



Partnership Program 2020



History and Mission

CERAWeek by IHS Markit is the premier annual gathering of the global energy community advancing new ideas, insights, and dialogue on the global energy future. Participants include some 5,500 industry executives, thought leaders, and senior government officials. This year is the 39th anniversary of this influential event.

Partnership at CERAWeek offers a high-value combination of distinctive visibility and branding, knowledge contribution, media support, delegation support, access to private meetings, peer-level communities, hosting and networking united into a single, tailored strategy that supports the Partner's objectives. Partnership also extends the benefits of the CERAWeek experience throughout the year and across your organization, including senior relationship building and special programs, such as the Future Energy Leaders and Energy Innovation Pioneers.

CERAWeek provides a comprehensive and integrated framework for understanding what's ahead for global energy. Offering insights into markets; geopolitics; technology; costs; environmental policy; the implications for strategy, industry structure, investment, and leadership. It also is a platform for partners to meet and connect with peers from around the world.

CERAWeek is comprised of several mutually reinforcing sessions across the spectrum of energy issues, designed to engage, share ideas, and foster relationships. The centerpiece is the week-long Executive Conference featuring conference-wide Plenaries, Strategic Dialogues, and Expert Briefings. These provide a comprehensive perspective on the changing energy landscape across all segments of the industry on a global and regional basis. Accompanying the Executive Conference are private partnership programs, including Leadership Circle communities — high-level gatherings designed to promote discussion and interaction among senior energy executives — as well as partner receptions, informal briefings, and private dialogues. Partners also benefit from suites and meeting rooms for private meetings, hosting, and networking.

Participants

CERAWeek convenes more than 5,500 total delegates from over 1,000 organizations representing over 85 countries. These include over 650 CEOs and Chairmen, over 1,400 C-suite executives, and more than 90 ministers and government representatives. Participants encompass all regions and industry segments: oil, natural gas, electric power, coal, nuclear, renewables, technology, finance, mobility, and more.

Speakers

CERAWeek speakers are among the most influential industry executives, policymakers, and thought leaders. IHS Markit senior experts present and moderate the event.



Chairman

Daniel Yergin, IHS Markit Vice Chairman, serves as Chairman of CERAWeek. Dr. Yergin is a highly respected authority on energy, international politics, and economics. He was described by *Fortune* as “one of the planet’s foremost thinkers about energy and its implications”; by *TIME* as the “one man whose opinion matters more than any other on global energy markets”; and by *The New York Times* as “America’s most influential energy pundit.” Dr. Yergin is author of the Pulitzer Prize–winning book *“The Prize,”* as well as *“The Quest: Energy, Security, and the Remaking of the Modern World.”*



Impact

650+

CEOs

1,400+

C-suite
delegates

90+

Ministers and senior
public officials

380+

Public
sessions

20+

Partner
programs

840+

Speakers

300+

Accredited
journalists

10,000+

Global media mentions
across 122 countries

5,500+

Delegates from 1,000
companies and 85 countries

“The world’s preeminent energy conference”
CNBC

“The ... industry’s Super Bowl”
Politico

*“The year’s preeminent
energy gathering”*
Wall Street Journal

*“The conference, described as ‘the
Davos of energy,’ has always attracted
a high-powered line-up of executives
and policy makers to Houston”*
Financial Times

The CERAWeek Innovation Agora

The CERAWeek Innovation Agora features a remarkable assembly of disruptors and thought leaders participating in unique program formats and engaging in dialogue, forming connections, and cultivating ideas. The dynamic program covers topics from the world of innovation and how the “great wave” of new technology – including digital transformation, cloud and edge computing, e-mobility and transport, robotics, smart manufacturing, connectivity, and cybersecurity – is transforming the energy industry.

The CERAWeek Agora includes distinctive programming, interactive dialogues, and unique experiences designed to highlight the new ideas that are reshaping the energy future. We feature participants from across the innovation ecosystem who are influencing innovative advancements in workforce, policy, finance, R&D, and technology.

With more than 400 thought leaders speaking in more than 270 sessions, the CERAWeek Agora highlights disruptive technologies and innovations in the digital transformation of energy. The CERAWeek Agora hosts exciting communities including start-ups, technologists, investors, academics, energy companies, and government officials – all dedicated to shared learning and exploration. Partnership with the CERAWeek Agora program creates a unique opportunity to engage with this audience, to influence and impact the energy future through thought leadership on technology and innovation, and to deepen relationships with key stakeholders.

Partner Benefits

- **Branding and acknowledgement as a CERAWeek Agora Partner in the dedicated space (pre-event, onsite, and post event)**

In addition, CERAWeek Agora Partners can

- Host private meetings with key industry and technology leaders
- Demonstrate the impact of partner technology and innovation on the energy industry
- Engage in interactive dialogues with peers and other industry delegates moderated by IHS Markit expert
- Participate in invitation-only leadership discussions and events
- Present case studies and deep-dive technology introductions in an intimate setting
- Attend one-on-one conversations with influential and inspirational thought leaders
- Record executive interviews and partner messaging
- Host social gatherings and receptions to connect and explore specific communities





Agora Studio: Her Royal Highness Crown Princess Mary of Denmark discussing Collaboration for Energy Innovation: The case for Denmark's green transition



Agora Atrium 2019 at the George R. Brown Convention Center



Agora Pod: Valerie Karplus, Assistant Professor, Global Economics and Management Group, Sloan School of Management, MIT, discussing Electric Vehicles in China: A road to where?

CERAWeek Partner Overview

CERAWeek Partners contribute to advancing the CERAWeek mission, helping to build a culture of idea exchange, learning, and relationship-building between industry, government, and society to secure the global energy future.

Partners benefit from high-level engagement before, during, and after the conference, maximizing the impact and experience of their executives' participation. Partner organizations are supported by the CERAWeek Executive Steering Committee and a team of dedicated CERAWeek Partner Liaison Managers. This unique platform creates an opportunity for Partners to deepen relationships with key stakeholders, developing and sharing ideas and thought leadership, while enhancing their visibility and profile.

CERAWeek Partners also benefit from access to exclusive CERAWeek private programs, networking, and meeting spaces. The former are reserved exclusively for CERAWeek's senior-most participants, providing an invitation-only track of designated professional communities. These interactive sessions draw on Partners' expertise and thought leadership contributions.

CERAWeek Partnership – Participating Organizations

CERAWeek Partnership supports leading companies and organizations within direct or adjacent sectors relevant to the global energy industry. A partial list includes:

Energy Producers ADNOC ANH Aramco Services Company BHP BP Cairn India Centrica Cheniere Chevron ConocoPhillips Direct Energy Dow Ecopetrol Enbridge ENI Equinor (formerly Statoil) ExxonMobil Freeport LNG Hess Hunt Oil Indian Oil ITC Holdings JERA Co.		Technology Providers ABB Agility Aker ASA Amazon Web Services AspenTech Baker Hughes Emerson First Solar General Electric Google Cloud / Alphabet Halliburton Honeywell Maana Microsoft Azure Mitsubishi Heavy Industries Mobilize PrecisionHawk Salesforce SBM Offshore Schlumberger Schneider Electric Siemens Uptake		Financial Institutions The Carlyle Group Credit Suisse CSL Management Energy Capital Partners HSBC Jefferies Mercuria Energy Group Morgan Stanley Trafigura Tudor, Pickering, Holt & Co.
Governments Australia Russia		JOGMEC Kuwait Petroleum LUKOIL Mubadala Investment Company Nigerian National Petroleum Company Occidental Petroleum ONGC (India) PEMEX Petrobras Petronas Petronet LNG LTD Repsol Saudi Aramco Shell Spectra Energy Tellurian Total Turkish Petroleum Venture Global Xcoal/XLNG YPF		Academic Institutions, Professional Services & Media Accenture AMEXHI API Edison Electric Institute Egon Zehnder ERM Houston Partnership MIT PwC Rice University Stanford University Vinson & Elkins Wall Street Journal World Energy City Partnership World Energy Congress
United Kingdom US Dept of Energy				

CERAWeek offers Partnership Programs designed to meet specific objectives and requiring different levels of Partner commitment.



Foundational Partnership

Foundational Partners are committed to the highest level of engagement, contributing to the development and direction of the CERAWeek program. Senior executive teams participate in the public and private programs, which may include eligible Partner guests, and receive enhanced delegation support on-site. They may collaborate with CERAWeek to develop customized Special Programs aligned with specific objectives. Special recognition on the widely viewed CERAWeek public digital media portals extends brand visibility beyond the conference and into the public domain. Additionally, Foundational Partners may serve as co-hosts of CERAWeek Networking Receptions held before, during, or after the conference. Foundational Partners support CERAWeek Special Programs (such as Future Energy Leaders, Women in Energy, and Energy Innovation Pioneers).



Strategic Partnership

The Strategic Partnership supports organizations committing medium-to large-sized delegations. Strategic Partners receive enhanced brand recognition, executive team planning and support, and eligibility to participate in CERAWeek Private Programs. They also benefit from access to a choice of a private boardroom-style meeting and hospitality space on a main conference floor or a dedicated upper-floor private partner corner business suite, featuring a boardroom for meetings. They may host a private reception and choose to host either a public or private Strategic Breakfast or Insight Dinner. They may also participate in Special Programs, branding, and enhanced networking, which includes access to the Partner Lounge and other privileges.



Industry Partnership

Industry Partnership provides enhanced executive participation, brand recognition, access to shared meeting space, limited access to CERAWeek Private Programs, and support for smaller delegations. This level excludes hosting functions such as private receptions.



Hon. Michael Pompeo, Secretary of State, United States



Hon. Lisa Murkowski, Chairman, US Senate Energy and Natural Resources Committee (Alaska)



H.E. Suhail Mohamed Al Mazrouei, Minister of Energy & Industry, UAE



William Clay Ford Jr., Executive Chairman, Ford Motor Company



Vicki Hollub, President & CEO, Occidental Petroleum Corporation



H.E. Mohammad Sunusi Barkindo, Secretary General, OPEC



Dr. Fatih Birol, Executive Director, International Energy Agency





US & Africa Energy Roundtable



Trilateral Meeting between the United States, Canada, and Mexico: Hon. Amarjeet Sohi, Minister of Natural Resources, Canada; Hon. Rick Perry, Secretary of Energy, United States; and H.E. Rocío Nahle García, Secretary of Energy, Mexico



Hydrogen as a Clean Fuel Workshop



Ministerial Briefing for OPEC & the Financial Community: Dr. Maikanti Baru, Group Managing Director, Nigerian National Petroleum Corporation; H.E. Mohammad Sanusi Barkindo, Secretary General, OPEC; H.E. Suhail Mohamed Al Mazrouei, Minister of Energy & Industry, United Arab Emirates; Dr. Ayed Al-Qahtani, Director, Research Division, OPEC; H.E. Eng. Ahmed Al Kaabi, Assistant Undersecretary for Petroleum, Gas and Mineral Wealth Affairs and UAE Governor for OPEC; and H.E. Eng. Saeed Al Meheiri, Consul General of UAE in Houston



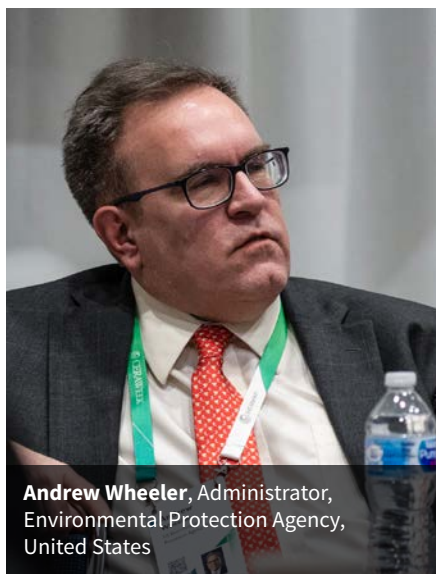
Africa's Energy Future Reception



OGCI Reception: Bob Dudley,
Group Chief Executive, BP plc



Mitsubishi Heavy Industries Reception



Andrew Wheeler, Administrator, Environmental Protection Agency, United States



Hon. Lisa Murkowski, Chairman, Senate Energy and Natural Resources Committee, United States



Hon. Dr. M. M. Kuttu, Secretary, Ministry of Petroleum & Natural Gas, Government of India



Hon. María Fernanda Suárez Londoño, Minister of Mines and Energy, Colombia



Hon. Carlos Vecchio, Ambassador of the Government of Venezuela to the United States



Hon. Rick Perry, Secretary of Energy, United States

CERAWeek Partnership: Key Components

a Public Program

CERAWeek Executive Conference Passes for use by Partner executives are included with Partnership. Delegates may include Partner executives, customers, prospects, partners, board members, and other stakeholders (subject to IHS Markit approval). The CERAWeek Learning Lyceum is a new space created at CERAWeek for executive learning and development across all CERAWeek audiences, featuring seminars, meetups, workshops, and mentoring. The CERAWeek Agora Experiences are first-hand explorations of new and innovative technologies that are not broadly on the market, and could be in the development or prototype stages.

b Private Programs

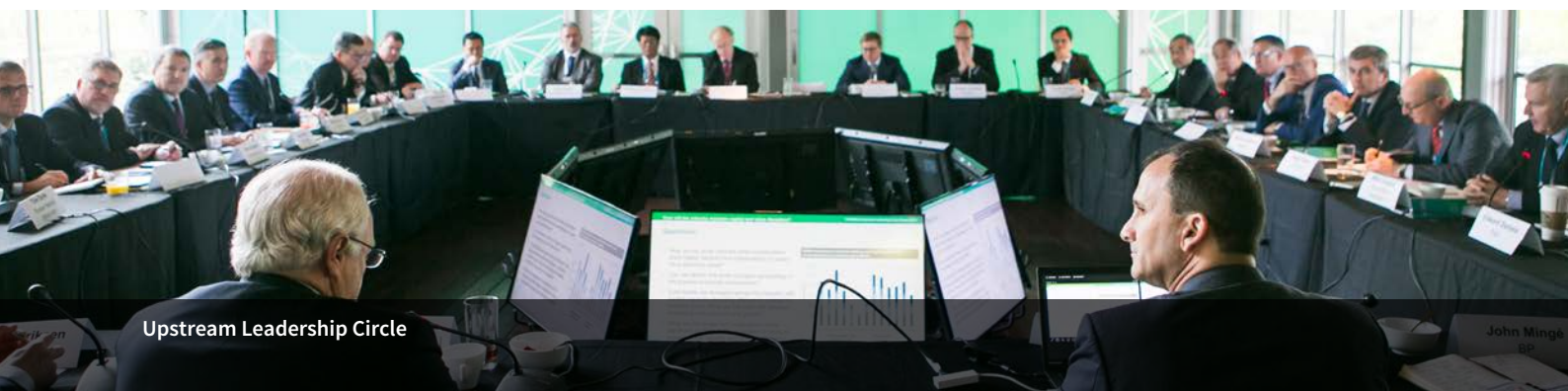
CERAWeek Private Programs convene a number of communities from across the energy landscape to discuss common interests and concerns. Participation is determined by seniority, area of focus, and expertise. Examples of Private Programs include:

Leadership Circle

The Leadership Circle program was created in response to requests from our Partners for small, intimate sessions exclusively for senior-level executives and top decision makers. The program consists of a series of private Summits and networking events during CERAWeek. The objective is to allow focused, highly interactive, off-the-record discussion on key issues shaping the energy future. Leadership Circle Summits provide a unique opportunity to explore common concerns, develop new relationships, gain insights, and share experiences and perspectives. Some communities are restricted to producing companies, in which case a limited number of nonproducing organizations may be invited to contribute relevant expertise.

Leadership Circle Summits for 2019 included:

- Upstream Oil and Gas
- Global Gas
- North America Independents
- Global Power
- Upstream Technology
- Downstream Oil
- Financial Officers
- Innovation
- Financial/Institutional Investor



Upstream Leadership Circle

John Mingos
BP

CERAWeek EPICs (Energy Partner Informal Conversations)

CERAWeek convenes small private roundtable meetings with ministers and senior public officials for informal discussion. Organized subject to the availability of officials, EPICs offer a unique opportunity for relaxed dialogue and interaction. Qualified Partners receive priority consideration to attend EPICs.



EPIC with **Rt. Hon. Justin Trudeau**, Prime Minister, Minister of Intergovernmental Affairs, and Minister of Youth, Canada

CERAWeek Special Programs

Special Programs leverage the CERAWeek platform and pivot topically from year to year to address key issues relevant to the energy future. Partners help shape these programs and contribute to their success.

Future Energy Leaders – offers high-potential industry executives the opportunity to participate in CERAWeek, in addition to attending special educational programs and receptions designed to foster a community of future leaders and promote building new relationships. The **Professional Development Program** augments the Future Energy Leaders with two days of immersive career development.



Future Energy Leaders gathering for educational program

Women in Energy – promotes informal dialogue and networking, including a private Women in Energy reception and annual Women in Energy dinner, to advance this growing professional community. Partnership includes advisory participation, branding, and Partner acknowledgement.

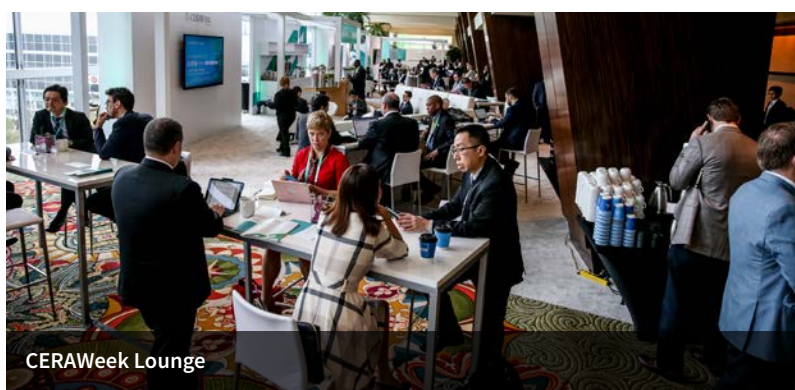
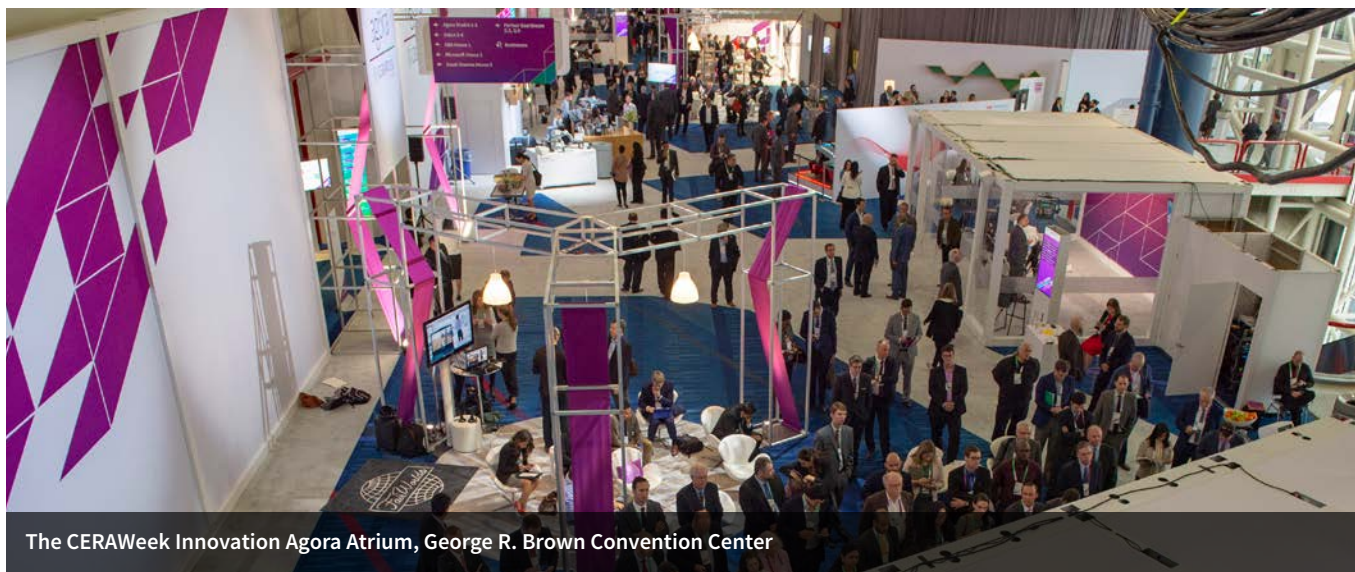


Women in Energy Dinner: Susan Farrell (Chair), Vice President, Energy-Wide Perspectives, IHS Markit; Patti Poppe, President and Chief Executive Officer, CMS Energy; Fiona Wild, Vice President, Climate Change and Sustainability, BHP; Emeliana Rice-Oxley, Vice President, Exploration, Upstream, PETRONAS; and Melody Boone Meyer, President, Melody Meyer Energy & Women with Energy and Non-Executive Board Director, British Petroleum, AbbVie, and National Oilwell Varco



Reshaping Upstream Oil and Gas: Carolyn Seto (Chair), Co-Chair, Energy Innovation Pioneers and Senior Director, Energy, IHS Markit; Jon van Pol, Co-Founder and Chief Executive Officer, Ingu Solutions; Matt Ondler, President, Chief Executive Officer, and Co-Founder, Houston Mechatronics; Stéphane Germain, Founder, President, and Chief Executive Officer, GHGSat; and Matt Thomas, President and Chief Executive Officer, JP3

Energy Innovation Pioneers – features dynamic, early-stage companies with innovative and distinctive new technologies impacting the energy spectrum. Each Pioneer provides a snapshot of their technology and business model and contributes insight into how this technology could transform the energy future.



Summits and Ad-hoc Private Programs

CERAWeek Partners receive priority access to a number of ad-hoc private events, including Summits focusing on specific topics of mutual interest, private receptions, meals with officials and senior executives, and industry forums. Eligibility is based on seniority, relevance, and Partnership level.



CERAWeek Concierge Services

CERAWeek offers a number of bespoke elements designed to ensure Partners maximize the benefit of attending CERAWeek, enhancing their experience.

- **Private Partner Briefings by IHS Markit Experts** – Convened on-site during the conference individually for Partner company delegates. Briefings are scheduled in advance and drawn from a list of relevant topics.
- **CERAWeek Program Steering Committee Access** – Access to members of the CERAWeek Program Committee to nominate and propose topics and themes, prepare and align Partner's internal stakeholders, and gain insight into the event program.
- **Partner Liaison Manager** – A senior CERAWeek Partner delivery manager is assigned to each Partner to maximize the impact and efficiency of the Partner executives' participation, and to assist in navigating the scale and complexity of CERAWeek. Partner Liaisons will conduct regular calls and serve as a central point of contact to facilitate access to the broader CERAWeek planning team.

d Peer Hosting, Interaction, and Networking

Many Partners describe the network at CERAWeek as being one of the most important benefits of attendance. The CERAWeek Partnership program includes multiple ways for delegates to take advantage of the network and meet with important members of the energy community.

Private and Shared Meeting Rooms & Hospitality Facilities

Due to the high demand and limited on-site meeting facilities, these spaces are reserved exclusively for Partners. Access to a meeting space is determined by level of Partnership. Available spaces include:

- **Dedicated conference-level private Partner boardroom/hospitality room** – Adjacent to the conference floor with limited availability, these spaces are outfitted boardroom style during the day, and converted to networking/social spaces during the evening.
- **Private multi-room business suite with boardroom** – Located on an upper level of the hotel, consisting of a boardroom-furnished meeting room flanked on either side by connected rooms that can be used as an operations center, a parlor/waiting room for the main boardroom, or an additional private meeting room.
- **Private Partner meeting rooms on dedicated Partner meeting floor** – A group of smaller, private meeting rooms on a secure upper-level floor may be reserved by partners in 30-minute increments. Availability is limited.
- **Partner/Member Lounge and Access to Reservable Meeting Space** – Private CERAWeek Partner Lounge (3rd floor, Hilton) with private meeting space and restaurant-style tables for casual meetings and interactions.
- **Agora Houses** – Partners may create an Agora House, a unique Partner-branded space dedicated to hospitality, private meetings, and receptions, as well as approved custom Partner programming, demonstrations, and experiences. The number of Agora Houses available is limited.



On-Site and Off-Site Private Partner-Hosted Receptions

Intimate gatherings hosted by Partners offering informal and relaxed discussions are available. A CERAWeek Partner Liaison will provide sample invitations and online tools to support the invitation process.



Partner-Hosted Strategic Session Breakfasts and Dinners

Partner-hosted breakfasts are available on Tuesday, Wednesday, and Thursday mornings during CERAWEEK. Partner-hosted dinners are available on Monday and Wednesday evenings. Meals are open to all CERAWEEK delegates and chaired by an IHS Markit expert; the format may include a panel discussion with expert commentaries and discussion. The Partner is invited to offer welcoming remarks and participate in a discussion.

Restricted-Access Meeting Passes for Non-Delegate Partner Guests

Foundational and Strategic Partners are allocated restricted-access meeting passes, allowing individuals not registered to the Conference (such as Partner staff or business guests) access to Partner's hospitality suite to attend private meetings and Partner's private reception. Meeting pass access is restricted to the hospitality suite area, and it does not allow entry into the general conference, conference sessions, or general receptions.

Delegate List Access

Partners have access to the list of CERAWEEK delegates (name, title, and company), updated periodically.

e Partner Branding Program

Partners benefit from prominent branding and acknowledgment as a supporting CERAWeek Partner on-site, online, in select third-party media advertisements, and bespoke differentiated branding opportunities. Core Partner branding benefits include:

- Identification and recognition as a CERAWeek Partner in key promotional materials.
- Logo included in pre-event marketing materials (may include national and international publications).
- Logo displayed on projection screens in main ballroom during select conference-wide keynote and plenary sessions.
- Logo placement on select on-site event signage.
- Logo and company description (up to 250 words) featured in on-site or electronic collateral.
- Logo and hyperlink to Partner's website on CERAWeek conference website and mobile app.

f Media Program

CERAWeek receives extensive print, digital, and television coverage from over 300 reporters representing over 100 media outlets, making it one of the most intensely covered executive gatherings in the world. This concentration of media coverage provides significant opportunity for formal and informal press interactions. The CERAWeek media program supports Partners to help maximize media coverage and opportunity.

- Coordination with the IHS Markit media and social media including periodic conference calls (with multiple partners).
- Private one-on-one kick-off meeting focused on social media to identify overlap in topics of interest.
- Access to media facilities during CERAWeek for press conferences or media briefings.
- Access to CERAWeek studio for interviews with partner executives (must schedule in advance).
- List and email contact information of registered media.



Media

Media coverage across
122 countries

10,000+
News hits

300
Accredited
journalists on-site

13 Billion
news media
impressions

Media presence included
New York Times, Wall Street Journal, Financial Times, CNBC, Bloomberg, Reuters, Associated Press, NPR, CBC, Nikkei, Politico, Xinhua, Univision, The Economist, RIA Novosti, Agence France Presse, Die Zeit, Yahoo! Finance, Der Spiegel, Time Magazine

4+ Hours
of live broadcast
time on location
by CNBC

g CERAWeek Digital Hub

Produced during the Conference and available to all registered delegates, the CERAWeek Digital Hub showcases videos of conference sessions, presentations, executive interviews, and select press/media briefings.

- CERAWeek Live interviews of Partner executives by an IHS Markit expert.
- Receive a link to the video interview for use on Partner's website.
- Access by Partner to the CERAWeek 2020 Digital Hub.

The screenshot shows the CERAWeek Digital Hub website. The top navigation bar includes the CERAWeek logo, the text "Save the date for CERAWeek 2019 11-15 MARCH | HOUSTON, TX", and the Emerson Digital Hub Partner logo. Below this is a green bar with "CERAWEEK.COM". The main interface has a sidebar on the left with a "VIDEO HOME" section and a "Follow us:" section with social media icons. The sidebar lists categories: Keynotes/Plenaries, Agora Pods, Agora Studio, Interviews, Innovation Pioneers, Media Briefings, Short Clips, and a date filter for March 5-9. The main content area is titled "Keynotes/Plenaries 44 videos" and displays a grid of video thumbnails. The first row includes: "Special Address with Hon. Rick Perry, Secretary of Energy" (34:21), "Keynote address with David Farr and Robert Kaplan" (48:19), and "Global Energy Dialogue with Ben van Beurden" (23:11). The second row includes: "Gas & Renewables: Competitors or partners?" (49:38), "How Will Technology Disrupt the Upstream Oil Business?" (51:30), and "Putting Carbon to Work: The Future of CCUS" (44:03). Each thumbnail shows a video frame with speakers on stage.

h Partner Support Passes

CERAWeek Partners will be allocated a number of support passes depending on the level of Partnership. These passes are designed for use by assistants, media, and PR staff. They provide access to the hotel, the Partner floors, and other communal areas. Staff using these badges will only be allowed to enter sessions with executives on full passes.



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