

THOUGHT LEADERSHIP & PEER CONTRIBUTION SPONSORSHIP**UPSTREAM TECHNOLOGY EXECUTIVE SEMINAR SPONSOR**

A highly anticipated feature of CERAWEEK® is the *Upstream Technology Executive Seminar*, focusing on the strategic role of technology in general and of the Digital Oil Field of the Future in particular for E&P. Key perspectives on this topic will include means of optimizing the development of internal resources and establishing competitive advantage.

CERA will bring together a panel of invitation-only senior executives from a broad range of oil companies to discuss these issues.

Deliverables

- Formal role in the Seminar program agenda as a speaker.
- Sponsor will contribute to the development and format of the Seminar (subject to CERA's final approval).
- Opportunity for member of the Sponsor's senior leadership to welcome the invited guests at one of the Keynote meals or receptions.

Pre-Event Planning & On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site.
- Private meeting room providing comfortable accommodations for Sponsor's use on site.
- Preview of the Seminar registration list.

Branding

- Acknowledgment and thanks from the Conference Chair during CERAWEEK®.
- Identification and recognition as the Upstream Technology Executive Seminar Sponsor 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 Sponsor's Web site on CERA.com through the end of the event.

Participation

- Preferential seating for one (1) Sponsor delegate at the head table at all meals associated with the Seminar.
- Complimentary passes for five (5) clients of Sponsor to attend the Upstream Technology Executive Seminar as guests of Sponsor (invitation process coordinated with CERA and subject to CERA's approval).
- Complimentary passes for two (2) senior delegates to attend the Upstream Technology Executive Seminar (subject to CERA's approval and separate registration for the Executive Conference).
- Complimentary passes for four (4) delegates from Sponsor's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Complimentary passes for two (2) senior delegates to attend exclusive Leadership Circle Breakfasts (subject to CERA's approval and separate registration for the Executive Conference).
- Complimentary pass for one (1) additional delegate from the Sponsor's organization to serve only as support staff to coordinate on-site participation.
- Additional Sponsor organization executives attending the Executive Conference will receive a discount of 20 percent off the CERA client rate.