



## PLATTS GLOBAL ENERGY AWARDS

**The audience is select, the potential to grow your brand is enormous.**  
Connect with the industry's top 1% at the global energy  
industry's most prestigious black-tie awards.

**Platts Global Energy Awards**  
**December 8th, 2016**  
**Cipriani Wall Street**  
**New York**

### **450 OF THE WORLD'S LEADING PLAYERS SHAPING ENERGY'S FUTURE**

The who's who in energy, the industry's elite, will be at the 17th Platts Global Energy 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 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 oil, and gas & power 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 energy 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 energy professionals through our year-long marketing campaign
- Awards advertising reaches over 1 million readers, plus millions of impressions on Twitter
- The Wall Street Journal, Thomson Reuters, The Financial Times, Bloomberg, as well as China Daily, have previously attended

### **ACT QUICKLY TO BE THE ULTIMATE WINNER AT THE GLOBAL ENERGY 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 Capgemini — for 10 consecutive years, Capgemini discovered that being an awards sponsor raised their profile and opened up opportunities to network with key C-level executives from the largest energy and utility companies. Perry Stoneman, Capgemini's Global Head of Sectors & Utilities Global Sector Leader, states:

*"The year-long marketing campaign alone generates a tremendous amount of market awareness for Capgemini."*

Speed is of the essence. The deadline to secure your awards sponsorship ends on October 31st. Contact our team now to achieve your business goals at the most prestigious awards in the industry.

For more information contact **Robin Mason** at +1 631-642-2600 or [robin.mason@platts.com](mailto:robin.mason@platts.com)  
[www.globalenergyawards.com](http://www.globalenergyawards.com)



**PLATTS**  
McGRAW HILL FINANCIAL

BENEFITS:	Principal Sponsor	Awards Presenting Sponsor	Pre-event Reception	Post-event Cocktail Reception	Executive Sponsor	Table Host
<b>MARKETING AND BRANDING</b>						
Your logo printed on promotional materials and ads including Platts publications, emails, direct mail and evening program reaching 100,000 energy professionals	✓	✓	✓	✓	✓	
Your company description and logo on <a href="http://www.globalenergyawards.com">www.globalenergyawards.com</a>	✓	✓	✓	✓	✓	✓
Your company description and logo in the printed evening program	50 Words	50 Words	50 Words	50 Words	50 Words	
Photo and 100 word bio of your presenting executive in the evening program	✓	✓				
One full page ad in the evening program (5.5" x 8.5")	✓	✓	✓	✓	✓	✓
One full page ad in the Global Energy Awards issue of Platts Insight magazine — 2017 Global Energy Outlook (30,000 circulation)	✓	✓	✓	✓		
Your support and commitment acknowledged in the Global Energy Awards wrap-up story in the Global Energy Awards issue of Platts Insight magazine	✓	✓				
Receive 2016 Global Energy Awards attendee contact information following the event	✓					
<b>ON-SITE BENEFITS AND EXPOSURE</b>						
Your executive makes opening remarks (2 minutes)	✓					
Your executive co-presents awards on stage*	See below	See below				
Number of complimentary seats at the Global Energy Awards for your staff and clients with staff seats positioned strategically throughout the room	25 Seats	15 Seats	8 Seats	8 Seats	4 Seats	
Strategically placed displays with the sponsor's logo	✓		✓	✓		
Complimentary seat at Platts Global Energy Outlook Forum (morning of the Awards)	✓	✓	✓	✓	✓	✓
Sponsored table for guests and/or finalists plus table signage with your company logo						8 Seats
First right of refusal for 2017 sponsorship	✓	✓	✓	✓	✓	

**\*ON STAGE AWARDS PRESENTATION (this applies to the Principal and Awards Presenting Sponsors only):**

SPONSORSHIP	CATEGORIES
Principal Sponsor	Energy Company of the Year, CEO of the Year, Lifetime Achievement Award, Corporate Social Responsibility Award
Financial Excellence Awards	Strategic Deal of the Year, Financial Deal of the Year (private equity, venture capital/hedge funds)
Power Awards	Industry Leader: Power, Grid Edge Award — Energy Management
Oil & Gas Awards 1	Industry Leader: Biofuels, Industry Leader — Downstream
Oil & Gas Awards 2	Industry Leader: Midstream, Industry Leader — Exploration & Production
Project Awards	Construction Project of the Year, Engineering Project of the Year
Technology Awards	Breakthrough Solution of the Year, Commercial Application of the Year
Ring Star Awards	Rising Star Award: Individual, Rising Star Award — Company

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.globalenergyawards.com](http://www.globalenergyawards.com)