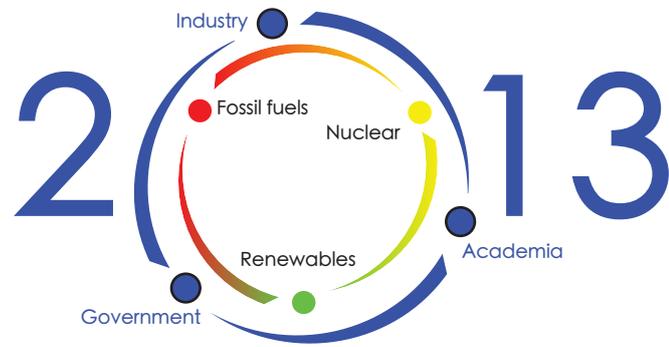


Global Energy Systems



GES 2013 presents an opportunity for your brand to be at the forefront of a new energy frontier



Our Dynamic Earth, Edinburgh
26 - 28 June 2013

Sponsorship Brochure

. This three day event will engage stakeholders in informed presentations and discussions on the changing global energy system, provided by leading academic, industry and government experts.

Held in Edinburgh's Dynamic Earth venue, attendees will learn, discuss, and create ongoing discussions to contribute to smart energy policy worldwide. We need a strong brand to support our vision for this conference.

If you have any questions after reading this brief please contact the Conference Liaison Officer, Alex Robertson:

AlexR@scenetwork.co.uk +44 (0)7917 715 150

Why Global Energy Systems?

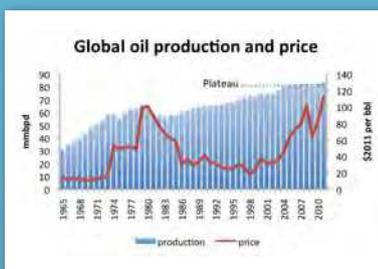
Our initiative is driven by the shared belief that an urgent need exists for real and sincere engagement across the Energy sphere. We think the integration of knowledge on energy supply & demand, and its interrelations with our economy and environment, are the core challenge we need to face to achieve smarter policy and investment decisions, both in the short and long term. In this context the conference aims to address questions such as:

- Is the threat of constraints to cheap fossil fuel supply going underappreciated?
- Can nuclear power be affordable at an acceptable level of risk?
- Are we taking the best informed decisions in our transition to renewable electricity sources?
- Does the extraction and processing of unconventional hydrocarbons deserve more government backing outside of the U.S.?
- Can allied industries exist side by side with renewables?

The organising committee does not necessarily agree on all the answers to these questions, but we do share a mutual concern that they are not widely addressed in key decision making. The complex nature of energy necessitates bringing together supply modellers, energy economists, oil companies and wind developers – among others – who need to start talking to one another over such issues. Global Energy Systems hopes to offer the forum to achieve just that.

Day 1

Can Unconventional become Conventional?



- The limits to easily accessible fossil fuels
- Frontier Fossil Fuel Technologies
- Debate: Energy Scarcity, Threat or Fiction?

Day 2

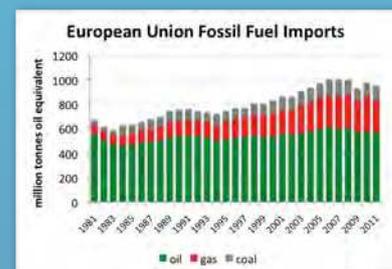
The Future of the Electricity System



- The viability of Nuclear Power
- Challenges of a Renewable based Grid
- Debate: What electricity future to steer towards – friction between unconventional Fossil Fuels versus Renewables?

Day 3

The economic and policy of energy systems



- Understanding the balance between Supply, Demand, and Price of Energy
- Panel Discussion on Key Information, Data & Policy Gaps in the Energy sphere
- Energy Modelling workshop

The conference will be highly interactive, will generate large amounts of industry and national press coverage and will feature live broadcasts. The 300 attendees will be from a wide range of industries and sectors, from students through to start-ups and managing directors of international companies.

Confirmed Speakers

Professor Sir David King

Became the Smith School's (Oxford) first Director in January 2008. Since then, he has drawn together an elite group of full-time, associate and visiting academics from all over the world to be part of the School. With them, he is forging links with global businesses and politicians from every continent to achieve the Smith School's aims – to help leaders in business and government make well-informed decisions to secure a sustainable low carbon future.



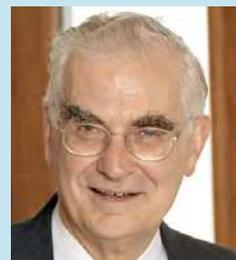
Dr. Jeremy Leggett

Founder and Non-Executive Chairman of Solarcentury and founder and Chairman of SolarAid, a charity set up by Solarcentury. He is also a founding director of the world's first private equity fund for renewable energy, Bank Sarasin's New Energies Invest AG (2000-present). He was a member of the UK Government's Renewables Advisory Board from 2002-6. He has recently been appointed a CNN "Principal Voice," and described by the Observer as "the UK's most respected green energy boss." His critically-acclaimed books *The Carbon War* and *Half Gone* cover climate change and peak oil.



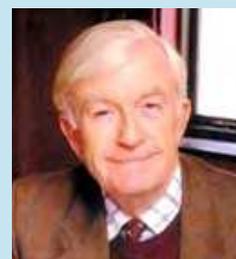
Lord Ron Oxburgh

A graduate of University College, Oxford and Princeton University (PhD) (1960) where he worked on the emerging theory of plate tectonics. He has taught geology and geophysics at the Universities of Oxford and Cambridge. At Cambridge he was head of the Department of Earth Sciences and President of Queens' College. He has been a visiting professor at Stanford, Caltech, and Cornell. From 1988 to 1993, Lord Oxburgh was chief scientific adviser to the Ministry of Defence, and Rector of Imperial College London from 1993–2000.



Professor Michael Jefferson

Prof. Michael Jefferson studied at University College, Oxford and then the London School of Economics, before going into an economics consultancy, an industrial policy body, and then becoming Chief Economist of The Royal Dutch / Shell Group. He spent nearly 20 years in Shell in various roles, from Head of Planning in Europe to a Director of Oil Supply and Trading. He then spent ten years as Deputy Secretary-General of the World Energy Council.



Partners and Sponsors

Our advisory board represents the support we have from all sectors and industries for this conference. We are looking to add more partners to the list as well as find event sponsors, a conference meal sponsor and a headline sponsor.



Cabot Institute



UPPSALA
UNIVERSITET



UNIVERSITY
OF ABERDEEN



CHATHAM HOUSE

Independent thinking on international affairs



US
University of Sussex
The Sussex Energy Group



University of
Reading

Event Marketing

The event will be marketed via several media. Our marketing includes:

PRE EVENT

- Using social media to generate interest and ‘buzz’ around the event
- Publishing articles, opinion pieces and discussions in national, international, and industry press
- Spark interest through our 10,000+ energy professionals network
- Fostering an active and engaging website to maintain interest
- Use our already extensive and growing conference partners network to gain momentum

DURING THE EVENT

- Recording and live streaming the talks and panel sessions to the web
- Encourage active engagement through Twitter and messaging platforms to engage with those unable to attend the conference
- “as it happens” reporting to our website on conference discussions
- Day by day summary reporting at key well visited on-line blogs

AFTER THE EVENT

- Recordings will remain accessible on the web
- Continued media presence
- Publication of conference proceedings in a high-level journal
- Engaging attendees to continue the discussion towards next events
- Dedicated conference summaries by selected media partners



We want to ensure that sponsors gain a significant amount of coverage through this conference. They will gain access to leaders in the energy sector from all over the world and will receive good exposure through displays, website, and conference materials, pre- during- and after the event.

How can your company or organisation get involved?

If you become a sponsor of Global Energy Systems 2013, we would ask that you have an active input before the conference, on the day and also afterwards to ensure we create lasting discussion. We would like your input on:

- Speakers
- The policy discussions at end each day
- Becoming involved in what key points need to be addressed on each day
- Developing connections with other organisations which you feel should be involved

Sponsorship Opportunities Available

Headline Sponsor

We need someone to be a strong partner, get involved with every aspect of the conference, and also to provide financial backing to ensure that this conference delivers what it has set out to do. Our headline sponsor would receive a huge amount of exposure.

£50,000

Conference Dinner Sponsor

The conference dinner is a real opportunity for all of the attendees to mix together and to continue the discussions started at the conference. We also want this to be an opportunity for them to relax. Held in the Hub on the Royal mile it will be an excellent way to show support for the conference.

£15,000

Sponsorship Packages

Gold Sponsor

- 6 complimentary subscriptions
- Prominent web exposure
- Prominent brochure exposure
- Event exposure
- Media exposure

£15,000

Silver Sponsor

- 4 complimentary subscriptions
- Web exposure
- Brochure exposure
- Event exposure

£10,000

Bronze Sponsor

- 2 complimentary subscriptions
- Web exposure
- Some brochure exposure
- Some event exposure

£5,000

If you would like to know more about how you can get the most out of being involved in GES2013 please get in touch as soon as possible.

Alex Robertson – +44 7917 715 150