



4<sup>th</sup> Edition

# International Hydrogen Congress

Connecting industry with the energy of the future

## Sponsorship Portfolio

01-02 April  
**2025**

Hotel  
Grand Hyatt  
Bogotá, Colombia

Organizer



# Discover the Fourth Edition

The 4th edition of the **International Hydrogen Congress** will be a two-day event bringing together the world's leading players in the hydrogen sector.

This congress offers:



Keynotes from international experts in the field.



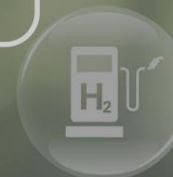
Strategic networking spaces to facilitate the creation of new business ventures.



Prime networking opportunities with industry leaders.



Discussions on the future of hydrogen technologies and their role in the global economy.





# Prominent speakers 3rd edition



**Andrés Camacho**  
Ministro de Minas y Energía



**Christiaan Gischler**  
Lead Energy Specialist at IADB



**Demetrios Papathanasiou**  
Global Director for the World Bank Energy  
and Extractives Global Department



**Ana Maria Ruz**  
Directora Ejecutiva Consejo  
de Hidrógeno Verde CORFO



**Dr. Chandrasekar Govindarajulu**  
Lead Energy Specialist Energy  
Climate Finance at The World Bank



**Cornelius Matthes**  
CEO of Dii Desert Energy



# Prominent speakers 3rd edition



Embajadores de España, Alemania,  
Reino Unido, Países Bajos, Australia



Joseph Howe  
Professor and Academic Lead Humber  
Industrial Cluster at University of Lincoln



Mikaa Blugeon-Mered  
Experto coordinador del grupo de trabajo  
en hidrógeno - MEDEF International



RB Balaji  
Chief Industry Advisor  
at The World Bank



Ricardo Gedra  
Gerente de Análisis e  
Información de Mercado



Susana Moreira  
H2Global Executive Director



# Our congress venue

Hotel Grand HYATT - Bogotá





# Sponsorship portfolio

**OFFICIAL**

 [more information](#)

**GOLD**

 [more information](#)

**SILVER**

 [more information](#)

**CLOSING  
COCKTAIL**

 [more information](#)

**HIGH LEVEL  
LUNCH**

 [more information](#)

**COFFEE  
STATION**

 [more information](#)

**REFRESHMENT**

 [more information](#)

**CONNECTION  
SPACE AND  
APP**

 [more information](#)

**EXHIBITOR**

 [more information](#)

**H<sub>2</sub>  
HYDROGEN**

# Official Sponsor



**12 m<sup>2</sup> space in the entry hall of the academic room;** the space includes a table, two chairs, and electrical installation.



**Publication of the logo on all physical and digital pieces of the event.**



**Entitlement to 15 complimentary spots for staff members or interested groups to attend the event.**



**Right to display advertising, subject to prior authorization by the organizers.\***



**Recognition as an Official Sponsor alongside the organizer, featured on the banner above the main stage in the auditorium.**



**The sponsor company's logo will be published in the Official category in the following locations:**

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



**Right to set up 4 roll-up banners (2x1 m) in the main auditorium.\***



**Right to distribute promotional flyers or souvenirs at the event, with logistics handled by the organizers.\***



**Right to display a one-minute institutional video on event screens.\***



**Single-color logo on the lanyards of identification badges.**



**Participation in the academic agenda with a talk or panel discussion, subject to review by the academic committee.**



**Brand presence on 2 billboards (2x2 m).**

**Sponsorship Fee:**

**COP 65,000,000 + VAT**

**\*These items must be provided directly by the sponsoring company (\*).**

# Gold Sponsor



9 m<sup>2</sup> space in the entry hall of the academic room; the space includes a table, two chairs, and electrical installation.



Publication of the logo on all physical and digital pieces of the event.



Entitlement to 10 complimentary spots for staff members or interested groups to attend the event.



Brand presence on one 2x2 m billboard.



Recognition as a Gold Sponsor on event screens, included in the logo reel.



The sponsor company's logo will be published in the Gold category in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



Right to set up 2 roll-up banners (2x1 m) in the main auditorium.\*



Participation in the academic agenda with a talk or panel discussion, subject to review by the academic committee.



Right to distribute promotional flyers or souvenirs at the event, with logistics handled by the organizers.\*



Right to display a one-minute institutional video on event screens.\*

**\*These items must be provided directly by the sponsoring company (\*).**

**Sponsorship Fee:**

**COP 45,000,000 + VAT**



# Silver Sponsor



6 m<sup>2</sup> space in the entry hall of the academic room; the space includes a table, two chairs, and electrical installation.



Publication of the logo on all physical and digital pieces of the event.



Entitlement to 7 complimentary spots for staff members or interested groups to attend the event.



Right to set up 1 roll-up banner (2x1 m) in the main auditorium.\*



The sponsor company's logo will be published in the Silver category in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



Recognition as a Silver Sponsor on event screens, included in the logo reel.



Right to distribute promotional flyers or souvenirs at the event, with logistics handled by the organizers.\*



Right to display a one-minute institutional video on event screens.\*



Brand presence on one 2x2 m billboard.

Sponsorship Fee:

**COP 35,000,000 + VAT**

\*These items must be provided directly by the sponsoring company (\*).

# Closing Cocktail Reception

Featuring live music (Exclusive).



 [more information](#)



Recognition as a sponsor on event screens, included in the logo reel.



Brand presence on one lightbox with the company logo (2x1 m).



Entitlement to 3 complimentary spots for staff members or interested groups to attend the event.



Mention as the cocktail reception sponsor by the event host.



Sponsor company logo displayed in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



Exclusive projection of the company logo on the main screen inviting attendees to the cocktail.



3-minute time slot for introductory remarks and presentation of the company at the cocktail.

**Sponsorship Fee:**

**COP 25,000,000 + VAT**



# High-Level Lunch

50 people – per day



 [more information](#)



Recognition as a sponsor on event screens, included in the logo reel.



Right to 2 complimentary spots for staff members or interested groups to attend the event.



Sponsor company logo displayed in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



Brand presence on one roll-up banner (2x1 m) featuring the company logo, identifying the company as the lunch sponsor.



Catering and logistics provided by the organizers.

**Note:** Prior to the event, the list of registered attendees (name and company only) will be shared for guest selection. Invitation managed by the organizers.

Sponsorship Fee:

**COP 15,000,000 + VAT**

# Coffee Station

## Exclusive



 **more information**



Recognition as a sponsor on event screens, included in the logo reel.



Right to 2 complimentary spots for staff members or interested groups to attend the event.



Mention as the coffee station sponsor by the event host.



Sponsor company logo displayed in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



Brand presence on one archway at the service point featuring the sponsoring company's image.



Catering and logistics provided by the organizers.



Exclusive projection of the company logo on the main screen, promoting the company as the coffee station sponsor.

**Sponsorship Fee:**

**COP 15,000,000 + VAT**



# Snack Break

Held on both days of the event (Exclusive)



 [more information](#)



Recognition as a sponsor on event screens, included in the logo reel.



Brand presence on one lightbox (2x1 m) with the company logo at each refreshment point (2 points).



Right to 2 complimentary spots for staff members or interested groups to attend the event.



Catering and logistics provided by the organizers.



Mention as the snack break sponsor by the event host.



Exclusive projection of the company logo on the main screen, promoting the company as the snack break sponsor.



Company logo featured on napkins at each snack point.



Sponsor company logo displayed in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.

Sponsorship Fee:

**COP 12,000,000 + VAT**

# Networking Space and App

## Exclusive



 [more information](#)



Recognition as a sponsor on event screens, included in the logo reel.



Brand presence on a 4x2 m backdrop in the networking lounge (design provided by the sponsoring company).



Right to 2 complimentary spots for staff members or interested groups to attend the event.



Exclusive sponsor logo placement in the networking app.



Right to distribute promotional flyers or souvenirs at the event, with logistics handled by the organizers.\*



Right to set up one roll-up banner (2x1 m) in the main auditorium.\*



Sponsor company logo displayed in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.

**\*These items must be provided directly by the sponsoring company (\*).**

Sponsorship Fee:

**COP 18,000,000 + VAT**



# Exhibitor



## Stand features provided to the exhibitor:

- 2x2 m<sup>2</sup> stand with lighting.
- One (1) table and two (2) chairs.
- One (1) 32" TV.
- Electrical connection. Branding option.



One (1) pass to access the main auditorium (valid for both event days; this pass is personal and non-transferable).



## Sponsor company logo displayed in the following locations:

- Event's downloadable academic agenda.
- Social media posts by the organizers.
- Backdrop located at the registration area.
- Event website with national and international reach.



Two (2) passes in the exhibitor category (these passes are exclusively for managing the stand and do not grant access to the main auditorium).

 [more information](#)

\*The exhibitor is responsible for the proper care of the stand and its equipment; scratching, drilling, painting, or making modifications to the stand is prohibited. The exhibitor will be charged for any damages or loss of stand equipment.\*

Sponsorship Fee:

**COP 7,000,000 + VAT**

# Event Floor Plan



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## International Hydrogen Congress

Connecting industry with the energy of the future

Organizer



INGRESO  
EVENTO

ESTACIÓN  
DE CAFÉ



2 metros  
3 metros  
**Stand  
PLATA  
6m<sup>2</sup>**

2 metros  
3 metros  
**VENDIDO  
PRF**

EVENTO ACADÉMICO

INGRESO SALÓN

  
PUNTO DE  
REGISTRO



2 metros  
**Stand  
2m<sup>2</sup>**

2 metros  
**Stand  
2m<sup>2</sup>**

2 metros  
3 metros  
**Stand  
PLATA  
6m<sup>2</sup>**

2 metros  
3 metros  
**Stand  
PLATA  
6m<sup>2</sup>**

3 metros  
3 metros  
**Stand  
ORO  
9m<sup>2</sup>**

4 metros  
3 metros  
**Stand  
OFICIAL  
12m<sup>2</sup>**



## Exclusive Sponsorships

Water bottles with the company logo.	COP 6,500,000 + VAT
Single-color logo on the backrests of chairs in the academic event.	COP 16,000,000 + VAT
Logo on the digital podium at the academic event.	COP 8,000,000 + VAT
Logo on identification badges.	COP 12,000,000 + VAT
Two-color logo on attendee bags.	COP 10,000,000 + VAT
Logo on attendee notebooks.	COP 15,000,000 + VAT
Single-color logo on attendee pens.	COP 8,000,000 + VAT
Logo on tabletop cubes on the main stage.	COP 10,000,000 + VAT
Logo on tower chargers.	COP 9,000,000 + VAT

**Logistics managed by the organizers.**

**Each sponsorship includes:** Logo on the registration backdrop. Logo featured in social media posts by the organizers. Logo on the event website. One (1) event admission pass.

## Additional Sponsorship Opportunities

2x1 m roll-up banner at the academic event.*	COP 3,000,000 + VAT
One-minute corporate video.*	COP 5,000,000 + VAT
Right to distribute souvenirs to attendees.*	COP 4,000,000 + VAT
Digital kit (logo on social media, event website, logo reel on event screens, newsletter, downloadable academic agenda).	COP 5,000,000 + VAT
Logo or video (without sound) on digital banner located in the commercial exhibit area.	COP 6,000,000 + VAT

\*These items must be provided directly by the sponsoring company (\*).

**Logistics managed by the organizers.**

**Each sponsorship includes:** Logo featured in social media posts by the organizers. Logo on the event website. One (1) event admission pass.



Logo on  
water bottles



One-color logo  
on backs



Logo on digital lectern  
on main platform



Logo on  
identification badge



Logo on  
notebooks



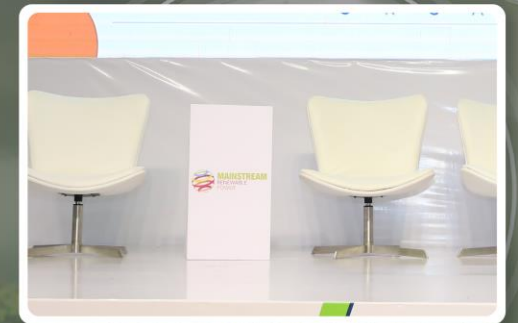
Two-color logo  
on bags for attendees



One-ink logo in pencil  
for attendees



Logo on  
pallet cubes





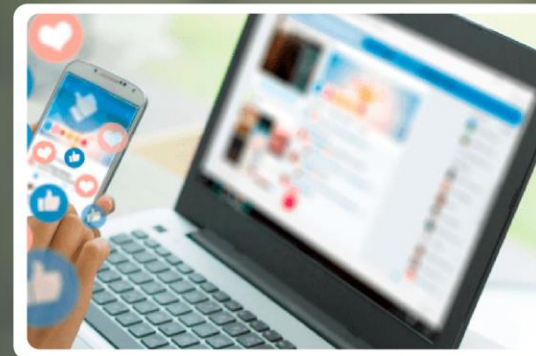
Logo on tower  
chargers



Souvenirs for  
attendees



Kit digital



Rollup banner at the  
academic event



One minute  
corporate video



Logo or video (without  
sound) on digital banner





# Academic Event Rates

If you are a member of the **World Energy Council Colombia** or the **Colombia Hydrogen Association**, take advantage of our special participation rates for attendees of the academic event.

## INCLUDES:

- Attendance at the academic event.
- Access to the commercial hall.
- High-level networking opportunities.
- Refreshments.
- Certificate of attendance.
- Event materials.
- Access to the networking app.

### WEC or H2Col Member

Until February 7

**1.400.000 COP + VAT**

Starting February 8

**1.800.000 COP + VAT**

### WEC or H2Col Member

Until February 7

**1.900.000 COP + VAT**

Starting February 8

**2.300.000 COP + VAT**

# ¡Contact us to find out more!



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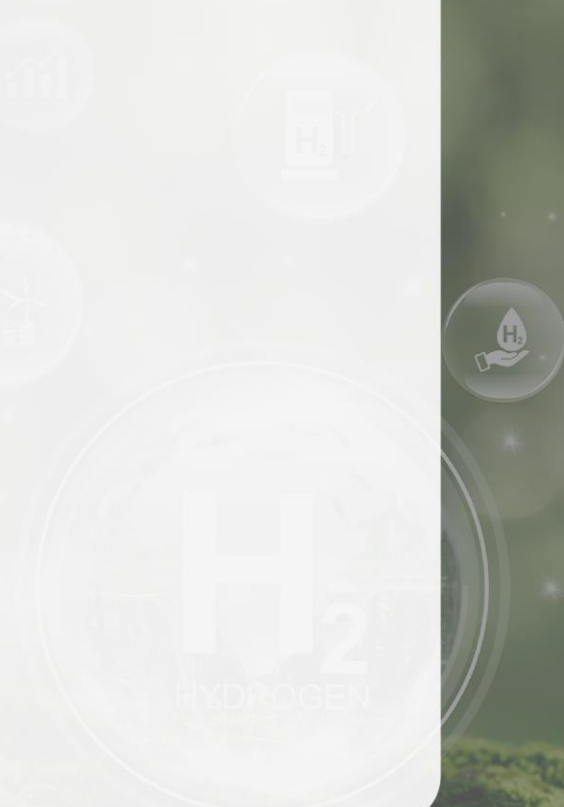
📞 301 254 6076



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Organizer



**WORLD**  
**ENERGY**  
**COUNCIL** | **COLOMBIA**