

HERWORLD 2019

# SHIFT

DENVER PROSPECTUS





A nighttime photograph of a city street. In the foreground, there are long, horizontal light trails from cars, primarily in shades of red and white. The background features several illuminated buildings. On the left is a modern building with many lit windows. To the right, there's a taller building with some green lights on top, and further right, a building with a sign that says "HONEY". The sky is dark, and the overall scene is lit by city lights.

An epic **SHIFT** is underway.

**Are you ready for the social tsunami  
changing virtually everything?**

Energy underpins everything we do.

It powers our cities, infrastructure, markets,  
decision making, keeps us living longer,  
connected and mobile. Join us for our best  
forum yet where we will talk shift, all things  
energy, innovation and climate with the voices  
and faces who are changing it.



# About Pink Petro & HERWorld Energy Forum

**The Pink Petro HERWorld Energy Forum** is an innovative learning event that addresses new frontiers in the energy industry where business, workforce, innovation and policy intersect. Powered by creative disruptor, Pink Petro, our forums are hybrid in-person, digitally simulcasted learning events built on a firm belief that energy education is changing and needs to be accessible to everyone, everywhere in classrooms, the field, office, and the C-Suite.

HERWorld is an inclusive platform to recognize the contributions that women make to the energy sector and their future. It's a place for dialogue on key issues and challenges. The forums features a series of engaging panels and keynotes covering thoughtful insights on the business, workforce development, diversity, innovation, technology and policy.

# Experience Engagement with a Global Audience

**Pink Petro is shifting the usual energy conference experience** by utilizing innovative technology to deliver provocative and forward-thinking content to audiences worldwide. That's why last year, nearly 75,000 viewers tuned in from around the world and 500 top energy professionals attended the mainstage event in Houston, 100 in Denver and in London. Since 2016, we've reached nearly 100,000 globally and 10M social media impressions online.

Our community app, provides a platform to keep the conversation going.

Where can you find a HERWorld viewer...

## The Americas

- Bakersfield, California
- Baton Rouge, Louisiana
- Chicago, Illinois
- Houston, Texas
- Denver, Colorado
- Los Angeles, California
- Pittsburgh, Pennsylvania
- San Francisco, California
- Tulsa, Oklahoma

## In the field

- Gulf of Mexico
- North Sea
- Refineries across the USA and Europe

## Internationally

- Aberdeen, Scotland
- Berlin, Germany
- Budapest, Hungary
- Den Haag, Netherlands
- Dublin, Ireland
- Florence, Italy
- Istanbul, Turkey
- Johannesburg, South Africa
- Karachi, Pakistan
- Kuala Lumpur, Malaysia
- London, England
- Paris, France
- Perth, Australia
- Lagos, Nigeria
- Melbourne, Australia
- Nairobi, Kenya
- Singapore
- St. Petersburg, Russia
- Tokyo, Japan

# *shifting* the energy dialogue

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HERWorld 2019 Denver is proud to partner with local champions:



Denver

**BUSINESS SCHOOL**  
GLOBAL ENERGY  
MANAGEMENT



**Colorado** Petroleum Council  
A Division of the American Petroleum Institute





## KEYNOTE SPEAKER

# Randi Zuckerberg

Randi Zuckerberg is an entrepreneur, investor, bestselling author, and tech media personality. She is the founder and CEO of Zuckerberg Media, developing technology, content, and live events all with the mission of putting intelligent, tech-savvy, entrepreneurial women and girls at the center of pop culture and media.

A Harvard graduate, Randi hosts a weekly talk business talk radio show, Dot Complicated on SiriusXM. She has two TV shows currently on air: DOT on NBC Universal Kids (winner of Kidscreen's Best New Preschool Series) about a spunky little girl who uses tech to enhance her everyday adventures, and American Dreams on HSN, highlighting entrepreneurs around the country. She is the best-selling author of Dot Complicated, Dot., and Missy President, and recently released her fourth book, Pick Three (May 2018) which challenges the fallacy of a well-balanced life.

Randi travels the world, speaking about technology, entrepreneurship, her time as an early employee at Facebook, leading major marketing initiatives in the company's formative years, and shockingly...how to unplug! When she's not Facebooking or actual written-word booking, she can be found at the theater - as a TONY awards voter, investor in the award winning show Dear Evan Hansen, and board member for the American Theatre Wing and Lincoln Center - or doing her best to unplug at home with her husband and two young sons.

# Previous Speakers

- **Galina Antova** - Co-founder and Chief Business Development Officer, Claroty
- **Vicki Bailey** - Board of Directors, Cheniere Energy and first African American female FERC commissioner
- **Carol J. Battershell** - Principal Deputy Director in the Office of Policy, U.S. Department of Energy
- **Aimee P. Blaine** - Senior Vice President, Aera Energy
- **Andrew Bruce** - CEO, Data Gumbo
- **Kathleen Camilli** - Public Company Director, Strategic Board Advisor to Pink Petro, Economist and CEO, Camilli Economics
- **Tina Davis** - Managing Editor of Energy and Commodities Reporting - Americas, Bloomberg
- **Alex Epstein** - Director for The Center for Industrial Progress and author of The Moral Case for Fossil Fuels
- **Gloria Feldt** - Co-Founder and President, Take the Lead Women
- **Holly Hanbury-Brown** - former Marketing Specialist with Mercedes-Benz Energy Americas
- **Jeffrey Hayzlett** - Chairman of the C-Suite Network, Author, and Global Business Celebrity
- **Colette D. Honorable** - Partner, Reed Smith LLP
- **Danielle Hunter** - Executive Vice President, General Counsel and Chief Risk & Compliance Officer, C&J Energy Services
- **Tandra Jackson** - Managing Partner, KPMG LLP
- **Deanna L. Jones** - Vice President of Human Resources and Administrative Services for Marathon Oil Corporation
- **Angela Knight** - Global Diversity & Inclusion Leader at Baker Hughes, a GE Company
- **Ana Moreno Kopf** - Manager, Supplier Diversity & Diversity Outreach, Shell Oil Company
- **Colleen Layman** - Senior Vice President and Director of Professional Engineering Service, HDR
- **Josh Levs** - Journalist, Author, U.N. Global Gender Champion and one of the Financial Times' Top 10 Feminists
- **Jody Markopolous** - Chief Supply Chain Officer at Baker Hughes, a GE Company
- **Regina Mayor** - Global Sector Head and U.S. National Sector Leader, Energy, Natural Resources and Chemicals, KPMG
- **Brian McShane** - Senior Vice President, INTECSEA Americas
- **Peggy Montana** - Board Director and former CEO, Shell Midstream LP
- **Pedro Gomez Pensado** - Head of the Oil & Gas Practice, World Economic Forum
- **Jessica Resnick-Ault** , Thomson Reuters
- **Allison Lami Sawyer** - CEO/Co-founder of Rebellion Photonics
- **Laura Schilling** - President, Pumpco Services, Inc
- **Kate Sherwood** - Senior Director, Grid Modernization Electrical Markets Division, Electronics & Energy Business Group, 3M
- **Christina Sistrunk** - President and CEO of Aera Energy
- **Johnna Van Keuren** - Vice President, Shell Wind Energy, Inc
- **Dr. Jen Welter** - First Female NFL Coach, Author, and Psychologist
- **Fred Whipple** - Vice President of Diversity, Community and Workforce, Shell
- **Barry Worthington** - Executive Director, United States Energy Association





# Why invest in **HERWorld Denver?**

- **Connect to your workforce where they are: online.** Leverage the power of digital to enhance your brand. We engage your employees (anywhere and everywhere), while we also engage the public.
- **Be a part of the only energy forum that is obsessed with relevant content** that puts a focus on diverse voices, faces and perspectives.
- **Pink Petro is a certified women owned business.** Showing support for your workforce is great but **investing in HERWorld shows your commitment to a diverse supply chain.**
- **We give back directly to support women in our industry.** Our designated non profit is **Lean In Energy**, a 501c3 affiliated with LeanIn.org / The Sheryl Sandberg and Dave Goldberg Family Foundation.

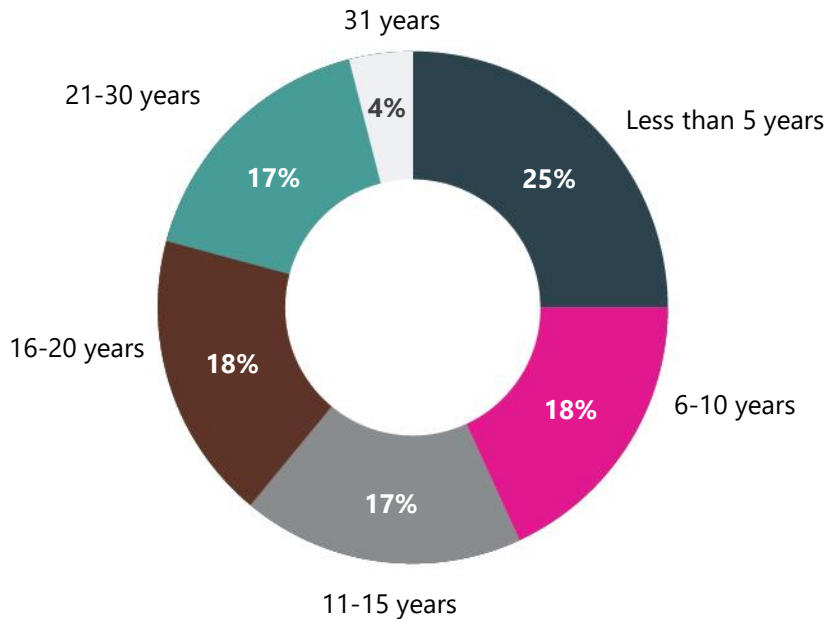


# OUR AUDIENCE

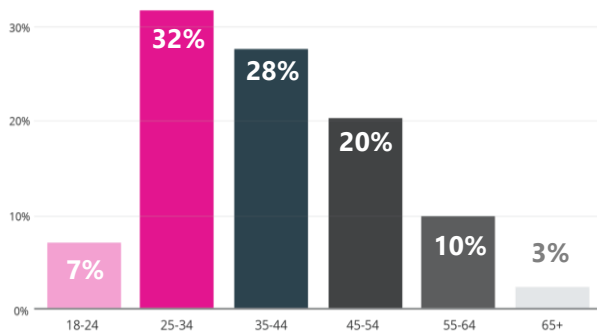
GLOBAL | INFLUENTIAL | ATTENTIVE | RELEVANT

## We reach a niche.

### YEARS IN INDUSTRY



### GENERATIONS



## We're social.

### OUR SOCIAL PROFILE



4,682



3,383



1,971



5,258

## We're loved.

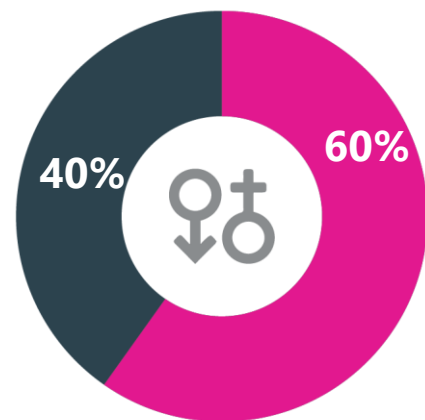
**98%**

Are likely to recommend Pink Petro to others



## We're inclusive.

Female  
Male



## We're organic.

Impressions to date: **15M**

## We're original.

**35 - 46%**

Open rate on emails



**March 8, 2019**  
**UC Denver**

Showcases your company's thought leadership to our Rocky Mountain audience by providing premium forum speaking opportunities. HERWorld gives companies the opportunity to reach niche audiences in person and digitally.

**\$7,500** (1 Available)

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# HERWorld Denver Sponsor Opportunities



## LUNCH SPONSOR

**\$5,000 SOLD!**

- **Brief comments by company representative during lunch & company materials placed at table**
- Eight (8) complimentary forum registrations with **premium** reserved seating and company table recognition onsite (one table)
- Company logo & signage recognition by lunch buffet
- One (1) article featured on PinkPetro.com
- One (1) 6' EXPO table (optional)
- Premium logo placement on website, social media, emails, and forum materials
- Verbal recognition throughout the forum
- Quarter (1/4) page advertisement in forum program
- One (1) 60-second video spot about your company played during live Denver forum
- Unlimited forum streaming to office and field host locations offsite
- 10% discount on any additional registrations for your clients or additional members of your company



# HERWorld Denver Sponsor Opportunities



## NETWORKING RECEPTION SPONSOR

**\$4,500** (1 Available)

- Eight (8) complimentary forum registrations with premium reserved seating and company table recognition
- Company logo & signage recognition at reception
- Your company vertical pop-up banner at reception (optional)
- One (1) 6' EXPO table at reception (optional)
- Logo placement on website, social media, emails, and forum materials
- Verbal recognition throughout the forum

## DENVER SIGNATURE SPONSOR

**\$4,000** (2 AVAILABLE)

- **One (1) speaking opportunities during the Denver event**
- Eight (8) complimentary forum registrations with premium reserved seating and company table recognition
- Your company vertical pop-up banner
- One (1) 6' EXPO table (optional)
- Logo placement on website, social media, emails, and forum materials
- Verbal recognition throughout the forum

# HERWorld Denver Sponsor Opportunities

## DENVER PANEL SPONSOR

**\$3,500** (ONLY 1 Still Available)

- **One (1) speaking opportunities during the Denver event**
- Eight (8) complimentary forum registrations with premium reserved seating and company table recognition
- One (1) 6' EXPO table (dependent on availability)
- Logo placement on website, social media, emails, and forum materials
- Verbal recognition throughout the forum

## BREAKFAST SPONSOR

**\$3,000** (1 Available)

- Eight (8) complimentary forum registrations with reserved seating and company table recognition
- Company logo & signage recognition by breakfast
- One (1) 6' EXPO table (dependent on availability)
- Logo placement on website and forum materials
- Verbal recognition throughout the forum

## COFFEE BREAK SPONSOR

**\$2,000** **SOLD**

- Eight (8) complimentary forum registrations with reserved seating and company table recognition
- Company logo & signage recognition by coffee
- Logo placement on website and forum materials
- Verbal recognition throughout the forum

## SHIFT SPONSOR

**\$1,500** (ONLY a few still available – Table Purchase)

- Eight (8) complimentary forum registrations with reserved seating and company table recognition onsite
- Logo placement on website and forum materials

# PREVIOUS SUPPORTERS



*The media recognize us as a trusted source.*





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[www.herworldenergyforum.com](http://www.herworldenergyforum.com)

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