

Partnership Prospectus 2022

Financial Outlook Forum & Sustainability Awards



Chemical Week
by **S&P Global**

Welcome

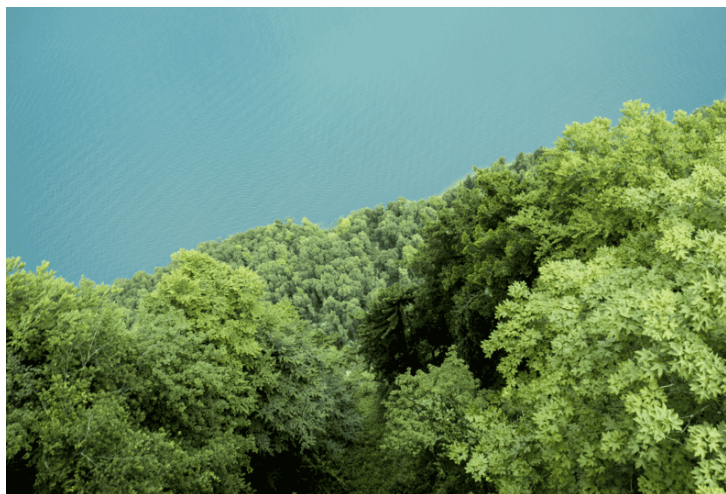
Industries across the globe, including the chemical industry, are developing creative ways to tackle sustainability issues, while addressing the demands and needs of modern-day society.

In this scenario, it becomes imperative for **Chemical Week** to recognize excellence in the industry in the **Chemical Industry Financial and Sustainability Forum & Awards**.

The Chemical Industry Financial and Sustainability Forum & Awards 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 decisionmakers within your industry community.



Overview

Six months of targeted high-profile publicity

June 2022

Entries for the 2022 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.

September 2022

Entries for the Awards close.

September 2022

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 2022

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 2022

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

November 2022

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.



Sustainability Awards

2021 Partners



2021 Winners



Financial Outlook Forum & Sustainability Awards

Benefits at a glance

This year's Crop Science Forum & Awards will be great for new business, but sponsorship is an investment that will continue to payback for years to come. See the full list of benefits below and contact our team today for more information.

Marketing Benefits – Before, During and After the Event

	Headline Partnership	Content Partnership	Awards Partnership
Ability to present a podcast to be distributed to Chemical Week's 100K+ readers	✓		
Your company branding prominently featured on event website homepage throughout 2022	✓		
One full-page, 4-color ad in Chemical Week's December issue (post event coverage)	✓		
Branded keynote address	✓		
Virtual branded booth with enhanced networking experience	✓		
Full contact details of opted-in attendees	✓		
One full-page, 4-color ad in an issue of Chemical Week Magazine (22,000 circulation) before the event	✓	✓	
20-second partner-produced corporate video distributed to Chemical Week readers through chemweek.com & CW Insider Newsletter		✓	
Presentation + Thought Leadership (White Paper or Infographic) available to all attendees		✓	✓
Your executive co-presents one of the awards			✓
20-second sponsorship profile --approved by editor-- read out by the host			✓
Company logo on promotional materials, ads and selected content reaching more than 100K industry professionals	✓	✓	✓
Your company featured on a double-page profile in Chemical Week (22,000 circulation) before the event	✓	✓	✓
Event logo for you to use on your marketing and e-vites to guests	✓	✓	✓
Your company logo displayed on virtual stage	✓	✓	✓
Company profile (50 words) + logo in Financial Outlook & Sustainability Forum & Awards program & website	✓	✓	✓
Publicity on Award winners' article featured in the Dec issue of Chemical Week	✓	✓	✓
First right of refusal for 2023 sponsorship	✓	✓	✓

Sustainability Awards

Headline Partnership - Be seen above all others

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.*
- Your firm's branding in a prominent position on the event's homepage throughout 2022.
Previous sponsors have noted it is the most valued marketing activity they benefit from by partnering with us.
- A full-page, four-color display advert in **Chemical Week** Magazine before the event.

During 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 Chemical Week magazine's December issue, featuring post event coverage.
- Full contact details of those who attended the event.*

Price \$40,000



**Attendees will opt-in to have their contact information shared with the sponsor.*

Sustainability Awards

Content Partnership - Be involved in the debate that matters

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 gathered 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.
- A full-page, four-color display advert in Chemical Week Magazine before the event.
- **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.

Price \$25,000



Sustainability Awards

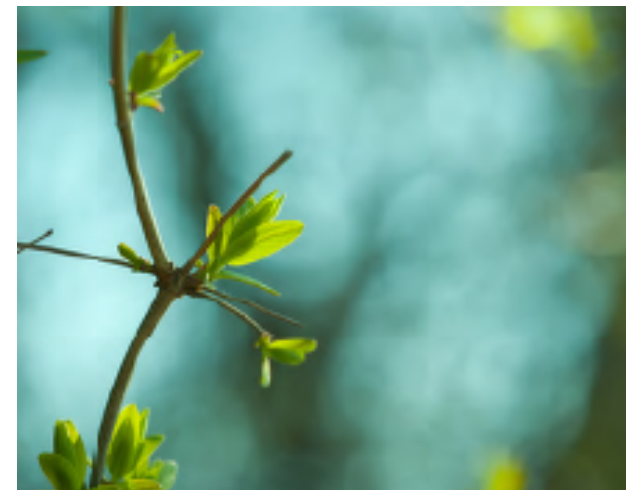
Award Partnership - Be part of a glittering celebration

In addition to all the partnership features you will receive

At the event

- 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 Award categories available for Award Sponsorship are:
 - Best Sustainable Product
 - Best Sustainable Product by an SME
 - Best Recycling/Circularity Technology
 - Best Sustainable Feedstock Technology

Price \$10,000



Magazine Advertising

Overview

The chemical industry worldwide has relied on **Chemical Week** magazine as a definitive intelligence provider for the chemical industry worldwide since 1914. Our 150,000-strong readership spreads across 190 countries and access the magazine in print and digital formats.

- Get your brand in front of a hard to reach audience
- Align your brand with IHS Markit thought leaders
- Generate sales leads and brand awareness

Starting at \$8,500

Advert specifications

Cover wrap



Inside front cover



Facing news or news feature



Inside back cover



Back cover



Additional Partnership Opportunities

Overview

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.



About Us

Chemical Week has been a trusted source of news and analysis for the chemical industry for over 100 years, making it the leading news source for chemical industry executives and professionals around the globe.

Our globally respected chemical business insight is founded on many years of editorial excellence that informs all of our activities.

It is a tradition and quality of analysis that are evident in all our channels -- real-time news on chemweek.com, executive briefing Business Daily, and bi-weekly magazine.

Whether you are seeking the most up-to-date and authoritative editorial analysis to help you make better decisions, or planning a marketing campaign to reach international decision-makers across different sectors, our editorial standards and global audiences provide you with the unparalleled expertise and coverage you need.

CLARIANT

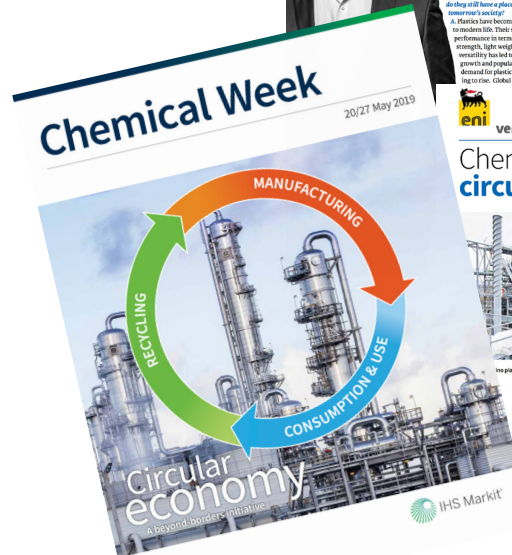
De-demonizing plastics use Creating a welcome home for plastics in the circular economy



Specialty chemicals company Clariant advocates collaboration across the whole plastics value chain - from producer to recycler - to assist transition from a linear to a circular, resource-efficient economy. And it is backing sentiment with green the story.

Q: Despite plastics' negative image, do they still have a place in tomorrow's society?

A: Plastics have become integral to modern life. Their superior performance in terms of strength, light weight and versatility has led to huge growth and popularity, with demand for plastics continuing to rise. Global plastics save fuel and space during transportation. And plastics have increased the durability of products in many aspects of modern life. A detailed life cycle analysis in the International Journal of Lifecycle Assessment, in 2013 highlighted PET bottles for carbonated drinks as being more sustainable than glass or aluminum packaging, assuming typical recycling rates for glass and aluminum and the use of virgin PET. This picture will further improve with increasing use of recycled PET. Industry and society have a collective responsibility



eni versalis

Chemistry drives the circular-economy transition

Barriers, with limited access to natural resources that have made the success of other regions of the world. The chemical industry can play a leading role in the transition towards a circular economy, leveraging technological expertise to develop innovative solutions able to improve circularity in every step of the life cycle of the products.

Circular economy rules from waste to new resources. As the industry is a strategic driver across the entire group in an integrated and synergic way, from products, processes, to waste, its ability to implement circular principles by the transformation, in a low carbon perspective, of assets to make to produce green products as green energy to protect the assets from a longer term future. Examples include the conversion of some refineries into bio-refineries to produce green diesel from waste and carbon or their reuse, or the installation of solar farms using cleaned land where we have facilities and infrastructure.

As the circular economy model should be considered as a natural and necessary evolution of our economic system. There is no doubt that the future of industry will be driven by low carbon and circular solutions and chemical companies can really improve their competitiveness and grow by embracing innovation in the framework.

During the event, CEO of Versalis, the Eni chemical company, discussed extensively these topics at the annual IHS Markit Chemical Conference in San Antonio (Texas), and emphasized that turning these challenges into opportunities is the key to securing sustainable economic growth for global society and industry.

Growing world, growing needs, growing waste. Our world is the cradle of future transformation: the global population is expected to increase by another billion by 2050 and economic integration with more than 100 million citizens. Products, food and energy will increasingly be required and consequently emissions, pollution and waste will grow.

Therefore, industry will face a dual challenge: one side concerning the development of innovative solutions for the increasing demand for energy and gases, on the other meeting this growth with the needs that derive from it, by the efficient use of primary resources and by providing technologies allowing the substitution of waste while reducing CO₂ emissions.

Accelerating the circular model and waste valorization is particularly significant in a region such as

Italy, which is called "Piggy Bank Italy."

Italy is collecting research to move and enhance water materials in a regenerative way, for example, it developed a technology for the production of oils from organic municipal waste which can be used directly as low sulfur fuel for its most valuable asset: a refining stage for the production of hydrocarbons to be used in transport. Spinali, Eni's environmental company, launched a pilot plant for this innovative technology "Water is fuel" in December 2018.

Another example encompasses the use of industrial by-products for the production of chemicals, the company acquired from Mond & Glaxo.

Versalis is launching plant technology for converting biomass into chemical products, the plant is located in "Bioscience" facilities in the northern part of the industrial area, possibly, after the completion of the second phase.

This platform paves the way for a new phase of chemistry from sustainable to circular and this path, how Versalis can take advantage of the opportunities deriving from the integration of the upstream Mond & Glaxo with the downstream production of high value units, with research and development know-how already developed by Versalis. This shows a new generation in the production via fermentation of oils for

Editorial calendar 2022

S&P Global Commodity Insights

At S&P Global Commodity Insights, our complete view of global energy and commodities markets enables our customers to make decisions with conviction and create long-term, sustainable value.

We're a trusted connector that brings together thought leaders, market participants, governments, and regulators to co-create solutions that lead to progress. Vital to navigating Energy Transition, S&P Global Commodity Insights' coverage includes oil and gas, power, chemicals, metals, agriculture and shipping.

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