



istanbul
22nd WORLD
PETROLEUM
CONGRESS

BRIDGES
to our
ENERGY
Future

09 - 13 July **2017**

22nd World Petroleum Congress

SPONSORSHIP MENU

www
22WPC
com

BRIDGES to our ENERGY *Future*

INTRODUCTION

The sponsorship and partnership categories and packages on this menu are designed for companies interested in becoming sponsors of the **22nd World Petroleum Congress**. 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 22nd WPC logo), and during the congress (complimentary meeting room, invitations to functions, access to special facilities and more). In addition, and in order to maximise visibility, every sponsor is entitled to choose an **Exclusive Benefit** from within its category (Platinum, Gold / Official Partner, or Bronze).

This document will help you understand the General and Exclusive Benefits offered by each sponsorship category. In addition, 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 and new ideas can be incorporated into the available options.

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

GENERAL BENEFITS

		PLATINUM	GOLD	SILVER
MARKETING & BRANDING BENEFITS	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 22 nd WPC logo	✓	✓	✓
	Exposure and acknowledgment as a sponsor on the 22 nd WPC website	✓	✓	✓
	Acknowledgement with company logo in the electronic newsletter	✓	✓	✓
	Access to full delegate list prior to the Congress for own marketing purposes	2 months prior	2 months prior	2 months prior
	Advertisement inclusion in the Exhibition Catalogue	Full page prime pos.	Full page	
	Identification with logo on exhibition maps	✓	✓	
	Special acknowledgement during opening and closing ceremonies	✓	✓	
ECONOMICAL BENEFITS	Complimentary Private Meeting Room	Large Size	Medium Size	Small Size
	Preferred seats at Opening and Closing ceremonies (a)	12	8	4
	Invitations to Welcome Reception (b)	12	8	4

*** Special considerations**

- a) Seating at the Opening Ceremony/Dinner is directly on top tables
- b) The Platinum sponsor of the Welcome Reception gets 10 additional invitations (14 total)

GENERAL BENEFITS

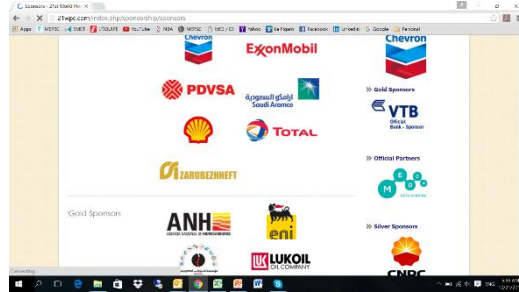
E-Newsletter (editorial opportunities + logo branding):

- ✓ Minimum 25 editions; 75,000 contacts



Website: logo branding

- ✓ Over 1 Million hit in the year leading to the congress



Media Partners:

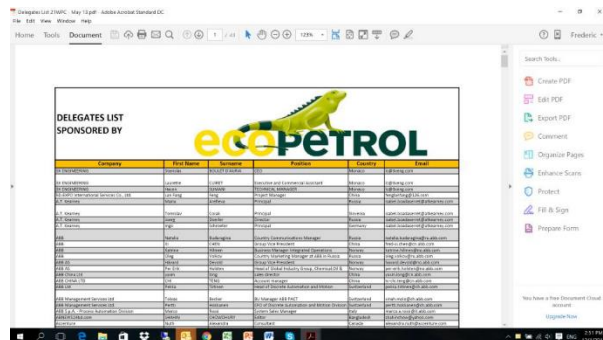
Logo branding

- ✓ Over 50 media partners



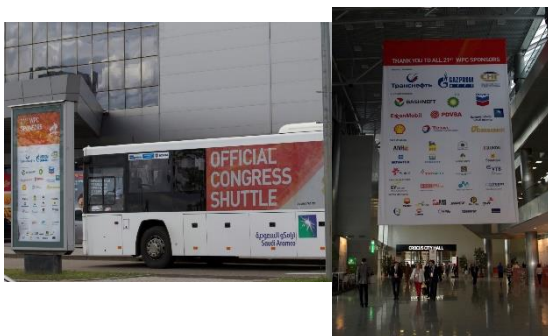
Access to Delegates list:

- ✓ Includes email addresses



Onsite logo branding:

- ✓ Over 1,000 items printed



Logo branding on all congress material:

- ✓ Over 400,000 items printed



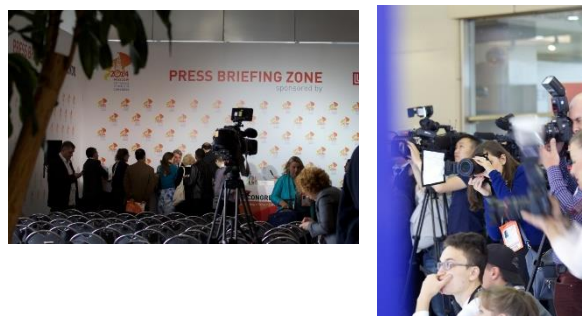
Individual Meeting Room:

- ✓ Ready to use











Exclusive Media Access:






- ✓ Priority to the Sponsors



EXCLUSIVE BENEFITS OPTIONS

MAIN SPONSORS		
HOST Sponsor	Status	Sponsor
Official Opening Ceremony, Front Entrance	Confirmed	 TURKISH PETROLEUM
NATIONAL Sponsors	Status	Sponsor
Turkish Night	Reserved	BOTAS / PETKIM

PLATINUM Sponsor Level – 300,000 €	Status	Sponsors
Congress Bags	Confirmed	
Luncheons Day 1 & Day 2	Available	
Luncheons Day 3 & Day 4	Available	
Plenary Session & Technical Programme Day 1	Confirmed	ExxonMobil
Plenary Session & Technical Programme Day 2	Confirmed	 PDVSA
Exhibition Sponsor	Reserved	 CNPC
Congress and Exhibition Lanyards	Confirmed	
Mobile App, Wifi Areas & Meeting Rooms Area	Confirmed	
Official Shuttle Buses	Confirmed	
Congress Signage, Information Points and Venue Plans	Confirmed	
Plenary Session, Technical Programme and Closing Ceremony	Reserved	Host of the 23 rd WPC

GOLD Sponsor Level – 180,000 €	Status	Sponsors
Poster Plaza	Available	
Social Responsibility Global Village & Session	Available	
Youth Lounge & Youth Forum	Confirmed	
VIP Lounges and Speaker's room	Reserved	
Delegates Notepads and Pens	Reserved	
Media Areas & Press Centre	Available	
Registration Area	Available	
Congress Staff Uniforms	Available	
OFFICIAL PARTNERS – 180,000 €	Status	Sponsors
Official Airline	Available	
Official Auditor and Business Advisor	Reserved	
Official Bank	Reserved	
Official Law Firm	Available	
Official IT and Technology Partner	Available	
Official Telecommunications Company	Available	

SILVER Sponsor Level – 95,000 €	Status	Sponsors
Mini Programme	Confirmed	
Exhibition Catalogue & Back Cover	Confirmed	HALLIBURTON
Recyclable Bags	Confirmed	
Delegates List (print and web)	Available	
Youth Reception	Confirmed	Schlumberger
Coffee Break Area Day 1 & 2	Reserved	ABB
Coffee Break Area Day 3 & 4	Available	
Istanbul Pocket Map	Available	
Internet Points	Available	
Welcome Reception	Available	
Water Fountains	Available	
Exhibition Meeting Area	Available	