DIGITAL POWER + GRID SUMMIT
13-14 MAY 2027 | MADRID, SPAIN

CLOSED-DOOR FORUM
**13–14 MAY 2027 · MADRID, SPAIN**

# EUROPE'S ENERGY LEADERS ARE REBUILDING THE GRID. BE IN THE ROOM WHERE THEY DECIDE WHO HELPS.

A sponsorship case for the Digital Power & Grid Summit 2027: why a closed-door room of budget-holding operators, utilities, TSOs and DSOs converts into pipeline faster than any exhibition floor, backed by what past sponsors and delegates actually said about it.

SEE SPONSORSHIP PACKAGES

FULL SPONSOR DETAILS ↗

**£1M+**
minimum budget authority held by every delegate

**100%**
of 1-2-1 meetings pre-scheduled and mutually matched

**2 days**
of Think Tanks, roundtables, workshops & private meetings

**0**
delegates attending without meeting our qualifying criteria

WHY NOW

# EUROPE'S GRID IS ENTERING THE BIGGEST REBUILD OF ITS HISTORY

Every headline theme on this Summit's agenda maps to money that is already being committed. Sponsors aren't pitching a hypothetical budget line. They're arriving with the answer to one that regulators have already approved.

**€584B**

**Investment the European Commission's Grid Action Plan says is needed in transmission and distribution grids by 2030**

European Commission Grid Action Plan, via IEA

**2×**

**The rate at which global annual grid investment must grow, to more than $600B a year by 2030, to meet climate targets**

International Energy Agency, 2026

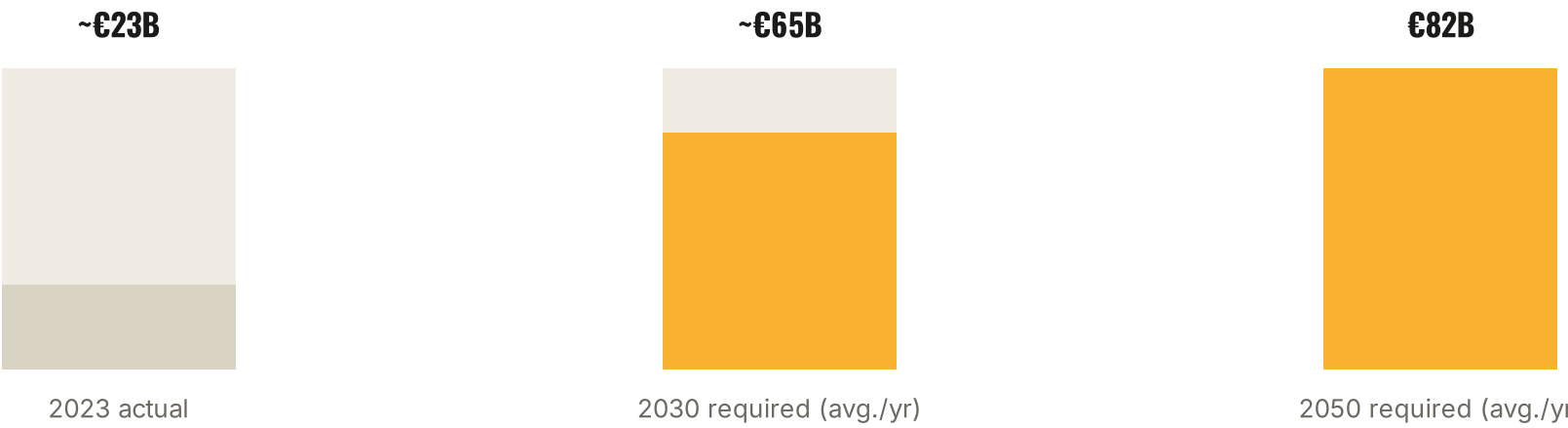
**+60%**

**Rise in EU electricity consumption expected by 2030 as heating, transport and industry electrify**

European Commission

## EU ELECTRICITY GRID INVESTMENT: CURRENT SPEND VS. WHAT'S NEEDED

Annual investment, € billion




Sources: European Commission Grid Action Plan (€584B needed 2020–2030); Eurelectric, which warns much of Europe's distribution grid will be over 40 years old by 2030; International Energy Agency.

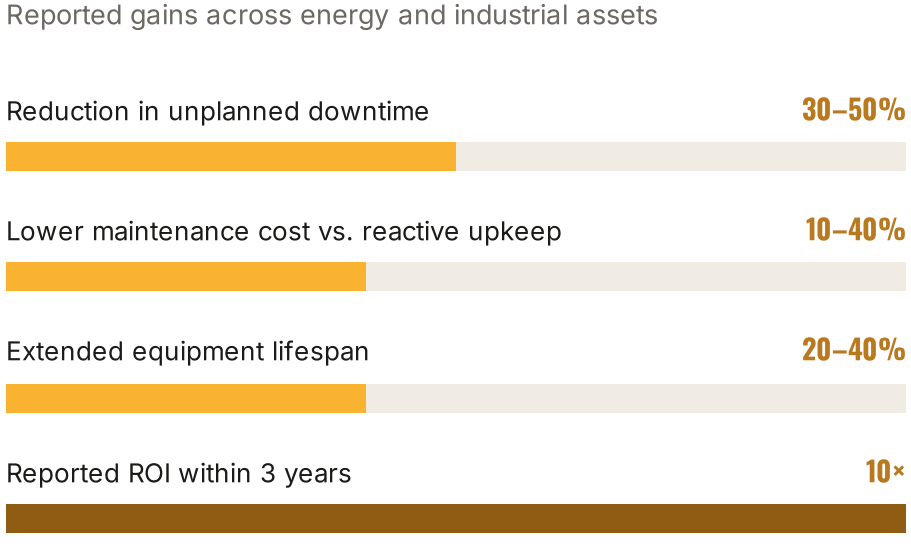
THE COST OF STANDING STILL

# THIS IS EXACTLY THE GAP THE SUMMIT'S ADVISORY COMMITTEE BUILT A THEME AROUND

The Committee calls it "pilot purgatory": strong proof-of-concept results that never reach enterprise scale. It's the single biggest blocker between a digital budget and a digital result, and it's the direct entry point for a sponsor with a scaling story to tell.

### WHAT AI-DRIVEN PREDICTIVE MAINTENANCE IS ALREADY WORTH

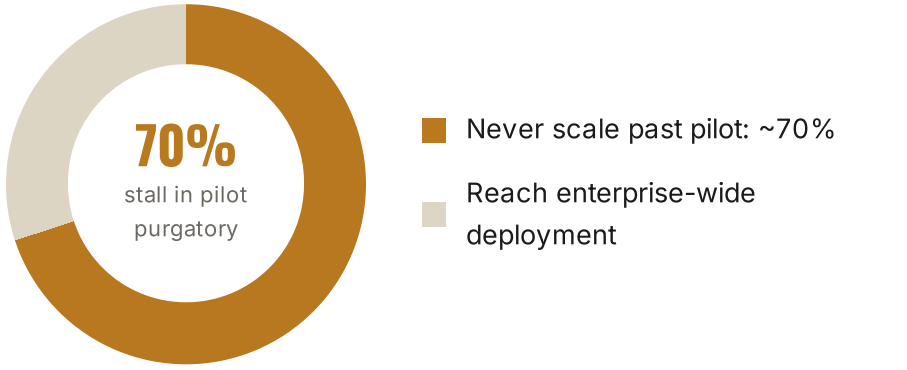
Reported gains across energy and industrial assets




Wind operators using vibration and oil analysis now catch gearbox failures 2–3 months out, avoiding $250K–500K per replacement. Sources: McKinsey; Deloitte, cited in 2026 industrial AI research.

### PILOT VS. SCALE

Digital and AI initiatives that never reach enterprise deployment




Rystad Energy and industry analysts put the industrial average at roughly 70%, the exact challenge the Summit's "Scaling Data & AI Projects" theme was built to address.

HEADLINE THEMES

# FIVE THEMES, SET BY THE PEOPLE WHO'LL BE SITTING ACROSS THE TABLE FROM YOU

The Advisory Committee, made up of senior technologists from energy operators, utilities, TSOs and DSOs, sets the agenda every year. Sponsors align to themes the room already cares about, not the other way round.

THEME ONE

## DATA & AI TRANSFORMATION IN ENERGY

How advanced analytics is reshaping capex decisions and operating models across generation, transmission and distribution.

- AI informing CapEx and investment strategy
- Efficiencies across upstream, midstream, downstream
- Aligning data strategy with regulation and sustainability

THEME TWO

## CYBERSECURITY & CRITICAL NATIONAL INFRASTRUCTURE

Protecting increasingly connected, increasingly targeted energy infrastructure as digital and OT systems converge.

- Securing IT/OT convergence at grid scale
- Governance and resilience for CNI operators
- Emerging threats and defence strategy

THEME THREE

## LEVERAGING GEN AI

Open-source vs. proprietary models, and where generative AI is already improving forecasting, reporting and simulation.

- Gen AI for operational and infrastructure insight
- Cost, performance and control trade-offs
- Governance and ethical considerations

THEME FOUR

## SCALING DATA & AI PROJECTS

Moving beyond pilot purgatory to enterprise-wide deployment across critical, multi-site assets.

- Building data foundations that support scale
- Aligning IT, OT and the business
- Capturing measurable ROI from digital programmes

THEME FIVE

## AI & PREDICTIVE MAINTENANCE

Minimising unplanned downtime and extending asset life across renewables, transmission networks and traditional energy assets, with measurable reductions in opex and carbon.

- Forecasting equipment failure before it happens
- Reducing shutdowns and improving uptime
- Cutting carbon through optimised asset performance

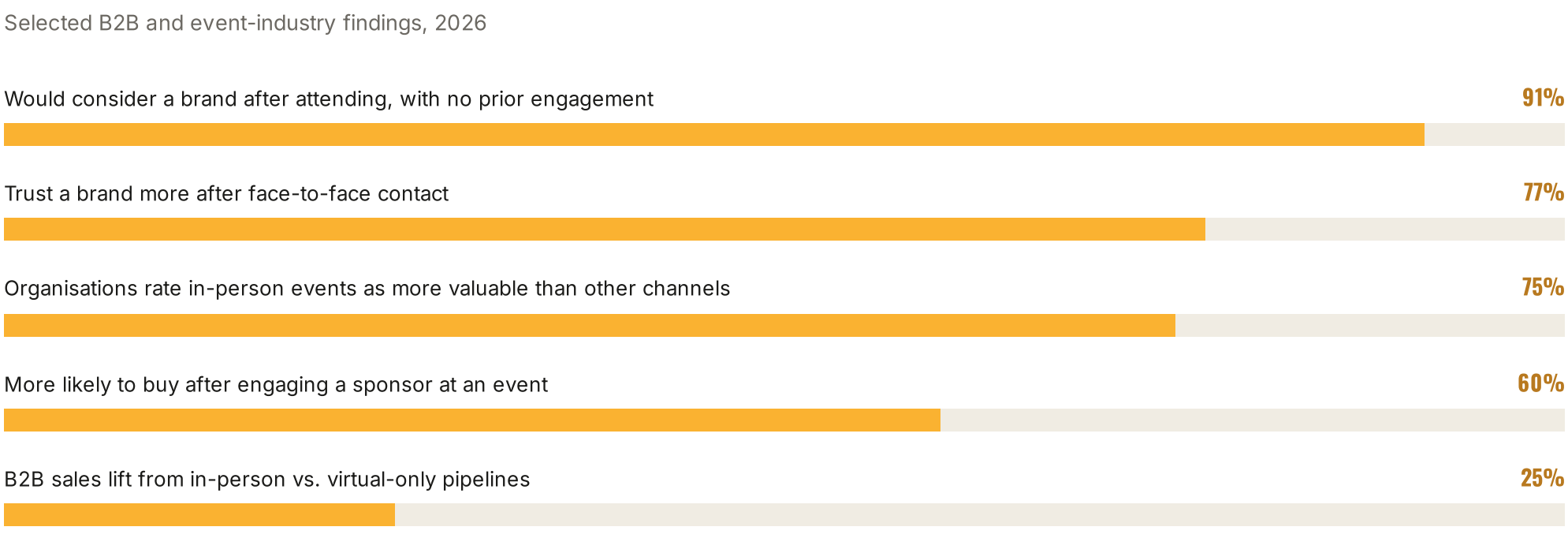
WHY THE ROOM CONVERTS

# ENERGY BUYERS ALREADY SHORTLISTED YOU ONLINE. THEY HAVEN'T TRUSTED YOU YET

Senior energy leaders now do most of their vendor research before they ever take a call. What a closed-door room still buys you is what no outbound campaign can: trust, and a faster route through a long, regulated deal cycle.

### WHAT FACE-TO-FACE STILL DOES THAT DIGITAL OUTREACH CAN'T

Selected B2B and event-industry findings, 2026




Sources: B2B Events Intelligence Report; Harvard Business Review; Spiro, Experiential Marketing Impact Report; Northstar Meetings Group & Cvent PULSE, Feb. 2026.

DON'T TAKE OUR WORD FOR IT

# WHAT SPONSORS AND DELEGATES ACTUALLY SAID, ON THE RECORD

Selected feedback from the 2026 edition, from the sponsors deciding whether to come back, and the delegates they came to meet.

> "Access to senior decision-makers is the reason we keep coming back to Intrinsic Communications events. The combination of roundtables, Think Tanks and pre-arranged one-to-one meetings gives us direct access to the right people, and the focused audience means every conversation is relevant.

**Enterprise Account Executive**
HiveMQ

> "It's been a great event with lots of interesting conversations throughout. What really stands out is meeting genuine decision-makers who are actively interested in the topics being discussed. It's a smaller event, but it's filled with exactly the right people. We'd definitely attend again.

**Erik Nilsen, CEO**
Trifork

> "We were pleasantly surprised by the number of great meetings we had with both existing and potential customers. The one-to-one matchmaking was excellent. Everyone we met was highly relevant to our business, and that's what makes it so valuable.

**Strategic Account Development**
eSmart Systems

> "The audience was the highlight of the event. The calibre of attendees was incredibly high, and everyone was open and willing to share their experiences. We achieved our objectives and had some really valuable one-to-one conversations.

**Business Development Principal**
Rackspace

> "It was reassuring to hear that we're not alone in facing many of the same challenges. The one-to-one meetings were excellent, and the roundtables and Think Tank discussions were a real highlight. If anything, I'd have liked even more of those sessions.

**AI Transformation Manager**
Nadara, delegate

> "The summit exceeded my expectations. It wasn't a passive event. Everyone was encouraged to get involved from the start, and I came away with practical, technical insights I could take straight back into my organisation.

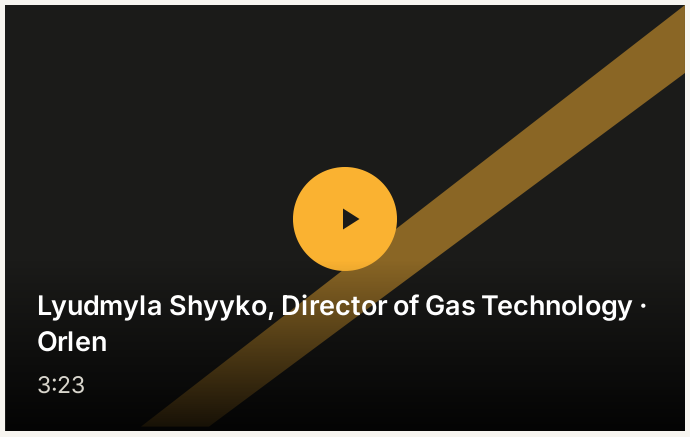
**Director of Gas Technology Implementation**
Orlen, delegate

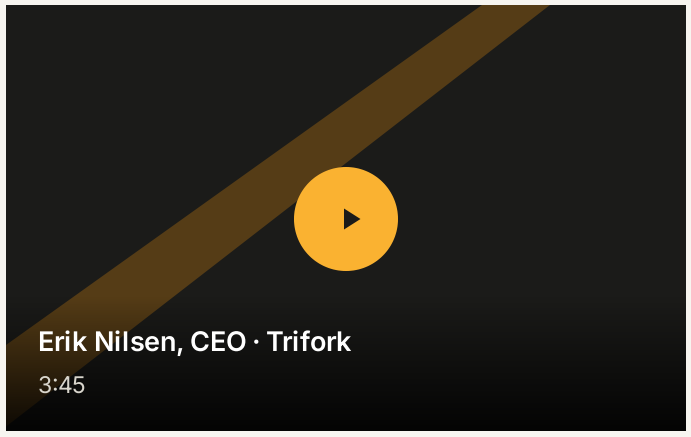
Full testimonial archive: des-summit.com/testimonials

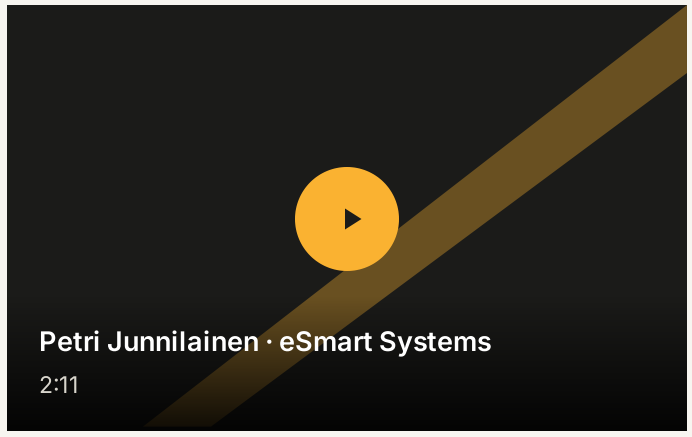
HEAR IT FROM THE ROOM

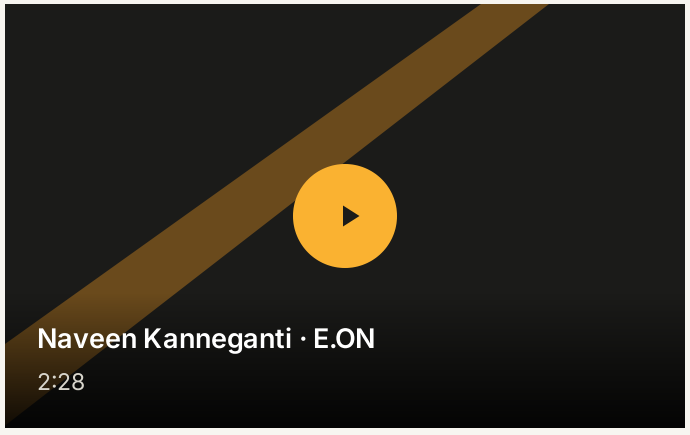
# REAL ONSITE INTERVIEWS, STRAIGHT FROM THE 2026 EDITION

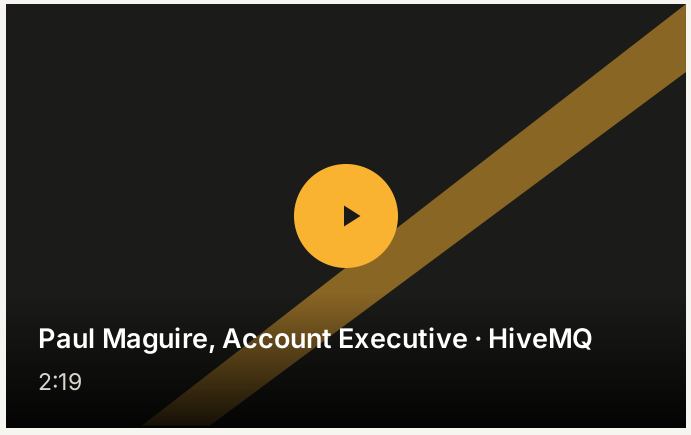
We caught up with delegates, speakers and sponsors as they left the room. Here's a sample of what they said about the sessions, the conversations, and whether they'd come back.

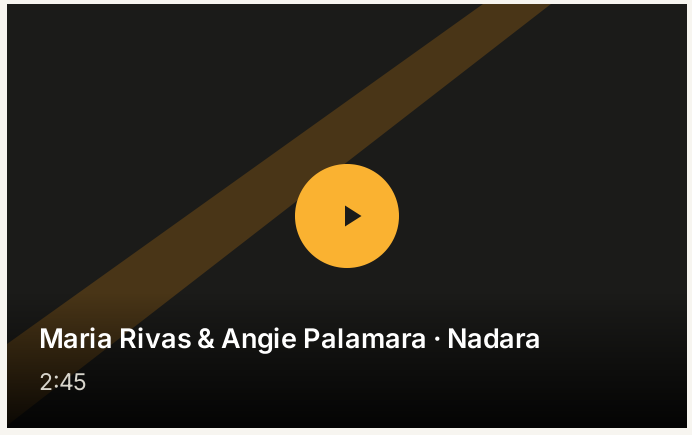



Watch all 11 interviews at des-summit.com/videos

HOW THE ROOM IS RUN

# EVERY SESSION IS BUILT TO PRODUCE A WARM MEETING, NOT A BUSINESS CARD

The Summit is collaboration-led and discussion-driven: small-group sessions and pre-scheduled 1-2-1s, not a stage and an exhibition floor.

HOSTED SESSION

### THINK TANK CHALLENGE

Host a series of three table challenges with curated cohorts, each one aligned to your specific offering.

45 MINUTES

### HOSTED ROUNDTABLE

Lead a moderated, open discussion with delegates who selected the topic themselves in advance.

MAIN STAGE

### WORKSHOP & HEADLINE PANEL

Present your solution in use, or host a headline panel discussion in front of the whole room.

25 MINUTES EACH

### PRE-SCHEDULED 1-2-1S

Private, mutually matched meetings with delegates selected via the online platform ahead of the Summit.

#### WHAT YOU KNOW BEFORE YOU LAND

Every sponsor gets pre-event access to the Delegate Intelligence Report: budgets, priority projects, challenges and opportunities for each attendee, drawn from the Intrinsic Intelligence Survey. You select your 1-2-1s and populate your roundtable knowing exactly who's in the room and what they're trying to solve.

WHO'S IN THE ROOM

# EVERY DELEGATE IS QUALIFIED BEFORE THEY GET AN INVITATION

Partners are strictly prohibited from attending as a delegate. This is not a room you can buy your way into from the other side of the table.

- ✓ Directly involved in an active or planned digital transformation project
- ✓ Employed by a Renewable, Utilities, TSO or DSO organisation
- ✓ Controls or directly influences energy transition strategy at local, national or international level
- ✓ Controls or influences budget allocation and spend of at least £1,000,000

## TYPICAL ATTENDEES

C-suite · VP · Director · Digital Strategy · Data & AI · IT/OT · Grid Operations · Asset Management · Cybersecurity · Predictive Maintenance · Renewables · Transformation

## ALREADY IN THE ROOM

A selection of organisations who have sponsored or spoken at recent editions: the kind of company you'll be sharing the room, and the credibility, with.

HiveMQ · Trifork · OPC Foundation · Gentrack · eSmart Systems · Gorilla · Rackspace · Arkyn · Shell Energy · S&P Global · Baker Hughes · DXC · Cognite · BT & Cisco · Altair · Domo

SPONSORSHIP PACKAGES

# FOUR WAYS TO JOIN, EVERY ONE FOCUSED ON MEETINGS

Every package is priced around access: to the stage, to the roundtable, and above all, to pre-scheduled 1-2-1 time with delegates matched to your offering.

TOP TIER

## Diamond

- Advisory Board-level profile
- Headline panel or main-stage speaking slot
- Highest allocation of pre-scheduled 1-2-1s
- Think Tank Challenge or Hosted Roundtable
- Maximum team passes on site

CENTRE STAGE

## Platinum

- Main-stage workshop presentation
- Substantial pre-scheduled 1-2-1 allocation
- Priority exhibition placement

HOSTED SESSION

## Gold

- Think Tank Challenge or Hosted Roundtable
- Pre-scheduled 1-2-1 meetings
- Team passes for on-site delivery

FOCUSED ACCESS

## Silver

- Pre-scheduled 1-2-1 meetings
- Exhibition space and passes

### ALL PACKAGES INCLUDE

- Access to the pre-event networking platform
- 3×2m exhibition space with dedicated meeting area
- On-site account manager
- Passes for your team
- Delegate Intelligence Report
- Prominent on-site branding
- Bespoke delegate acquisition campaign
- Plus optional enhancements: drinks reception and lanyard sponsorship

Exact 1-2-1 and speaking allocations per tier are confirmed in the full Sponsorship Brochure. Request it via the contact details below.

INTERESTED IN SPONSORING?

# GET IN FRONT OF THE PEOPLE ALREADY FUNDING EUROPE'S GRID REBUILD.

Tell us about your offering and we'll walk you through which package, and which delegates, make the strongest case for a 1-2-1.

ENQUIRE ABOUT SPONSORING ↗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