

Offshore Europe 2021 Sponsorship Opportunities



Organised by



Society of Petroleum Engineers

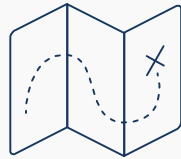


Sponsorship Opportunities and Their Benefits



Lead Generation

Get enquiries from and connect with our audience of senior professionals from across the globe



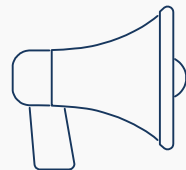
Promote your presence at the show

Highlight that you will be attending the Offshore Europe event to the decision makers. This increases your likelihood of onsite meetings and high traffic on your stand.



Thought Leadership

Be recognised by your target audience as authority and experts in your area of specialism (haircare, fragrance, lab equipment etc.) over and above your competition.



Brand Exposure

Get your brand and products out in the industry to raise awareness and engagement from our audience. For well-known brands, this objective ensures you maintain your status and recognition in the industry.



Drive Engagement

The opportunity to interact face-to-face and build relationships with existing and prospective clients

Opportunities During the Show

Registration

Lanyards

Bags

Personalized Notebooks

Giant iTab

Mobile app

Info Points

High Impact Escalator Banner

Hall Visibility Internal Aisle Billboard

Taxi Drop-off Banner

Bus Drop-off Banner

Conference/Summit Headline Sponsor



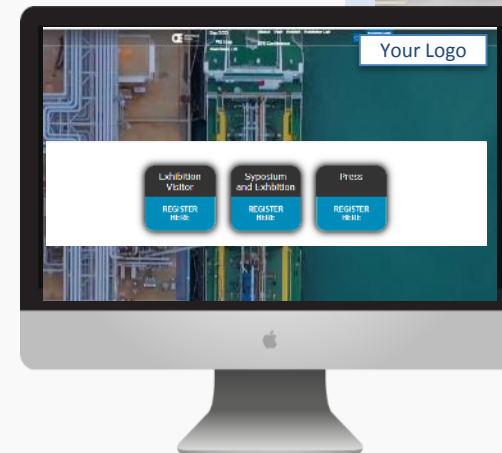
Registration Sponsorship (Online and Onsite)



What am I buying?

Exclusive sponsorship of the OE21 registrations including:

- Super Leaderboard Banner on the OE website (970 width x 90 height)
- Logo and the words 'Sponsored by' on the registration page of the OE website
- Logo to appear at the top of all pages of the online registration form
- Banner to appear at the bottom of the confirmation page (banner dimensions)
- 'Sponsored by' - sponsors logo to appear on confirmation email
- All emails sent promoting registering for the event to include the company logo
- Branding to appear within the onsite registration areas – The branding will be a ratio of approximately 80:20 in this order OE / sponsor
- 1 x member of sponsors staff in polo shirt or business attire allowed to distribute literature from the registration area
- Onsite registration forms to include sponsors logo
- Pens to be used for Onsite registration will include sponsors name
- Touch screens to include sponsors logo



Price:

- £30,000

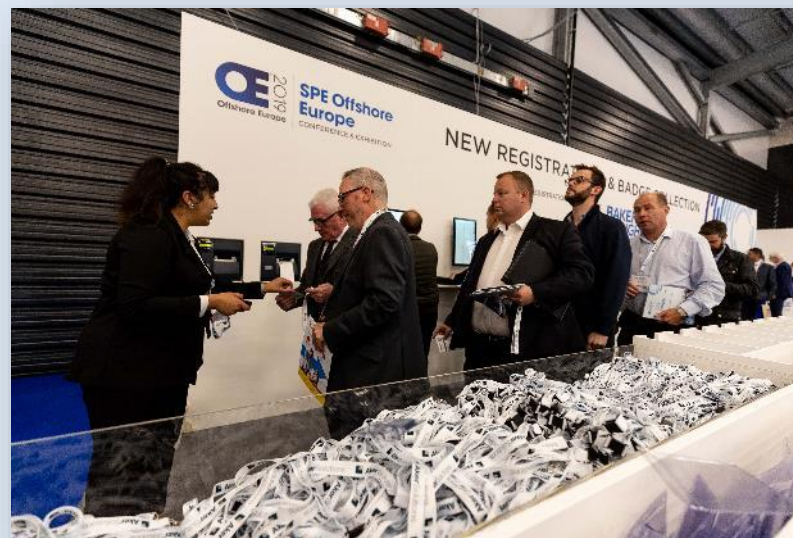
Lanyards

What am I buying?

Your brand will be printed on all exhibitor, visitor and VIP lanyards at the show (12,000 pcs). Be seen throughout the show with one of the most prominent promotional opportunities.

What are the benefits?

Brand Exposure: Your company branding will be on the lanyards of all 38,000+ visitors and exhibitors.



Price:

- £30,000

Bags



What am I buying?

Your logo on bags given to visitors and VIPs at the registration areas. Turn every visitor into an advertising board for your brand. This is incredible exposure!

What are the Benefits?

Brand Exposure: Your company branding will be on the bags of visitors and VIPs, and when carried around your brand will be visible to 38,000+ visitors, VIPs and exhibitors throughout the expo.

Production and costs for approximately 8,000 bags will be undertaken by the sponsor. The bag must include the Offshore Europe logo and is subject to Reed Exhibitions approval. We will need confirmation of how many bags and pallets you will be sending.

Price:

- £25,000



Personalized Notebooks

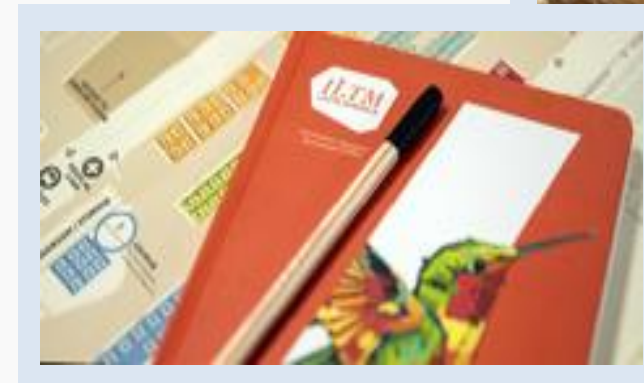
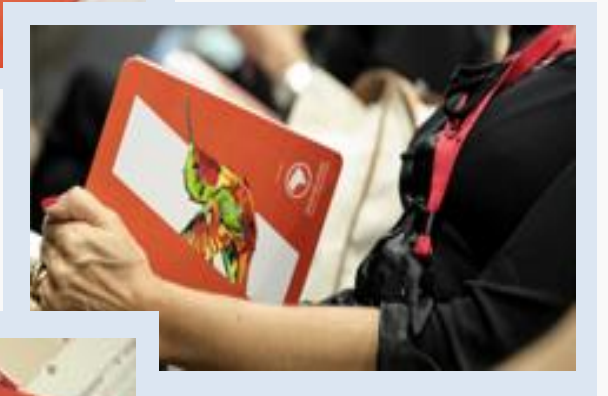
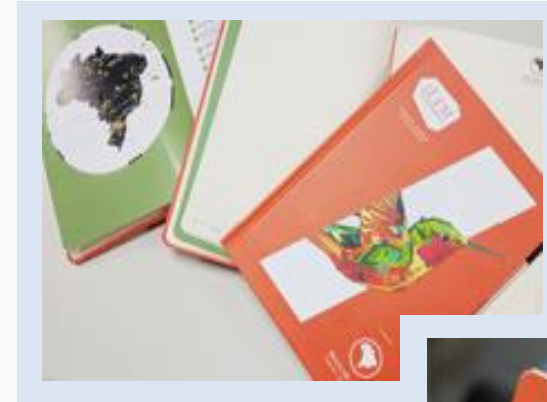
What am I buying?

Your logo As delegates sit in session, gaining new insights and knowledge where are they going to record this? How are they going to capture the inspiring content to refer back to once the conference is over? This is when the notebook comes into play! Gifted to all delegates and used heavily to record meeting notes throughout the week this is the perfect opportunity to ensure your brand is seen throughout the event. Guests will return back to their day-to-day after event, carrying all of the insights gained – inside your branded notebook as an ongoing reminder of what you can offer

- Your Logo to be placed on the front cover and pages of notebooks handed to all attendees
- A 4 x page ad on the inside cover you can use to showcase your brand
- Sponsors logo on the official catalogue and official printed floor plan.
- Take it to the next level and add a branded pen!

Price:

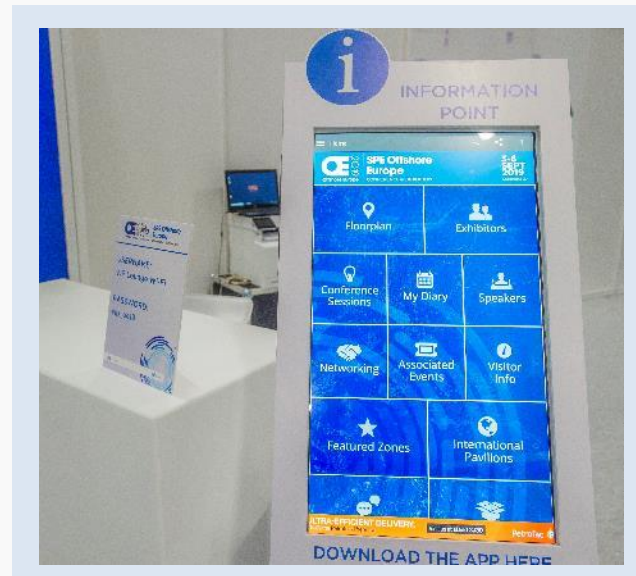
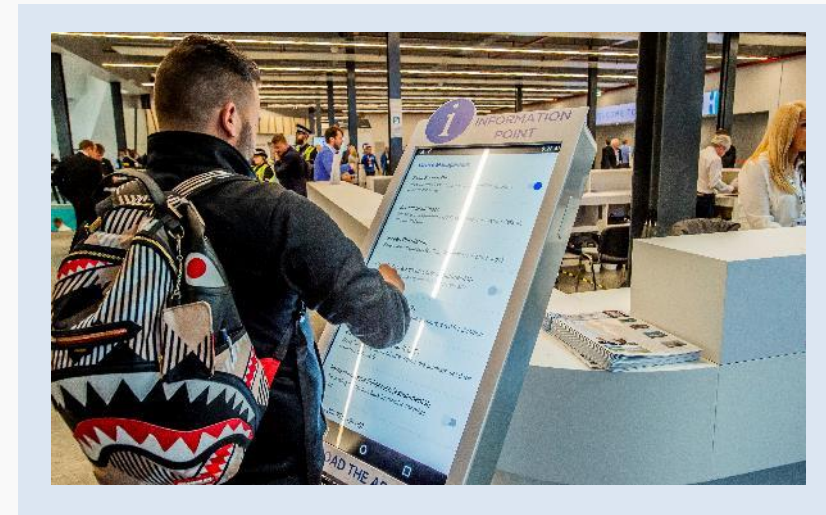
- £10,000



Giant iTab Sponsor

What am I buying?

At various key intersections throughout Offshore Europe our giant iTabs are touchscreen floorplans for route finding. They also host key information on the exhibition and conference and links to key sessions and areas. Capture visitor's attention with your corporate logo on all holding screens



Price:

- £20,000

Mobile App Sponsorship

What am I buying?

Exclusive sponsorship of the Offshore Europe event app including:

- Brand exposure before, during and after the event
- Your logo on the app splash screen
- 1 push notification per event day – delivered to the home screen of attendees device
- Sponsored app section dedicated to information about the sponsor
- Branding on dedicated marketing materials (email, website, social media & onsite)
- Sponsored banner in the app

Price:

- £20,000



Info Points

What am I buying?

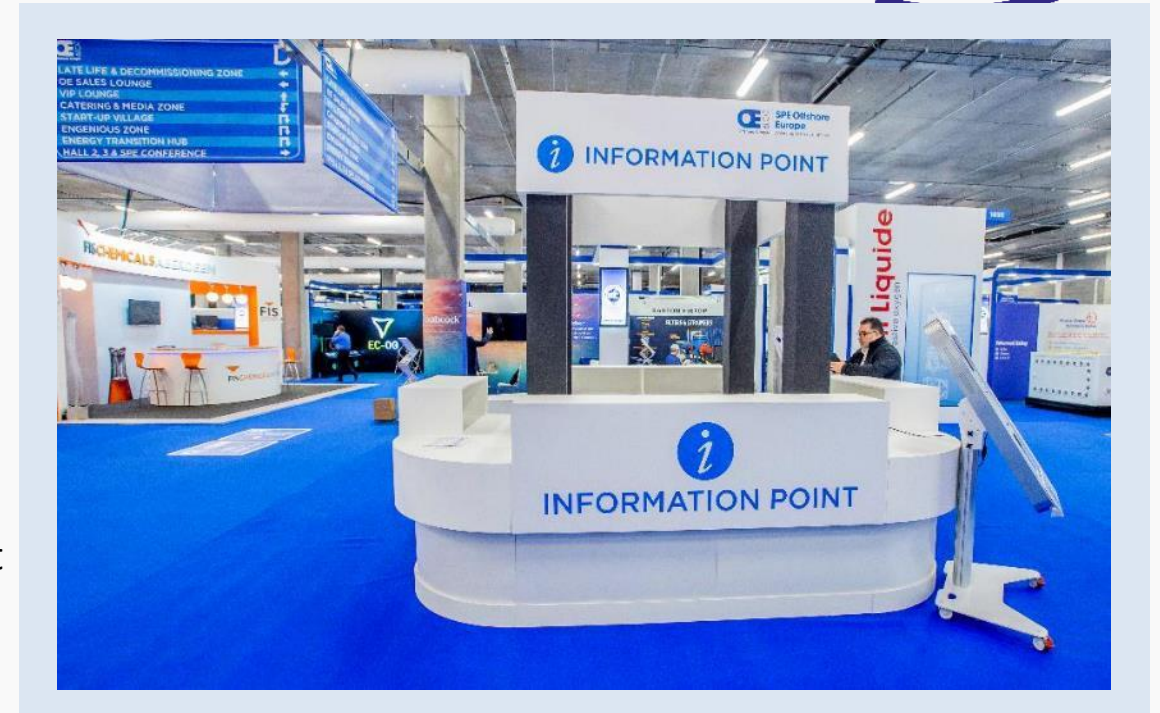
- Your brand will be appear on the signage for all 3 information points
- You can place promotion material on each information point (to be produced by the client)
- Branded polo shirts with logo
- Branded pens with logo
- Info point can be customised (subject to approval)

What are the benefits?

Brand Exposure: Achieve maximum exposure as attendees walk around the show and obtain directional advice from our ambassadors. Highlight your strong association with OE and stand out as key player.

Price:

- £15,000



High Impact Escalator Banner



What am I buying?

Prominent large advert above escalator between hall 1 and main concourse

What are the benefits?

Brand Exposure: Your brand will be seen by all that use escalators. Drive increased traffic to your stand. Consider what you include on your advert - make sure it gives visitors a reason to come to your stand.



Price:

- £10,000

Hall Visibility Internal Aisle Billboard

What am I buying?

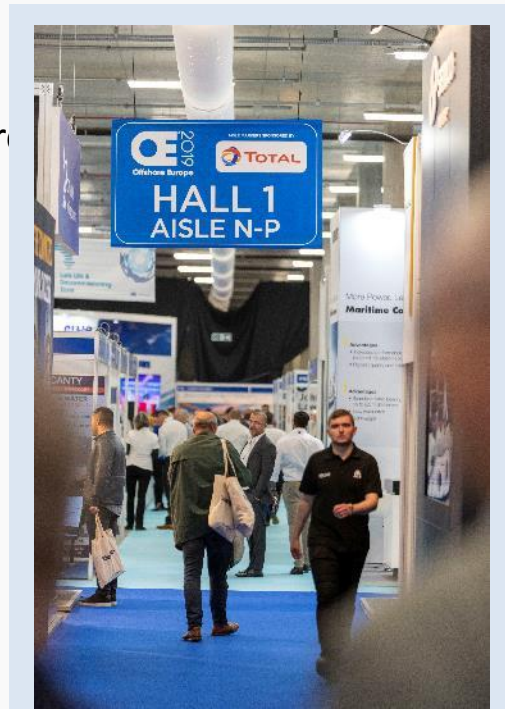
- Strong brand presence within the exhibition halls with logo featured on every aisle banner throughout the halls
- Fully branded panels in chosen halls (3 halls available)

What are the benefits?

Brand Exposure: Increase your brand exposure in halls that you are not exhibiting in.
Drive increased traffic to your stand

Price:

- £16,000



Taxi Drop-off Banner

What am I buying?

Exclusive signage at the taxi drop off area

What are the benefits?

Brand Exposure: Achieve maximum exposure before the 38,000 attendees even go through the doors. Keep at the forefront of their mind as they begin their.

Price:

- £5,500



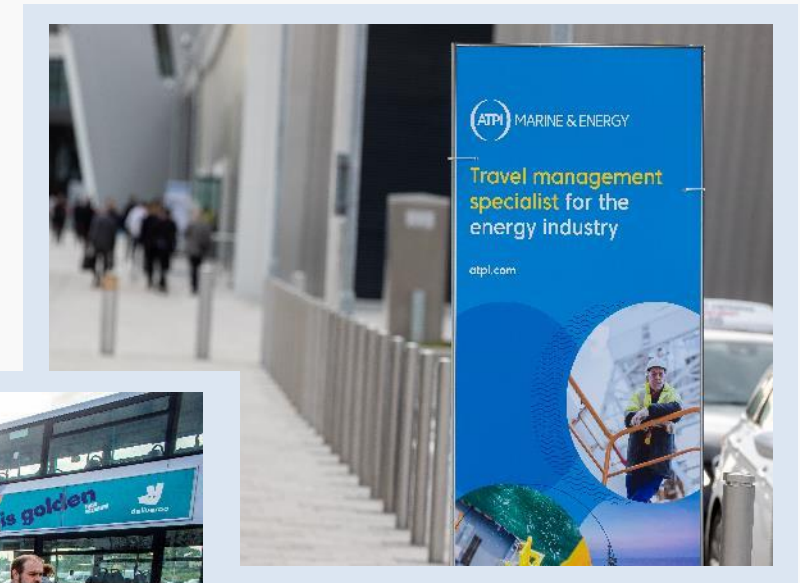
Bus Drop-off Banner

What am I buying?

Signage at the bus stops on the bus routes

What are the benefits?

Brand Exposure: Increase your brand exposure and drive increased traffic to your stand. Catch people's attention as they arrive and encourage them to visit your stand.



Price:

- £15,000



Conference/Summit Headline Sponsor

What am I buying?

- Branding on all pre-exhibition and promotional material as the 'Headline Sponsor' including (where applicable) Visitor Information Leaflets, Preview Magazine, Event Catalogue, conference holding slides.
- Your Banner / logo placed on the Conference Programme page of the website, post Conference branding and sponsor's logo on presentation download page, email reminder including sponsor's branding.
- Branding onsite at the Conference venue. Branded distribution bin / literature racks for your promotional material at the entrance and onsite mention in the Conference Welcome speech.

Price:

- £30,000



Zones and Areas

VIP Lounge

Seating and Recharge zones

Energy Transition Theatre Sponsor



VIP Lounge Sponsorship



What am I buying?

Your logo will appear externally as the official sponsor of the VIP Lounge.

- The opportunity to display an interactive video on the digital screens. This will be shown in loop with other videos.
- Product installation within VIP Lounge (Seating unit)
- Your logo to appear on VIP Lounge directional signage
- Your logo or name to appear on all pre-promotional emails whenever the VIP Lounge is mentioned
- Your logo to appear on the VIP Badge Mailer. This will be in conjunction with the badge mailer sponsor
- Sponsor permitted to place product & promotional material within the lounge
- VIP passes for up to 3 of your staff to access the lounge
- Table toppers placed on tables promoting your brand and your stand
- Your logo on homepage of OE website
- Sponsor listed on sponsor's page on the website
- Sponsor promoted via social media

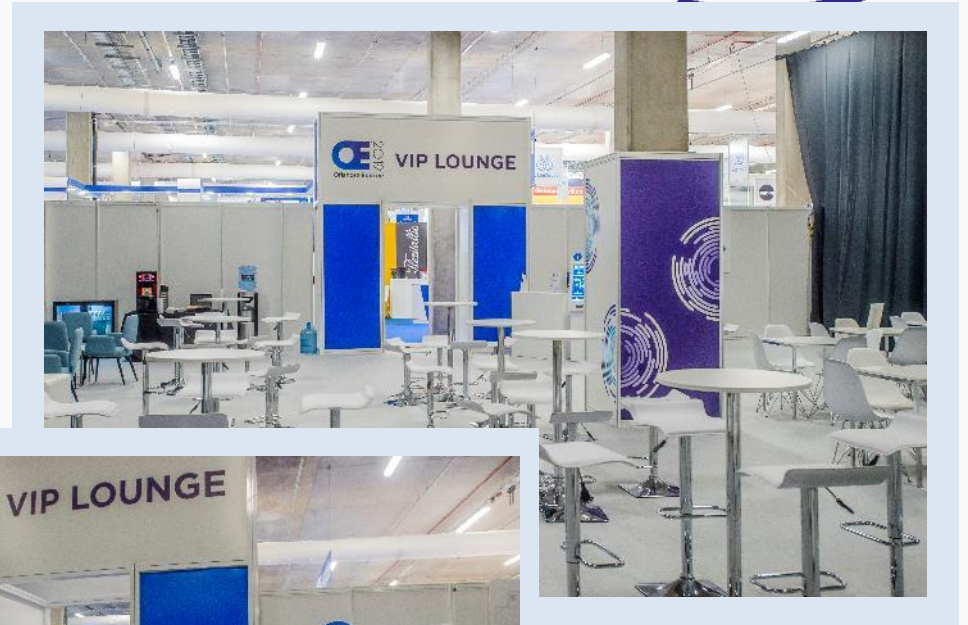
Price:

- £10,000

What are the specs?

Logo: JPEG, EPS and PNG format.

Optional additional branding: Production and costs for all promotional materials are to be undertaken by the sponsor and are subject to Reed Exhibitions approval.



Seating and Recharge Zones



What am I buying?

- Working chairs and tables with branding on table tops
- Branding on charging benches for any mobile or tablet device
- Literature display – promote your latest products!
- Your 12 second looped advert in video or animated/static image format will be displayed on the digital signage screen alongside show videos.
- 1 x carpet tile



Price:

- £12,000

Energy Transition Theatre Sponsor

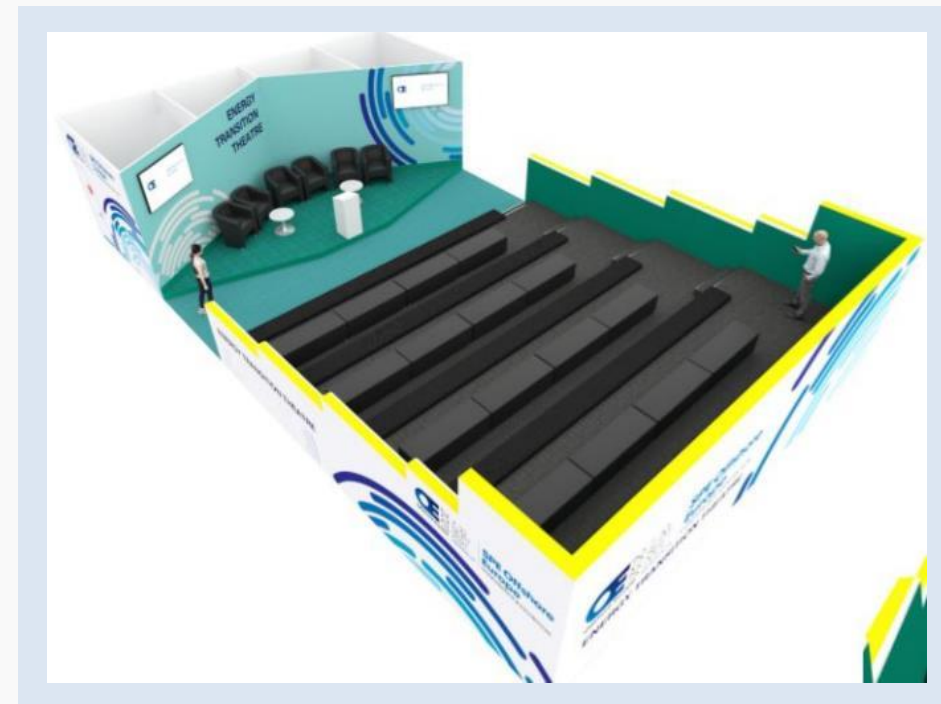


What am I buying?

The Energy Transition Theatre welcomes 3 days of thought leadership in a premium location in Hall 3. Aligned with the key themes of the 2021 event, this is sure to be one of the not-to-miss locations during OE21.

- Thought Leadership package - 30 mins presentation Tues-Wed-Thurs plus full branding
- The Chair package - Chair and curate 1 entire day of content

2019 sponsors included



Price:

- Thought Leadership package - £12,000
- The Chair package - £25,000

Networking Opportunities and Events

Coffee Break

Lunch Break

Networking Party



Coffee Break



What am I buying?

- Two pull up banners with your branding and logo on display during your chosen coffee break.
- Your logo will appear on the Sponsors page of the Conference website.
- Your logo will also be on selected coffee break signage.
- You have the opportunity to place additional branding in the coffee break area during your chosen coffee break.

Choose your day

- Tuesday 7 September, 2021
- Wednesday, 8 September, 2021
- Thursday, 9 September, 2021
- Friday, 10 September, 2021

Price:

- £10,000



Lunch Break

What am I buying?

Capture buyers attention whilst they are refuelling ready for a big afternoon on the show floor by sponsoring a lunch break. This fantastic opportunity includes:

Two pull up banners with your branding and logo on display during lunch

- Your logo/advert on table signage on tables during lunch at 12:00-15:00.
- Your logo will appear on the Sponsors page of the Conference website.
- Your logo will also be on selected lunch break signage.
- Opportunity to place additional branded gifts, cutlery or napkins in the lunch area

Choose your day

- Tuesday 7 September, 2021
- Wednesday, 8 September, 2021
- Thursday, 9 September, 2021
- Friday, 10 September, 2021

Price:

- £12,500



Networking Party



What am I buying?

The day is over, it's time to relax, grab a drink and spend some time working the room! What better way to cement your networking presence than by being the exclusive sponsor of the official Networking Party!

Included in this fantastic opportunity is:

- Table-top tent cards with your branding at the Party.
- Your logo will appear on the Sponsors page of the event website.
- Your logo will also be on selected Party signage.
- You have the opportunity to place additional branding at the Party.

Choose your day

- Tuesday 7 September, 2021
- Wednesday, 8 September, 2021
- Thursday, 9 September, 2021
- Friday, 10 September, 2021

Price:

- £20,000



Digital opportunities Before the Show

Website Banners

Remarketing

Webinar

Social Media

Email



Website banners

What am I buying?

A hyperlinked banner in front of visitors to the OE website, displayed to thousands of industry professionals

- 224,589 users per year
- 158,062 users in the preceding 6 months to the event
- 106,890 users in the preceding month to the event

Choose your banner position and choose the website page.

- Homepage: 203,627 in 2019
- Exhibitor Directory: 136,554 in 2019
- About: 17,950 in 2019
- Visit: 17,024 in 2019
- Conference: 11,977 in 2019

Choose your banner position:

- Top Leader board banner: £ 8,250
- Medium rectangle banner: £5,000
- Leader board banner: £ 7,250



- (A) Top Leaderboard Banner (C) Leaderboard Banner
(B) Medium Rectangle Banner (D)

Remarketing

What am I buying?

Our Remarketing Campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

Your adverts can be targeted to specific countries or worldwide and each targeted professional will be shown your advert between 2 and 20 times.

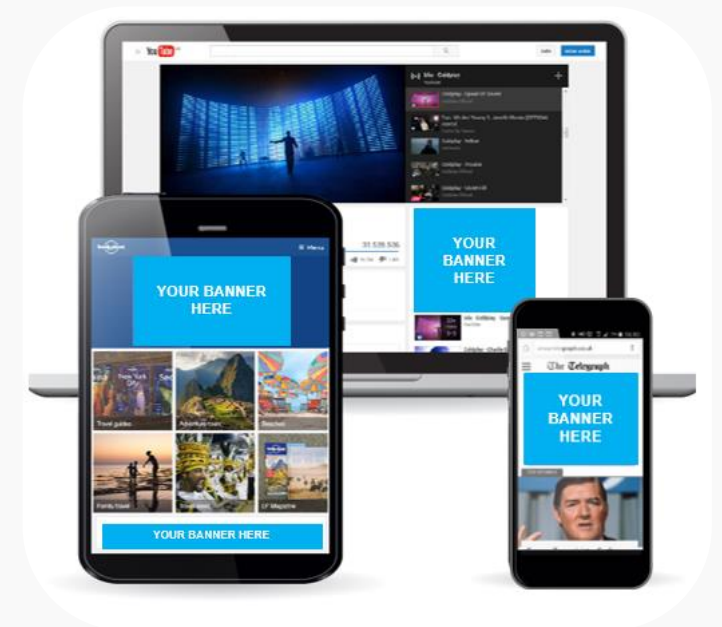
Case study:

R&B Switchgear Group remarketing campaign

- June/September 2019
- 28,221 impressions
- 279 clicks
- 0.99% click through rate

Choose your reach:

- 200,000 impressions: £8,500
- 100,000 impressions: £6,000
- 50,000 impressions: £3,500
- 30,000 impressions: £2,000



Example websites:



Webinar

What am I buying?

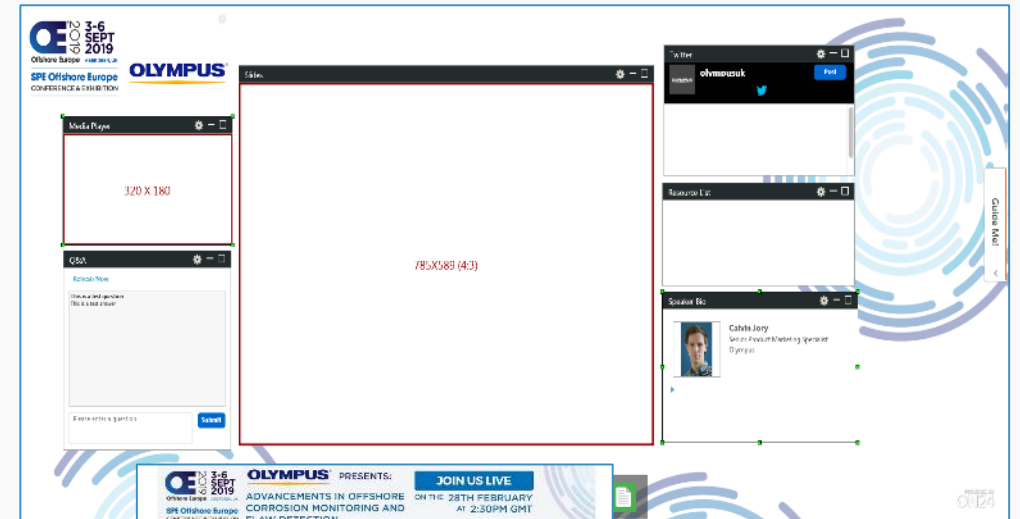
The opportunity to present your content to professionals watching live or on-demand through an exclusive online presentation (webinar up to 1 hour) dedicated to you and your message.

What are the benefits?

- Generate pre-show leads: Receive the contact lists of pre-registrations, live/on-demand attendees, with the questions they asked and polls.
- Brand exposure to thousands.
- Content available 24/7 on demand.
- 1 bespoke email to the show's database promoting the webinar.
- Promotion within 1 visitor email (through use of a content block).
- Social media promotion to the show's audience for 2 weeks before the webinar.

Webinar Price:

- £5,000



Social Media

What am I buying?

A mention to thousands of followers on either Offshore Europe's LinkedIn, Facebook or Twitter platform before or during the event. This can mention your stand number to drive visitors to your stand during Offshore Europe 2021; Position your company as industry experts.



3,484 + Facebook members



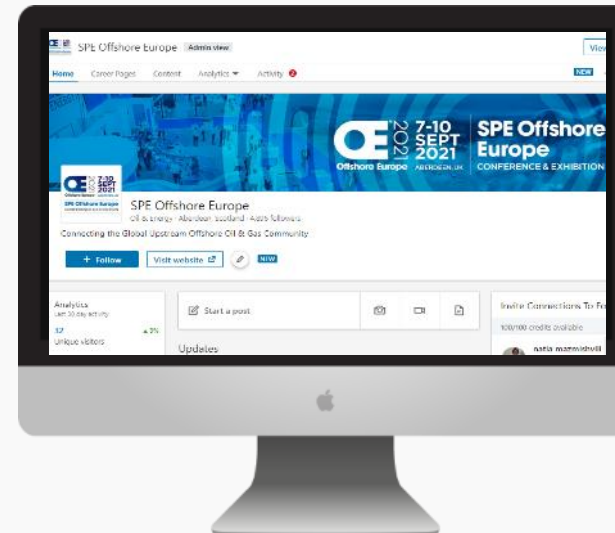
19,950 + Twitter followers



4,900 + LinkedIn followers

Price:

- £750



Email Sponsorship

What am I buying?

Promote to our visitor database (over 43,000) in an email with either:

1. Title, description, 275x170 image and button
2. 610x120 banner

What are the benefits?

- Add your logo and content block will be integrated within our content, you will reach the full database without losing out on recipients opting out of 3rd party emails.
- Those that click on your ad can be taken to your directory listing or your website where they can send you a message.
- You have the flexibility to choose to target all visitors or a more selected audience.

Case study - Seed Technologies Corp Ltd Digital

- Volume sent to: 11,907
- Delivery rate: 98.55% (11,734)
- Unique open rate: 23.73% (2,784)
- Click to open: 25.21%

Price:

- £2,500



OE 2021 7-10 SEPT 2021 **SPE Offshore Europe**
CONFERENCE & EXHIBITION

A sneak peek at our big ideas for 2021

A SNEAK PEEK AT OE21
THE OFFSHORE EUROPE 2021 CONFERENCE & EXHIBITION

Connecting you to the market in new and innovative ways

Dear Leads,

The energy sector is in a period of dramatic change and challenge, and we need to face it together. This is a turbulent time for all of us but business must continue and it is imperative we plan to thrive for our markets 2021!

So, on behalf of the OE21 team, we thought you might be interested to hear what exciting new features we have in store for you at next year's conference and exhibition.

If we never meet more important to strengthen connections with industry partners, colleagues and customers and we think you'll be excited by what you see below.

[Register your interest](#)

Option A
Your Logo Here

Option B
Your Logo Here

OE 2021 7-10 SEPT 2021
Offshore Europe **ABERDEEN, UK**

SPE Offshore Europe
CONFERENCE & EXHIBITION