

# SPONSORSHIP PROGRAM

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**WORLD ENERGY COUNCIL**  
CONSEIL MONDIAL DE L'ÉNERGIE  
*For sustainable energy.*



**WORLD ENERGY COUNCIL**  
CONSEIL MONDIAL DE L'ÉNERGIE  
TURKISH NATIONAL COMMITTEE

ISTANBUL 2016



**23<sup>rd</sup>**  
**WORLD ENERGY  
CONGRESS**



# INVITATION

REPUBLIC OF TURKEY  
MINISTRY OF ENERGY  
AND NATURAL RESOURCES



Dear Energy Leaders,

The World Energy Council is the principal impartial network of leaders and practitioners promoting an affordable, stable and environmentally sensitive energy system for the greatest benefit of all. Formed in 1923, the Council is the UN-accredited global energy body, representing the entire energy spectrum, with more than 3000 member organisations located in over 90 countries and drawn from governments, private and state corporations, academia, NGOs and energy-related stakeholders.

Running since 1924, the triennial World Energy Congress is the World Energy Council's global flagship event that offers a unique opportunity for participants to better understand energy issues and solutions from a global perspective. The World Energy Congress was created in response to the new world order set after the First World War. Today, in a period of continuously changing dynamics, with conventional-unconventional energy source preferences shaping the global agenda, and energy representing an item of conflict while expected to be a peace maker instrument, the World Energy Congress maintains its leading position in the pursuit of a response to the energy dynamics of our time.

Under the theme of "Embracing New Frontiers", I am proud that the 23rd World Energy Congress will be held in Istanbul, Turkey from 9 –13 October 2016. The 2016 Congress will address many subjects that impact on energy, economic growth, political integration and dynamics of the region. It is obvious that the Congress, which will convene the leading government officials and influential names of the business world from many countries, will ensure an exchange of views covering all the cooperation possibilities in the field of energy.

Within this framework, the 23rd World Energy Congress will welcome top level global participation from Ministers, CEOs and industry experts. Hosting this international event at such a scale will not only furnish important opportunities for the sponsor companies, but also represent an occasion of prestige.

I would like to convey my deepest gratitude in advance for your financial support which will contribute to the success of the 23rd World Energy Congress in Istanbul. Your support is invaluable in creating the most successful Congress yet and I look forward to welcoming you in October 2016.

**Taner YILDIZ**

**Minister**





# OVERVIEW

<b>DATE:</b>	October 09 (Sun)-13 (Thu), 2016
<b>VENUE:</b>	Congress Valley - Istanbul, TURKEY
<b>THEME:</b>	Embracing New Frontiers
<b>ORGANIZER:</b>	World Energy Council 2016 ISTANBUL Organizing Committee
<b>SIZE:</b>	Congress: 10.000 participants from 100 countries Exhibition: 12.000 m2, 20.000 visitors.

## PROGRAM \*

- Executive Assembly
- Opening Ceremony
- Welcome Reception
- Fire Starters
- Plenary Sessions
- Issue Sessions
- FELP (Future Energy Leaders Program)
- Special Address
- Ministerial Dialogue, and etc.
- Closing Ceremony
- Farewell Reception
- Technical Visits
- Accompanying Persons Program
- Exhibition
- Others (events hosted by international or related organizations)

\*The information above is subject to change.





# SPONSORSHIP

## **BENEFITS FOR MAJOR SPONSORS**

As a sponsor of the World Energy Congress 2016, your company will be able to benefit from numerous high level marketing opportunity to give you a perfect platform to impress key global leaders from every sector of the energy industry. This is also a unique occasion to network and conduct business with more than 10,000 senior-level delegates from industry and government who help determine energy policy decisions.

## **ADDING VALUE**

Sponsorship at the World Energy Congress 2016 is critical in achieving the maximum impact from your marketing activities in the run up to and during the event. We have a range of unique opportunity that will help you gain and hold the attention of delegate and visitors, raise your profit and give you an edge over your competitors. The sponsor program is designed to give high profile visibility and exposure to your corporate brand and business, drive attendees to your stand and leave a lasting impression on delegates and visitors.

Sponsors at the World Energy Congress 2016 will benefit from high-level exposure at the world's largest and most influential meeting of global energy professionals.

## **BE AMONG THE MAJOR SPONSORS OF THE WORLD ENERGY CONGRESS 2016 ISTANBUL**



## CONGRESS SCHEDULE

	09 October 2016	10 October 2016	11 October 2016	12 October 2016	13 October 2016
08:30 - 08:40		Introduction	Introduction	Introduction	Introduction
08:40 - 09:00		Fire Starter	Fire Starter	Fire Starter	Fire Starter
09:00 - 10:00		Keynote Speeches	Keynote Speeches	Keynote Speeches	Keynote Speeches
10:00 - 11:15		Plenary 1	Plenary 2	Plenary 3	Plenary 4
11:15 - 11:45		Break	Break	Break	Break
11:45 - 13:00		Issue Session	Issue Session	Issue Session	Issue Session
13:00 - 14:15		Lunch Day 1	Lunch Day 2	Lunch Day 3	Lunch Day 4
14:15 - 15:30		Issue Session	Issue Session	Issue Session	Issue Session 8
15:30 - 16:00		Break	Break	Break	Break
16:00 - 17:15		Plenary 5	Plenary 6	Plenary 7	Plenary 8
17:15 - 17:45	Opening Ceremony	Special Address	Special Address	Special Address	Closing Ceremony
17:45 - 18:00		Concluding Remarks	Concluding Remarks	Concluding Remarks	

\*The information above is subject to change.

## SPONSORSHIP LEVEL DESCRIPTION

Benefit	Host	Platinum	Gold	Silver	Bronze
	<b>TBAL</b>	<b>from 500.000 Euro</b>	<b>from 300.000 Euro</b>	<b>from 150.000 Euro</b>	<b>from 80.000 Euro</b>
Complimentary space (meeting / exhibition) m2	50+	30+	20+	16	12
Complimentary Congress registrations (persons)	30	20	10	4	2
Complimentary exhibition registrations (persons)	30	20	10	4	2
Official website sponsor banner, logo hyperlink (size)	✓ (XL)	✓ (L)	✓ (M)	✓ (S)	✓ (S)
Official WEC Istanbul 2016 logo usage permission	✓	✓	✓	✓	✓
Company logo recognition within all newsletters	✓	✓	✓	-	-
Company logo recognition on smart phone application	✓	✓	✓	-	-
Delegate bag Inserts	✓	✓	✓	✓	-
Logo on the official printed materials					
- Brochure	✓	✓	✓	✓	✓
- Program book	✓	✓	✓	✓	✓
- Exhibition directory	✓	✓	✓	✓	✓
- WEC Daily	✓	✓	✓	✓	✓
- Poster	✓	✓	✓	✓	-
- Invitation letter	✓	✓	✓	✓	-
Ad in exhibition directory	2 Full page	Full page	Full page	1/2 page	1/2 page
DID (Digital Information Display) advert	✓	✓	✓	✓	✓

\*The information above is subject to change.

## SPECIAL BENEFITS

Special benefits are available for each category of sponsor, in addition to the general benefits. These are available on a first-come-first-served basis.

	Host		Platinum		Gold		Silver
1	Registration Area	1	Luncheon Day 1	1	Lanyard		Information Desks
2	VIP Lounge and Speaker's Room	2	Luncheon Day 2	2	Program Book & Mini Program	2	Shuttle Bus & Signage
3	Press and Briefing Room	3	Luncheon Day 3	3	Exhibition Directory	3	VIP Cars
4	Plenary Session Day 1	4	Luncheon Day 4	4	Delegate Bags	4	Exhibition & Accompanying persons Bag
5	Plenary Session Day 2	5	Issue Session	5	Networking & Coffee Break Day 1	5	USB proceedings
6	Plenary Session Day 3	6	Issue Session	6	Networking & Coffee Break Day 2	6	Signage
7	Plenary Session Day 4	7	Issue Session	7	Networking & Coffee Break Day 3	7	Documentation Center
8	FELP (Future Energy Leaders Program)	8	Issue Session	8	Networking & Coffee Break Day 4	8	Internet Lounge & Wireless Internet

\*The information above is subject to change.







# HOST SPONSOR

## SPONSORSHIP FEE TBAL

Hosting the Congress is the perfect platform for companies wishing to maximize the visibility of their corporate brand at the world's most prestigious energy congress.

1. Registration Area
2. VIP Lounge and Speaker's Room
3. Press and Briefing Room
4. Plenary Session Day 1
5. Plenary Session Day 2
6. Plenary Session Day 3
7. Plenary Session Day 4
8. FELP (Future Energy Leaders Program)

The Host receives all the general benefits listed below as well as additional special benefits for a range of sponsorship options.

### Host General Benefits

- 50+ m<sup>2</sup> of complimentary space (meeting/exhibition)
- 30 complimentary Congress registrations
- 30 complimentary exhibition registrations
- Official website sponsor banner, logo hyperlink (extra-large size)
- Official World Energy Council 2016 Istanbul logo usage permission
- Company logo recognition on all newsletters
- Company logo recognition within smart phone application
- Delegate bag inserts
- Logo on the official printed materials
- Brochure, program book, exhibition directory, World Energy Council Daily, poster, invitation letter
- 2 Full page ad in exhibition directory
- DID (Digital Information Display) advert

“%25 discount for World Energy Council Patrons, %10 discount for Global Partners”



# PLATINIUM SPONSOR

## From 500.000 Euro

The Platinum Sponsorship Package is the perfect platform for companies wishing to maximize the visibility of their corporate brand at the world's most prestigious energy congress.

1. Luncheon Day 1
2. Luncheon Day2
3. Luncheon Day3
4. Luncheon Day4
5. Issue Session Day 1
6. Issue Session Day 2
7. Issue Session Day 3
8. Issue Session Day 4

The Platinum Sponsor receives all the general benefits listed below as well as additional special benefits for a range of sponsorship options.

### Platinum Sponsor General Benefits

- 30+ m<sup>2</sup> of complimentary space (meeting/exhibition)
- 20 complimentary Congress registrations
- 20 complimentary exhibition registrations
- Official website sponsor banner, logo hyperlink (large size)
- Official World Energy Council 2016 Istanbul logo usage permission
- Company logo recognition on all newsletters
- Company logo recognition within smart phone application
- Delegate bag inserts
- Logo on the official printed materials
- Brochure, program book, exhibition directory, World Energy Council Daily, poster, invitation letter
- Full page ad in exhibition directory
- DID (Digital Information Display) advert

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# GOLD SPONSOR

## From 300.000 Euro

The Gold Sponsorship Package Is designed to deliver a high level platform for companies seeking to maximize the visibility of their corporate brand at the world's most influential energy congress.

1. Lanyard
2. Program Book & Mini Program
3. Exhibition Directory
4. Delegate Bags
5. Networking & Coffee Break Day 1
6. Networking & Coffee Break Day 2
7. Networking & Coffee Break Day 3
8. Networking & Coffee Break Day 4

The Gold Sponsor receives all of the general benefits listed below as well as additional special benefits for a range of sponsorship options.

### Gold Sponsor General Benefits

- 20+ m<sup>2</sup> of complimentary space (meeting/exhibition)
- 10 complimentary Congress registrations
- 10 complimentary exhibition registrations
- Official website sponsor banner, logo hyperlink (medium size)
- Official World Energy Council 2016 Istanbul logo usage permission
- Company logo recognition on all newsletters
- Company logo recognition within smart phone application
- Delegate bag inserts
- Logo on the official printed materials
- Brochure, program book, exhibition directory, World Energy Council Daily, poster, invitation letter
- Full page ad in exhibition directory
- DID (Digital Information Display) advert

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# SILVER SPONSOR

## From 150.000 Euro

The Silver Sponsorship Package is designed to deliver a high level branding platform to companies who seek to maximize the visibility of their corporate brand at the world's most influential energy congress.

- Information Desks
- Shuttle Bus & Signage
- VIP Cars
- Exhibition & Accompanying persons Bag
- USB proceedings
- Exhibition Plan & Aisle Sign
- Business Center
- Internet Lounge & Wireless Internet

The Silver Sponsor receives all of the general benefits listed below as well as additional special benefits for a range of sponsorship options.

### Silver Sponsor General Benefits

- 16 m<sup>2</sup> of complimentary space (meeting/exhibition)
- 4 complimentary Congress registrations
- 4 complimentary exhibition registrations
- Official website sponsor banner, logo hyperlink (small size)
- Official World Energy Council 2016 Istanbul logo usage permission
- Delegate bag inserts
- Logo on the official printed materials
- Brochure, program book, exhibition directory, World Energy Council Daily, poster, invitation letter
- ½ Page ad in exhibition directory
- DID (Digital Information Display) advert

“%25 discount for World Energy Council Patrons, %10 discount for Global Partners”



# BRONZE SPONSOR

## From 80.000 Euro

The Bronze Sponsorship Package is designed to deliver a high-level platform to companies who seek to maximize the visibility of their corporate brand at the world's most influential energy congress.

- 12 m<sup>2</sup> of complimentary space (meeting/exhibition)
- 2 complimentary Congress registrations
- 2 complimentary exhibition registrations
- Official website sponsor banner, logo hyperlink (small size)
- Official World Energy Council 2016 Istanbul logo usage permission
- Logo on the official printed materials
- Brochure, program book, exhibition directory, World Energy Council Daily
- ½ Page ad in exhibition directory
- DID (Digital Information Display) advert

“%25 discount for World Energy Council Patrons, %10 discount for Global Partners”





# OFFICIAL PARTNERS

The World Energy Council 2016 Istanbul Organizing Committee offers Congress partnership opportunities to companies and organizations. Please refer to the list of partnership opportunities below.

- Official Airline
- Official Auditor and Business Advisor
- Official Bank
- Official Publication
- Official Broadcaster
- Official International Business Newspaper
- Official Congress Daily Newsletter
- Official Law Firm & Carbon Offset Partner
- Official Telecommunications Partner
- Official International News Magazine
- Official Freight Forwarder

**World Energy Council 2016 Istanbul welcomes the opportunity to work with companies who wish to become an official event partner. If you have a service or solution you wish to offer the event and its participants, and you are interested in becoming an official event partner or sponsor, please contact us for more information.**





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# Embracing New Frontiers

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