

# Chemical Industry Financial Outlook & Sustainability Forum & Awards 2020

## Partner & Sponsorship Prospectus



# Chemical Industry Financial and Sustainability Forum & Awards

Welcome to the **Chemical Industry Financial and Sustainability Forum & Awards 2020**, 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 within companies ranging from startups to conglomerates.

The **Chemical Industry Financial and Sustainability Forum & Awards 2020** is a fantastic opportunity for you to partner with us as a sponsor, ensuring your organization's brand is part of this global platform showcasing industry achievements.

Our sponsorship packages are designed to complement your existing marketing plans and elevate your profile above those of your competitors, allowing 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 are seeking 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 form of the Chemical Industry Financial and Sustainability Forum & Awards. While travel restrictions and social distancing prevent us from organizing a gala event, there is nothing stopping us from recreating the celebratory feel online.

## Generate six months of targeted high-profile publicity

**June 2020** The Chemical Industry Financial and Sustainability Forum & Awards 2020 are open for entry. Submissions are welcomed worldwide from a diverse range of companies. Organizations start to prepare their entries that explain why they are best-in-class for their chosen category.

**August 2020** The Awards are closed for entries. All entries to be reviewed by the judges have been received by the Chemical Week team.

**August 2020** The judges review entries, assessing whether the materials provided by each organization demonstrate the requirements of the category by drawing on their own expertise. Scores and comments are then debated and agreed upon for every entry.

**September 2020** Finalists are announced for each Awards category by Chemical Week, creating a buzz in the chemical industry, as organizations shortlisted invite their network to share in their success. Excitement builds for the **Chemical Industry Financial and Sustainability Forum & Awards** and sponsors can enjoy additional PR activity in the run up to the event.

**November 2020** The **Chemical Industry Financial and Sustainability Forum & Awards 2020**, attended by market leaders from large to small organizations who are driving innovation to share the success of their industry's achievements.

**December 2020** The official publication rounding up the activities of the **Chemical Industry Financial and Sustainability Forum & Awards** is released; a permanent record of the occasion and invaluable promotional material for shortlisted companies, winners and sponsors.





## Agenda

### Day 1

**Tuesday, November 10**

Time (EST)	Session
8:30	Welcome and overview
8:45	Recovery playbook
9:10	Key economic indicators for 2021
9:35	How will COVID change sector?
10:00	How to navigate in a challenging industry environment
10:25	Live Panel Discussion
11:00	Day one ends

### Day 2

**Wednesday, November 11**

Time (EST)	Session
8:30	Welcome
8:35	The business case for diversity
9:00	ESG: The case for chemicals
9:25	M&A: Finding opportunity in uncertainty
9:50	Scenario planning and making smart investment decisions
10:15	The recycling economics challenge
10:50	Award presentations
11:00	Conference ends



## All Headline, Category & Content partners receive:

### Take the spotlight with our partnership benefits

#### Pre-event

- Your company will be mentioned in selected coverage of the Chemical Industry Financial and Sustainability Forum & Awards, published in Chemweek.com (100,000 unique visitors a month).
- Your company logo, hyperlink and profile will be placed on the Chemical Industry Financial and Sustainability Forum & Awards website homepage, with a link through to your website.
- Your company logo will appear on **Chemical Industry Financial and Sustainability Forum & Awards** promotional campaigns to run regularly in the build up to the event, including announcements of the shortlisted finalists.
- Your company logo will appear on e-invites to send to your guests.
- You will receive the **Chemical Industry Financial and Sustainability Forum & Awards 2020** logo to use on your own marketing and PR materials.
- Your company will have a double page company profile in a pre event supplement.

#### The event

- Your company logo will be displayed widely throughout the event
- Your company logo and 50-word profile will appear in the **Chemical Industry Financial and Sustainability Forum & Awards** programmed distributed during the event.

#### Post-event

- You will receive a full page, four-color display advert in the official **Chemical Industry Financial and Sustainability Forum & Awards 2020** magazine supplement.
- You will receive 20 printed copies of the official **Chemical Industry Financial and Sustainability Forum & Awards 2020** magazine supplement.
- Further publicity in Awards winners article, to be published on...
- Your company name will appear in our winners announcement to the market and press.
- First refusal on sponsorship of the same award for 2021.



## Headline Partnership: Be seen above all others

Price \$19,995

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. Attendees who participate will opt-in to participate and have their contact information shared with sponsor. Distributed to Chemical Week's 100,000+ readers through chemweek.com and Chemical Week Insider newsletter.
- Your organization's branding in a prominent position on the **Chemical Industry Financial and Sustainability Forum & Awards** website homepage throughout 2020, which previous sponsors have noted is the most valued marketing activity they benefit from by partnering with us.
- Branded keynote address at the start of the Awards giving your organization a platform to talk to the industry.
- Virtual Showcase - Curate your own dedicated online exhibition page where you can showcase your services using text, video and hyperlinks to relevant promotional material



For sponsorship opportunities, contact Joseph Mennella at [joseph.mennella@ihsmarkit.com](mailto:joseph.mennella@ihsmarkit.com)

## Content Partnership: Be involved in debate that matters

Price \$14,995

The Forum's focus is on the key areas of a diversifying chemical industry, providing attendees with insight into the latest developments that could impact their organization's strategy. Leaders from the market will be invited to join our in-house experts for discussion and debate.

In addition to all the partnership features you will receive:

- Pre-event: Partner's corporate video will be distributed to Chemical Week's 100,000+ readers through chemweek.com and Chemical Week Insider newsletter. 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 \$7,995

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

- Best Sustainability Program
- Best Sustainability Initiative

In addition to all the partnership features you will receive:

- A representative from your company will be entitled to announce the award to the winner of the sponsored category.
- A 20 second sponsorship profile to be read out by Awards host, which is approved by the editor.



## Additional Partnership Opportunities

### Chemical Week Magazine supplement – \$19,995

Work with Chemical Week to publish an 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.

### Sponsored content campaign powered by Artificial Intelligence - \$19,995

For truly personalized marketing communications, Chemical Week's AI tool will predict what content you should present to Chemical Week's 100,000 digital users to increase user engagement and commercial return. Your articles will be in Chemweek.com for 1 month.

### Branded Breaks – \$2,995

Ability to submit a company branded video or PowerPoint to be played during online conference breaks.

### Closing Credits – \$2,995

Ability to submit a company branded video or PowerPoint to be played at the end of the conference.

“It is great to see how our industry is evolving through the various achievements” -  
**European chemical Association, Finalist**





## CONTACT US:

**For further information about partnership opportunities,  
please contact us:**

Head of Advertising – Chemical Week  
Joseph Mennella  
[Joseph.Mennella@ihsmarkit.com](mailto:Joseph.Mennella@ihsmarkit.com)

Advertising sales representative:  
Anu Rajan,  
[Anu.Rajan@ihsmarkit.com](mailto:Anu.Rajan@ihsmarkit.com)

