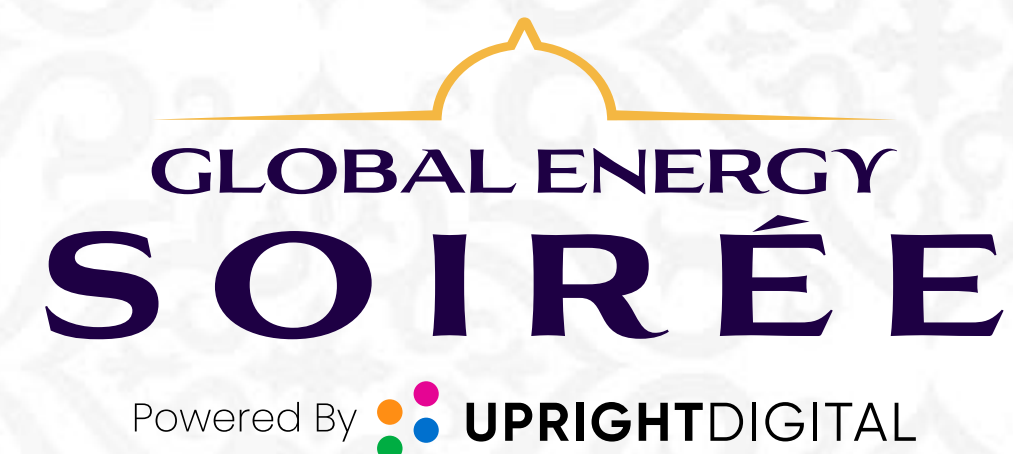


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GLOBAL ENERGY
SOIRÉE

Powered By  UPRIGHTDIGITAL

TABLE OF CONTENTS



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- (3) **AIQ GLOBAL ENERGY SOIRÉE SCHEDULE**
- (4) **INTRODUCING THE AIQ GLOBAL ENERGY SOIRÉE**
- (5) **ABOUT THE VENUE**
- (6) **ABOUT UPRIGHT DIGITAL**
- (7) **ABOUT AIQ**
- (8) **WHY SPONSOR THE AIQ GLOBAL ENERGY SOIRÉE?**
- (9) **BENEFITS OF SPONSORING**
- (10) **SIGNATURE SPONSORSHIPS**
- (11) **THE FALCON**
- (12) **THE PEARL**
- (13) **THE PALM**
- (14) **THE CRESCENT MOON**
- (15) **HOSTING EXPERIENCES**
- (16) **PRIVATE BEACH CABANAS**
- (17) **SAND BUNKERS**
- (18) **VIP SEATING AREAS**
- (19) **A LA CARTE SPONSORSHIPS**
- (20) **DINNER SPONSOR**
- (21) **MAIN BAR SPONSOR**
- (22) **LANYARD & BADGE SPONSOR**
- (23) **ENTERTAINMENT SPONSOR**
- (24) **WELCOME CHAMPAGNE SPONSOR**

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.



INTRODUCING THE **AIQ GLOBAL ENERGY SOIRÉE**

AN EXCLUSIVE EVENING FOR GLOBAL ENERGY LEADERS

Upright Digital is proud to present the **AIQ Global Energy Soirée**, taking place Tuesday, November 4, 2025, at the **Emirates Palace Mandarin Oriental** in Abu Dhabi. Coinciding with **ADIPEC**, the world's largest and most influential energy conference, this invitation-only experience brings together senior executives and key stakeholders from across the global energy sector for an evening defined by connection, culture, and collaboration.

This year, **AIQ** joins as the Premier Partner of the **Global Energy Soirée**, a significant addition that underscores the event's growing influence. As a joint venture between **ADNOC** and **Presight**, **AIQ** sits at the forefront of artificial intelligence in the energy industry, shaping how digital innovation and data intelligence redefine global operations. Their involvement adds tremendous value to this year's gathering and reinforces the Soirée's role as a meeting point for the leaders driving the industry's future.

Hosted on the private beachfront at Sand & Koal, with panoramic views of the Arabian Gulf, **ADNOC** Headquarters, and **Etihad Towers**, the Soirée offers an elegant escape from the week's bustle. Guests will enjoy a bespoke culinary showcase from Chef Jack Jarrott, live music, and immersive Middle Eastern entertainment, creating an evening designed to impress, inspire, and connect.

The partnership between **Upright Digital** and **AIQ** elevates the **AIQ Global Energy Soirée** into more than an evening reception. It becomes a convergence of vision, technology, and leadership that reflects where the industry is headed. Against the backdrop of Abu Dhabi's most iconic setting, the Soirée will bring together the people, ideas, and partnerships shaping the future of energy. For those attending, it will be the night that defines the week and the connections that last far beyond it.

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. Often referred to as a seven-star destination, the palace blends traditional Arabian grandeur with world-class hospitality and cutting-edge amenities.

From dignitaries and royalty to global business leaders, Emirates Palace is where the most influential figures stay, meet, and celebrate. With its palatial architecture, private marina, and pristine beach front, it offers a setting that is both awe-inspiring and unmistakably elite. It is the perfect 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 its flame-fired dishes, bold creativity, and deep connection to regional ingredients.

The ambiance is chic yet grounded. Low-lit cabanas, coastal breezes, and panoramic views of the **Persian Gulf** create an atmosphere that is as sophisticated as it is relaxed. **Sand & Koal** is not just a restaurant; it is an experience. During the **AIQ Global Energy Soirée**, it becomes the stage for an unforgettable night of food, music, and connection.

ABOUT UPRIGHTDIGITAL

At **Upright Digital**, our clients are at the center of everything we do. As a holistic marketing, content, and event agency, we create strategies that connect creativity with commercial results, helping brands grow with purpose and precision.

Our story began in the oilfield. Originally known as Galtway Marketing, Upright Digital was born from Galtway Industries, a leading provider of forged, machined, and fabricated components for the energy and industrial sectors. That foundation gave us more than experience; it gave us perspective. We understand the operations, culture, and challenges of the energy industry because we come from it. Our clients appreciate that we don't need to be taught their business because we already speak the language.

Today, Upright Digital combines deep industry knowledge with modern marketing expertise. We deliver full-service solutions across brand development, digital strategy, design, content creation, and paid media, driving awareness, engagement, and measurable ROI.

We are also behind some of the most exclusive and high-impact events in the energy industry, including the **THRIVE Energy Conference and the Daniel Energy Partners Permian Basin BBQ Cookoff**, where we lead every aspect from creative direction and marketing to sponsorship development, production, and guest experience.

Our partnerships extend to **Merit Advisors, Pickering Energy Partners, LAGCOE, and the Energy Workforce & Technology Council**, where we continue to produce events and campaigns that strengthen brands and connect leaders across the industry.

Beyond events, Upright operates a full-scale content studio producing original podcasts that elevate the voices of energy, technology, and business leaders. Our lineup includes Energy Espresso, In-Basin Observations, Energy in Transition, The IT Crowd, Highly Capable, Oilfield360, PetroNoia, and Street Smart. Each show is designed to build influence, start conversations, and keep our clients at the center of the dialogue.

ENERGY MOVES WITH UPRIGHT DIGITAL

ABOUT AIQ

AIQ is a leading artificial intelligence company based in the United Arab Emirates, dedicated to accelerating digital transformation across the global energy industry. Formed as a joint venture between ADNOC and Presight, AIQ develops advanced AI solutions that enhance efficiency, sustainability, and performance throughout the energy value chain.

The company's flagship platform, ENERGYai, uses decades of domain data and AI-driven modeling to optimize exploration, production, and operational workflows. In 2025, AIQ announced a \$340 million contract to deploy its agentic AI solutions across ADNOC's upstream operations, marking a major step in scaling artificial intelligence across the sector.

AIQ represents the intersection of energy expertise and cutting-edge technology. By combining deep industry knowledge with advanced digital capabilities, AIQ is redefining how the energy industry operates and leading the charge toward a smarter, more sustainable future.



WHY SPONSOR THE AIQ GLOBAL ENERGY SOIRÉE?

The **AIQ Global Energy Soirée** is more than a reception. It is a curated beachfront experience that brings senior energy professionals together in a private, elevated setting where meaningful conversations happen and lasting relationships take shape.

With **AIQ** joining as the Premier Partner, the Soirée now stands at the intersection of energy and innovation. As **ADNOC**'s artificial intelligence venture, **AIQ**'s involvement amplifies the event's reach and relevance, attracting decision-makers who are defining how technology and data are shaping the industry's next chapter.

Sponsorship goes far beyond brand visibility. It is about establishing presence and creating an experience that resonates with the people who matter most. Whether your goal is to host key clients, engage new prospects, or align your brand with a forward-thinking executive audience, the AIQ Global Energy Soirée provides a setting designed for genuine connection and high-value engagement. While the private beachfront cabanas remain the pinnacle hosting opportunity, additional sponsorship options are available, including branded activations, VIP experiences, and tailored integrations. Each opportunity is built to meet your objectives and ensure your company is seen, remembered, and associated with the industry's most exclusive evening of the week.



BENEFITS OF SPONSORING

- **Branded Hospitality**

From private cabanas to curated activations, choose the experience that aligns best with your goals.

- **Private Access**

A high-touch environment where conversations flow, connections form, and deals begin.

- **Premium Visibility**

Brand presence across event signage, digital platforms, and in one of the most exclusive venues of the year.

- **Unmatched Opportunity**

During one of the most active weeks in global energy, this is your chance to rise above the noise.

- **Trusted Positioning**

Show your clients you don't just attend — you host.

If you're ready to create momentum, build real relationships, and elevate your presence in front of a highly influential audience, this is your moment.



SIGNATURE SPONSORSHIPS

Each sponsorship level is inspired by a meaningful symbol of Emirati heritage, carefully selected to reflect the values and tone of the AIQ Global Energy Soirée.

These tiered sponsorships are ideal for companies looking to participate meaningfully in the event without committing to a branded activation or physical presence like a cabana. **Signature Sponsorships** offer a clear path to brand visibility, recognition, and executive access at one of the most exclusive gatherings of the week.

Each level includes benefits tailored to your desired presence, making this a streamlined way to be part of the experience without the added logistics or costs of a built-out footprint.



THE FALCON | \$30,000

TOP-TIER EXCLUSIVE SPONSORSHIP

The Falcon represents power, precision, and vision. It is the pinnacle of leadership in Emirati culture. As the Falcon Sponsor, your brand becomes the signature presence of the AIQ Global Energy Soirée. This exclusive package delivers unmatched visibility, access, and influence across every touchpoint of the event.

- *Recognition as the exclusive Presenting Sponsor of the AIQ Global Energy Soirée*
- *Recognition during the event toast and remarks as the Falcon Sponsor*
- *Option for one company representative to appear on stage during the event toast*
- *Top billing on all event branding, with your logo appearing first and most prominently*
- *Largest and most sought-after beachfront cabana with premier 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)*



THE PEARL | \$15,000

EXECUTIVE-LEVEL SPONSORSHIP

The Pearl symbolizes rarity, refinement, and lasting value — qualities deeply rooted in Emirati heritage. Once the backbone of the region's economy, pearls represent both tradition and prestige across the Gulf. As a Pearl Sponsor, your brand will be prominently featured throughout the event, offering meaningful visibility among senior industry professionals. It's a strategic opportunity to elevate your presence within an exclusive, high-impact setting.

- *Recognition as one of the Pearl Sponsors of the AIQ Global Energy Soirée*
- *Recognition during the event toast and remarks as a Pearl 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*



THE PALM | \$10,000

SUPPORTING SPONSORSHIP

The Palm — a symbol of prosperity, resilience, and hospitality — has long held cultural importance across the Emirates. Deeply rooted in the region's history, it represents sustenance, generosity, and enduring growth. As a Palm Sponsor, your company will receive meaningful visibility while supporting the overall experience — a subtle but important presence among an exclusive gathering of industry leaders.

- *Recognition as one of the Palm Sponsors of the AIQ Global Energy Soirée*
- *Recognition during the event toast and remarks as a Palm 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 10 guests*



THE CRESCENT MOON | \$5,000

INVITATION -TIER SPONSORSHIP

The Crescent Moon symbolizes renewal, reflection, and quiet influence — qualities that hold deep cultural significance in the Emirates. As a Crescent Moon Sponsor, your brand presence is subtle yet strategic, offering rare access to one of the most exclusive nights of the year. This tier provides full access to the evening's networking and relationship-building opportunities — a meaningful way to engage in an environment where access is everything.

- *Recognition as one of the Crescent Moon Sponsors of the AIQ Global Energy Soirée*
- *Recognition during the event toast and remarks as a Crescent Moon 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 4 guests*



HOSTING EXPERIENCES

For companies looking to create a strong presence and host meaningful conversations, our **Hosting Experiences** provide exclusive spaces designed for high-impact interaction. Whether you're entertaining clients or connecting with peers, each option offers a premium environment tailored for visibility, comfort, and access.

These experiences are what will set the **AIQ Global Energy Soirée** apart. More than just reserved seating, they are immersive environments within the event where sponsors can design and personalize their space to match their brand and guest needs. Each hosting opportunity offers **all-day access**, allowing sponsors to meet with clients one-on-one in a private setting well before the reception begins. It is a rare opportunity to entertain existing relationships and cultivate new ones, all in one of the most exclusive and talked-about settings of the week.



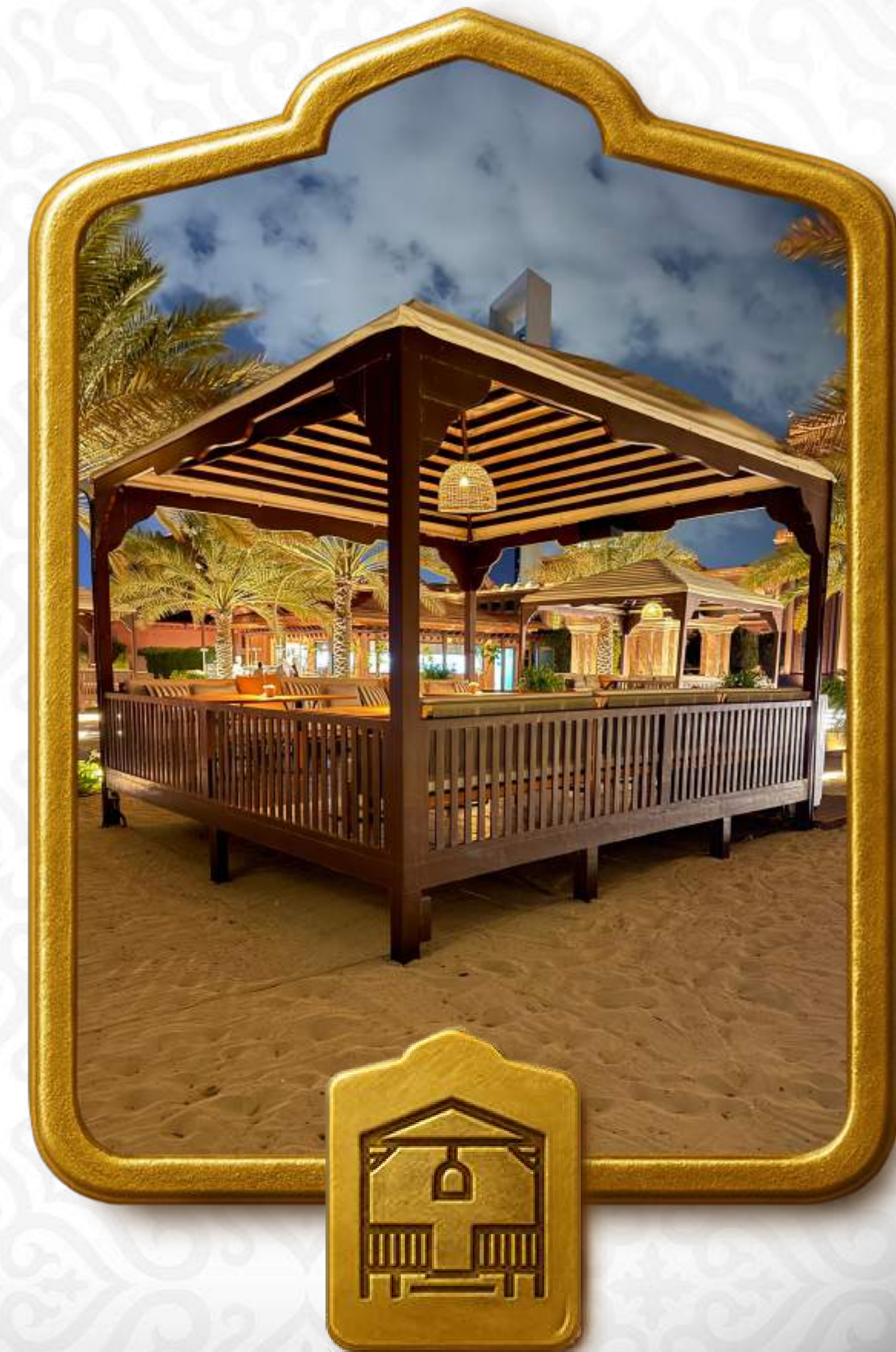
PRIVATE BEACH CABANAS | \$12,500*

ULTIMATE HOSPITALITY EXPERIENCE - LIMITED TO NINE (9)

**Must commit to minimum \$2,500 in catering towards cabana*

Positioned along the shoreline with views of the Persian Gulf, the Private Beach Cabanas offer the most exclusive hosting experience of the AIQ Global Energy Soirée. Each comes beautifully furnished, but can be customized to match your brand, aesthetic, or guest experience goals. Whether used for client meetings, private hospitality, or as an all-day base of operations, the cabana is your canvas. Sponsors will have the ability to cater throughout the day and into the evening, creating a seamless environment for entertaining clients, holding one-on-one conversations, and cultivating new relationships in the most sought-after space of the week.

- *Exclusive use of a beachfront cabana with all-day access and full evening hosting rights*
- *Option to decorate, furnish, and cater your cabana to reflect your brand and hospitality style*
- *Premier placement in the heart of the event footprint for high guest traffic and visibility*
- *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*



SAND BUNKERS | \$7,500*

DISTINCTIVE MID-LEVEL HOSPITALITY - TWO (2) AVAILABLE

**Must commit to minimum \$2,500 in catering towards cabana*

Tucked beside the cabanas and sunken directly into the sand, the Sand Bunkers offer a bold and memorable way to stand out. With built-in seating and an open-air layout, these spaces strike the perfect balance between a casual atmosphere and premium access. Each bunker can be styled and catered to your preferences, with the option to add overhead covering for a more immersive setup. Whether used for all-day hosting or evening connections, the Sand Bunkers offer a distinctive platform to engage clients and spark conversations in one of the coolest setups of the night.

- *Exclusive use of a custom-configurable Sand Bunker with built-in seating.*
- *Option to add overhead covering, décor, and branded elements.*
- *Flexible catering access throughout the day and evening.*
- *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) four guests.*



VIP SEATING AREAS | \$2,500-\$5,000

RESERVED PREMIUM HOSPITALITY

VIP Seating Areas offer a relaxed yet elevated way to host your team and guests throughout the evening. Spread throughout the venue, these reserved spaces range from intimate tables to plush lounge setups, allowing for both comfort and sophistication without the need for a full buildout. Ideal for smaller groups or focused client engagement, each area provides a seamless way to enjoy world-class food, drinks, and entertainment in a highly curated setting. Whether you're entertaining key clients or simply offering your team a premium place to gather, these spaces deliver a high-touch experience with just the right amount of exclusivity.

- *Reserved VIP seating or lounge area tailored to your group size and hosting preferences*
- *Premium guest experience without the responsibilities of a private activation*
- *Strategic placement throughout the event space for both ambiance and access*
- *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 based on selected package size*



A LA CARTE SPONSORSHIPS

These targeted opportunities allow your brand to align with key elements of the **AIQ Global Energy Soirée experience**.

From culinary features to guest touchpoints, each sponsorship delivers focused visibility and meaningful connection with one of the evening's standout moments.



DINNER SPONSOR | \$10,000

ULTIMATE HOSPITALITY EXPERIENCE

As the Dinner Sponsor, your brand will be prominently associated with the evening's culinary centerpiece. This includes recognition alongside Chef Jack Jarrott's menu presentation, premium signage at food stations, and an opportunity to collaborate on a branded dish or signage integration. It's a high-impact way to position your company as a generous host in front of a discerning, executive audience.

- Recognition as the exclusive sponsor of the dinner
- Recognition alongside Chef Jack Jarrott's menu presentation
- Premium signage at food stations
- Opportunity to collaborate on a branded dish or signage integration
- Brand placement on the event 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 5 guests



MAIN BAR SPONSOR | \$15,000

The Main Bar is where guests naturally gather throughout the night, making it one of the most visible activations of the evening. Includes branded bar signage, cocktail napkins or menu inserts, and optional signature cocktail collaboration. Raise your profile with every pour.

- *Recognition as the exclusive sponsor of the main bar*
- *Branded bar signage and optional 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 jumbo screen throughout the evening*
- *Featured in select pre- and post-event marketing and media*
- *Includes general access credentials for 10 guests*



LANYARD SPONSOR | \$10,000

Make sure your brand is seen from the moment guests arrive. As the Lanyard Sponsor, your logo will appear on every credential worn by attendees—offering high-frequency, ever-long visibility in photos, conversations, and channels.

SOLD

- Recognition as the exclusive sponsor of the event lanyards.
- Logo featured on event attendee lanyards.
- 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 5 guests

BADGE SPONSOR | \$10,000

This sponsorship offers another critical touchpoint—one that's literally in every guest's hand. As the Badge Sponsor, your logo will be featured on the credentials that remain with attendees throughout the event.

- Recognition as the exclusive sponsor of the event badges
- Logo included on event badges 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 jumbo screen throughout the evening
- Featured in select pre- and post-event marketing and media
- Includes general access credentials for 5 guests

ENTERTAINMENT SPONSOR | \$10,000+

Align your brand with one of the night's most talked-about experiences.

You'll receive recognition in stage announcements, signage near performance areas, and visibility on entertainment-related media or screens. Perfect for brands that want to shine during a high-energy, cultural moment.

- *Recognition as the exclusive sponsor of the Event Entertainment.*
- *Verbal recognition during stage announcements.*
- *Branded signage near performance area.*
- *Visibility on entertainment-related media or digital screens.*
- *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 (2) two guests.*



WELCOME CHAMPAGNE SPONSOR

\$7,500

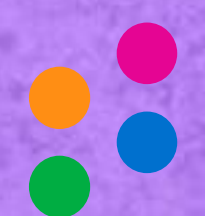
As the **Welcome Champagne Sponsor**, your brand sets the tone from the moment guests arrive. With branding on custom champagne tags or welcome signage, you'll be associated with the event's first celebratory impression.

- Recognition as the exclusive sponsor of the champagne welcoming of all guests.
- Branding on custom champagne tags or welcome signage.
- Branding on entrance structure, welcoming all guests.
- Hyperlinked location on the official event website.
- Logo inclusion on the pre-event mail 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 (2) two guests.



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