

AIO | GLOBAL ENERGY SOIRÉE

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**SPONSORSHIP
BROCHURE**

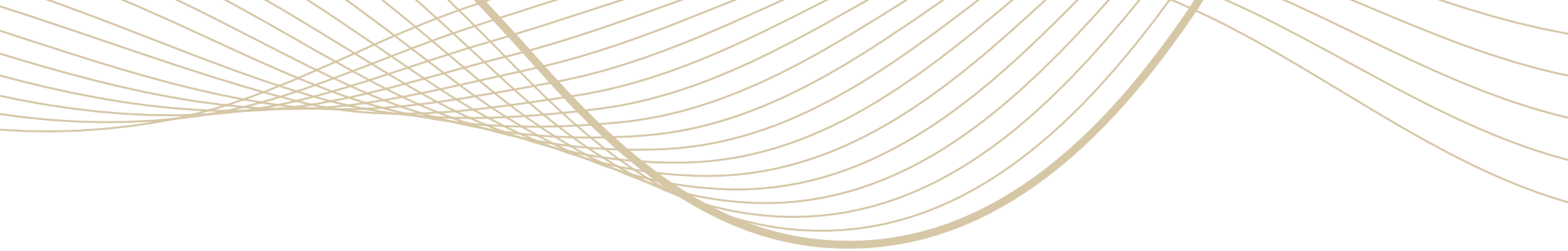
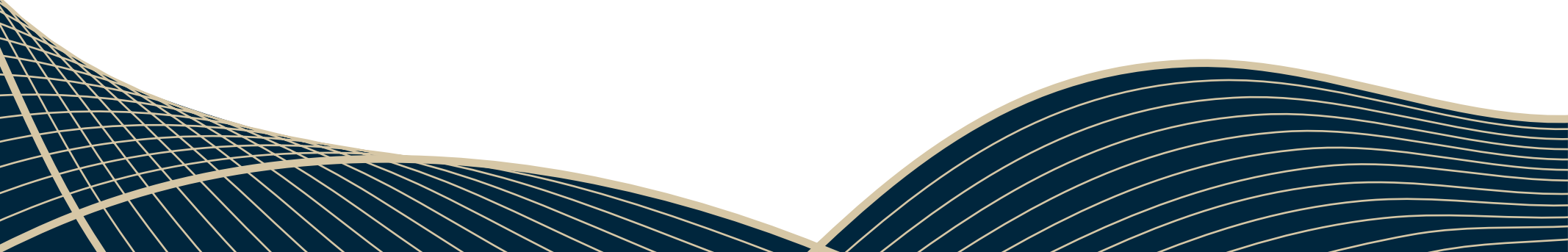


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AIQ GLOBAL ENERGY SOIRÉE SCHEDULE

OPENING REMARKS & EXECUTIVE TOAST | 7:00 PM

Upright Digital and AIQ officially open the evening with a brief welcome before the night comes to life and the full experience begins.

DINNER, DISCOVERY, AND AN EVENING TO REMEMBER | 7:30 PM

As the stars light up the sky, the Global Energy Soirée comes to life. Chef Jack Jarrott's culinary showcase begins, serving a bold, locally inspired menu prepared on the beach as the evening atmosphere builds. The private cabanas become hubs of high-level connection, surrounded by fire dancers, falcon encounters, sand artists, Arabic coffee, and other surprises yet to be revealed. As the night unfolds, the DJ takes over, Shisha flows, stories are shared, and the beachfront transforms into something unforgettable. This isn't just a reception; it's the most immersive experience of the week.

SOFT CLOSE & AFTER-HOURS FLOW | 11:00 PM

Official programming wraps, but if the energy is still flowing, some spaces may remain open for continued conversation and late-night connections.

**AN EXCLUSIVE EVENING FOR
GLOBAL ENERGY LEADERS**

ABOUT THE SOIRÉE

Following a highly successful inaugural year at **Emirates Palace**, the **AIQ Global Energy Soirée** returns to **Abu Dhabi** on **Tuesday, November 3, 2026**, at Sand & Koal, located on the beachfront at the Emirates Palace Mandarin Oriental. Hosted during **ADIPEC**, one of the most important energy gatherings in the world, the Soirée was created to be more than another evening reception. It is a private, invitation-only executive experience designed to bring together senior leaders from the UAE, North America, and the global energy community in a setting built for meaningful connection.

Last year's event delivered a full room of high-level decision makers, government leaders, executives, technology innovators, investors, operators, and strategic partners. Leaders including Toby Z. Rice, U.S. Deputy Secretary of Energy James Danly, and AIQ's Dennis Jol joined government and business leaders from the UAE and North America to explore one central theme: how technology and energy can advance together. For many attendees, the evening became one of the most memorable moments of ADIPEC week. It connected buyers and sellers, introduced companies to new opportunities in the Middle East, and helped bridge the gap between the UAE and the United States across the energy sector. For companies already active in the region, it offered a premium platform to strengthen relationships. For companies exploring the Middle East, it created a rare opportunity to enter the conversation in the right room, with the right people, in the right setting.

Set directly on the sand with views of the water, ADNOC Headquarters, and Etihad Towers, the Soirée offers guests a chance to step away from the intensity of the conference floor and connect in a more personal, elevated environment. The evening blends executive hospitality, high-level networking, premium food and beverage, curated entertainment, private cabanas, and meaningful conversation into one of the most distinctive invitation-only events of the week. The 2026 event will once again feature a limited number of private luxury cabanas, giving select sponsors a high-visibility base inside the event to host clients, entertain prospects, and create deeper conversations with key decision makers. These cabanas are positioned as premium hospitality spaces, offering sponsors a more intentional way to be present during one of the busiest and most important weeks in global energy.



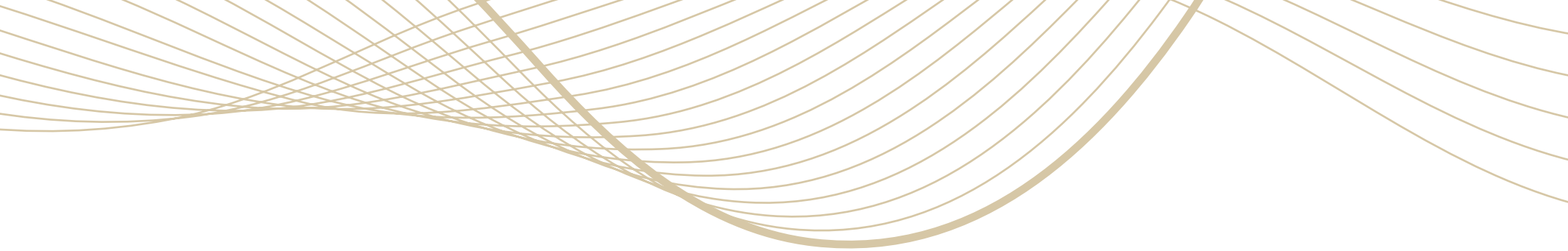
ABOUT THE VENUE

A landmark of luxury in the heart of Abu Dhabi, Emirates Palace Mandarin Oriental is widely regarded as one of the most iconic hotels in the world. Known as a seven-star destination, the palace blends Arabian grandeur with world-class hospitality, modern amenities, and a level of service designed for the highest levels of global business and diplomacy. From dignitaries and royalty to executives and international business leaders, Emirates Palace has long served as a gathering place for some of the world's most influential guests.

With its palatial architecture, private marina, and pristine beachfront, the property offers a setting that is both impressive and highly refined, making it a fitting backdrop for an event of this caliber.

Located directly on the beach within Emirates Palace, Sand & Koal is a modern grill concept that redefines beachfront dining. Helmed by Chef Jack Jarrott, the restaurant is known for flame-fired dishes, bold creativity, and a deep connection to regional ingredients. The atmosphere is chic, relaxed, and elevated.

Low-lit cabanas, coastal breezes, and panoramic views of the Gulf create a setting that feels intimate, premium, and distinctly Abu Dhabi. During the Global Energy Soirée, Sand & Koal becomes more than a restaurant. It becomes the stage for an unforgettable evening of food, music, conversation, and connection.



ABOUT



UPRIGHTDIGITAL

At **Upright Digital**, our clients are at the center of everything we do. As a holistic marketing, media, and event agency, we craft tailor-made strategies which align with your immediate goals and long-term vision, helping you grow with purpose and precision. Led by seasoned entrepreneurs with deep industry experience, our team specializes in building brands, creating bold content, and delivering high-touch experiences that drive meaningful connections. From strategy to execution, we don't just deliver. We elevate.

We've helped shape and grow some of the energy industry's most exclusive and high-impact events. Upright is the agency and power behind the THRIVE Energy Conference and the Daniel Energy Partners Permian Basin BBQ Cookoff, supporting every aspect from creative direction and marketing to sponsorship, production, and guest experience. We have also produced events in collaboration with Merit Advisors, Pickering Energy Partners, LAGCOE, and the Energy Workforce & Technology Council, delivering strategic execution and measurable results for clients who expect more than just a standard event.

Beyond events, Upright Digital is a full-scale content studio producing original podcasts that amplify the voices of leaders across energy, tech, and business. Our lineup includes Energy Espresso, In-Basin Observations, IT Crowd, Oilfield360, PetroNoia, and The Energy Pipeline Podcast. Each is designed to spark conversation, build influence, and position our clients at the center of the dialogue.

**At Upright, we don't just help brands get noticed.
We help them become unforgettable.**

ENERGY MOVES WITH UPRIGHT DIGITAL



ABOUT AIQ

AIQ is an AI for Energy specialist, established in October 2020, with the express mandate to develop and deploy industrial AI tools and solutions at scale across operations and workflows in the Oil & Gas value chain. The company has achieved a large measure of success domestically in the UAE and now seeks to export its real-world experience internationally. The company is currently prospecting in markets including Canada, Kazakhstan, Indonesia, Oman, and Colombia. **AIQ** prides itself on the fact that its application of industrial AI to solve industry challenges or uplift operations is not theoretical, it is real, with proven value creation and positive return on investment examples. The organization has pioneered agentic AI for Energy frameworks and is currently at the leading edge of AI orchestration initiatives to further boost efficiencies in energy production and sustainability efforts.

Ultimately, **AIQ's** AI-enabled capabilities help clients to perform better, protect teams and equipment, keep operations sustainable, and rapidly scale successes. The company's unique selling points include:

- Access to real world data, not synthetic. Models are developed using petabytes of real field data, with AIQ having privileged access to 70+ years of data from ADNOC on which it trains its AI models
- Best in class infrastructure - access to cutting-edge AI infrastructure and compute power from UAE cloud, big data, and analytics powerhouse, G42
- 100% in-house SMEs - 120+ data scientists and engineers working alongside in-house Oil & Gas subject matter experts with deep domain specialization.

WHY SPONSOR THE AIQ GLOBAL ENERGY SOIRÉE?

The **AIQ Global Energy Soirée** is not just another reception during ADIPEC week. It is a private, invitation-only executive experience built around access, hospitality, and meaningful connection.

Hosted beachfront at **Sand & Koal at Emirates Palace**, the Soirée brings together senior leaders from the UAE, North America, and the global energy community in one of the most memorable settings of the week. It is where buyers and sellers connect, new market conversations begin, and companies looking to grow their presence in the Middle East can engage the right people in the right environment.

Sponsorship is not simply about visibility. It is about presence. It is about giving your company a premium platform to host clients, engage prospects, strengthen relationships, and align your brand with a high-level audience during one of the most important weeks in global energy.

For companies already active in the region, the Soirée offers a polished hospitality environment to deepen key relationships. For companies exploring opportunities in the Middle East, it creates a rare opportunity to enter the conversation with credibility, access, and visibility.

While the private beach cabanas offer the premier hosting opportunity, the Soirée also offers a range of sponsorship options, including branded activations, VIP experiences, digital visibility, and custom integrations. Each opportunity is designed to help sponsors stand out without feeling forced, loud, or overly commercial.

At the Global Energy Soirée, sponsorship gives your company more than logo placement. It gives you a meaningful role inside one of the most exclusive executive gatherings of ADIPEC week.

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BENEFITS OF SPONSORING

Executive Access

Connect with senior decision makers, government leaders, operators, technology companies, investors, and strategic partners from the UAE, North America, and the global energy sector.

Premium Hospitality

Host clients, prospects, and partners in a private beachfront setting designed for high-value conversation and relationship building.

Market Positioning

Align your brand with global energy, technology, AI, innovation, and the growing business connection between the UAE and North America.

High-Impact Visibility

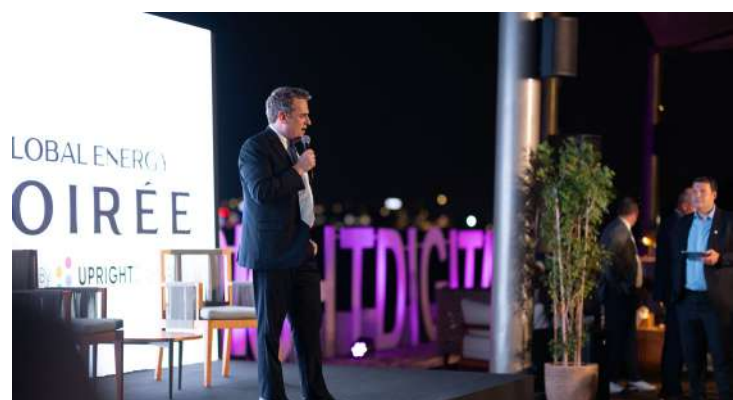
Gain brand presence across event signage, digital materials, sponsor recognition, and select on-site experiences in one of the most distinctive venues of ADIPEC week.

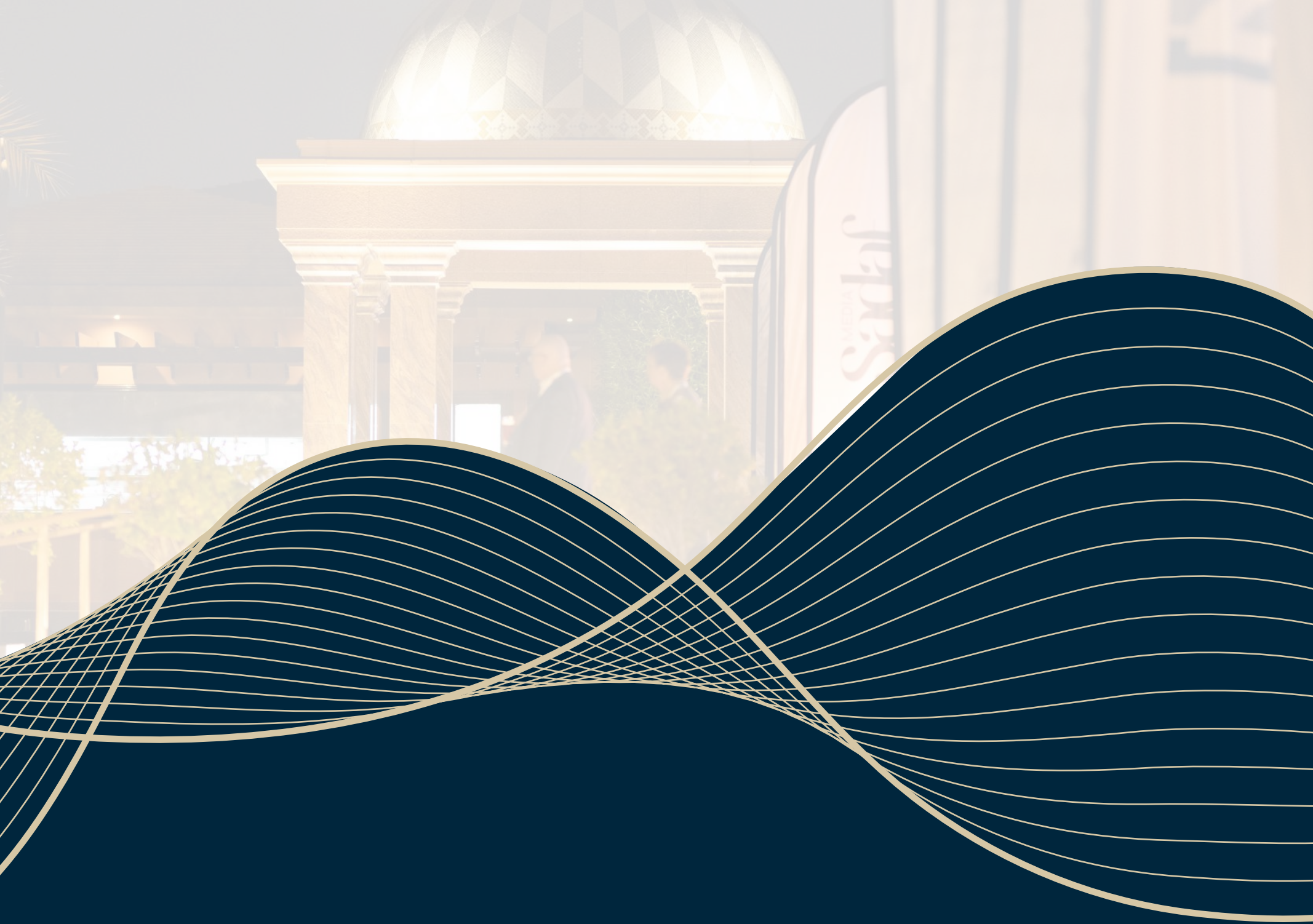
Relationship Development

Move beyond quick introductions and conference-floor conversations. The Soirée gives sponsors a more relaxed, elevated environment where real business conversations can happen.

A Place to Be Seen

During one of the busiest weeks in global energy, the Soirée gives your company a premium presence in a room people remember.





SPONSORSHIP OPPORTUNITIES

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Principal Sponsor | \$35,000

Premier Sponsorship | Limited to 3 Companies

The Principal Sponsor package is the highest-level sponsorship opportunity available for the AIQ Global Energy Soirée. Limited to only three companies, this package is designed for brands looking to make a major impression and establish a highly visible presence inside one of the most exclusive executive gatherings in Abu Dhabi. As a Principal Sponsor, your company receives premier visibility across the event experience, including priority placement, enhanced digital recognition, featured on-site branding, and access to one of the most prominent beachfront cabanas. This is an ideal opportunity for companies looking to host key clients, engage senior decision makers, and position their brand in front of a high-level global energy audience.

Package Includes:

- Recognition as one of three Principal Sponsors of the AIQ Global Energy Soirée
- Recognition during the event toast and remarks as a Principal Sponsor
- Option for one company representative to appear on stage during the event toast
- Top sponsor billing behind AIQ on event branding and sponsor recognition materials
- Premier beachfront cabana with priority placement
- One (1) 10–30 second video or static ad displayed in rotation on the beachfront screen
- Logo placement in the website header featured on every page
- Banner ad featured on the homepage of the event website
- Priority brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront jumbo screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 30 guests
- Additional passes may be arranged based on availability



Platinum Sponsor | \$15,000

Executive-Level Sponsorship

The Platinum Sponsor package is designed for companies seeking strong brand presence and meaningful access to a senior executive audience. This level provides prominent visibility across the event experience while giving sponsors a valuable platform to host clients, engage prospects, and align with one of the most memorable private gatherings of the week.

Package Includes:

- Recognition as a Platinum Sponsor of the AIQ Global Energy Soirée
- Recognition during the event toast and remarks as a Platinum Sponsor
- Priority brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront jumbo screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 15 guests



Gold Sponsor | \$10,000

Supporting Sponsorship

The Gold Sponsor package offers meaningful visibility and access within a highly curated executive environment. This sponsorship is ideal for companies looking to be seen by senior energy leaders, strategic partners, investors, technology companies, and decision makers in a premium setting without committing to a larger hosting footprint.

Package Includes:

- Recognition as a Gold Sponsor of the AIQ Global Energy Soirée
- Recognition during the event toast and remarks as a Gold Sponsor
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront jumbo screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 10 guests



Silver Sponsor | \$5,000

Access-Level Sponsorship

The Silver Sponsor package provides companies with a strategic entry point into the AIQ Global Energy Soirée. This level is ideal for sponsors looking to participate in a high-value executive environment, maintain brand visibility, and gain access to an invitation-only evening built around meaningful industry connection.

Package Includes:

- Recognition as a Silver Sponsor of the AIQ Global Energy Soirée
- Recognition during the event toast and remarks as a Silver Sponsor
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront jumbo screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 4 guests



Bronze Sponsor | \$2,500

Access-Level Sponsorship

The Bronze Sponsor package is designed for companies that want to be part of the AIQ Global Energy Soirée and gain access to one of the most exclusive executive gatherings in Abu Dhabi. This level provides a simple, strategic way to participate in the evening, connect with senior energy leaders, and experience the event firsthand. Bronze Sponsors receive limited brand recognition, with the primary value centered on access, relationship building, and presence inside a high-level private environment.

Package Includes:

- Recognition as a Bronze Sponsor of the AIQ Global Energy Soirée
- Hyperlinked logo featured on the official event website
- Logo included on select sponsor recognition materials
- Limited visual recognition on the beachfront screen during sponsor rotation
- Includes general access credentials for 2 guests

HOSTING OPPORTUNITIES

Hosting Experiences

For companies looking to create a stronger presence inside the **AIQ Global Energy Soirée**, our Hosting Experiences provide premium spaces designed for client hospitality, private meetings, and meaningful executive interaction. These opportunities are more than reserved seating.

They are dedicated environments within the event where sponsors can host clients, connect with prospects, and create a more personalized experience for their guests. Each hosting option is designed to provide comfort, visibility, and access in a setting built for high-value conversation.

Select Hosting Experiences also include all-day access, allowing sponsors to use their space for private meetings and client entertainment before the evening reception begins. This creates a rare opportunity to deepen existing relationships, introduce new ones, and maintain a visible presence throughout the day and evening.



PRIVATE CABANAS

Private Beach Cabanas | \$12,500

Ultimate Hospitality Experience | Limited to Nine

Minimum catering commitment: \$2,500

*Positioned along the beachfront, the private cabanas offer the premier hospitality experience of the **AIQ Global Energy Soirée**. Each cabana comes beautifully furnished and can be customized to reflect your brand, hospitality style, and guest experience goals. Whether used for private client meetings, executive hospitality, or as an all-day base of operations, the cabana gives sponsors a dedicated space to entertain clients, hold one-on-one conversations, and build relationships in one of the most desirable areas of the event. Sponsors may also arrange catering throughout the day and into the evening, creating a seamless hosting experience for invited guests. All catering must be coordinated through the venue and is subject to venue guidelines and minimums.*

Package Includes:

- Exclusive use of a beachfront cabana with all-day access and full evening hosting rights
- Option to customize the cabana with approved décor, furnishings, branding, and hospitality elements
- Ability to arrange dedicated food and beverage service through the venue
- Premier placement within the event footprint for guest traffic, visibility, and client hosting
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 15 guests

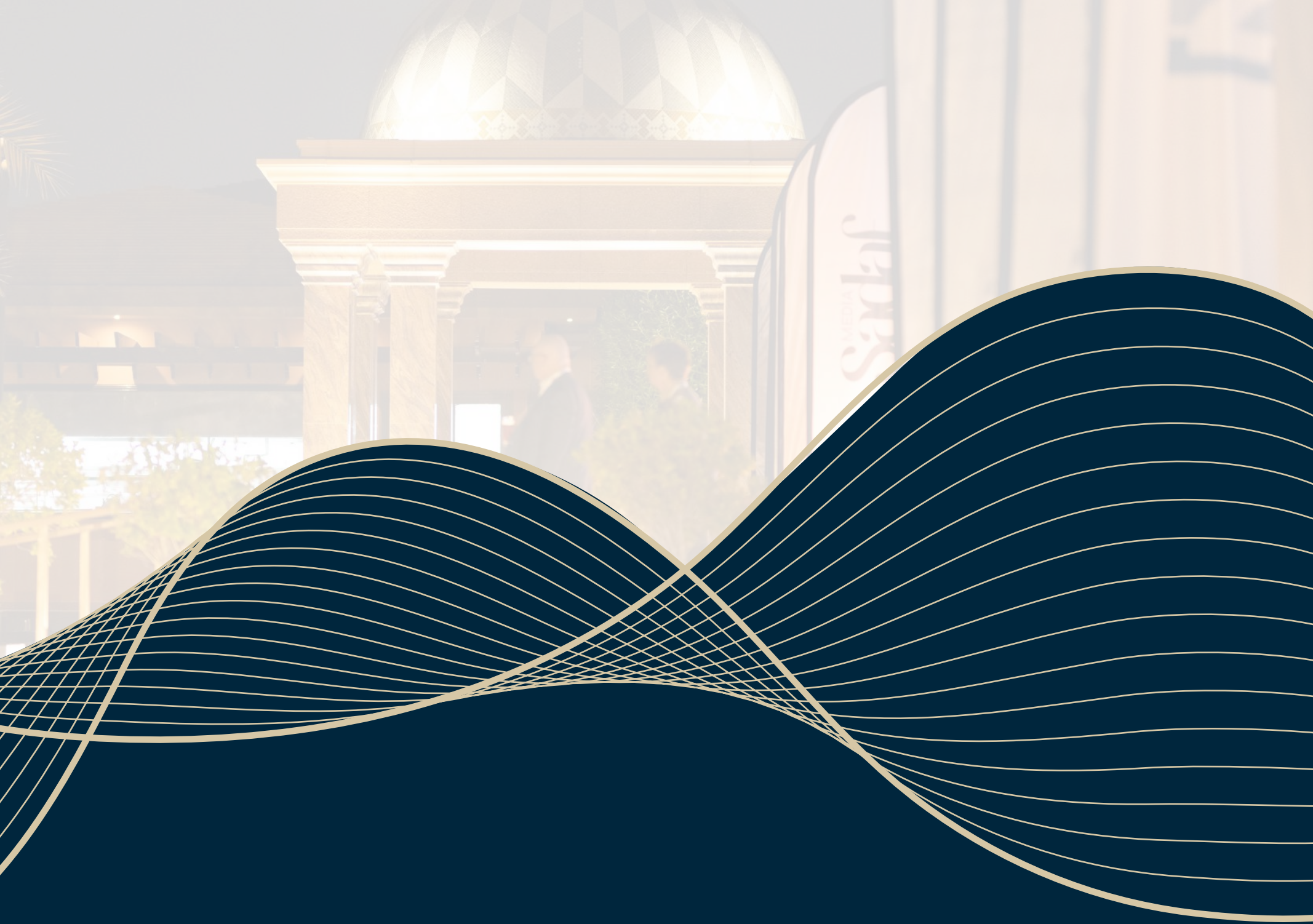
CUSTOM HOSTING OPPORTUNITIES

Additional Custom Hosting Experiences

A limited number of additional custom hosting opportunities may be available within the **Global Energy Soirée** event footprint.

These may include sand bunker hosting areas, custom tents, majlis-style lounges, raised platforms, or other branded hospitality builds designed for private meetings, client entertainment, and executive relationship-building. All custom hosting experiences are subject to availability, venue approval, production requirements, and final event layout. Pricing will vary based on space, build-out, furnishings, catering, branding, and operational needs.

Companies interested in creating a custom hosting experience should inquire directly to discuss available options and pricing.



ALA CARTE SPONSORSHIPS

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These targeted opportunities allow your brand to align with key elements of the AIQ Global Energy Soirée experience. From culinary features and premium bar service to guest touchpoints and signature entertainment, each sponsorship is designed to deliver focused visibility and meaningful association with one of the evening’s standout moments.

Dinner Sponsor | \$15,000

Exclusive Culinary Sponsorship

As the Dinner Sponsor, your brand will be prominently associated with the evening’s culinary experience. This sponsorship creates a natural connection to hospitality, generosity, and one of the most memorable parts of the event. It is a high-impact way to position your company as a host in front of a discerning executive audience.

Package Includes:

- Recognition as the exclusive Dinner Sponsor of the AIQ Global Energy Soirée
- Recognition alongside the evening’s menu presentation
- Premium signage at food stations
- Opportunity to collaborate on a branded dish or signage integration
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 10 guests



Main Bar Sponsor | \$15,000

Exclusive Bar Sponsorship

The Main Bar is where guests naturally gather throughout the night, making this one of the most visible activations of the evening. This sponsorship places your brand at a central hospitality touchpoint and creates repeated exposure as guests connect, relax, and continue conversations throughout the event.

Package Includes:

- Recognition as the exclusive Main Bar Sponsor of the AIQ Global Energy Soirée
- Branded bar signage
- Opportunity to include branded cocktail napkins or cocktail menu inserts
- Opportunity to collaborate on a signature cocktail name
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 10 guests



Shisha Lounge Sponsor | \$15,000

Exclusive Lounge Sponsorship

The Shisha Lounge is one of the most relaxed and social areas of the Soirée, giving guests a comfortable setting for extended conversation throughout the evening. This sponsorship allows your brand to align with a premium hospitality experience that encourages guests to slow down, stay longer, and connect in a more personal environment.

Package Includes:

- Recognition as the exclusive Shisha Lounge Sponsor of the AIQ Global Energy Soirée
- Branded signage within the Shisha Lounge area
- Opportunity to collaborate on custom shisha flavor selections or menu presentation
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 10 guests



Badge Sponsor | \$10,000

Exclusive Credential Sponsorship

The Badge Sponsor receives brand visibility on one of the most consistent guest touchpoints of the evening. Event credentials remain with attendees throughout the reception, giving your company repeated exposure in a subtle but highly visible way.

Package Includes:

- Recognition as the exclusive Badge Sponsor of the AIQ Global Energy Soirée
- Logo included on event credentials carried by all guests
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 6 guests



Welcome Champagne Sponsor | \$7,500

Exclusive Welcome Sponsorship

As the Welcome Champagne Sponsor, your brand helps set the tone from the moment guests arrive. This sponsorship creates a polished first impression and associates your company with the opening hospitality moment of the evening.

Package Includes:

- Recognition as the exclusive Welcome Champagne Sponsor of the AIQ Global Energy Soirée
- Branding on custom champagne tags, tray signage, or welcome signage
- Brand placement on the entrance structure, welcoming all guests
- Hyperlinked logo featured on the official event website
- Logo inclusion in the pre-event email invitation distributed to all attendees
- Visual recognition on the beachfront screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 2 guests

FOR INQUIRIES, PLEASE CONTACT:

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