



PLATTS GLOBAL METALS AWARDS

The audience is select, the potential to grow your brand is enormous.
Connect with the industry's elite at the global metals
market's most prestigious black-tie awards.



**4th Annual
Platts Global Metals Awards
May 19th, 2016
Marriott Grosvenor Square
London**

THE WORLD'S LEADING PLAYERS SHAPING THE FUTURE OF THE METALS INDUSTRY

The who's who in metals, the industry's elite, will be at the 4th Platts Global Metals Awards. It's a black-tie event that opens doors like no other. This is an outstanding and influential group of key decision makers who are notoriously hard to reach. Become a sponsor now and you have a unique opportunity to promote your brand and thought leadership to a receptive audience — not just for one night, but for an entire year. And the benefits extend much further:

- Develop C-suite relationships with leading metals and steel executives
- Demonstrate industry leadership when your executive presents awards to winners on stage

AN INVESTMENT WITH PAYBACK ALL YEAR ROUND

Platts is more than the host; we'll partner with you to achieve your business and marketing goals. Visibility is everything. We'll use our global exposure to raise your profile and promote your brand before, during and after the event — our extensive marketing campaign reaches senior metals leaders all year long. Traditional media cannot match this kind of opportunity to network and develop meaningful and engaging conversations with key decision-makers:

- Reach 100,000 metals professionals through our year-long marketing campaign
- Platts Awards marketing reaches senior global metals executives with millions of impressions
- The Wall Street Journal, Thomson Reuters, Bloomberg, as well as CNBC-Europe's Squawk Box, have previously attended

For more information contact **Neil Roberts** at +44 20-7176-7638 or neil.roberts@platts.com
www.globalmetalsawards.com

**ACT QUICKLY TO BE THE
ULTIMATE WINNER AT THE
GLOBAL METALS AWARDS**

We match the quality of the audience with a range of sponsorship packages that maximizes the impact of every marketing dollar invested. Stand out and be the ultimate winner, as exemplified by one of last year's Global Metals Awards sponsors —

“GMA 2015 had that intimate feel, enabling us to bring along select high-profile guests that were able to effectively network at the pinnacle of their industry peer group.”

— Brent Osborne, Deal Architect,
Breal Consulting Ltd

Speed is of the essence. We are offering Early Bird Specials for sponsorship contracts that are signed by January 31st. Contact our team now to achieve your business goals at the most prestigious awards in the industry.



JOIN THESE PREVIOUS SPONSORS IN SUPPORTING PLATTS GLOBAL METALS AWARDS:



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BENEFITS:	Platinum	Gold	Silver	Bronze	Table Host
Availability	1 Available	2 Available	SOLD	4 Remaining	25 Available
First right of refusal for 2017 sponsorship	✓	✓	✓	✓	
ON-SITE BENEFITS AND EXPOSURE					
Your executive makes opening remarks (2 minutes)	✓				
Your executive co-presents awards on stage	4	3	2		
Number of complimentary seats at the 2016 Global Metals Awards dinner for your staff and clients with staff seats positioned strategically throughout the room	20 Seats	10 Seats	5 Seats	3 Seats	
Your senior executive seated at a head table at the dinner	✓	✓			
Your logo displayed on-stage	✓	✓	✓	✓	
Your logo will be displayed at the cocktail reception as the Cocktail Sponsor			✓		
Sponsored table for guests or finalists (Platts will assign finalists for your table), your logo on the table tent (sign)					Table of 10
MARKETING — BEFORE, DURING AND AFTER THE EVENT					
Receive 2016 Global Metals Awards attendee contact information (post-event)	✓				
Your logo printed on promo materials and ads including Platts publications reaching over 100,000 metals professionals	✓	✓	✓	✓	
Your company description in the printed Platts Global Metals Awards evening program and on www.GlobalMetalsAwards.com	50 Words	50 Words	50 Words	50 Words	50 Words
Your company logo in the printed Platts Global Metals Awards evening program and on www.GlobalMetalsAwards.com	✓	✓	✓	✓	
Photo and brief bio of your presenting executive in the Platts Global Metals Awards Evening Program	✓	✓	✓		
One full-page ad in the Platts Global Metals Awards evening program (5.5 x 8.5)	✓	✓	✓	✓	
One full-page ad in the May 2016 Platts Insight Magazine — 2016 Global Metals Outlook (30,000 Circulation)	✓	✓	✓	✓	
Your support and commitment acknowledged in the Global Metals Awards wrap-up story in the May 2016 Platts Insight Magazine – 2016 Global Metals Outlook and in Platts Global Metals Awards press releases	✓	✓	✓	✓	
Post-event Celebration Party host with signage*	✓				
Attendee Table Gift Platts to provide gift with sponsor logo featured*		✓			

* Early Bird Specials for contracts signed by January 31, 2016

Place your company at the heart of an exclusive celebration, recognizing the successes of an eventful industry year as well as building a network of contacts to grow or evolve your business.

www.globalmetalsawards.com



“Platts Global Metals Awards 2015 was a first class event that offered us opportunities to network with and meet global leaders from the world of steel and metals. We would wholeheartedly recommend it to any company that is keen to raise its profile within the metals space.”

— Chris Hall, Managing Director, Hilco Valuation Services Europe

“The GMA was a very humbling experience, a remarkable event celebrating excellence and accomplishments across the planet. Winning the Breakthrough Innovation category really motivated and energized us. It has proven that we are a world class team building world class solutions. Congratulations to the Platts team on bringing together such a fantastic event.”

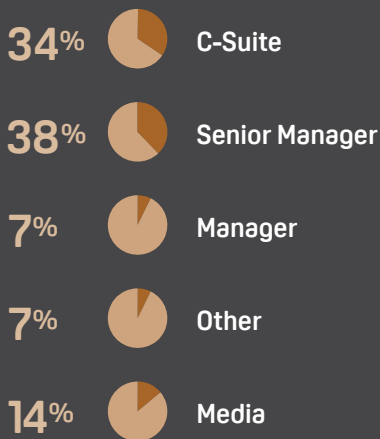
— Gustavo Emina, CEO, New Steel

“The GMA was an outstanding event, that gathered top global players in the metal industries. It was a wonderful opportunity to meet them all under one roof, and it was our honor to be the first company to raise Egypt’s name in such a prominent event.”

— Mr. Abou Hashima, Chairman and CEO, Egyptian Steel

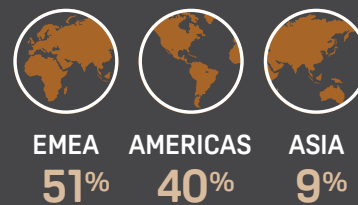
WHO'S ATTENDING?

2015 ATTENDEES BY JOB TITLE



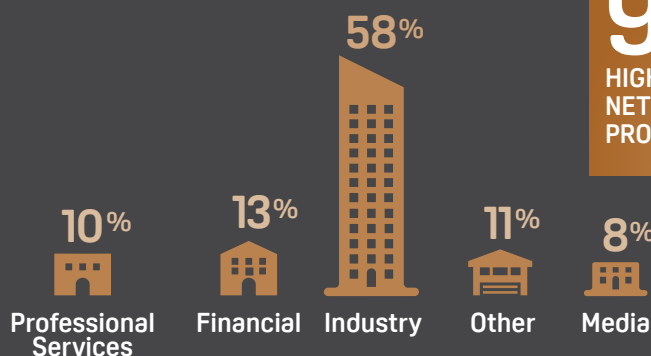
72%
SENIOR-LEVEL
ATTENDEES

2015 ATTENDEES BY REGION



49%
TRAVELED
ACROSS
THE GLOBE

2015 ATTENDEES BY SECTOR



92%
HIGH-VALUE
NETWORKING
PROSPECTS

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