

Weather Risk Management e-Symposium, 19 October 2006

[www.weatherrisk.e-symposium.com](http://www.weatherrisk.e-symposium.com)

Sponsorship Information Pack

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hosted  
by **energy risk**

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## The Event

The Weather Risk Management e-Symposium™ is a 1-day online conference, which is part of Energy Risk's Environment Risk e-Symposium™ Series. The e-Symposium™ will be broadcast live & online on the 19 October 2006 and is accessible to anyone with a computer, a soundcard and an Internet connection. The presentations and round table discussions consist of a slideshow coupled with the speaker's live, spoken presentation. Each presentation lasts for 30 minutes. Interactive functions include questions from the audience, live voting and delegate chat.

The e-Symposium™ agenda is as follows:

- High profile keynote
- Round table debate with leading industry experts
- Sponsorship Sessions
- Presentations held by world-renowned speakers

Presenting on the latest developments, thinking, strategies and technologies, delegates will be presenting from their office, streaming live to the audience who are also tuning in from their office. So to ensure that no delegate misses out on any of the presentations due to time differences or agenda clashes, each presentation is archived and made available 48 hours after the live event.

## Benefits for Delegates

- Live access to and interaction with the world's leading experts
- Easy access from the convenience of one's workplace
- Global dialogue with international peers via the chatroom
- Archive for future viewing
- Useful knowledge & further reading resource with presentation download options, an online exhibition and a message board
- No software downloads required
- Substantial Time & Cost Savings

## Benefits for Sponsors

- Online nature of the conference makes for a better speaker line-up, higher attendance levels and subsequently more exposure
- Target a receptive senior-level audience live, without leaving the office
- Strategic and contextual positioning in the program allows you to reach your exact target audience
- Archive means your exposure will be seen throughout the year
- Use the archived panel as part of your sales & marketing toolset
- Online Exhibition showcase allows you to further involve delegates with tools such as 'company profile', 'call me', 'live chat', 'downloads', 'contact info' and a link to your corporate site
- Be seen as an understanding and cutting edge organisation by making live, interactive commercial and technical knowledge easily accessible to your prospects
- Achieve international outreach and presence without having to commit human resources for days or weeks
- Intelligence report includes opt-in lead-list of delegates who viewed your showcase and live presentation
- An additional strand to your existing marketing mix, to eventually replace some of the less effective campaign activities and increase your overall ROI
- Invaluable intelligence resource for your staff by dialoguing with a broad international audience of highly relevant professionals
- Overall, considerable Time & Cost Savings

## Who will be attending?

- Utility and Energy Companies; Head Risk Management, Head Trading, Head Treasury, Finance Director, Marketing & Sales Director, Head Treasury & Insurance, Trader
- Distributors of Crude Oil, Heating Oil & Propane; Head Risk Management, Head Trading, Head Treasury, Finance Director, Marketing & Sales Director, Head Treasury & Insurance, Trader
- Agricultural Companies Head Risk Management, Head Trading, Head Treasury, Finance Director Marketing & Sales Director, Head Treasury & Insurance, Trader
- Insurance Companies, Head Risk Management, Head Reinsurance, Head Treasury, Finance Directors Marketing & Sales Director, Head Treasury & Insurance, Underwriter
- Financial institutions, Head Risk Management, Head Reinsurance, Head Treasury, Finance Directors Marketing & Sales Director, Head Treasury & Insurance, Underwriter, Trader, Structurer

## Marketing the Event

As any sponsor knows, generating awareness around an event and securing high levels of quality attendance are the prerequisites for a successful event. Awareness for this event is created by a comprehensive marketing campaign which include marketing via the Energy Risk web site, coupled with print advertisements, online advertising and e-mail marketing to the energy risk readership (over 13,000 contacts).

Our expertise of generating high attendee levels of senior-level decision makers is a result of our understanding of our target market's behavioural patterns. Today, offering the energy risk profession online and interactive access to a high quality e-Symposium is imperative to foster knowledge-sharing and gathering whilst providing you with reliable tracking of your investment. Energy Risk's well established readership and reputation are the foundation for a successful 'e-vent'.

## Sponsorship Packages >> Gold

- **Speaking presentation** on main programme (20m+10mQ&A)- be established as the leading source of service and information in the space
- **Online Exhibition Showcase-** a virtual booth which can be accessed easily from the main page or from your speaking presentation which can include company information, contact details, logos, pictures, PDFs, white papers, and web links direct to your company and / or related links. e-Symposia statistics show that 47% of all viewers have clicked on to this section.
- **Intelligence Report-** full list of delegates who logged onto your speaking slot with information on which questions they posed, how did they vote etc- this is an excellent source of particularly hot leads. This delegate list includes name company name, job title and e-mail address.
- **High Level Branding** - Your gold-level logo will also be featured throughout the event Web site for 12 months
- **Branding on the audio player** where all presentations are streamed- this will continue for 12 months following the event
- **Branding** on all the pre-event marketing collateral
- **Write up and branding** in the subsequent issue of energy risk and the newly developed Environmental Risk
- Investment required: £upon request

## Sponsorship Packages >> Silver

- **Online Exhibition Showcase-** a virtual booth which can be accessed easily from the main page or from your speaking presentation which can include company information, contact details, logos, pictures, PDFs, white papers, and web links direct to your company and / or related links. e-Symposia statistics show that 47% of all viewers have clicked on to this section.
- **Full Delegate List** of all registered participants (name, job title, organisation, email address) – this is an excellent source of leads
- **High Level Branding** - Your silver-level logo will also be featured throughout the event Web site for 12 months
- **Branding on the audio player** where all presentations are streamed- this will continue for 12 months following the event
- **Branding** on all the pre-event marketing collateral
- **Write up and branding** in the subsequent issue of energy risk and the newly developed Environmental Risk
- Investment required: £upon request

## Sponsorship Packages >> Bronze

- **Online Exhibition Showcase-** a virtual booth which can be accessed easily from the main page or from your speaking presentation which can include company information, contact details, logos, pictures, PDFs, white papers, and web links direct to your company and / or related links. e-Symposia statistics show that 47% of all viewers have clicked on to this section.
- **High Level Branding** - Your silver-level logo will also be featured throughout the event Web site for 12 months
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