Gulf Energy Information offers you the opportunity to interact directly with your customers and prospects on timely and important topics. Establish thought leadership and put your company in front of our global audience through a single-sponsored or multi-sponsored (up to 3 sponsors) webcast. A World Oil webcast is an engaging and measurable way to educate qualified oil and gas professionals about your company’s products and services, promote your brand and generate qualified sales leads.

WorldOil.com/webcasts

2019 AVERAGES:

- **538** Leads per webcast
- **270** Operators per webcast
- **67.1%** Conversion rate (registrants to attendees)
The process for planning, production and completion of each webcast involves:

1. Topic selection and summary of presentation
2. Securing of speaker(s)
3. Reservation of live date with speaker(s)
4. Design of registration form
5. Half-page advertisement in World Oil
6. Web banners on WorldOil.com
7. Email campaigns to target audiences
8. Finalization of presentations and practice
9. Live webcast event
10. Submission of registrant list to sponsor
11. Archive of webcast for 12 months allows for additional “On-Demand” viewers

Please allow 8 weeks for this process in order to adequately promote and prepare the webcast.

Dates are reserved on a first come/first serve basis.
**NEW FOR 2020!**

**WEBCAST FORUMS**

- **For more information on webcast sponsorships:** Please contact your local sales representative or Andy McDowell, Publisher, *World Oil* at +1 (713) 520-4463 or Andy.McDowell@WorldOil.com

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**HYDRAULIC FRACTURING FORUM**

<table>
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<td>September 17</td>
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**DRILLING INNOVATIONS & TECHNOLOGY**

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<tr>
<td>December 3</td>
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71.4% responded that they were interested or very interested in watching webcast topics on Drilling Innovations and Technologies.¹

**COST OF PROGRAM:**

$6,995 gross per sponsor

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## Additional Topics

### Artificial Lift and Production Optimization

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### Oilfield Water Management

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### Emerging Oil & Gas Well Technologies Series

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### Oilfield Automation, Control & Monitoring

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### HPHT Technologies

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### 2020 Drilling Forecast & Analysis

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### Responsible Oil & Gas: Sustainability

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<tr>
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</table>

### Cost of Program:

$6,995 gross per sponsor

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WEBCAST TIMELINE

**Book webcast**

6–8 Weeks Before Live Webcast:
- Webcast title, date and time confirmed

**Sponsor(s) provides:**
- 100-word overview
- Speakers’ name, title, biographical sketches and headshots (2in. x 2in., 300DPI in JPEG)
- Company logo in vector EPS
- Three custom questions to include on the registration page (optional)

5 Weeks Before Live Webcast:
- 1/2-page print ad to run in the next issue of *World Oil* highlighting live webcast

**3–4 Weeks Before Live Webcast:**
- Registration page is built by *World Oil*
- Email blasts will be sent to *World Oil’s* targeted subscriber list (2–3 eblasts)
- Social media posts though Facebook and Twitter

**2–3 Weeks Before Live Webcast:**
- *World Oil* will create online banner ads to run on WorldOil.com and e-newsletter

**2 Weeks Before Live Webcast:**
- Sponsor(s) to provide slides for 45 minute presentation and 3–5 seeded questions. Poll questions can also be added.
- Dial-in numbers will be provided to sponsor(s) and speakers

**1 Week Before Live Webcast:**
- Full dry-run will be conducted

**Live webcast**

**After the Webcast:**
- Webcast is archived on WorldOil.com for 12 months and is available on-demand
- Sponsor is provided with all registrants’ information and direct access to online reporting during the 12-month period.

**Sponsor is also provided with an MP4 of the event**
Let’s get started

A World Oil webcast provides you with a powerful platform to take a leadership position on an important topic or showcase your products and services to qualified oil and gas professionals across the globe.

Webcasts are promoted through:
- Magazine: 47,157 subscribers¹
- Website Traffic: 150,324 unique users¹
- e-blast Distribution: 67,570²
- Twitter Followers: 118,000²
- Facebook Likes: 75,900²
- ShaleTech™ Facebook Likes: 14,700²

Webcasts include a one-hour live broadcast. The recorded version will be archived on WorldOil.com for 12 months. Sponsors will receive contact information for all registrants. Topics/content chosen for webcasts must be approved by editorial staff.

For additional information, please contact your World Oil representative or Andy McDowell, Publisher, at Andy.McDowell@WorldOil.com or +1 (713) 520-4463.

¹World Oil, BPA Brand Report, June 2019 statement.
²Publisher’s own data. E-newsletter averages based on data from June 2018 to May 2019. Social media as of September 2019.

Recent webcasts included...

**Frac Hits: Child-Parent Interactions**

![Frac Hits Logo]

31 January 2019
Registrants: 1,052

**Engineered Tubular Solutions: Well Design & Material Selection**

![Engineered Tubular Solutions Logo]

09 April 2019
Registrants: 498

**The Pioneers of the Electric Frac Revolution: Why every E&P should use Clean Fleet**

![The Pioneers Logo]

11 July 2019
Registrants: 453

**Artificial Lift & Production Optimization Forum**

![Artificial Lift & Production Optimization Forum Logo]

12 September 2019
Registrants: 681

67.1% Conversion Rate (registrants to attendees)
538 Avg. Leads/webcast