

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

**SPE Offshore  
Europe**  
CONFERENCE & EXHIBITION



# EXHIBITING, ADVERTISING AND SPONSORSHIP

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Organised by:



OE19 Official Patron:



OE Official Media Partner:



@SPE\_OE



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# ABOUT SPE OFFSHORE EUROPE



SPE Offshore Europe is a leading exhibition for the global upstream industry, providing a single platform for 800+ companies to showcase solutions across the oil and gas industry to 38,000+ technical professionals, responsible for offshore projects across the world.

Join the industry leaders in the international subsea centre of excellence, and be part of a renowned

exhibition and SPE produced conference, which delivers local and international business directly to you.

Demonstrate your company capabilities, generate hundreds of valuable new leads and strengthen existing relationships, face-to-face, in one convenient location.

## KEY EVENT STATISTICS

**800+**

EXHIBITORS

**38,000+**

TOTAL ATTENDANCE (APPROX.)

**164**

ACCREDITED MEDIA ATTENDEES

**119**

COUNTRIES REPRESENTED

**18**

INTERNATIONAL PAVILIONS

**12**

KEYNOTE SESSIONS

**65+**

TECHNICAL PRESENTATIONS

**HIGH LEVEL PLENARY SESSION**

## ABERDEEN, THE ENERGY CAPITAL OF EUROPE

As the energy capital of Europe, as well as a key production hub, Aberdeen has cemented itself firmly on the map as a leading centre of R&D for subsea technology and expertise. Setting the global standards for the industry. Production and operations, technologies and techniques developed in Aberdeen are used in oil and gas fields all over the world.

This status is being supported by the evolution of Aberdeen's main exhibition venue. OE21 takes place at the state-of-art TECA - The Event Complex Aberdeen, in Dyce, which encompasses 48,000m<sup>2</sup> of internal exhibition space, with an extra 10,000m<sup>2</sup> outdoor space. TECA also features purpose built exhibition spaces, enhanced conference facilities and new hospitality options. In addition, there are three on-site hotels, over 2,200 rooms within a five minutes drive of the venue and close links to the airport terminal.



**PR COVERAGE EQUIVALENT TO £1 MILLION ADVERTISING SPACE**

**100,000+**

DATABASE CONTACTS

**24,000+**

SOCIAL MEDIA FOLLOWERS

**55+**

MEDIA & ASSOCIATION SUPPORTERS

# EXHIBITOR PROFILE

## PRODUCT TYPES



## 18 INTERNATIONAL PAVILIONS INCLUDING

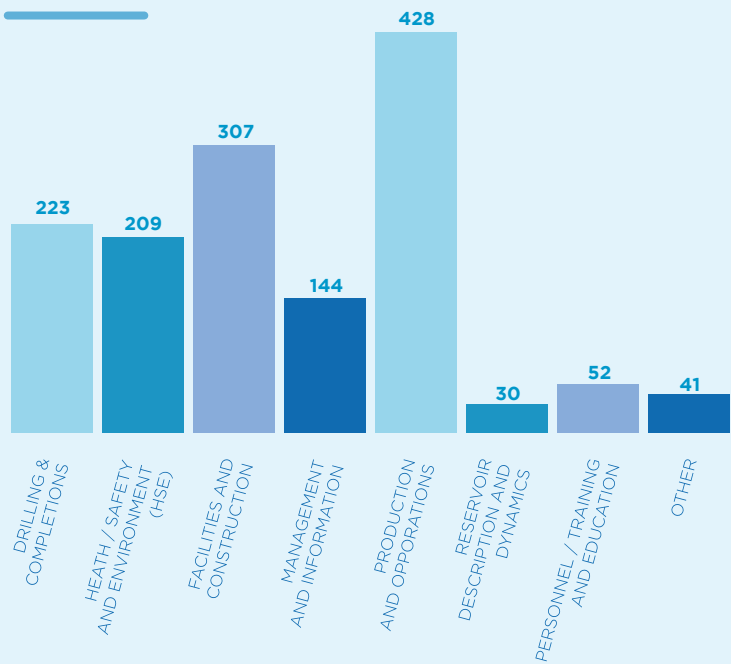


It is a source of inspiration for young and old engineers displaying the variety of products in the oil industry.

**ROBERT CARDNO, ENGINEER, AKER SOLUTIONS**



## PRODUCT & SERVICES



## EXHIBITOR OBJECTIVES

**73%**

**PROMOTE BRANDS / PRODUCTS / COMPANY**

**77%**

**GENERATE DOMESTIC SALES LEADS**

**75%**

**RAISE AWARENESS OF BREADTH OF COMPANY OFFERING**

**67%**

**GENERATE INTERNATIONAL SALES LEADS**

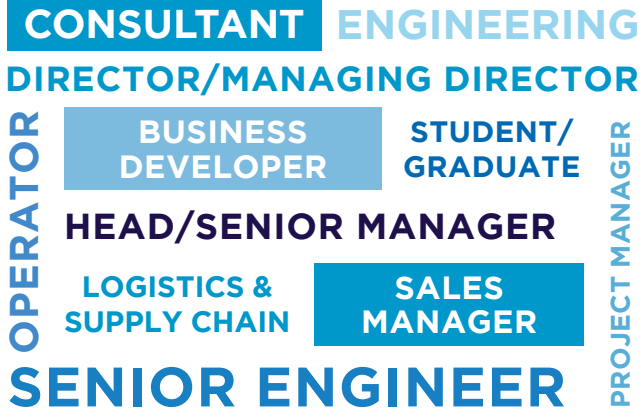
**58%**

**NETWORK WITH OTHER EXHIBITORS**



# VISITOR PROFILE

## JOB FUNCTION

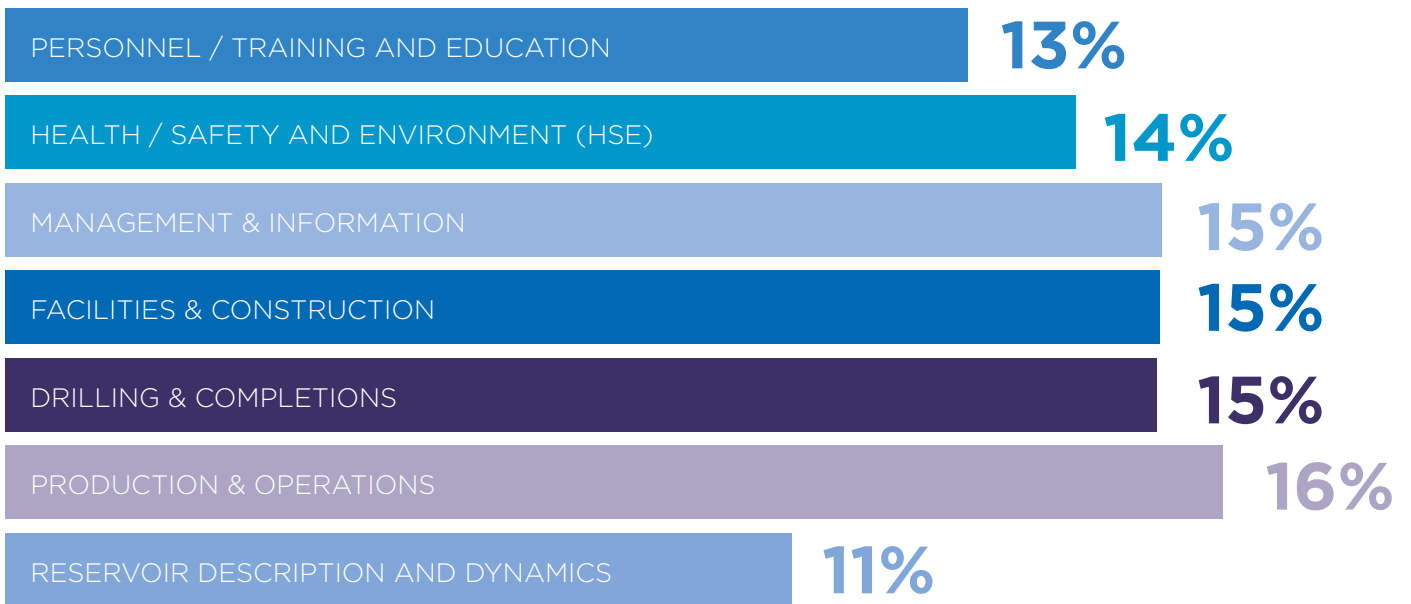


**60%+** OF VISITORS DIRECT OR INFLUENCE PURCHASING

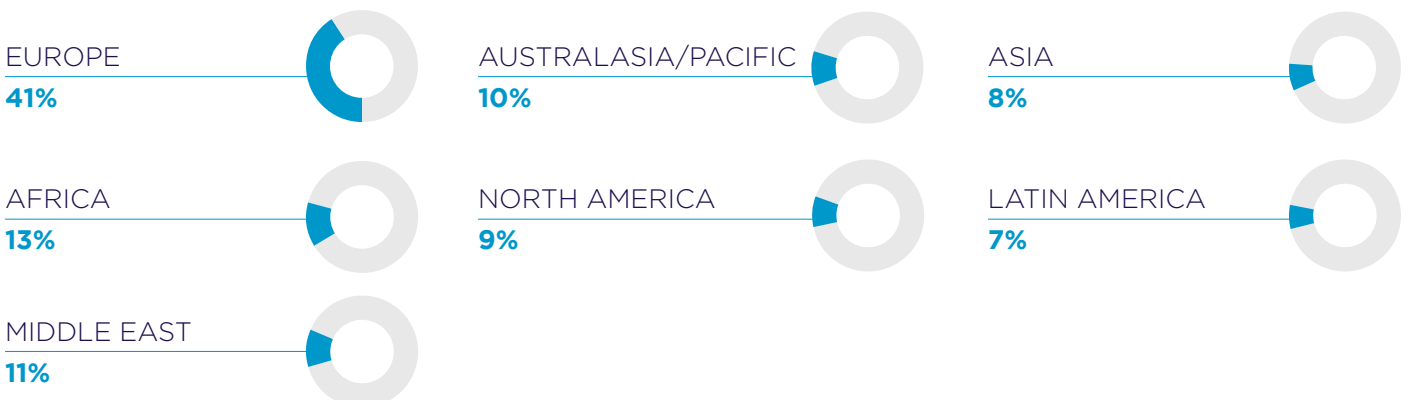
**65%** OF VISITORS ARE MANAGEMENT LEVEL OR ABOVE

**200,000+** UNIQUE WEBSITE VISITORS IN 2019

## TOP PRODUCT AREAS OF INTEREST



## GEOGRAPHICAL AREAS OF RESPONSIBILITY



# VISITOR PROFILE

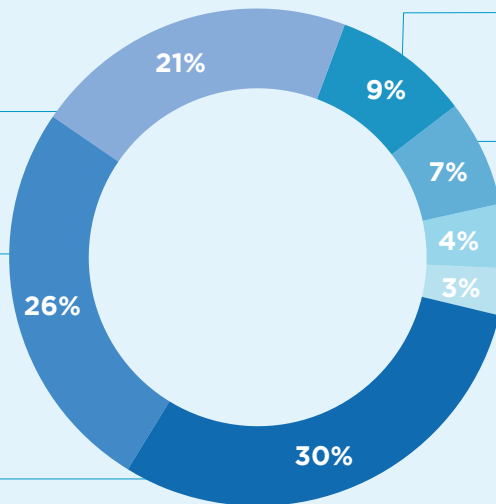


## TOP VISITOR AIMS

**Visit different exhibitor stands** to see what is new and interesting in the industry

**Gather industry knowledge** and learnings through talks or presentations

**Networking to meet new people** in order to create new opportunities



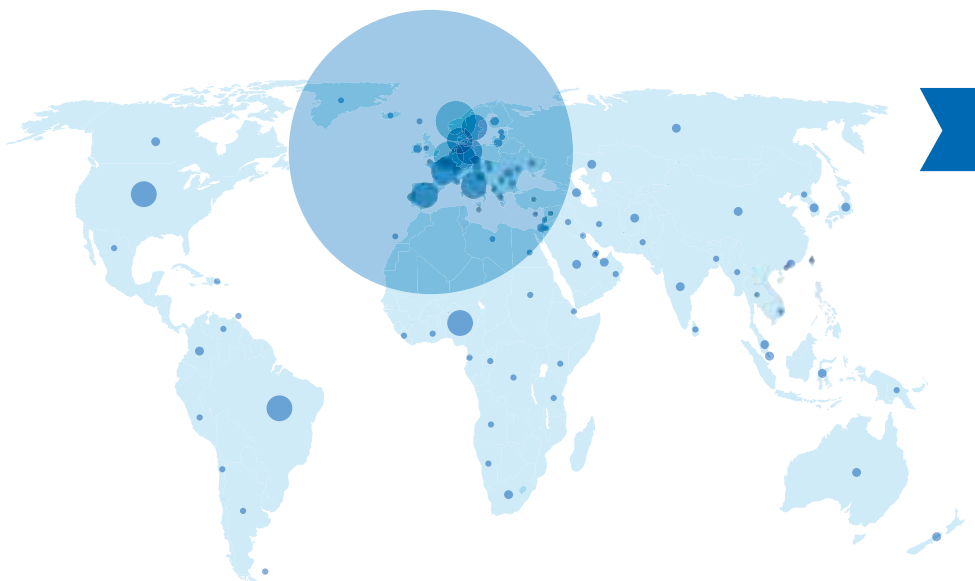
**Meet with a few specific people** or companies that I want to do deals with

**Meet with existing suppliers** and partners to discuss current or past business

**Talk to as many suppliers as possible** in order to achieve specific business objectives

**Socialise with existing contacts**

## A GLOBAL AUDIENCE



# 119

COUNTRIES ATTENDED OE19

### INCLUDING

BRAZIL  
CANADA  
GHANA  
NIGERIA  
SAUDI ARABIA  
UAE

# THE CONFERENCE



SPE Offshore Europe allows the industry to come together and discuss what really matters.

The event presents a great opportunity for us to challenge ourselves in the North Sea basin. It's a harsh and demanding environment that has seen the industry overcome the odds and achieve feats of engineering that will go down in history. But we don't always get it right and we certainly don't have a monopoly on good ideas. I want OE events to not only look at what is going well in the North Sea but also to engage with the best of what is happening around the world. It is only by sharing best practice and being open to new ideas that we can truly break through to excellence.

**MICHAEL BORRELL, SPE OFFSHORE 2019 CONFERENCE CHAIR  
AND SENIOR VICE PRESIDENT, NORTH SEA AND RUSSIA, TOTAL E&P**



**4,300+**

CONFERENCE DELEGATES

**150+**

SPEAKERS

**65+**

TECHNICAL PAPERS PRESENTED

**29+**

CONFERENCE SESSIONS

**4**

BREAKFAST BRIEFINGS

**3**

TOPICAL LUNCHES

**2**

INTERACTIVE 'SPECIAL SESSIONS

## SPEAKERS IN 2019 INCLUDED:



**MICHAEL BORRELL**

Senior Vice President, North Sea and Russia, Chairman, TOTAL and OE19



**CHRISTIANA FIGUERES**

Former UNFCCC Executive Secretary, Convenor Mission 2020



**WAEEL SAWAN**

Upstream Director, Shell



**SAMI ALNUAIM**

President, SPE



**KARL JOHNNY HERSVIK**

CEO, Aker BP



**HINDA GHARBI**

Executive Vice President Reservoir & Infrastructure, Schlumberger



**PATRICK POUYANNÉ**

President & CEO, TOTAL

# THEMED FEATURE AREAS



## LATE LIFE AND DECOMMISSIONING ZONE

Demonstrate your capabilities in our Late Life and Decommissioning Zone, bringing together more than 11,000 highly targeted technical, business and government industry professionals concerned with decommissioning.



## STARTUP VILLAGE

If you are a start-up company this area enables you to showcase your latest technologies and solutions and get noticed by visitors looking for something new.



## ENGENIOUS ZONE

Spotlighting our focus on data analytics, machine learning and AI, the ENGenious Zone gives companies working in these areas a platform to demonstrate their capabilities following our sister event, ENGenious, in 2020.



## THE ENERGY TRANSITION HUB

This zone is dedicated to those developing solutions to the global challenges around carbon reduction, climate change mitigation and reduced environmental impact in operations.



# STAND PACKAGES



ZONE	SPACE ONLY	SHELL SCHEME
Premium 1	<b>£490</b> PER m <sup>2</sup>	<b>£585</b> PER m <sup>2</sup>
Premium 2	<b>£474</b> PER m <sup>2</sup>	<b>£569</b> PER m <sup>2</sup>
Standard 1	<b>£447</b> PER m <sup>2</sup>	<b>£542</b> PER m <sup>2</sup>
Standard 2	<b>£425</b> PER m <sup>2</sup>	<b>£520</b> PER m <sup>2</sup>

Prices are excluding VAT, which will be applied as appropriate to each company.  
 Corner charges might apply additionally, for more details please contact our sales team.

## ADDITIONAL FEES

**ADMINISTRATION FEE**  
**£190 + VAT**  
 (Compulsory for all main stand holders)

**DIGITAL REGISTRATION PACKAGE**  
**£350 + VAT**  
 (Can downgrade to the standard registration fee £330 + VAT)

**STAND APPROVAL**  
**£210 + VAT**  
 (Space only stands)

**INDEMNITY COVER**  
**£150 + VAT**  
 (Not applicable if adequate insurance details provided by exhibitor)

## WHAT IS A SPACE ONLY STAND?

Space is allocated on the exhibition floor in your desired location

Your team will organise the complete build from carpet to walls and everything in between

The finished stand will be completely unique to your company

## WHAT IS A SHELL SCHEME STAND?

Shell scheme includes walls, carpet, nameboard, ceiling grid and one spotlight per 3m<sup>2</sup> (electricity not included)

Furniture is not included, so either please bring your own, or order one of our furniture packages (packages available in 2019)

Shell scheme stands can be a variety of sizes and are a cost effective solution

# IN-HOUSE STAND DESIGN

## WHAT IS A SHELL SCHEME STAND?



Any **Space Only** or **Shell Scheme** stand over 12m<sup>2</sup> is eligible for **SmartSpace**, the bespoke stand design and build service from Reed Exhibitions.

We offer two options: **system and bespoke**

For a tailored quote, contact:  
[SMARTSPACE@REEDEXPO.CO.UK](mailto:SMARTSPACE@REEDEXPO.CO.UK)





## WHAT ARE THE BENEFITS OF SMARTSPACE?

### ALL-IN-ONE STAND SOLUTION

One bespoke package from design, build and furniture down to AV, internet and catering.

### FIXED COST TO SUIT YOUR BUDGET

SmartSpace designs are set at a fixed cost, allowing you to plan your budget more effectively.

### TAILORED DESIGN UNIQUE TO YOUR BRAND

SmartSpace offers a tailored solution; stands can be designed in a variety of sizes and varying complexities, depending on your needs.

### DEDICATED ACCOUNT MANAGEMENT

SmartSpace customers will have one point of contact throughout the process, from initial design concepts through to onsite delivery, build and dismantle.

# INCLUDED WITH YOUR STAND

Exhibit at the event, and get more than just a stand. 365 marketing support, resources and advice will ensure you generate even more leads, before, during and after the event.

## SOCIAL MEDIA EXPOSURE



We share much of our exhibitors' news to our 24,000 followers on Facebook, Twitter and LinkedIn! Make sure you tag us and keep us up-to-date.

## TRACKABLE REGISTRATION FORM



Promote your personalised registration form with your stand number and logo, and access the full details of your clients that have registered through it.

## ACCESS TO VISITOR DIRECTORY



All personnel on your stand will have access to MyEvent, an online tool that will allow you to browse registered visitors, network and schedule meetings before the show.

## WEBSITE LISTING



+ The online exhibitor list attracts over 500,000 page views and in 2015 generated 24,000 online leads for exhibitors before the event.

Upload your company details, press releases, videos, products/services, and much more.

## CATALOGUE ENTRY



+ The printed catalogue freely available to all attendees at the event, and kept by many for year round reference.

Upload a full company profile including stand number, contact details and product/services.

## EXHIBITOR HOTLINE



Our dedicated customer support team are available by phone or email to assist you before, during and after the event.

**WWW.OFFSHORE-EUROPE.CO.UK**

**+44 (0)20 8271 2142**  
(8:00-20:00 UK time)

## EXHIBITOR RECOMMENDATIONS FOR VISITORS



Based on their areas of interest, visitors receive a series of emails with recommended exhibitors to visit. Simply select your product categories in the Exhibitor Portal to be included!

# UPGRADE, ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Whatever your objective and budget, we have a solution to suit your needs; before, during or after the event.



## LEAD GENERATION

Generate direct leads pre-show, through options including email sponsorship or exhibitor directory upgrade.



## THOUGHT LEADERSHIP

Demonstrate your credibility through sponsorship of a webinar, social media or the conference delegate bags



## PROMOTE/ LAUNCH PRODUCTS

Create a real impact through email sponsorship, exhibitor directory upgrade or a webinar.



## TRAFFIC TO YOUR STAND

Take advantage of sponsorship opportunities via TV adverts, remarketing and show catalogue.



## BRAND AWARENESS

Increase your brand visibility through website banner advertising, mobile app sponsorship or onsite digital advertising.



## EXHIBITOR DIRECTORY UPGRADE

62% of visitors use the OE website to research who they want to meet at the show, so where better to showcase your brand and product? our premium promotional packages are the perfect tool to catch the eye of the 65,000+ people visiting our exhibitor directory page each year.

	REGISTRATION PACKAGE	PREMIUM (only 100 available)	PREMIUM PLUS (only 10 available)
Company profile on website and event catalogue	✓	✓	✓
Download pre-show website leads	✓	✓	✓
Exhibitor profile reports & stats	✓	✓	✓
Discover & network with pre-registered visitors	✓	✓	✓
Add marketing collateral	✓	✓	✓
Product carousel on exhibitor list	x	✓	✓
Highlighted on exhibitor list (website & mobile app)	x	✓	✓
Home page promotion	x	x	✓
Highlighted product in product directory	x	x	✓
Sponsored category on exhibitor list	x	x	✓
<b>Price</b>	<b>£330</b>	<b>£625</b>	<b>£2080</b>

## DIGITAL SPONSORSHIP PACKAGES



### GOLD SPONSORSHIP PACKAGE

**Web banner:** On the about, visit or venue sections of the website.

**Dedicated email:** To a targeted segment of our database.

**Email sponsorship:** Four product showcase sections in a promotional email.

**Webinar:** Dedicated webinar including an exclusive promotion campaign.

**Remarketing:** 30,000 impressions.

**Exhibitor:** An upgrade to a premium plus exhibitor directory package.

**Social Media:** Announcement on two channels (Twitter, LinkedIn or Facebook) reaching up to 24,000 followers.



### SILVER SPONSORSHIP PACKAGE

**Web banner:** On the Visit or Media page.

**Email:** Four product showcase sections in a promotional email.

**Remarketing:** 30,000 impressions.

**Exhibitor Directory:** An upgrade to the premium exhibitor directory package.

**Social Media:** Announcement on two channels (Twitter, LinkedIn or Facebook) reaching up to 24,000 followers.



### BRONZE SPONSORSHIP PACKAGE

**Email:** Four product showcase sections in a promotional email.

**Remarketing:** 30,000 impressions.

**Directory:** An upgrade to the premium exhibitor directory package.

FOR MORE INFORMATION AND TO ENQUIRE, PLEASE VISIT:  
[OFFSHORE-EUROPE.CO.UK](http://OFFSHORE-EUROPE.CO.UK)

## EXCLUSIVE DIGITAL SPONSORSHIP OPPORTUNITY

TOP PICKS



### What you get:

- Brand exposure before, during and after the event.
- Your logo on the app splash screen.
- 1 promoted post per event day.
- 1 push notification per event day - delivered to the home screen of attendees device.
- A dedicated section of the app for your company information.
- Your company logo on all promotion materials for the event app.

## ONSITE SPONSORSHIP OPPORTUNITIES



### LANYARDS

A walking advert for your company! display your logo on the lanyards distributed to all visitors and exhibitors.

### VISITOR BAGS

Exclusive sponsorship of the official event carrier bags.

### CHARGING BENCHES

Your logo and branding on mobile device charging stations.

### FLOOR TILES

Strategically placed and highly visible floor branding.



TO DISCUSS YOUR SPECIFIC OBJECTIVES AND RECEIVE A TAILORED PROPOSAL, BASED ON YOUR BUDGET, PLEASE CONTACT US AT: [OFFSHORE-EUROPE.CO.UK](http://OFFSHORE-EUROPE.CO.UK)

# THANK YOU TO OUR SPONSORS

Event Patron



## Sponsors



# SUPPORTING MEDIA AND ASSOCIATIONS

## Platinum Partners



## Gold Partners



## Silver Partners



## Official Broadcast Partner



## Official Media Partner



FOR ANY EXHIBITING OR SPONSORSHIP ENQUIRIES,  
PLEASE CONTACT OUR SENIOR SALES EXECUTIVE, CHRIS COLLINS  
+44 (0)208 910 7925 [CHRIS.COLLINS@REEDEXPO.CO.UK](mailto:CHRIS.COLLINS@REEDEXPO.CO.UK)

