

**World Oil**<sup>®</sup>  
WorldOil.com

## Webcasts

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 webcast. A *World Oil* webcast is an engaging and measurable way to educate qualified oil and gas professionals about your company's product and services, promote your brand and generate sales leads.

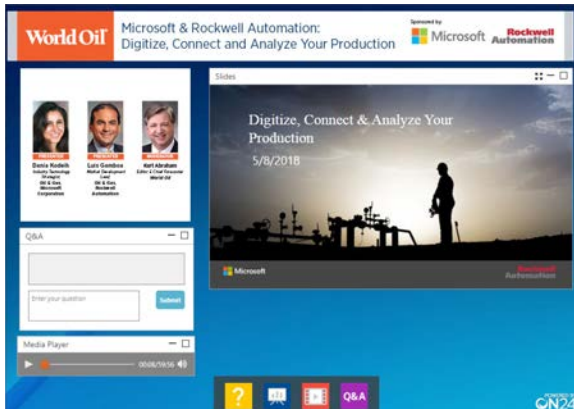
**Gulf Energy**<sup>®</sup>





# SINGLE-SPONSORED WEBCAST

# PROGRAM DESCRIPTION



## The webcast:

Webcasts are designed by the sponsor as a PowerPoint presentation and reviewed by a *World Oil* editor.

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Webcasts generally consist of an introduction by the moderator, a 45-minute presentation by the speaker(s) and a 10-minute Q&A session.

## Cost of program:

Cost for the webcast: **\$18,530 (gross)**

## Webcast process:

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

Please allow 6–8 weeks for this process in order to adequately promote and prepare the webcast.

# 2018 MULTI-SPONSORED WEBCAST FORUMS

**APR. 5, 2018**

## **World Oil's Shaletect™ Hydraulic Fracturing Forum: Spring 2018**

*Featuring Chris Tanguay, Director of Research and Development, Oil & Gas Division, US Silica; Dan Fu, Ph.D., Director of Technology, BJ Services; and Mark Patton, President and CEO, Hydrozonix.*

**AUG. 9, 2018**  
**3 spots left**

## **World Oil's Shaletect™ Hydraulic Fracturing Forum: Summer 2018**

*Guest Speakers TBD*

**AUG. 21, 2018**  
**2 spots left**

## **World Oil's Artificial Lift Forum**

*Featuring William Nielsen, V.P. and General Manager, Materion Performance Alloys; and others TBD.*

**SEPT. 19, 2018**  
**1 spot left**

## **Overcoming Challenges in Unconventional Drilling**

*Guest Speakers TBD*

**OCT. 18, 2018**

## **World Oil's Shaletect™ Hydraulic Fracturing Forum: Fall 2018**

*Featuring Phil Snider, Principal, PM Snider Consulting; Dan Fu, Ph.D., Director of Technology, BJ Services; and Sid Banerjee, Ph.D., Product Manager, FairmountSantrol.*

**NOV. 15, 2018**

## **World Oil's Shaletect™: 2018 Oilfield Water Management Forum**

*Featuring Mark Patton, President and CEO, Hydrozonix; and others TBD.*

**TBD**  
**2 spots left**

## **World Oil's Coiled Tubing Oil and Gas Well Intervention Forum**

*Featuring Bill Ott, President of Well Completion Technology and panelists from major service and supply companies.*

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**Cost of program:** \$6,380 (gross) per sponsor.

# 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 Weeks Before Live Webcast:

- ❑ *World Oil* will create online banner ads to run on WorldOil.com and e-newsletter

### 1–2 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

### 3–4 Days 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:** 40,183<sup>1</sup> subscribers
  - **Newsletters Readership:** 61,000<sup>2</sup>
  - **Website Traffic:** 128,039<sup>1</sup> unique visitors
  - **Facebook Likes:** 74,000+<sup>2</sup>
  - **Twitter Followers:** 107,000+<sup>2</sup>

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 single sponsor 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.

1. *World Oil* BPA statement, December 2017
2. Publisher's own data, as of March 2018

## Recent webcasts include...

### SINGLE SPONSORED

#### *Engineered Tubular Solutions: Shale Plays*



28 February 2018

**Registrants: 411**

### MULTI-SPONSORED

#### *Digitize, Connect and Analyze Your Production*



8 May 2018

**Registrants: 438**

#### *Giving Machines a Mind*



7 February 2018

**Registrants: 594**

#### *ShaleTech™ Hydraulic Fracturing Forum: Spring 2018*



6 April 2018

**Registrants: 722**