

GLOBAL ENERGY AWARDS

Overview

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. The 19th annual Platts Global Energy Awards will be held this year on December 7th at Cipriani Wall Street in New York City. Please contact our team now for details on how we can help you achieve your business goals.

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 19th 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'll 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 & gas and 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



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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

Reach the global energy elite with your company's message in Platts Insight magazine — an annual keepsake highlighting Award winners and articles written by industry experts.

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Benefits

Become a sponsor and you'll have a unique opportunity to promote your brand to a receptive audience — not just for one night, but for an entire year. See the full list of benefits below and contact our team today for more information and pricing. Sponsorship packages start at \$7,500.



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MARKETING BENEFITS — BEFORE, DURING AND AFTER THE EVENT	PRINCIPAL SPONSOR	AWARDS PRESENTING SPONSOR	PRE-EVENT COCKTAIL RECEPTION	POST-EVENT COCKTAIL RECEPTION	EXECUTIVE SPONSOR	TABLE HOST
Your executive makes opening remarks (2 minutes)	✓					
Your executive co-presents awards on stage	4	2				
Complimentary seats at the Global Energy Awards dinner for your staff and clients	25 seats	15 seats	8 seats	8 seats	4 seats	
Complimentary seat at Platts Global Energy Outlook Forum (morning of the Awards)	✓	✓	✓	✓	✓	
Your senior executive seated at a head table at the Global Energy Awards dinner	✓					
Your company logo on promotional materials and ads, reaching over 100,000 energy professionals	✓	✓	✓	✓	✓	
Your company profile and logo in the Platts Global Energy awards evening program and on GlobalEnergyAwards.com	✓	✓	✓	✓	✓	✓
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 Dec 2017 Platts Insight magazine — 2018 Global Energy Outlook (30,000 Circulation)	✓	✓	✓	✓		
Your company logo displayed on-stage	✓	✓	✓	✓		
Your company logo displayed at the cocktail reception as the Cocktail Sponsor			✓			
Post-event Celebration Party host with signage			✓			
Sponsored table for guests and/or finalists plus table signage with your company logo						8 Seats
First right of refusal for 2018 sponsorship	✓	✓	✓	✓	✓	

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Testimonials

Stand out and be the ultimate winner as a Platts Global Energy Awards sponsor.



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“Platts Global Energy Awards is important to our company for several reasons. First, every year we start our strategy planning session with a goal of how do we attend Platts Global Energy Awards again this year? It’s a world stage that brings together the best of the best, sharing best practices and learning from each other. What we hear and who we meet at the Global Energy Awards makes us a better company. We learn about what is happening in the market space. It’s also a time for celebration, an opportunity to applaud companies and their commitment to the environment. Platts is not just one thing, it’s a combination of things that makes it an extraordinary event.”

— A Director of Energy and Environmental Management,
Staples, Inc.

“As a past principal sponsor, we’ve found the Global Energy Awards to be an extremely valuable event that strongly positions our company as an industry leader. The year-long marketing campaign alone generates a tremendous amount of market awareness. And, the event itself provides us with many opportunities to network with C-level executives from the largest energy and utility companies globally. We’re proud to be associated with this elite event and hope to continue the partnership with Platts in future years.”

— An Executive from a large global energy consulting company

“Platts Global Energy Awards is a first class event that offers our members opportunities to network with energy leaders from around the world. We would recommend participation to any company wanting to raise its profile within the energy space.”

— Ryan Morgan, Member,
Step toe & Johnson PLLC

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Past Sponsors

Act quickly to be the ultimate winner at Platts Global Energy Awards.

We match the quality of the audience with a range of sponsorship packages to maximize the impact of every marketing dollar you invest. Contact our team now to achieve your business goals at the most prestigious awards event in the industry.



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**JOIN THESE PAST SPONSORS IN SUPPORTING
THE 18TH ANNUAL PLATTS GLOBAL ENERGY AWARDS:**



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Past Attendees

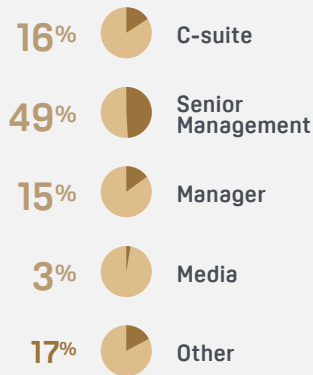
More than 450 industry leaders from around the world attend the Platts Global Energy Awards event, including: C-suite, managing directors, general managers and other senior leaders from global energy companies as well as mainstream media. As a sponsor of the program, you'll gain the attention of these key influencers before, during and after the event.



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WHO ATTENDS?

ATTENDEES BY JOB TITLE



65%

**SENIOR-LEVEL
ATTENDEES**



FINALISTS FROM

26

**COUNTRIES FROM
AROUND THE WORLD**

Austria • Belgium
Canada • China • Croatia
Dominican Republic • Geneva
Hungary • India • Japan
Malaysia • Netherlands • Oman
Pakistan • Papua New Guinea
Philippines • Russian Federation
Saudi Arabia • Singapore
Spain • Switzerland • Thailand
Turkey • United Arab Emirates
United Kingdom • United States

