




**CALIFORNIA HYDROGEN  
CONVENTION**  
UNLOCKING CALIFORNIA'S HYDROGEN POTENTIAL

**May 13-14, 2025**  
**Long Beach, California**

# Event Brochure

 **#californiahydrogen**  
[californiahydrogen.com](https://californiahydrogen.com)



Co-Host:



Association Co-Host:



Organized by:



# Unlocking California's Hydrogen Potential

## 2024 Sponsors

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# Shaping California's Vision into Reality

Join us at the California Hydrogen Convention, where influential leaders from government, industry, labor unions, national laboratories, and NGOs will converge to ignite the hydrogen market. This premier event aims to establish a robust ecosystem dedicated to reducing emissions, creating economic benefit, and scaling hydrogen solutions.

The convention will feature an exhibition showcasing cutting-edge technologies and services, complemented by a strategic conference known for solution-based leadership and C-level speakers from industry and government. On the exhibition floor, attendees will benefit from in-depth technical sessions and workshops designed to accelerate of California's ambitious climate objectives.

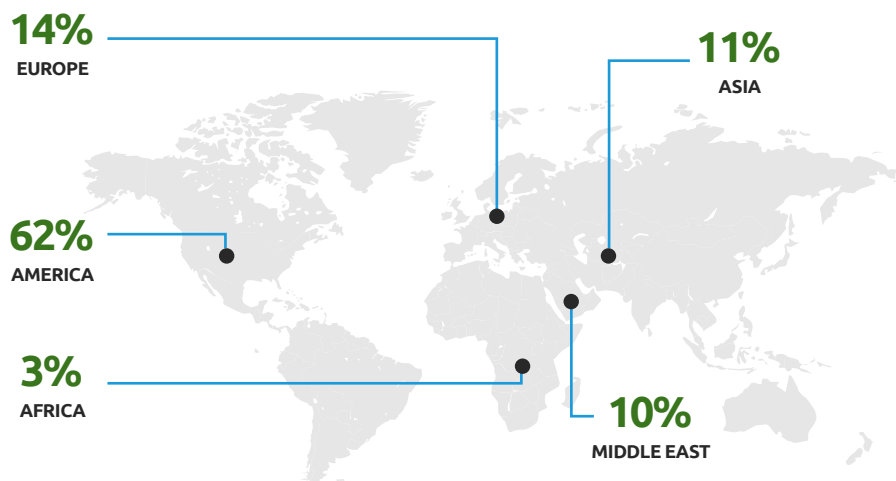
This event will be a catalyst for fostering strategic partnerships and facilitating business development. Companies and organizations involved in hydrogen projects, policymaking, and industry advancement will find unparalleled opportunities to collaborate, drive the sector forward, and grow their businesses. Don't miss this chance to be at the forefront of the hydrogen revolution.

**1,000+**  
Companies

**50+**  
Exhibiting  
Companies

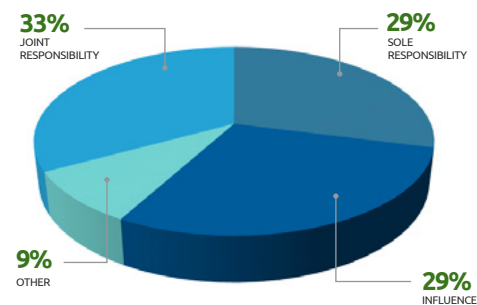
**100+**  
Expert  
Speakers

## CONVENING GLOBAL ATTENDEES

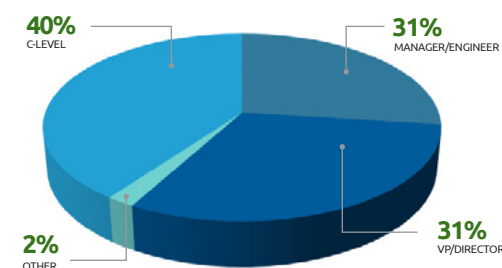


\*FIGURES QUOTED ARE PROJECTED ATTENDEES

## PURCHASING AUTHORITY



## SENIORITY







# California

## Hydrogen Market

The California hydrogen market presents numerous opportunities for businesses and investors looking to be at the forefront of the clean energy revolution. With the state's ambitious climate goals and strong policy support, there is a significant push towards developing renewable hydrogen infrastructure. This includes the expansion of hydrogen production facilities, fueling stations, and distribution networks, creating a robust supply chain that can meet the growing demand for clean energy solutions.

ARCHES has become the first of seven Hydrogen Hubs across the United States to formalize its agreement with the Department of Energy (DOE). This initiative is set to significantly impact carbon emissions, aiming to reduce them by 2 million metric tons annually. This reduction is comparable to removing approximately 445,000 gasoline-powered vehicles from the roads. Additionally, the initiative is expected to generate around 220,000 jobs by 2030, contributing to both environmental and economic benefits.

The focus of ARCHES will be on decarbonizing critical sectors such as public transportation, heavy-duty trucking, and port operations. This will be achieved by expanding hydrogen fuel production and infrastructure. Key developments include the establishment of over 60 heavy-duty hydrogen fueling stations and the construction of 165 miles of pipelines. The overarching goal is to deploy thousands of hydrogen-powered trucks and buses, thereby reducing dependence on fossil fuels and supporting California's broader climate objectives.

California has been at the forefront of hydrogen-powered transportation innovations. Notable achievements include the launch of the world's first entirely hydrogen-powered ferry in San Francisco Bay and the successful completion of a 523-mile hydrogen-electric flight. Furthermore, a new zero-emission train, known as Zemu, is set to operate in an area historically plagued by poor air quality, underscoring the state's commitment to pioneering sustainable transportation solutions.

**\$10B+**

in federal and  
state funding  
opportunities

**65**

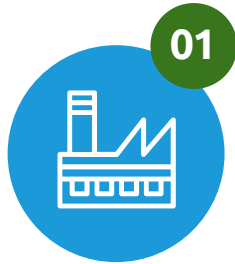
Open light-duty  
retail hydrogen  
refueling stations

**100%**

California's  
clean energy  
community by  
2045

# Enabling

## The Energy Transition In California



DECARBONIZATION  
OF INDUSTRY IN CALIFORNIA

“The production and implementation of clean, renewable hydrogen is essential to fully decarbonize our region’s industries, foster clean energy job growth, and meet California’s ambitious carbon neutrality goals,” said U.S. Senator Alex Padilla.



TRANSPORTATION  
AND MOBILITY

California is marching ahead with firm rules now in place for both light-duty and medium/heavy-duty vehicles to transition to zero emission stock by 2045. The State is requiring that all new vehicles sold from 2035 onward be “zero-emission vehicles” (ZEVs)—battery electric, plug-in hybrid, or hydrogen-powered fuel-cell vehicles.



POWER  
GENERATION

According to the DOE, the California Hydrogen Hub will also launch the use of hydrogen for power generation. Hydrogen has the potential to facilitate decarbonization of the electric power sector in California by storing energy produced with renewables for use over days or weeks, balancing the grid when renewable resources are limited, and electricity demand is high.



ENERGY  
SECURITY

Hydrogen can bolster energy security by reducing import dependence, by mitigating price volatility and by boosting the flexibility and resilience of the energy system, through diversification.





# Strategic Conference

Following the momentum of 2024's breakthrough convention, the 2025 California Hydrogen Convention arrives at a pivotal moment. With California's inclusion in the Department of Energy's highly anticipated Hydrogen Hub program, the state is positioned at the epicenter of the U.S. hydrogen revolution. This year's event will celebrate the monumental progress made since last year, from America's first hydrogen powered passenger train to cranes powered by hydrogen fuel cells at the Port of Los Angeles, while diving into the latest developments that are propelling the hydrogen economy forward. Industry leaders, policymakers, and innovators will gather to discuss how California is leveraging its new hub status to shape a low-carbon future, accelerating the transition to clean energy for transportation, industry, and beyond.



## STRATEGIC CONFERENCE THEMES:



### Supercharging Green Hydrogen Production

From cutting-edge electrolyzers to state-of-the-art storage solutions, discover how innovators are pushing boundaries and scaling hydrogen in California. Get ready to dive into real-world breakthroughs that are driving the global energy shift.



### Hydrogen-Powered Transport: Revolutionizing the Road Ahead

The future of transportation is here, and it's hydrogen-powered! Discover the latest hydrogen mobility innovations, transforming everything from cars to trucks, buses, trains and even aircraft. Explore how industry leaders are reshaping transportation with zero-emission fuel cells, breaking down barriers, and building the infrastructure for a cleaner, faster tomorrow.



### Hydrogen Infrastructure: Powering the Future

Building the world's next-gen energy system starts with a bold vision and groundbreaking projects behind hydrogen pipelines, storage hubs, and refueling stations in California that are setting the stage for a global hydrogen economy. Join hydrogen technical experts, policymakers and visionaries to design resilient, scalable and safe hydrogen infrastructure.



### Policy, Markets, and Hydrogen's Big Break

Hydrogen is ready for its big break, but success hinges on the right policies, investment decisions and market forces. Bringing together the power players shaping hydrogen's future—governments, financial markets, and industry leaders who are working to unleash hydrogen demand to its fullest potential. From the ARCHES funding to global partnerships, find out how policy shifts and new business models are fast-tracking hydrogen's journey from niche to mainstream.



# Past Speakers Include:



**Adam Wasserman**  
President Director  
PT PLN (Persero)



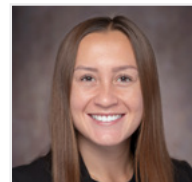
**Alice Hildick**  
Head of Operations  
Onward



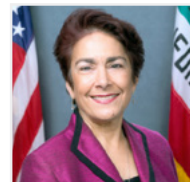
**Angela Krenn**  
Technical Integration Lead  
and Principal Technologist  
NASA



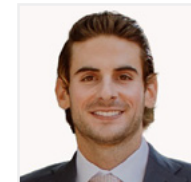
**Angelina Galiteva**  
CEO  
ARCHES H2



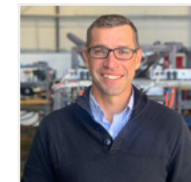
**Angelique Besnard**  
Stakeholder Engagement  
Specialist, Office of Clean  
Energy Demonstrations  
U.S. Department of Energy



**Anna Caballero**  
State Senator  
14th District, California  
State Senate



**Anthony McMaken**  
Director, Finance  
HIF Global



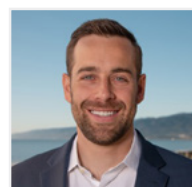
**Arnaud Namer**  
COO  
Universal Hydrogen



**Brent Lakeman**  
Director, Hydrogen Initiative  
Edmonton Global



**Craig Scott**  
Group Manager  
Toyota North America



**Cory Shumaker**  
Director, Business  
Development  
Hyzon



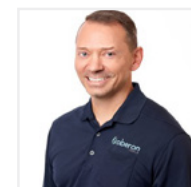
**David Libatique**  
Deputy Executive Director,  
Stakeholder Engagement  
Port of Los Angeles



**David Blehman**  
Professor, Sustainable  
Energy and Transportation  
California State University,  
Los Angeles



**David Mercer**  
Director of Technology,  
Energy Solutions  
Fluor



**Elliot Anise-Hicks**  
Chief Technology Officer &  
Co-Founder  
Oberon Fuels



**Eric Guter**  
VP Hydrogen for Mobility  
Air Products



**Grace Quan**  
President and CEO  
Hydrogen in Motion Inc.  
(H2M)



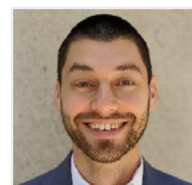
**Hilary Norton**  
Commissioner  
California Transportation  
Commission



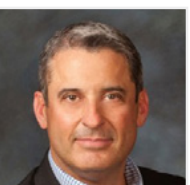
**Hugo Wagner**  
Manager, Technology  
Partnerships  
Airbus



**Ian Dunderdale**  
Chief Operating Officer  
Element Resources



**James Kast**  
Senior Director, Hydrogen  
Business Development  
Iwatani Corporation of  
America



**Jason Caudle**  
City Manager  
City of Lancaster



**Joy Langford**  
Chief Community Officer  
ARCHES H2



**Kirk Hamilton**  
Senior Engineering Advisor  
CFER Technologies





**Kristi McKenny**  
Chief Operating Officer  
Port of Oakland



**Larry Tree**  
CEO  
Proteum Energy



**Lorraine Paskett**  
Executive Director, Clean  
Hydrogen  
Air Products



**Mark Ackiewicz**  
Deputy Assistant Secretary  
Office of Fossil Energy  
and Carbon Management,  
Department of Energy,  
United States Government



**Maryam Brown**  
President  
Southern California Gas  
Company (SoCalGas)



**Meha Bola**  
Management Consultant  
GHD



**Mike Hart**  
CEO  
Sierra Energy



**Natasha Kostenuk**  
CEO  
Ayrton Energy



**Nicolas Pocard**  
Vice President Marketing &  
Strategic Partnerships  
Ballard



**Orville Thomas**  
CEO  
California Mobility Center



**Pace Ralli**  
CEO  
SWITCH Maritime LLC



**Patricia Monahan**  
Commissioner  
California Energy  
Commission



**Patrick Goodman**  
Technical Fellow  
Fluor



**R. Rex Parris**  
Mayor  
City of Lancaster



**Raveel Afzaal**  
CEO  
Next Hydrogen



**Robert Do**  
CEO  
SGH2 Energy Global Corp.



**Roxana Bekemohammadi**  
Founder and Executive  
Director  
United States Hydrogen  
Alliance



**Ryan Harty**  
Assistant Vice President and  
Division Lead  
Sustainability Development  
Division, American Honda  
Motor Co. Inc. (AHM)



**Salim Rahemtulla**  
President and CEO  
PowerTap Hydrogen  
Fueling Corp



**Stephen Cheung**  
CEO  
Los Angeles Economic  
Development  
Corporation



**Tony White**  
Director  
Vertical Market, Hydrogen  
and Sustainable Fuels,  
Siemens



**Tyler Reitmeier**  
Business Development  
Leader-Industrial Gases &  
Green Hydrogen  
Yokogawa



**Tyson Eckerle**  
Senior Advisor  
Clean Infrastructure  
and Mobility  
California Gov's Office  
of Business & Economic  
Development (GoBiz)



**Val Miftakov**  
CEO  
ZeroAvia

# Technical Conference

CONNECTING THE BRIGHTEST MINDS TO POWER THE SOLUTIONS OF TOMORROW

The Technical Conference is the nexus of innovation and expertise, influencing the evolution of the hydrogen landscape. This conference leverages profound technical knowledge necessary to drive industry-wide transformation at the necessary pace and scope.

It provides access to state-of-the-art insights, pioneering research discoveries, and the latest technological breakthroughs throughout the hydrogen value chain. With a commitment to delivering concrete advancements, this conference acts as a portal to the most current trends, methodologies, and innovations that are revolutionizing hydrogen and energy resource production, storage, transportation, and utilization

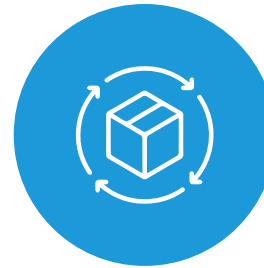
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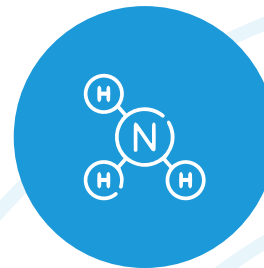
## PROGRAM FOCUS



PRODUCTION &  
DEVELOPMENT



TRANSMISSION,  
DISTRIBUTION &  
STORAGE



AMMONIA,  
METHANOL &  
LOHCS



INDUSTRIAL  
APPLICATIONS  
OF HYDROGEN



OPPORTUNITIES  
IN LOGISTICS &  
MOBILITY



TECHNOLOGICAL  
INNOVATIONS IN  
HYDROGEN





# About the Exhibition



## Showcase Expertise

Exhibiting at the California Hydrogen Convention allows companies to showcase their expertise, products and services that demonstrate their commitment to future of the hydrogen economy.



## Acquire Policy and Regulatory Insights

Exhibitors will receive valuable insights into upcoming regulations, incentives and compliance requirements. This information can be crucial for aligning business strategies with evolving legal frameworks.



## Conduct Market Research

Gain valuable insights into emerging trends, market demand and competitive intelligence. As an event like this often attracts international participants, companies can establish connections with potential clients and partners from beyond their home regions – facilitating market diversification and growth.



## Gain the Competitive Advantage

Exhibiting at the California Hydrogen Convention allows companies to assess competitors in the market. This information can be used to identify gaps in the market and formulate strategies to gain a competitive advantage.



## Experience a world-class event

The California Hydrogen Convention offers a diverse and varied event experience by bringing together government entities and business leaders to shape the future of the growing hydrogen industry.

# CCUS

## Zone



Hosting the most influential international technology innovators in the United States, the CCUS Zone will provide a unique platform to showcase the companies developing the next generation of CCUS technology solutions.

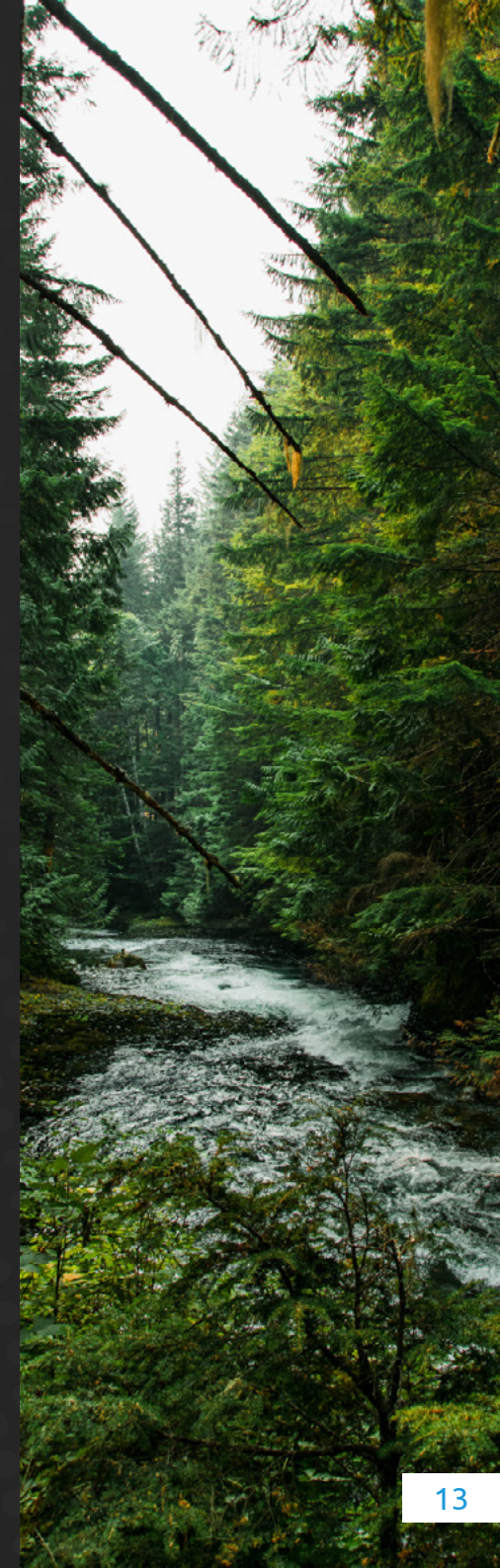
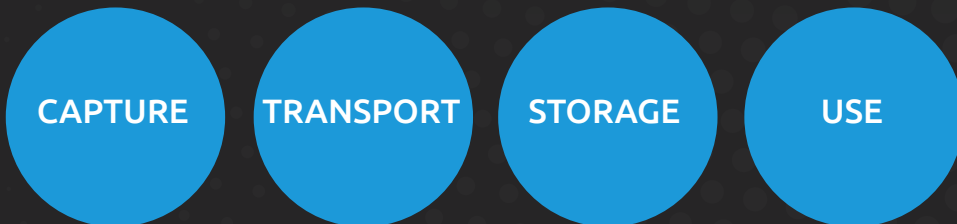


Connecting those driving the rapid adoption of innovative CCUS technology solutions with project owners and developers, the zone will present the climate technology innovations that can accelerate the scale and effectiveness of global progress towards net zero and drive the energy industry towards a cleaner, more sustainable future.

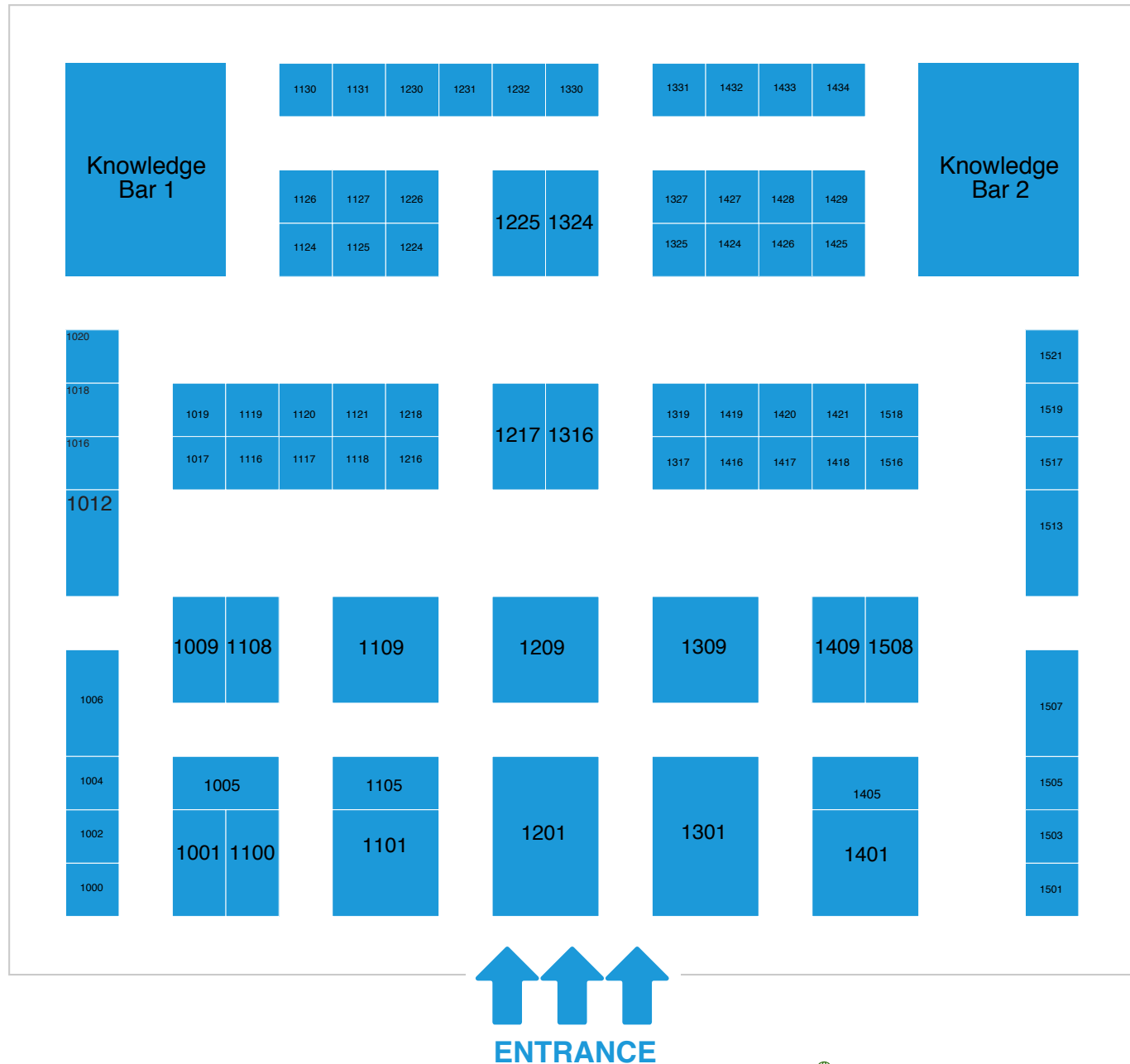


The CCUS Zone will display the latest cutting-edge developments from SMEs and start-ups in carbon capture, direct air capture, carbon movement and storage systems, alongside digital technologies including artificial intelligence, analytics, digital twins and remote sensing.

## CCUS Value Chain



# Floorplan





# Why Exhibit?

California Hydrogen Convention is the ideal platform gathering all levels of government and industry to showcase, discuss, collaborate, and do business in the Californian market. This connection of a burgeoning hydrogen ecosystem is particularly significant given the recent announcement that California has been selected as a major hydrogen hub in the United States.

This platform is your opportunity to showcase your products and services at a live in-person event to buyers looking to invest in hydrogen technologies and services to drive the industry forward, get projects off the ground and cement California as major player in powering a green economy. By exhibiting, you will ensure engagement, connectivity and the stage to show why you are a pivotal part of the hydrogen value chain in California. As the exhibition is complementary to a high-level conference, more than 2500+ are expected to attend, making the exhibition the perfect place to develop your business.





### **Showcase Your Products, Services and Solutions**

This convention provides a unique platform to highlight your expertise and offerings to a diverse and engaged audience. Whether you specialize in transportation infrastructure, clean energy production, regulation, generation, this is the place to sell your products, services and solutions to industry buyers and decision-makers.



### **Enhance Brand Recognition**

California Hydrogen Convention brings a unique opportunity to position your brand and gain significant exposure to a targeted audience.



### **Solidify Your Business Network**

The California Hydrogen Convention draws professionals with strong buying power and allows exhibitors to meet with existing connections and potential leads involved in fast evolving Californian hydrogen economy.



### **Demonstrate Your Commitment to a Sustainable Future**

If your organization is committed to environmental sustainability and corporate responsibility, exhibiting at this convention underscores your dedication to these values.



### **Get Instant Feedback**

Engage with your target audience in a short, impactful time frame and gain first-hand product feedback, and understand the trends shaping the future of hydrogen in California.



### **Reach Your Target Audience**

Generate new leads for your company in a highly targeted environment. With 9/10 attendees being key influencers, decision-makers, or purchasers, exhibiting at California Hydrogen Convention delivers real business opportunities.

# Sponsorship benefits and pricing

As an event sponsor you will enjoy high-profile visibility and new business opportunities in advance of, during and post-event. Our tailor-made packages are carefully designed to meet your aims, objectives and spend. From branding and networking, to thought leadership and digital opportunities, our experienced team will work with you to identify profitable and integrated ways to showcase your expertise, technical know-how and strategic insights. Reach and influence attendees and the wider energy community by positioning your brand as a leading voice in the Californian hydrogen marketplace.

## OPPORTUNITIES TO SUIT YOUR OBJECTIVES

(Build your package around a sponsored event or branded inventory item)

YOUR BENEFITS AND ENTITLEMENTS	Diamond	Platinum	Gold	Silver	Bronze	Associate
Sponsorship Item (Choice of One)						
Event Co-Host	✓					
VIP Dinner		✓				
Welcome Party		✓				
CHC Premium Lounge		✓				
Official Strategic Conference Sponsor		✓				
Badges & Lanyards			✓			
Visitor & Delegate Bags			✓			
H2 Cafe			✓			
Opening Day Conference Luncheon			✓			
Official Technical Conference Sponsor				✓		
Conference Luncheon – Day 2				✓		
Innovation Zone Partner				✓		
Rest & Recharge Station				✓		
Mobile Phone Charging Stations				✓		
Event Guide Sponsor					✓	
Strategic Conference Notepads					✓	
Grab & Go Station – Day 1					✓	
Grab & Go Station – Day 2					✓	
Technical Conference Pens & Notepads					✓	
On-site Registration					✓	
Strategic Conference Pens						✓
Conference Breakfast – Day 1						✓
Technical Conference Coffee – Day 2						✓
Brochure Seat Drop – Day 1						✓
Brochure Seat Drop – Day 2						✓

\*Booth space purchase required for sponsorship and/or advertising activation



Sponsor Benefits Include	Diamond	Platinum	Gold	Silver	Bronze	Associate
Requirements						
Minimum Exhibition Booth Size Required	600 sq ft	600 sq ft	400 sq ft	400 sq ft	200 sq ft	100 sq ft
Sponsorship price (price does not include booth space)	\$50,000	\$40,000	\$30,000	\$20,000	\$10,000	\$5,000
Complimentary Passes						
Strategic Delegate Passes	10	8	6	4	2	1
Discount on additional delegates	20%	15%	12.5%	10%	7.5%	5%
Pre and Post Event Communications						
Logo recognition on selected newsletters & email campaigns pre-show	Yes	Yes	Yes	Yes	Yes	Yes
Organization logo featured on post event 'Thank you' email newsletter to Delegates	Yes	Yes	Yes	Yes	Yes	Yes
Digital Branding						
Organization logo and hyperlink featured on official Sponsor web page	Yes	Yes	Yes	Yes	Yes	Yes
Organization profile and hyperlink featured on official Sponsors page	200 words	150 words	125 words	100 words	75 words	50 words
One month of website branding in prime location	Yes					
Branding on Event App						
Organization logo featured on sales brochure	Yes	Yes	Yes	Yes	Yes	Yes
Profile featured in Official Conference Program and Official Show Guide digital and/or print	200 words	150 words	125 words	100 words	75 words	50 words
Logo featured in Official Conference Program digital and/or print	Yes	Yes	Yes	Yes	Yes	Yes
Logo featured in Official Show Guide digital and/or print	Yes	Yes	Yes	Yes	Yes	Yes
Onsite Branding						
Organization logo featured on conference stage signage	Yes	Yes	Yes	Yes		
Organization logo featured on 'Thank you to our Sponsors' banner	Yes	Yes	Yes	Yes	Yes	Yes

## BESPOKE PARTNERSHIP OPPORTUNITIES



Airline  
Partner



Security  
Partner



Sustainable  
Finance  
Partner



Training  
Partner



Legal  
Partner



Trading  
Partner

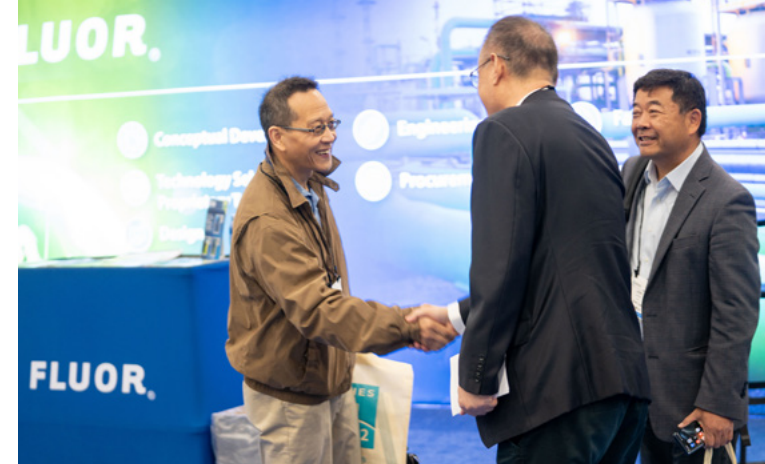


Knowledge  
Partner

Schedule at a Glance	Exhibition	Strategic Conference	Opening Night Reception
May 13, 2024	10AM-5PM	9AM-5PM	6PM-9PM
May 14, 2024	10AM-5PM	9AM-5PM	

Pricing Breakdown	Exhibition	Visitor	Strategic Conference
Advanced Price (until January 15, 2025)	\$46/ sq. ft	\$0	\$1,695
Regular Price (until May12, 2024)	\$46/ sq. ft	\$50	\$1,795
Onsite Purchase Price	\$46/ sq. ft	\$100	\$1,895
Municipal rate		Municipal Rate \$0	Municipal rate \$1,095
<b>What's Included in the Registration Package?</b>			
Unlimited access to exhibition	Included	Included	Included
Strategic Conference sessions	-	-	Included
Complimentary lunch and refreshments for conference delegates	-	-	Included
Access to Opening Night Reception	Included	-	Included

\*All prices are in USD



**May 13-14, 2025**  
Long Beach, California

# Book your exhibition space today!

[sales@californiahydrogen.com](mailto:sales@californiahydrogen.com)

## Our offices:

### Dubai

Head Office  
5th Floor, The Palladium,  
Cluster C  
Jumeirah Lakes Towers  
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United Arab Emirates  
T: +971 4 438 0355  
E: [info@dmgevents.com](mailto:info@dmgevents.com)

### Abu Dhabi

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### Riyadh

Office 502, Al Madar building  
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### Johannesburg

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### Cape Town

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### Cairo

Office B2, Plaza 2 between  
Halls 3 & 4  
Egypt International Exhibition  
Centre  
El Moushir Tantawy Axis  
New Cairo, Egypt  
T: +20 22 261 4503

### Nigeria

3rd Floor, Mulliner Towers,  
Alfred Rewane Road,  
Ikoyi, Lagos, Nigeria

### India

Regus Suburb Centres Pvt Ltd,  
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Dynasty Business Park,  
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East,  
Mumbai - 400059,  
Maharashtra - India

Co-host:



Organized by:

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