

## THOUGHT LEADERSHIP &amp; PEER CONTRIBUTION SPONSORSHIP

## GLOBAL FINANCIAL PARTNER

The *Global Financial Partner Sponsorship* offers one financial institution an **exclusive** leadership role at CERAWEEK®, with a high level of recognition and exposure throughout the main days of the Conference. This sponsorship will link the Global Financial Partner with the broader energy industry to showcase thought leadership on issues of strategic importance for the community.

## Deliverables

- A senior Global Financial Partner executive to offer toast and brief welcoming remarks during CERAWEEK® at the start of the Wednesday Keynote Luncheon.
- Partner to host and offer welcoming remarks at one Leadership Circle Breakfast during the Executive Conference.
- Partner to host and offer welcoming remarks at one Industry Breakfast during the Executive Conference.
- Private on-site reception to be coordinated and hosted by Partner on Tuesday evening during the Executive Conference. Reception guest participation to be limited 100 guests; CERA is not responsible for the number of participants or their seniority. Please note that other receptions may be scheduled during this evening.
- Interview with one (1) member of the Partner's senior leadership, taped on site and looped during the Executive Conference and broadcast on CERA.com. (This site will be online on plasma screens throughout the Conference area.)

## Pre-Event Planning &amp; On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site. This includes arrangement of the Partner's participation, help with press and media, and (as the date of the Executive Conference approaches) weekly calls to review details.
- Private suite providing comfortable accommodations for Partner's use on site.
- Preview of the Executive Conference registration list.

## Branding

- Acknowledgment, thanks, and introduction from the Conference Chair during CERAWEEK®.
- Identification and recognition as the Global Financial Partner of CERAWEEK®, including in selected pre-event marketing, on site in the form of signage and in the Program Guide, and on the event Web site before and during the event.
- Logo and link to Partner's Web site on CERA.com through the end of the event.
- If and when CERA runs national and international advertisements on CERAWEEK®, Global Financial Partner will be identified.

## Participation

- Preferential seating for one (1) Partner delegate at a head table at all main meals of the Executive Conference.
- Complimentary passes for ten (10) delegates from Partner's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Complimentary passes for three (3) senior delegates to attend exclusive Leadership Circle Breakfasts (subject to CERA's approval and separate registration for the Executive Conference).
- Complimentary pass for two (2) additional delegates from the Partner's organization to serve only as support staff to coordinate on-site participation.
- Additional Partner organization executives attending the Executive Conference will receive a discount of 20 percent off the CERA client rate.