



## **SPONSORSHIP PROGRAMME**

**20<sup>th</sup> World Petroleum Congress  
Doha, Qatar**

**4-8 December 2011**

## **SPONSORSHIP LEVELS**

The sponsorship categories and packages on this menu are designed for companies interested in becoming sponsors of the **20<sup>th</sup> World Petroleum Congress**. 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 congress (extensive branding on congress material, website and associated media; access to the list of registered participants and use of the 20<sup>th</sup> WPC logo), and during the congress (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 categories) are available upon request.

There is also an additional opportunity for companies to co-operate, by becoming Official Partners of the 20<sup>th</sup> WPC, with similar benefits to those of the equivalent sponsorship level. This is also available upon request.

We would like to help you achieve your business objectives and service your customer groups. If you wish to suggest other ways in which your company would like to become involved with the Congress, 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 Organizer 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 Congress and Exhibition 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 and Exhibition Sales Team to receive complete details on each of the sponsorship packages:


## GENERAL BENEFITS

|  |  | PLATINUM                    | GOLD                  | SILVER                |
|--|--|-----------------------------|-----------------------|-----------------------|
| <b>MARKETING &amp; BRANDING BENEFITS</b> | The inclusion of company name & logo in all sponsor recognition spaces of printed and electronic promotional media of the Congress (subject to feasibility and printing deadlines) | ✓                           | ✓                     | ✓                     |
|  | Use of the 20 <sup>th</sup> WPC logo   | ✓                           | ✓                     | ✓                     |
|  | Exposure and acknowledgment as a sponsor on the 20 <sup>th</sup> WPC website   | ✓                           | ✓                     | ✓                     |
|  | Acknowledgement with company logo in the electronic newsletter   | ✓                           | ✓                     | ✓                     |
|  | Access to full delegate list prior to the Congress for own marketing purposes  | <b>2 months prior</b>       | <b>2 months prior</b> | <b>2 months prior</b> |
|  | Advertisement inclusion in the Exhibition Catalogue  | <b>Full page prime pos.</b> | <b>Full page</b>      |                       |
|  | Identification with logo on exhibition maps  | ✓                           | ✓                     |                       |
|  | Special acknowledgement during opening and closing ceremonies  | ✓                           |                       |                       |
| <b>ECONOMICAL BENEFITS</b>               | Complimentary Private Meeting Room   | ✓                           |                       |                       |
|  | Preferred seats at Opening and Closing ceremonies (a)  | <b>12</b>                   | <b>8</b>              | <b>4</b>              |
|  | Invitations to Welcome Reception (b)   | <b>12</b>                   | <b>8</b>              | <b>4</b>              |














**\* Special considerations**












- a) Seating at the Opening Ceremony/Dinner is directly on top tables
- b) The Platinum sponsor of the Welcome Reception gets 20 additional invitations (32 total)

# SPONSORSHIP MENU



| <b>MAIN SPONSORS</b>                      |           |  |
|---|-----------|--|
| HOST Sponsor                              | Status    | Sponsor  |
| Official Opening Ceremony & Congress Bags | Confirmed |  <p>قطر للبترول<br/>Qatar Petroleum</p> |

| NATIONAL Sponsors | Status    | Sponsor   |
|-------------------|-----------|---|
| Arabian Night     | Confirmed |  <p>قافكو<br/>QAFCO<br/>شركة قطر للأسمدة الكيماوية<br/>QATAR FERTILISER COMPANY</p>  |
| Arabian Night     | Confirmed |  <p>QAPCO<br/>QATAR PETROCHEMICAL COMPANY<br/>In just about everything</p>  |
| Arabian Night     | Confirmed |  <p>قطر للغاز<br/>QATARGAS</p>   |
| Arabian Night     | Confirmed |  <p>RasGas</p>   |
| Arabian Night     | Confirmed |  <p>تسويق<br/>Tasweeq<br/>شركة قطر العالمية لتسويق البترول المحدودة<br/>Qatar International Petroleum Marketing Company Ltd.</p> |

| <b>PLATINUM Sponsor Level – 250,000 €</b>                      | <b>Status</b>    | <b>Sponsors</b>   |
|--|------------------|---|
| <b>Welcome Reception</b>                                       | <b>Confirmed</b> |    |
| <b>Lunch Day 1</b>   | <b>Confirmed</b> |    |
| <b>Lunch Day 2</b>   | <b>Confirmed</b> |    |
| <b>Lunch Day 3</b>   | <b>Confirmed</b> |    |
| <b>Lunch Day 4</b>   | <b>Confirmed</b> |    |
| <b>Plenary Session and Technical Programme Day 1</b>           | <b>Confirmed</b> |  |
| <b>Plenary Session and Technical Programme Day 2</b>           | <b>Confirmed</b> |  |
| <b>Plenary Session and Technical Programme Day 3</b>           | <b>Confirmed</b> |  |
| <b>Plenary Session and Technical Programme Day 4</b>           | <b>Confirmed</b> |  |
| <b>Shuttle Buses and Congress Signage (package)</b>            | <b>Confirmed</b> |  |
| <b>Closing Ceremony (priority to 21<sup>st</sup> WPC host)</b> | <b>Confirmed</b> |  |
| <b>Poster Plaza</b>  | <b>Confirmed</b> |  |
| <b>Social Responsibility Area and Sessions</b>                 | <b>Confirmed</b> |  |

| <b>GOLD Sponsor Level – 150,000 €</b>                              | <b>Status</b>    | <b>Sponsors</b>   |
|--|------------------|---|
| <b>Coffee-Breaks and Congress Information Centre – Day 1 and 2</b> | <b>Confirmed</b> |    |
| <b>Coffee-Breaks and Congress Information Centre – Day 3 and 4</b> | <b>Confirmed</b> |    |
| <b>Congress Lanyards (all participants except Organisers)</b>      | <b>Confirmed</b> |    |
| <b>VIP Lounges and Speaker's room</b>                              | <b>Confirmed</b> |    |
| <b>Delegates Notepads and Pens</b>                                 | <b>Confirmed</b> |    |
| <b>Press Centre and Press Briefings</b>                            | <b>Confirmed</b> |   |
| <b>Youth Session and Youth Lounge</b>                              | <b>Confirmed</b> |  |
| <b>Congress Official Gifts</b>                                     | <b>Confirmed</b> |  |
| <b>GBOC Exhibition Area &amp; Catalogue</b>                        | <b>Confirmed</b> |  |
| <b>Abstracts Book &amp; CD Rom</b>                                 | <b>Confirmed</b> |  |
| <b>Congress Uniforms</b>   | <b>Confirmed</b> |  |

| <b>SILVER Sponsor Level – 75,000 €</b>                 | <b>Status</b>    | <b>Sponsors</b>   |
|--|------------------|---|
| <b>Mini Programme</b>                                  | <b>Confirmed</b> |    |
| <b>Exhibition Catalogue &amp; Back Cover</b>           | <b>Confirmed</b> |    |
| <b>Exhibition Information Counters and Floor Plans</b> | <b>Confirmed</b> |    |
| <b>Exhibition and Companion Bags</b>                   | <b>Confirmed</b> |    |
| <b>World Petroleum Exhibition – East side</b>          | <b>Confirmed</b> |    |
| <b>World Petroleum Exhibition – West side</b>          | <b>Confirmed</b> |   |
| <b>Doha Pocket Map</b>                                 | <b>Confirmed</b> |  |
| <b>Delegates List (print and web)</b>                  | <b>Confirmed</b> |  |
| <b>Youth Reception</b>                                 | <b>Confirmed</b> |  |
| <b>Internet Points</b>                                 | <b>Confirmed</b> |  |
| <b>VIP cars</b>  | <b>Confirmed</b> |  |

| OFFICIAL PARTNERS – 150,000 €             | Status    | Sponsors   |
|---|-----------|--|
| Official Airline                          | Confirmed |  <p><b>QATAR</b><br/>AIRWAYS<br/>القطرية<br/>Official Airline</p>                                     |
| Official Auditor and Business Advisor     | Confirmed |  <p><b>Deloitte.</b></p>  |
| Official Bank                             | Confirmed |  <p><b>QNB</b><br/>Official Bank</p>  |
| Official Science and Technology Partner   | Confirmed |  <p><b>QATAR SCIENCE &amp; TECHNOLOGY PARK</b><br/>Member of Qatar Foundation</p>                     |
| Official Publication                      | Confirmed |  <p><b>FIRST WORLD PETROLEUM</b><br/>Official Publication</p>   |
| Official Broadcaster                      | Confirmed |  <p><b>ALJAZEERA</b></p>  |
| Official International Business Newspaper | Confirmed |  <p><b>THE WALL STREET JOURNAL.</b><br/>EUROPE<br/>Official International Business Newspaper</p>    |
| Official Congress Daily Newsletter        | Confirmed |  <p><b>upstream</b><br/>The International Oil &amp; Gas Newspaper<br/>Official Daily Newsletter</p> |
| Official Business Broadcaster             | Confirmed |  <p><b>CNBC</b></p>   |
| Official Law Firm & Carbon Offset Partner | Confirmed |  <p><b>BAKER &amp; MCKENZIE</b><br/>Official Law Firm and Carbon Offset Partner</p>                 |
| Official Telecommunications Partner       | Confirmed |  <p><b>Qatar Otel</b></p>   |
| Official International News Magazine      | Confirmed |  <p><b>Newsweek &amp; THE DAILY BEAST</b></p>   |

|  |                  |   |
|--|------------------|---|
| <b>Official Global News Service</b>    | <b>Confirmed</b> |  |
| <b>Official European News Service</b>  | <b>Confirmed</b> |  |
| <b>Official Newswire Service</b>       | <b>Confirmed</b> |  |
| <b>Official Arabic Daily Newspaper</b> | <b>Confirmed</b> |  |
| <b>Official Business News Service</b>  | <b>Confirmed</b> | <b>Bloomberg</b>  |