

# Platts Global Energy Awards Sponsorship Opportunities

Access the industry leaders you want to reach.



# Platts Global Energy Awards

## Overview

**You want opportunities to gain brand exposure, but sponsoring the S&P Global Energy Awards gives you access to an elite audience and opens doors like no other.**

### **The who's who in energy will be at the Global Energy Awards.**

This is an outstanding and influential group of key decision-makers who are notoriously hard to reach. Sponsor now and you have an opportunity to promote your brand and thought leadership to a receptive audience — not just for one night, but throughout the year.

- Develop C-suite relationships with leading oil & gas and power executives
- Demonstrate industry leadership when your executive presents awards to winners



### **An investment with payback all year round**

S&P Global is more than the host; we'll partner with you to achieve your business and marketing goals. 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.

- Reach 100,000 energy professionals through our year-long marketing campaign
- The Awards marketing reaches over 1 million readers, plus millions of impressions through social media
- The Wall Street Journal, Thomson Reuters, The Financial Times, Bloomberg, as well as China Daily, have previously attended

The awards ceremony will be held at the prestigious Cipriani Wall Street on Thursday, December 8, 2022.  
Meet with the team now for specifics on how we can help you achieve your business goals.

# Platts Global Energy Awards



## Benefits

This year's Global Energy Awards will be great for new business, but sponsorship is an investment that will continue to payback for years to come. See the full list of benefits below and contact our team today for more information and pricing.

Marketing Benefits — Before, During and After the Event	Principal Sponsor	Awards Presenting Sponsor	Reception/Celebration Sponsor	Showcase Leader*	Integrated Marketing Package*
Your executive makes opening remarks (2 minutes)	✓ <input type="checkbox"/>				
Your executive co-presents awards on stage	4	2			
Complimentary seats at the Global Energy Awards dinner for your staff and clients	20 seats	12 seats	8 seats	8 seats	
Your senior executive seated at a head table at the Global Energy Awards dinner	✓ <input type="checkbox"/>				
Your company logo on promotional materials and ads, reaching over 100,000 energy professionals	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
Your company profile and logo in Global Energy awards evening program and GlobalEnergyAwards.com	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
Your company logo rotating on GlobalEnergyAwards.com homepage	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
Photo and brief bio of your presenting executive in the Global Energy Awards evening program	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>			
One full-page ad in the Global Energy Awards evening program (5.5" x 8.5")	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
One full-page ad in the Dec 2021 S&P Global Platts Insight magazine — 2022 Global Energy Outlook (30,000 circulation)	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
Your company logo displayed on-stage	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>		
Your company logo displayed at the cocktail reception as the Cocktail Sponsor			✓ <input type="checkbox"/>		
Sponsored table for guests and/or finalists plus table signage with your company logo					
First right of refusal for 2022 sponsorship	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>		

\* For Finalists Only

# Platts Global Energy Awards

## Testimonials

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



*“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,  
**Steptoe & Johnson PLLC**

# Platts Global Energy Awards

## Past Sponsors

**Act quickly to be the ultimate winner at the 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.



Platts  
**Global Energy**  
Awards

Join these past sponsors in supporting the Platts Global Energy Awards:



# Platts Global Energy Awards

## Past Attendees

We bring industry leaders together. You make valuable connections. As a sponsor of the program, you'll gain the attention of these key influencers before, during and after the event.



### Who Attends?

#### Attendees by Job Title

- 19%** C-suite
- 44%** VP/Director
- 20%** Manager
- 3%** Media
- 15%** Other

} **63%**

Senior-Level Attendees

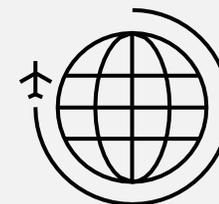


#### 2021 Finalists from...

**29**

Countries from Around the World

- Australia
- Belgium
- Brazil
- Canada
- China
- Colombia
- Finland
- France
- Germany
- India
- Ireland
- Italy
- Kuwait
- Luxembourg
- Malaysia
- Mexico
- New Zealand
- Pakistan
- Panama
- Philippines
- Portugal
- Saudi Arabia
- Singapore
- South Korea
- Spain
- Thailand
- United Arab Emirates
- United Kingdom
- United States



# Magazine Advertising

## Overview

S&P Global Commodity Insight magazines capture timely perspectives and trends driving industry markets. These premier publications have become an invaluable resource for short- and long-term planning, drawing on the knowledge and expertise of S&P Global Commodity Insights thought leaders. With your message in our magazines you'll be able to build on your brand identity by getting the right message to the right audience at the right time.



## Benefits of magazine advertising:

- Get your brand in front of a hard to reach audience
- Deliver your message both digitally and in print
- Align your brand with S&P Global Platts thought leaders
- Generate sales leads and brand awareness

Delivering information in a compelling four-color format with an elegant design, Insight magazine is not only distributed to event delegates, but also circulated to the larger industry community, digitally and in print. Insight Magazine offers you an opportunity to achieve unique global brand exposure.

# Magazine Advertising

Reach and placement options



Publication	30,000 Recipients	Bonus Distribution	Issue Date	Close Dates
<p><b>Global Energy Outlook</b> (Platts Global Energy Awards) The S&amp;P Global Commodity Insights editorial team will discuss and identify the key issues in energy and uncover potential pitfalls and opportunities for the upcoming year. They will uncover the impact increased US oil and gas production will have on global markets.</p>	<ul style="list-style-type: none"> <li>Global Energy Professionals</li> <li>Financiers</li> </ul>	<p>24th annual Platt Global Energy Awards (500+ senior energy executives) Listed on <a href="http://globalenergyawards.com">globalenergyawards.com</a></p>	Dec. 8, 2022	<p>Ad Close Nov. 2, 2022</p> <p>Materials due Nov. 5, 2022</p>

## Cover Ad Placements

## Run of Page Ad Placements

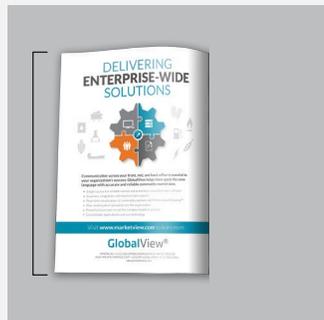
Back Cover

Inside Front Cover

Inside Back Cover

Full Page ROP

1/2 Page ROP



# Magazine Advertising

## Creative Specifications

For more information on ad specifications, please contact:

Bob Botelho, S&P Global Commodity Insights  
1800 Larimer Street, Suite 2000, Denver, CO 80202, USA  
P: +1-720-264-6618 | E: [robert.botelho@spglobal.com](mailto:robert.botelho@spglobal.com)



### Creating Materials

#### Format — PDF

Press-quality Acrobat Distiller settings are necessary to maintain high quality. We can work with PDF/X or most other accepted press-ready settings. All fonts must be embedded and all colors converted to CMYK. Our printer's distiller settings can be emailed to you upon request.

### Submitting Materials

#### Electronic Delivery

PDFs less than 8MB may be emailed to [PSMads@spglobal.com](mailto:PSMads@spglobal.com). Other electronic materials and PDFs too large to email should be sent via a file transfer site such as WeTransfer.com. Please compress all folders into a single file (.zip, .sit, etc.). Be sure to include a PDF proof of the ad, so we know what the final file should look like.

#### Insight Online Options

##### Format

Video and Audio Files

White Papers

Miscellaneous Links

### Publication Dimensions

Trim area:	8.5" wide x 10.81" high (22.2 cm x 28.1 cm)
Live area:	7.4" wide x 9.71" high (18.8 cm x 24.7 cm)
Bleed area:	1/8" (3.2 mm) on each side

Ad Sizes	Max Width (inches / cm)	Max Height (Inches / Cm)
Full page w/bleed	8.75" 22.2cm	11.06" 28.1cm
Full page, no bleed	7.4" 18.8 cm	9.71" 24.7cm
1/2 page horiz. w/bleed	8.75" 22.2 cm	5.53" 14.5cm
1/2 page horiz, no bleed	7.4" 18.8 cm	4.86" 12.3 cm
1/4 page vert. no bleed	3.7" 9.4 cm	4.86" 12.3 cm
DPS (Double Page Spread)	17.25" 18.42 cm	11.06" 28.1 cm

### Print Specifications (PDF files accepted)

Four-color line screen:	133
Maximum density:	260%
Color rotation:	4-color process — CMYK (no spot colors)
Binding method:	Perfect
Printing process:	Offset

Bleed area: 8.75 x 11.06" (22.2x28.1cm)

Trim area: 8.5x10.81" (21.5x27.4cm)

Live text area: 7.4x9.71"  
(18.8x24.7cm)

# S&P Global Commodity Insights

## About Us

At S&P Global Commodity Insights, our complete view of global energy and commodities markets enables our customers to make decisions with conviction and create long-term, sustainable value.

We're a trusted connector that brings together thought leaders, market participants, governments, and regulators and we create solutions that lead to progress. Vital to navigating Energy Transition, S&P Global Commodity Insights' coverage includes oil and gas, power, chemicals, metals, agriculture and shipping.

S&P Global Commodity Insights is a division of S&P Global (NYSE: SPGI). S&P Global is the world's foremost provider of credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help many of the world's leading organizations navigate the economic landscape so they can plan for tomorrow, today. For more information visit <https://www.spglobal.com/commodity-insights>