HYDROCARBON PROCESSING®

Single Sponsored Webcasts

*Hydrocarbon Processing* 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 *Hydrocarbon Processing* 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.
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. Build/design of registration form
5. Half-page advertisement in *Hydrocarbon Processing*
6. Web banners on HydrocarbonProcessing.com/e-newsletters
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
12. Social media campaign (additional fee)

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

The webcast:

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

Sponsors provide the Powerpoint presentation.

Cost of program: $19,800 net

Rescheduling or cancelling webcasts within 6 weeks of the scheduled presentation will result in a rescheduling or cancellation fee of up to 50% of program cost.
# WEBCAST TIMELINE

## Book webcast

### 6–8 Weeks Before Live Webcast:
- Sponsor confirms webcast title and date and time

**Provided by Sponsor:**
- 100-word overview
- Speakers’ name, biographical sketches and headshots (2in. x 2in., 300DPI in JPEG)
- Company logo in vector EPS format
- Three 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 *Hydrocarbon Processing* highlighting Live webcast

### 3–4 Weeks Before Live Webcast:
- Registration page is built by *Hydrocarbon Processing*
- *Hydrocarbon Processing* creates banner ads to run on HydrocarbonProcessing.com and in weekly e-newsletters promoting the webcast

### 2 Weeks Before Live Webcast:
- Targeted email blasts are sent to *Hydrocarbon Processing’s* subscriber list (up to 2-3 e-blasts)

### 1–2 Weeks Before Live Webcast:
- Call-in numbers provided to Sponsor and to speakers

**Provided by Sponsor:**
- Slides for 30-45 minute presentation

### 1 Week Before Live Webcast:
- Full dry-run with moderator and speaker(s)

## Live webcast

### After the Webcast:
- Webcast is archived on HydrocarbonProcessing.com/Webcasts for 12 months and is available on-demand. Sponsor is provided with all registrants’ information during the 12-month period.
- Sponsor is also provided with an MP4 of the event.
Let’s get started

Reach qualified oil and gas professionals throughout the world. A Hydrocarbon Processing 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 to:
  - Magazine: 28,807¹ subscribers
  - E-Newsletter Reach: 29,938¹
  - Website Traffic: 70,089¹ monthly users
  - Eblast Distribution: 47,491² readers

¹ Hydrocarbon Processing, BPA Report, June 2020 Statement. Total circulation of 28,807 consists of 14,272 print copies and 14,535 digital copies. Hydrocarbon Processing uses the BPA Worldwide audit service to ensure the accuracy and quality of our circulation numbers. This third-party service enables our advertisers to verify that we are truly delivering the market they are targeting.
² Publisher’s own data, as of June 2020.

66% Conversion Rate
(registrant to attendee)²
Leads range: 207-702/webcast²

Begin your dialogue with your customers and prospects. For additional information and to schedule your webcast, please contact your Hydrocarbon Processing representative or Catherine Watkins, Vice President & Publisher, Hydrocarbon Processing, at Catherine.Watkins@HydrocarbonProcessing.com.

Recent webcasts include...

Digital Reliability: 24/7 Real-Time Machinery Diagnostics

March 5, 2020
210 registrants²

Advances in Sulfuric Acid Alkylation: McDermott’s Lummus CDAlky® Technology

March 11, 2020
369 registrants²

Capturing Additional Value from your Hydrogenation Unit: Key insights derived from supporting high-performing units around the world

April 30, 2020
534 registrants²

How Remote Condition Monitoring & Diagnostics Brings Onsite Results to Industrial Operations by Moving Data, Not People

May 5, 2020
676 registrants²

Quickly reduce OPEX through Digital Energy Optimization Strategies

May 20, 2020
561 registrants²

Managing Risk and Uncertainty: The Importance of Optimizing Your Value Chain

June 3, 2020
297 registrants²