


IHS Herold Pacesetters Energy Conference Sponsorship Prospectus 2011



IHS Herold's 20th Annual
Pacesetters Energy Conference 2011

The Independents: Delivering Energy Through Innovation
26-27 September | Stamford Hilton | Stamford, Connecticut

Join us for the industry's premier networking event. **IHS Herold's 20th Annual Pacesetters Energy Conference** will bring oil and gas executives, capital providers, and investors together to focus on the strategies for generating industry leading returns in a time of unprecedented opportunities and risks.

In a unique format honed over twenty years, Pacesetters allows industry leaders to shed road-show rhetoric to engage in real dialogue about the innovations, opportunities, and strategies that produce superior performance.

To celebrate our 20th annual conference, all active Herold clients are being offered complimentary admission to the entire two day event. We are planning for over 400 senior industry executives, providing you with a great forum for networking, branding and showcasing of your services.

SPONSORSHIP BENEFITS

The Pacesetters Energy Conference Sponsorship is designed to give a company the opportunity to take a visible role at the conference.

Our Promise to Sponsors

- ✓ **Offer** an efficient and cost-effective way to reach your target audience
- ✓ **Showcase** your company's presence and strategies for success
- ✓ **Design** your sponsorship to meet your public affairs objectives
- ✓ **Cultivate** meaningful potential client and partner relationships
- ✓ **Provide** opportunities to meet and network with key media contacts

Why Sponsor?

- ✓ **Visibility** before a diverse community of top energy executives
- ✓ **Interaction** with senior decision makers in the energy business
- ✓ **Deliver** your message from a high-profile platform
- ✓ **Exposure** of your brand via multiple mediums to your target audience
- ✓ **Support** from IHS Herold to help meet your business objectives



GOLD PARTNER SPONSOR

*The Gold Sponsorship provides a unique opportunity to **assume a significant leadership role with the highest available level of recognition** and profile throughout the main days of the conference.*

- Acknowledgement at the opening of the conference and throughout
- Four (4) seats at a head table for every main meal during the event
- **Opportunity to provide a speaker on a panel.**
- Complimentary passes for seven (7) delegates
- Full page company profile published in official Conference Guide
- Corporate logo included in all event branding: pre and post-event marketing materials, print advertisements, conference guides, etc.
- Premier placement on the IHS Herold website with a link to your website
- Corporate brochure or marketing material distributed to all attendees
- Complimentary Table top exhibit space included
- IHS Herold liaison to provide assistance in coordinating all aspects of the sponsorship
- Preview of the conference registration list beginning on September 1st
- Complimentary passes for four (4) invited guests (subject to IHS Herold's prior approval)
- 20% discount off of IHS Herold client rate on any extra seats requested

SILVER PARTNER SPONSOR

The Silver Sponsorship offers a level of corporate brand exposure to support program development and executive-tier participation.

- Complimentary passes for two (2) delegates
- Half page company profile published in official Conference Guide
- Corporate logo included in all event branding: pre and post-event marketing materials, print advertisements, conference guides, etc.
- Placement on the IHS Herold website with a link to your website
- Corporate brochure or marketing material distributed to all attendees
- IHS Herold liaison to provide assistance in coordinating all aspects of the sponsorship
- Complimentary passes for two (2) invited guests (subject to IHS Herold's prior approval)
- 10% discount off of IHS Herold client rate on any extra seats requested

LUNCHEON SPONSOR

Each luncheon of the conference offers an unparalleled opportunity to promote your brand exposure to a captivate audience of our executive-tier conference delegates

- Acknowledgement at the opening of the luncheon sponsored
- **Host and offer welcoming remarks at the luncheon sponsored**
- **Your own Reserved VIP Table for your colleagues and important guests**
- Complimentary passes for two (2) delegates
- Half page company profile published in official Conference Guide
- Corporate logo included in all event branding: pre and post-event marketing materials, print advertisements, conference guides, etc.
- Placement on the IHS Herold website with a link to your website
- Corporate brochure or marketing material distributed at the luncheon
- IHS Herold liaison to provide assistance in coordinating all aspects of the sponsorship
- Complimentary passes for two (2) invited guests (subject to IHS Herold's prior approval)

• EXCLUSIVE EVENING RECEPTION SPONSORSHIP

Each evening of the conference offers an unparalleled opportunity to network and promote your brand exposure to our executive-tier conference delegates.

Option One:

EXCLUSIVE Reception Sponsor

- Acknowledgement at the opening of the evening reception
- **Host and offer welcoming remarks at the evening reception**
- Opportunity to provide your company Signage at the reception.
- Complimentary passes for two (2) delegates to conference
- Corporate logo included in all event branding: pre and post-event marketing materials, print advertisements, conference guides, etc.
- Placement on the IHS Herold website
- Corporate brochure or marketing material distributed to all attendees
- IHS Herold liaison to provide assistance in coordinating all aspects of the sponsorship

- Table top Exhibit-6 foot draped table, small co. name sign for table (for literature display)
- Your half page company profile published in the official conference book given to all attendees at registration
- The full attendee contact list offered pre event so you can schedule appointments
- One complimentary full conference registration

Stationery/Pens Sponsor

- Exclusive branding on delegate notepads and pens
- Corporate logo included in all event branding: pre and post-event marketing materials, print advertisements, conference guides, etc.
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- Company Profile in conference proceedings materials (half page)
- 1 Complimentary full conference delegate registration

Sponsorship Agreement

_____ (company name) hereby commits to sponsor the 2011 Pacesetter Energy Conference, September 26-27, 2011. Please mark an X next to the level(s) of

sponsorship which you prefer. Each level of sponsorship detailed on the previous pages which make up this agreement.

- Gold Sponsorship _____
- Silver Sponsorship _____
- Luncheon Sponsorship – September 27 _____
- Exclusive Reception Sponsorship – September 26 _____
- Stationery/Pens with corporate logo _____
- Table Top Exhibit Space- September 26 & 27 _____

Signed on behalf of _____
(company name)

_____ Dated: _____

Signed on behalf of IHS Herold

_____ Dated: _____

Invoicing upon signed receipt of the agreement. This agreement is non-cancellable.

PAST SPONSORS

Pacesetters Energy Conference sponsors include top energy, financial, and institutional firms worldwide.



ABOUT IHS HEROLD

Founded in 1948, IHS Herold is an independent research firm that specializes in the analysis of companies, transactions, and trends in the global energy industry. IHS Herold serves a global client base with timely, in-depth analyses and key financial and operational data on the valuation, performance, and strategy of more than 400 oil and gas companies.

Our comprehensive online databases and deal analyses are essential for understanding and executing energy M&A and capital markets transactions. As a uniquely positioned information services firm, our client base is comprised of virtually every major oil company, the world's leading commercial and investment banks, and top institutional and investment money managers. Herold also services clients with focused consulting and advisory services and our highly regarded annual Herold Pacesetters Energy Conference.



Herold The world's leading independent research and consulting firm focusing on valuation, strategy and performance measurement of energy companies worldwide.

For 60 years Herold has served a global client base of energy executives, investment and commercial bankers and institutional investors with dynamic research and databases, objective insights and an unrivaled knowledge base.

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