



World Petroleum Council



energiseyourfuture
world petroleum council

2nd WPC Youth Forum Paris 2009

SPONSORSHIP PROGRAMME MENU

**2nd WPC Youth Forum
Paris (France)
18, 19 & 20 November 2009**

**DESCRIPTION OF ITEMS
GENERAL SPONSOR**



SPONSORSHIP LEVELS

The sponsorship categories and packages on this menu are designed for companies interested in becoming sponsors of the **2nd WPC Youth Forum**. **In order to maximise visibility, every sponsor is entitled to choose an exclusive sponsorship item from within its category. And additionally, every sponsor is entitled to a number of general benefits prior to the forum (extensive branding on congress material, website and associated media; access to the list of registered participants and use of the 2nd WPC Youth Forum logo), and during the forum (invitations to functions, access to special facilities and more).**

The sponsorship contracts and a complete list of benefits (general benefits as well as exclusive benefits according to sponsorship category) are available upon request.

We would like to help you achieve your business objectives. If you wish to suggest other ways in which your company would like to become involved with the Forum, please do not hesitate to contact us. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The Organiser reserves the right to exchange any and/or all benefits for others of equal or greater value. All sponsorships will be allocated on a first-come, first-serve basis.

This Forum is a unique and prestigious marketing opportunity and we are very confident your involvement as a sponsor will provide your company with exceptional business rewards. Please contact our Sponsorship Sales Team to receive complete details on each of the sponsorship packages:

Contact : Mr. Yves Hunt



Tel: +33 (0)1 41 86 38 11

Mail: yves.hunt@energiseyourfuture.com

www.energiseyourfuture.com

SPONSORSHIP MENU

1. Host sponsors

Total	
Schlumberger	
GDF SUEZ	

GENERAL BENEFITS

		PLATINUM	GOLD	SILVER	BRONZE
marketing & branding benefits	Sponsoring Gala Reception	✓			
	Inclusion of company logo in all printed and electronic promotions	✓	✓	✓	✓
	Use of the 2 nd WPC Youth Forum logo	✓	✓	✓	✓
	Acknowledgment on the 2 nd WPC Youth Forum website	✓	✓	✓	✓
	Company logo in electronic newsletter	✓	✓	✓	✓
	Access to delegate list prior to the Forum	✓	✓	✓	✓
	Advertisement included in the Exhibition Catalogue	Full page	Full page	Half page	
	Identification with logo on exhibition maps	✓	✓	✓	
Acknowledgement during the workshops	✓	✓			
financial	Discount on Exhibition Space Rental Fee	5%	5%	5%	5%
	Invitations to Gala Reception	50	40	25	5
	Preferred seats at Opening and Closing plenary sessions	20	20	10	5

PLATINUM SPONSOR – 150 000 EUROS
(VAT no included)

As a Platinum Sponsor you enjoy the following general benefits:

Marketing & Branding Benefits

- Sponsoring of the Gala Reception . Company logo will be printed on all invitations
- Inclusion of company logo in all printed and electronic promotions
- Use of the 2nd WPC Youth Forum logo
- Exposure and acknowledgement on the 2nd WPC Youth Forum website “energisemyfuture” with hyperlink to sponsor’s website and on the web 2.0 participative platform EnergisemyNetwork
- Company logo in electronic newsletter
- Access to delegate list two months prior to the forum for own marketing purposes
- Opportunity to provide small corporate merchandising gifts for the guests (Company to provide merchandise and bear distribution costs, all subject to organiser’s approval)
- Full page advertisement included in the exhibition Catalogue
- Identification with logo on exhibition maps
- Special acknowledgement during the Opening and Closing Sessions
- Acknowledgment during the Plenary Sessions and the Workshops
- Preferred seating in the plenary auditorium
- Priority Access to official hotel selection

Financial

- 5% Discount on Exhibition Space rental Fee
- 50 Invitations to Gala Reception (can be used to make invitations to non-registered participants in agreement with the organiser)
- 20 Preferred seats at Opening and Closing plenary sessions

PLATINUM SPECIFICS ALTERNATIVES

Exclusive Items for PLATINIUM Sponsorship Level

PLATINIUM Sponsorship Level - 150,000 € (VAT not included)	Status
Welcome reception	1 sponsor
Gala reception	1 sponsor
Plenary sessions (themes to be confirmed) and Mainstream Technical Programme <ul style="list-style-type: none"> • 2nd plenary session – Day 2 • 3rd plenary session – Day 2 • 4th plenary session - Day 3 	3 sponsors

Exclusive Sponsorship Packages :

Alternative 1 – 2nd WPC Youth Forum Welcome Cocktail

On Wednesday 18 November 2009, after the Opening Plenary Session, a welcome Cocktail will take place in the exhibition area for approximately 1,000 guests, VIP's, sponsors, young professional and speakers. The Welcome Cocktail is a fantastic opportunity to network in a dynamic environment after the opening of the Forum.

Specific Benefits :

- Exclusive branding of the venue as sponsor of the Welcome Cocktail.
- Company's logo will be printed on all invitations/tickets of the event.
- Opportunity for a Company's representative to give a five minute welcome speech.
- Company's name and logo to appear as sponsor of the event on all static pages of audio-visual presentation and/or printed displays of the Cocktail.

Exclusive Sponsorship Packages :

Alternative 2 – 2nd WPC Youth Forum Gala Reception

On Thursday 19 November 2009, a fantastic Gala Reception will take place in one of the most fashionable and prestigious venues of Paris. “The Showcase” restaurant, Lounge, club is located under the Alexandre III bridge, with a unique view of key Paris sights such as the Eiffel Tower. It will involve 1,000 guests, VIP’s, sponsors, young professional and speakers.

The Gala reception is an opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed environment .

Specific Benefits :

- Exclusive branding of the venue as sponsor of the Gala Reception.
- Company’s logo will be printed on all invitations/tickets of the event.
- Opportunity for a Company’s representative to give a five minute welcome speech.
- Company’s name and logo to appear as sponsor of the event on all static pages of audio-visual presentation and/or printed displays of the Gala Reception.
- Opportunity to provide small corporate merchandise/gifts for the guests (Company to provide merchandise and bear distribution costs, all subject to Organizer’s approval)
- Twenty (20) additional tickets for the function (can be used to make invitations to non-registered participants of the 2nd WPC Youth Forum, in agreement with the Organizer).
- Company’s name mentioned as sponsor of the Gala Reception in the activities timetable of the Final Program.

Exclusive Sponsorship Packages :

Alternative 3 to 5 – 2nd WPC Youth Plenary Sessions

Plenary Sessions are the most prestigious sessions of the programme, attended by the majority of delegates. In addition to the Opening and Closing Plenary sessions, there will be three plenary sessions during the Forum. Exclusive sponsorship of one of these ensures that your brand receives the highest level of visibility during all the Forum and particularly throughout the day in question with all audiences.

Specific Benefits :

- Exclusive branding of the selected Youth Plenary Session's venue, to be coordinated by the organizer.
- Company's name mentioned as sponsor of the selected Youth Plenary Session in the signage outside the venue.
- Opportunity for a Company's representative to give a five minute welcome address.
- Company's name mentioned as sponsor of the selected Youth Plenary Session in the activities timetable of the Final Program.
- Company's name and logo to appear as sponsor of the selected Youth Plenary Session on all static pages of audio-visual presentation and/or printed displays of the Youth Plenary Sessions.
- Preferred seating in the plenary auditorium.
- Opportunity to provide small corporate merchandising/gifts for the guests in the plenary room (Company's to provide merchandise and bear distribution costs, all subject to Organizer's approval).

GOLD SPONSOR – 125 000 EUROS *(VAT no included)*

As a Gold Sponsor you enjoy the following general benefits:

Marketing & branding benefits

- Sponsoring of Opening or Closing Reception
- Inclusion of company logo in all printed and electronic promotions
- Use of the 2nd WPC Youth Forum logo
- Exposure and Acknowledgement on the 2nd WPC Youth Forum website “energisemyfuture” with hyperlink to sponsor’s and the web 2.0 participative platform EnergisemyNetwork
- **Specific branding of one major workshop**
- Opportunity to provide small corporate merchandising gifts for the guests (Company to provide merchandise and bear distribution costs, all subject to organiser’s approval)
- Company logo in electronic newsletter
- Access to delegate list two months prior to the forum for own marketing purposes
- Full page Advertisement included in the exhibition Catalogue
- Identification with logo on exhibition maps
- Acknowledgment during the plenary sessions and the workshops
- Preferred seating in the plenary auditorium
- Priority Access to official hotel selection (after host and platinum sponsors)

Financial

- 5% Discount on Exhibition Space rental Fee
- 40 Invitations to Gala Reception
- 20 Preferred seats at Opening and Closing plenary sessions

GOLD SPECIFICS ALTERNATIVES

Exclusive Items for GOLD Sponsorship Level

GOLD Sponsorship Level - 125,000 € (VAT not included)	Status
Cocktail Lunch	2 sponsors
Workshop Sessions : <ul style="list-style-type: none"> • Day 2 morning : 4 sessions • Day 2 afternoon : 4 sessions • Day 3 morning : 4 sessions 	12 sponsors
Hostesses	1 sponsor

Exclusive Sponsorship Packages :

Alternative 1 to 2 – 2nd WPC Youth Forum Cocktail Lunch (Day 1 to 2)

From Thursday to Friday an official daily cocktail lunch will be held for an estimated audience of approximately 1,000 guests.
This cocktail lunch will take place in the exhibition/networking area.

Specific benefits :

- Exclusive branding of the cocktail lunch venue.
- Company's logo will be printed on all invitations/tickets of the event.
- Company's name and logo printed on menus.
- Company's name and logo to appear as sponsor of the event on all static pages of audio-visual presentation and/or printed displays of the cocktail lunch.
- Company's name mentioned as sponsor of the selected lunch in activities timetable of the Final Program

Exclusive Sponsorship Packages :

Alternative 3 to14 – 2nd WPC Youth Forum Forum Workshop Sessions

Every half day, 4 Workshops Sessions will take place in the different allocated rooms of the 2nd WPC Youth Forum. The workshops, organised by the Young Professionals will present the different key issues for current and future energy leaders to engage in a trans-generational debate on the issues, challenges facing the industry in building a sustainable future.

Your Company may be the sponsor of one of the Workshop Sessions, the most lively debates of the Forum.

Specific benefits :

- Exclusive branding of the selected Workshops Session's venue, to be coordinated by the organiser.
- Company's name mentioned as sponsor of the selected Workshop Session in the signage outside the venue.
- Opportunity for a Company's representative to give a five minute welcome address.
- Company's name mentioned as sponsor of the selected Workshops Session in the activities timetable of the Final Program.
- Company's name and logo to appear as sponsor of the selected Workshops Session on all static pages of audio-visual presentation and/or printed displays of the Workshops Sessions.
- Opportunity to provide small corporate merchandising/gifts for the guests in the Workshop Session area (Company's to provide merchandise and bear distribution costs, all subject to Organizer's approval).

Exclusive Sponsorship Packages :

Alternative 15 – 2nd WPC Youth Forum Hostesses

Another alternative to previous ones outlined is that the event hostesses would be branded in your colours. This will give you visibility throughout the venue.



SILVER SPONSOR – 75 000 EUROS
(VAT no included)

As a Silver Sponsor you enjoy the following general benefits:

Marketing & Branding Benefits

- Inclusion of company logo in all printed and electronic promotions
- Use of the 2nd WPC Youth Forum logo
- Exposure and Acknowledgement on the 2nd WPC Youth Forum website “energisemyfuture” with hyperlink to sponsor’s and the web 2.0 participative platform EnergisemyNetwork
- Company logo in electronic newsletter
- Access to delegate list two months prior to the forum for own marketing purposes
- Half page Advertisement included in the exhibition Catalogue
- Identification with logo on exhibition maps
- Acknowledgment during the Plenary sessions and Workshops
- Preferred seating in the plenary auditorium

Financial

- 5% Discount on Exhibition Space rental Fee
- 25 Invitations to Gala Reception
- 10 Preferred seats at Opening and Closing plenary sessions

SILVER SPECIFICS ALTERNATIVES

Exclusive Items for SILVER Sponsorship Level

SILVER Sponsorship Level - 75,000 € (VAT not included)	Status
Press Center	1 sponsor
Business Lounge	1 sponsor
Officials Gifts	1 sponsor

Exclusive Sponsorship Packages :

Alternative 1 – 2nd WPC Youth Forum Press Center

A fully equipped press centre will be offered to all accredited media and press. This centre will include working stations, radio broadcasting, interview rooms as well as refreshment areas to provide a perfect working environment.

Specific benefits :

- Exclusive branding of the Press Centre, to be coordinated by the Organiser.
- Company's name and logo displayed on tables and desks inside the Press Center.
- Opportunity to provide small corporate merchandise/gifts for the guests (Company to provide merchandise and bear distribution costs all subject to Organizer's approval)

Alternative 2 – 2nd WPC Youth Forum Business Lounges

These areas of exclusive access for VIP's and speakers are designed and equipped to take care of the most selected part of Forum attendees by offering them a comfortable space to relax as well as to prepare and preview their presentations.

Specific benefits :

- Exclusive branding of the Business Lounges and Speakers Room, to be coordinated by the Organiser.
- Opportunity to provide small corporate merchandise/gifts for the guests (Company to provide merchandise and bear distribution costs, all subject to Organizer's approval).



Exclusive Sponsorship Packages :

Alternative 3 – 2nd WPC Youth Forum Official Gifts

An official gift will be given to all Congress participants immediately upon registration. The Congress gift will be defined and produced by the Organiser. This represents an excellent branding opportunity which will provide your Company with exposure that exceeds the duration of the Congress



BRONZE SPONSOR – 40 000 EUROS
(VAT no included)

As a Bronze Sponsor you enjoy the following general benefits:

Marketing & Branding Benefits

- Inclusion of company logo in all printed and electronic promotions
- Use of the 2nd WPC Youth Forum logo
- Exposure and Acknowledgement on the 2nd WPC Youth Forum website “energisemyfuture” with hyperlink to sponsor’s and the web 2.0 participative platform EnergisemyNetwork
- Company logo in electronic newsletter
- Access to delegate list two months prior to the forum for own marketing purposes
- Acknowledgment during the workshops
- Preferred seating in the plenary auditorium

Financial

- 5% Discount on Exhibition Space rental Fee
- 5 Invitations to Gala Reception
- 5 Preferred seats at Opening and Closing plenary sessions

BRONZE SPECIFICS ALTERNATIVES

Exclusive Items for BRONZE Sponsorship Level

BRONZE Sponsorship Level - 40,000 € (VAT not included)	Status
Branding opportunities	1 sponsor
Exhibition Area & Catalogue	1 sponsor

Exclusive Sponsorship Packages :

Alternative 1 – 2nd WPC Youth Forum Branding Opportunities

The following are some of the various branding opportunities available to companies interested in sponsorship of the Congress.

The sponsor may choose one out of the listed items, and the specific details of marketing elements and implementation will be developed in collaboration with the Organiser in order to achieve the greatest level of visibility

Specific benefits :

- Shuttle Buses
- Delegate Lanyards
- Companion Bags
- Mini Programme
- Pads and Pen
- Itinerary Builder (to be confirmed)

Alternative 2 – 2nd WPC Youth Forum Exhibition Area & Catalogue

Accessible to all visitors, it represents a unique opportunity to support the actions and activities of the 2nd WPC Youth Forum . The official Exhibition Catalogue will be inserted in all participants bags and distributed to all exhibitors and visitors, providing your Company with maximum visibility to all participants.