponsor's logo visibility at visitor registrations counters of Dubai Solar Show
- s. Logo of Sponsor on the front page of Dubai Solar Show Exhibitor Catalogue
- t. Provide exclusive coverage through PR report in Arabic dailies (500 words+)
- u. Full page colour advertisement in Dubai Solar Show Exhibitor Catalogue

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

- a. Free exhibition space of 60 sqm
- b. Logo of Sponsor to be placed on venue branding during the exhibition wherever applicable
- c. 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.)
- d. 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
- e. Logo of Sponsor of Dubai Solar Show website with hyperlinks leading to the Sponsor's website
- f. Logo of Sponsor to be part of below the line activities of Dubai Solar Show (badges, exhibitors manuals, etc.)
- g. Exclusive invitation to the press conference and potential opportunity for media coverage
- h. Logo of Sponsor to be placed on email shots promoting Dubai Solar Show
- i. Special badges for Sponsors' delegates
- j. Exclusive VIP invitations to Dubai Solar Show and WETEX Gala Dinner with reserved prime seating
- k. Free participation at the seminars
- l. Thank you ads for Sponsors to be released in newspapers after the exhibition
- m. Sponsors will be honoured at Dubai Solar Show and WETEX Gala Dinner
- n. Sponsor's logo in brochures, flyers, official publications and trade visitor invitation
- o. Invitation for the opening ceremony and presence on the backdrop of all related events wherever applicable
- p. Sponsor's logo visibility at visitor registrations counters of Dubai Solar Show
- q. Half-page colour advertisement in Dubai Solar Show Exhibitor Catalogue

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

- a. Free exhibition space of 30 sqm
- b. Logo of Sponsor to be placed on venue branding during the exhibition wherever applicable.
- c. Logo of Sponsor to be part of above the line activities of Dubai Solar Show and WETEX, locally and regionally,
- d. Wherever applicable (print, TVC, online banners, etc.)
- e. Logo of Sponsor of Dubai Solar Show website with hyperlinks leading to the Sponsor's website
- f. Logo of Sponsor to be part of below the line activities of Dubai Solar Show (badges, exhibitors manuals, etc.)
- g. Exclusive invitation to the press conference
- h. Logo of Sponsor to be placed on email shots promoting Dubai Solar Show
- i. Exclusive VIP invitations to WETEX Gala Dinner with reserved prime seating
- j. Special badges for Sponsors' delegates
- k. Free participation at the seminars
- l. Thank you ads for Sponsors to be released in newspapers after the exhibition
- m. Sponsors will be honoured at Dubai Solar Show and WETEX Gala Dinner
- n. Sponsor's logo in brochures, flyers, official publications, trade visitor invitation
- o. Invitation for the opening ceremony and presence on the backdrop of all related events wherever applicable
- p. Sponsor's logo visibility at visitor registrations counters of Dubai Solar Show
- q. 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



## BOOKING FORM

## COMPANY INFORMATION

Company \_\_\_\_\_  
 Exhibiting As (if different from above) \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 City/Province \_\_\_\_\_ State/Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail Address \_\_\_\_\_ Website \_\_\_\_\_

## BOOTH INFORMATION BOOTH SELECTION

1st Choice \_\_\_\_\_ # \_\_\_\_\_  
 2nd Choice \_\_\_\_\_ # \_\_\_\_\_ 3rd Choice \_\_\_\_\_ # \_\_\_\_\_  
 Preferred Dimensions \_\_\_\_\_ sqm \_\_\_\_\_ sqm Total Area \_\_\_\_\_ sqm

\*If none of the above choices are available, you will be assigned the best available booth based on your desired square meter. Products to be exhibited (give a generic description for use in preliminary promotional materials)

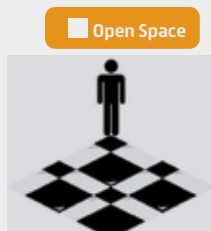
## COSTS

☐ Open Space AED 1655.00/sqm \_\_\_\_\_ sqm=AED \_\_\_\_\_ / USD 450.00/sqm \_\_\_\_\_ sqm=\$ \_\_\_\_\_  
☐ Shell Scheme AED 1760.00/sqm \_\_\_\_\_ sqm=AED \_\_\_\_\_ / USD 480.00/sqm \_\_\_\_\_ sqm=\$ \_\_\_\_\_  
 (Minimum 9 sqm)

Total Cost AED/\$ = \_\_\_\_\_

## SPONSORSHIP

- Titanium Sponsor (120 sqm) : AED 1000,000.00 / USD 272,480.00 Addl. Space: \_\_\_\_\_
- Strategic Sponsor (100 sqm) : AED 500,000.00 / USD 136,240.00 Addl. Space: \_\_\_\_\_
- Platinum Sponsor (60 sqm) : AED 400,000.00 / USD 108,990.00 Addl. Space: \_\_\_\_\_
- Gold Sponsor (30 sqm) : AED 200,000.00 / USD 54,500.00 Addl. Space: \_\_\_\_\_



## Open Space

**Open Space Includes:**

- Bare Space.
- Stand Personnel Badges.
- Complimentary Official show catalogue entry.
- Complimentary invitations to Gala Dinner.
- Opportunity to attend Seminars.



## Shell Scheme

**Shell Scheme Each 9 Sqm includes:**

- Built up readymade Octonorm stand.
- Exhibitors' names in English / Arabic.
- 3 Nos spotlights on a track per 9sqm.
- 1 No. 13 Amp S/P Power Socket.
- 1 No. Standard Reception desk.
- 2 Nos. Standard folding chairs.
- Carpet flooring tiles.
- Stand Personnel Badges.
- Complimentary Official show catalogue entry.
- Complimentary invitations to Gala Dinner.
- Opportunity to attend Seminars.

## PAYMENT SCHEDULE

Bookings must be accompanied by payment as follow:

- a) 25% payment after receipt of invoice
- b) Balance 75% payment will not be later than 31 August 2017

If space is reserved after 4 July 2017, total cost is due upon signing. Failure to adhere to payment schedule will place your booth (size, location, status) in jeopardy.

Cancellation and Reduction of Space Policy: Space canceled or reduced on or before 4 July 2017 will be charged AED 5000.00/- as service charges on total registration fees. The full contract price is due, payable and non-refundable for any space or stand (ie) if canceled or reduced after 4 July 2017.

## Payment Instructions

Please mail original completed contract to DEWA. For any inquiries, please call (A.S.A Hameed), Contracts Manager, at +971 4 324 8290 or e-mail us on contracts@dewa.gov.ae

## Acceptance of Terms and Conditions

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

☐ I am interested in reserving advertising space in the Show Directory

Signature: \_\_\_\_\_

## FOR ORGANISER

Booked By : \_\_\_\_\_  
 Agent / Association : \_\_\_\_\_

Organised by:

هيئة كهرباء ومياه دبي  
 Dubai Electricity & Water Authority



Please complete the application form and send it to:

**DUBAI SOLAR SHOW SALES c/o Dubai Electricity and Water Authority**  
 PO Box 564, Dubai-United Arab Emirates or please email [info@dubaisolarshow.com](mailto:info@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 reduction 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 4th July 2017 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 4th July 2017. 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 fulfillment 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

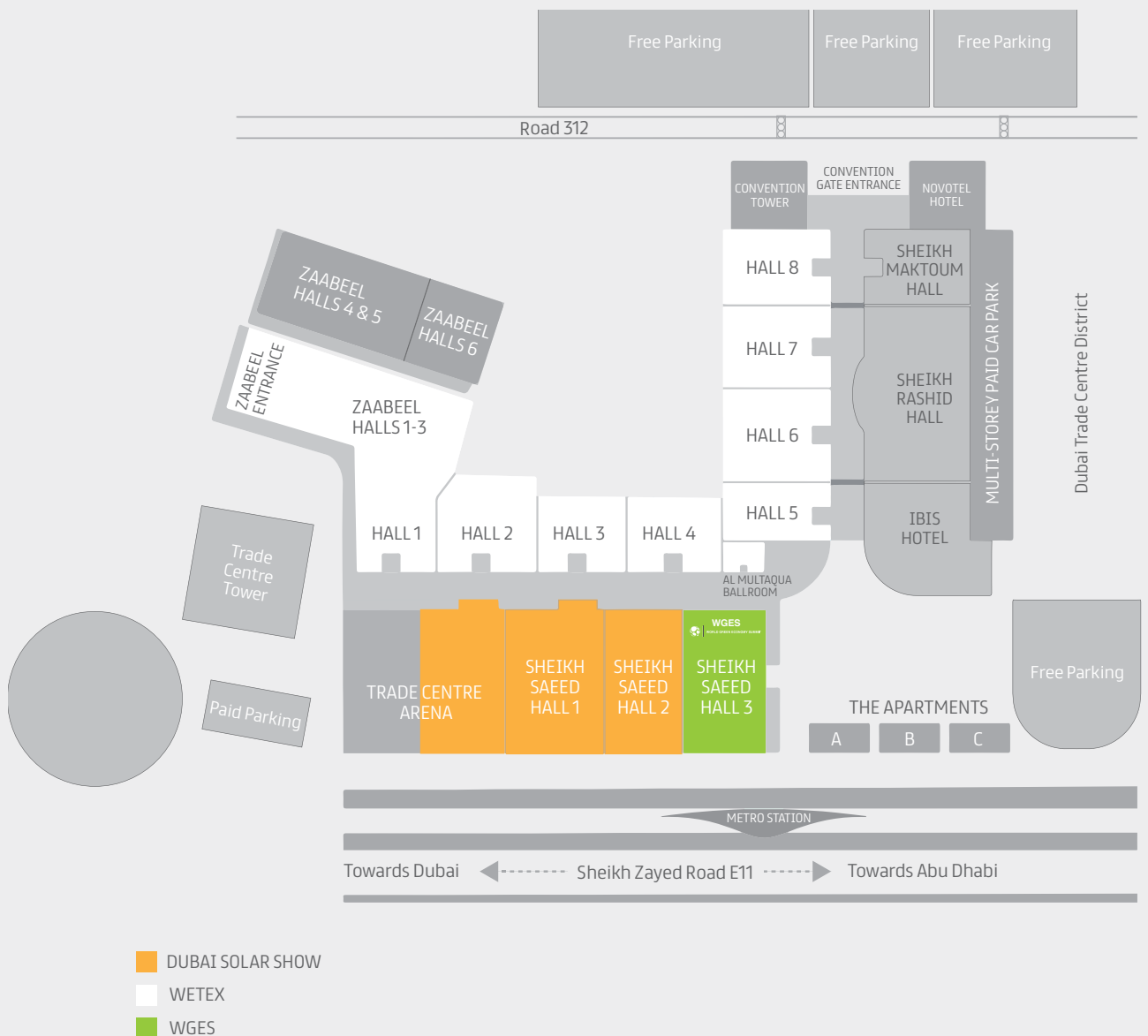
The venue of Dubai Solar Show, DICEC, has direct access from the city's main highway and commercial skyscraper corridor, Sheikh Zayed Road - giving you a direct gateway to all areas of Dubai and the wider UAE. DICEC is also accessible via public transport bus and Dubai Metro red line.

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](mailto:info@dubaisolarshow.com)

## Dubai International Convention & Exhibition Centre



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

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