



*The Platts Global Energy Awards
has been called the
"Academy Awards" of energy.*

Ask about
our Expanded
Speaking Package!
Good through
May 4, 2012

Sponsor Now and Be Counted Among the Stars at the 14th Annual Platts Global Energy Awards!

Participate in a unique branding experience and associate your company with a positive event where excellence and celebration are the order of the night.

WHAT: 14th Annual Platts Global Energy Awards Dinner and Ceremony

WHEN: Thursday, November 29, 2012

WHERE: Cipriani Wall Street, New York City

ATTENDEES: CEOs, CFOs, COOs, presidents, senior vice presidents, vice presidents, managing directors, general managers and other senior leaders from global energy companies and industry, and mainstream media.

As a sponsor of the Platts Global Energy Awards, you'll garner the attention and awareness of the key influencers and the media coverage that will promote your brand and gain the industry position to help you achieve your business goals.

The awards provide an excellent communications opportunity for companies wishing to reach top executives in the industry's most progressive businesses. Promotions and announcements for the Global Energy Awards reach more than 100,000 energy leaders and financial executives worldwide. All told, advertising reaches more than 1 million readers through Platts industry leading publications and business magazines.

As a sponsor of the 2012 Platts Global Energy Awards you'll:

- Achieve extensive brand exposure through a year-long marketing campaign
- Get on-site awareness with your logo on the brightest stage in the industry
- Network with senior-level executives across the energy sector worldwide
- Gain a competitive edge with exclusivity in your company's industry category
- Build thought leadership while showcasing your executives alongside winners

See page 2 for a full list of benefits.

For Information, contact:

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"As a sponsor and opening presenter at the Platts Global Energy Awards for the past seven years, I find the Global Energy Awards to be a very valuable event that strongly positions Capgemini as an industry thought leader. The communications program alone generates a tremendous amount of market awareness for Capgemini starting in June and lasting through December. The event itself provides many opportunities to network with C-level executives from the largest Energy and Utility companies globally".

– Colette Lewiner, Energy, Utilities and Chemicals Global Sector Leader, Capgemini

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“This event continues to demonstrate that it can pull the most senior execs from around the world”.

– Perry Stoneman, Vice President, Capgemini

“The energy industry is a very significant market for SAIC. We are proud to have sponsored such a prestigious event recognizing outstanding achievement and talent across the globe. This was a terrific networking experience”.

– Mark Fronmuller, VP, Global Energy, SAIC

Benefits	Principal Sponsor	Co-Sponsor	Premium Sponsor	Opening Cocktail Reception	Celebration Sponsor
Cost/Availability	None Available Capgemini (10th Year)	2 More Available Elster (5th Year)	3 Available	1 Available	1 Available
Exclusivity*	✓	✓	✓	✓	✓
First right of refusal for 2013 Sponsorship	✓	✓	✓	✓	✓
On-Site benefits and exposure					
Your executive makes opening remarks (2 minutes)	✓				
Your executive co-presents award(s) on stage	4	3	1		
Number of complimentary seats at the 2012 Platts Global Energy Awards dinner for your staff and clients with staff seats positioned strategically throughout the room	40 Seats	20 Seats	15 Seats	8 Seats	8 Seats
Your logo in lights (gobo) strategically projected onsite	✓			✓	✓
Complimentary seat at Platts Global Energy Outlook Forum	✓	✓	✓	✓	✓
Marketing and Branding:					
Your logo printed on promo materials and ads including Platts publications reaching over 100,000 energy professionals and Fortune magazine	✓	✓	✓	✓	✓
Your company description and logo on www.globalenergyawards.com web site	✓	✓	✓	✓	✓
Your company description and logo in the printed Platts Global Energy Awards official evening program	50 Words	50 Words	50 Words	50 Words	50 Words
Photo and brief bio of your presenting executive in the Platts Global Energy Awards Evening Program	✓	✓	✓		
One full Page Ad in the Platts Global Energy Awards evening program (5.5 x 8.5)	✓	✓	✓	✓	✓
One full-page ad in the December 2012 Platts Insight Magazine - 2013 Global Energy Outlook (30,000 Circulation)	✓	✓	✓	✓	✓
Your support and commitment acknowledged in the Global Energy Awards wrap-up story in the December 2012 issue of Platts Insight magazine, 2012 Global Energy Outlook edition and in all Platts Global Energy Awards press releases	✓	✓	✓	✓	✓
*Your top 10 competitors will not be allowed to sponsor.					

Sponsorship opportunities are limited to ensure maximum exposure and benefits for each sponsor. Reserve your sponsorship now and take advantage of a year-long promotion!