

Chemical Industry Financial Outlook & Sustainability Forum & Awards

Chemical Week

Partner & Sponsorship Prospectus



Chemical Industry Financial and Sustainability Forum & Awards



Welcome to the **Chemical Industry Financial and Sustainability Forum & Awards 2021**, celebrating best-in-class sustainability initiatives throughout the global industry.

Being shortlisted and winning a much-coveted award is a stamp of approval for creativity and innovation for all companies ranging from startups to conglomerates.

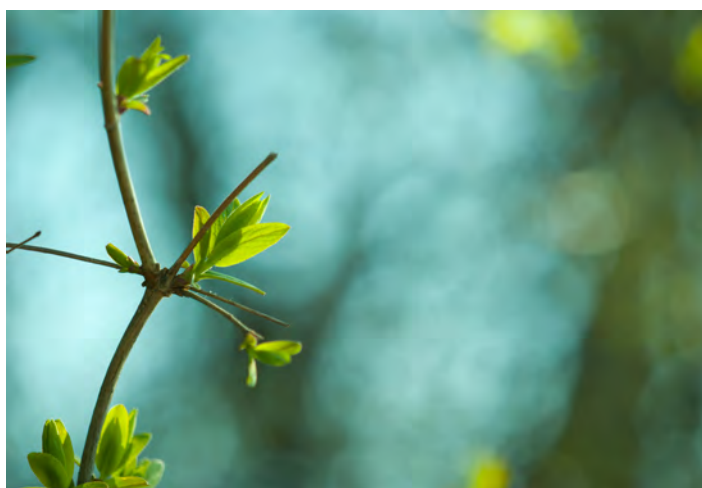
The Chemical Industry Financial and Sustainability Forum & Awards 2021 is a fantastic opportunity to partner with us as a sponsor, ensuring your organization's brand is part of this global platform showcasing the industry's achievements.

We have designed our sponsorship packages to complement your existing marketing plans and elevate your profile above those of your competitors. Each package allows you to generate six months of international publicity and gain direct access to top decision-makers within your industry community.

An Online event

Industries across the globe, including the chemical industry, are developing creative ways to deal with the challenges caused by the Covid-19 pandemic. They seek to maintain business as usual, ensuring that any supply chain disruptions may be minimal, while also working with an eye on the future through research on innovative and sustainable products.

In this scenario, it becomes imperative for **Chemical Week** to recognize excellence in the industry in the Chemical Industry Financial and Sustainability Forum & Awards. While travel restrictions and social distancing prevent us from organizing a gala event, nothing stops us from recreating the celebratory feel Online.



Six months of targeted high-profile publicity

June 2021

Entries for the 2021 Sustainability Awards are open. Submissions from a diverse range of companies worldwide are welcomed.

Organizations start to prepare their entries that explain why they are best-in-class for their chosen category.

August 2021

Entries for the Awards close.

August 2021

Judges begin to review entries received by the Chemical Week team. They will assess each submission and establish whether it meets each category's requirements and merits consideration.

Judges gather to debate scores for every entry and grant the final scores.

September 2021

Chemical Week announces finalists, creating a buzz in the chemical industry, as firms shortlisted invite their network to share in their success. Excitement for the event builds up, an additional PR opportunity in the run-up to the event.

October 2021

The **Chemical Industry Financial Outlook Forum & Awards** take place, drawing attendees from across the chemical industry and industries servicing the chemical space.

November 2021

Chemical Week publishes the official publication summing up the highlights of the event. A record for posterity, the supplement is an invaluable promotional material for shortlisted companies, winners, and sponsors.



Take the spotlight with our partnership benefits

As part of the packages, all partners receive:

Pre-event

- Your company mentioned in **selected coverage** of the Chemical Industry Financial and Sustainability Forum & Awards, published in Chemweek.com –with 100,000 unique visitors a month.
- Your company featured in a **double-page company profile** in a pre-event supplement.
- Your **company logo, hyperlink, and profile on the event's website homepage**, with a link through to your website.
- Your company **logo** will appear on:
 - Chemical Industry Financial and Sustainability Forum & Awards **promotional campaigns regularly ran in the build-up to the event**, including the shortlisted finalists' announcements
 - **E-invites** to send to your guests
- You receive the **event logo** to use on your marketing and PR materials.



The event

- Your **company logo is widely displayed** throughout the event.
- Your company **logo and 50-word profile appear in the event's program** distributed during the event.

Post-event

- You receive **20 printed copies of the official supplement** with the events highlights.
- Further **publicity in Awards winners' article**, published on **Chemical Week** magazine.
- Your **company name in our winners' announcement** to the market and press.
- First refusal on sponsorship of the same award for 2022.

Headline Partnership

Be seen above all others

Price \$40,000

Headline Sponsorship offers your brand the highest prominence throughout the event to an audience of industry leaders, providing a huge opportunity to highlight your brand above any others.

In addition to all the partnership features you will receive:

Pre-event:

- Ability to present a podcast and distribute it to **Chemical Week's** network of 100,000+ readers through chemweek.com and *Chemical Week Insider* newsletter. Attendees will opt-in to have their contact information shared with the sponsor.
- Your firm's branding in a prominent position on the event's homepage throughout 2021.

Previous sponsors have noted it is the most valued marketing activity they benefit from by partnering with us.

At the event:

- **Branded keynote address** at the start of the Awards giving your organization a platform to talk to the industry.
- **Virtual Showcase** - So your firm can curate its own dedicated Online exhibition page and showcase your services using text, video, and hyperlinks.

Post-event:

- Receive a **full-page, four-color display advert** in the event's official supplement, included in Chemical Week magazine's December issue.
- Full contact details of those who attended the event.



Content Partnership

Be involved in debate that matters

Price \$20,000

The Forum provides attendees with insight into the latest industry developments and trend potentially affecting their organization's strategy. Reach market leaders as they are gather together with our in-house experts for stimulating discussions on the issues shaping the industry.

In addition to all the partnership features you will receive:

Pre-event:

- Partner's corporate video distributed to **Chemical Week's** 100,000+ readers through chemweek.com and *Chemical Week Insider* newsletter.
- Corporate video to be placed on the Events platform.
- **Pre-recorded Presentations** - Ability to submit a pre-recorded presentation to be accessible by all conference attendees.
- **Thought Leadership** - Ability to submit a white paper or infographic etc. to be accessible by all conference attendees.

Awards Category Partnership

Be part of a glittering celebration

Price \$10,000

In addition to all the partnership features you will receive:

- A representative from your firm **announces the winner of the award for the sponsored category.**
- A 20-second sponsorship profile –approved by the editor— read out by the Awards host.

The categories in the Awards ceremony are available for Award Sponsorship are:

- Best Sustainability Product
- Best Sustainability Program
- Best Sustainability Initiative

Additional Sponsorship Opportunities

Chemical Week Magazine supplement – \$25,000

Work with **Chemical Week** to publish a supplement that generates awareness of your company's expertise and growing global capabilities.

Distribution: Hard copy / digital version distributed with Chemical Week Magazine to over 20,000 magazine readers globally.

AI-powered sponsored content campaign – \$25,000

Chemical Week's Artificial Intelligence tool will predict what content you should present to **Chemical Week's** 100,000 digital users to increase user engagement and maximize commercial return for genuinely personalized marketing communications.

Your articles will be on chemweek.com for 3 months.

LIVE conversation – \$25,000

Exclusive LIVE interviews, chaired by senior journalists from **Chemical Week**, focusing on the most disruptive technology reshaping the chemical industry right now.

Your content will feature in chemweek.com and other digital channels (newsletters and social media) for 3 months.



Agenda

Chemical Week's editors work arduously to create a topical agenda and secure top speakers for the event. Take a look at the 2020 Agenda.

Day 1 - Wednesday, November 18 (ET)		Day 2 - Thursday, November 19 (ET)	
8:30	Welcome and overview	8:30	Welcome and presentation of the Carver-Curie Award for Diversity in the chemical industry, co-presented by The Chemists' Club and Chemical Week.
8:45	The recovery playbook. Jim Fitterling, Dow chairman and CEO of Dow. How Dow and industry manage the post-pandemic and address critical long-term issues such as sustainability, circularity.	8:35	The business case for diversity. Denise Hartmann, Senior Vice President - Dispersions & Resins, Americas, BASF and Patricia Rossman, Chief Diversity and Inclusion Officer, BASF
9:10	Economic indicators: Looking Beyond COVID-19. Nariman Behraves, Senior vice president and chief economist, IHS Markit. Looking Beyond COVID-19. A discussion on the macroeconomic outlook and what long-term implications executives should be aware of as they plan post-Covid playbooks.	9:00	ESG investing and chemicals. Emilio Tenuta, chief sustainability officer, Ecolab and Karina Funk, portfolio manager and chair of sustainable investing, Brown Advisory. A discussion of how ESG investors view the chemical industry, including what companies can do to bolster ESG and how investors can foster sustainability.
9:35	Chemical Markets in Recovery. Mark Eramo, vice president, energy & natural resources, IHS Markit Assessment of expectations for the post-pandemic chemical world, including shifts in demand trends, the investment outlook and impact of energy transition.	9:25	M&A: finding opportunity in uncertainty. Kevin Yttre, president and managing director, Grace Matthews, and Mukta Sharma, managing director/chemical consulting, IHS Markit. A discussion of how to navigate transactions and find opportunities in a time of unprecedented uncertainty and change.
10:00	ESG in the chemical industry. Trisha Taneja, Head of ESG Advisory, Capital Markets at Deutsche Bank	9:50	A case study in strategic scenario planning. Mark Douglas, CEO, FMC Corporation. Through shrewd M&A and resource allocation, FMC has positioned itself as a top-tier agchems player. The company's journey shows how strategic planning can be both disciplined and flexible.
10:30	Day one ends	10:15	Recycling challenges. Jim Seward, senior VP/R&D, technology and sustainability, LyondellBasell and Jean-Marc Boursier, COO, Suez Group.
		10:40	Award presentations

Contact us:

To find out more about partnership opportunities at this and other Chemical Week events please contact:

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