

OE[®] 2022
1-4 FEB 2022
Offshore Europe ABERDEEN, UK

SPE Offshore Europe
CONFERENCE & EXHIBITION

OPPORTUNITIES
FOR ALL
BUDGETS AND
OBJECTIVES

FUELING THE ENERGY TRANSITION - TOGETHER

Book your stand today at
www.offshore-europe.co.uk

Organised by:



Event Headling Sponsor:



OE Official Media Partner:



ABOUT SPE OFFSHORE EUROPE



SPE Offshore Europe is our industry's prime platform for better energy futures. Our mission is to create a space for collaboration and learning in order to drive the sector forward, bringing together the entire offshore energy value chain for four days in February 2022 at P&J Live, Aberdeen.

The oil, gas and renewable energy worlds are converging and success belongs to those best placed to leap on every opportunity in a world of energy transition. exhibition and SPE produced conference, which delivers local and international

business directly to you.

SPE Offshore Europe is the event to showcase new technologies and services to the entire offshore energy value chain, providing a single platform for proactive companies to showcase their best solutions to meet these evolving energy needs.

Join the industry leaders to share ideas, expand your influence and make connections that matter whilst gaining the knowledge and skills through our live and online content to keep your business competitive and progressive.

IN 2019 AT SPE OFFSHORE EUROPE WE SAW..

1000+

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. OE22 takes place at the state-of-art TECA - The Event Complex Aberdeen, in Dyce, which encompasses 48,000m² of internal exhibition space, with an extra 10,000m² 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

30,000+

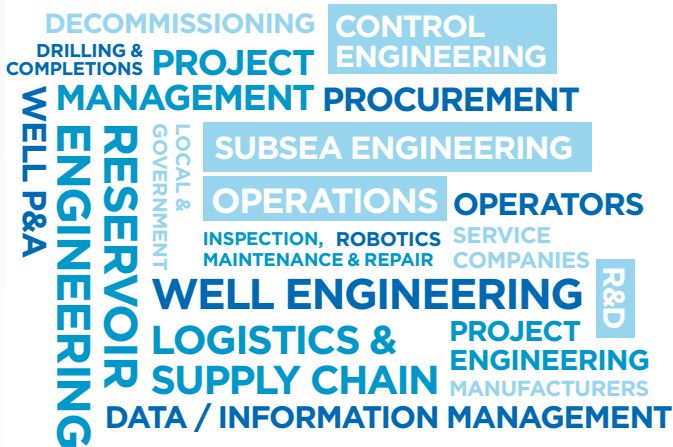
SOCIAL MEDIA FOLLOWERS

55+

MEDIA & ASSOCIATION SUPPORTERS

EXHIBITOR PROFILE

PRODUCT TYPES



18 INTERNATIONAL PAVILIONS INCLUDING

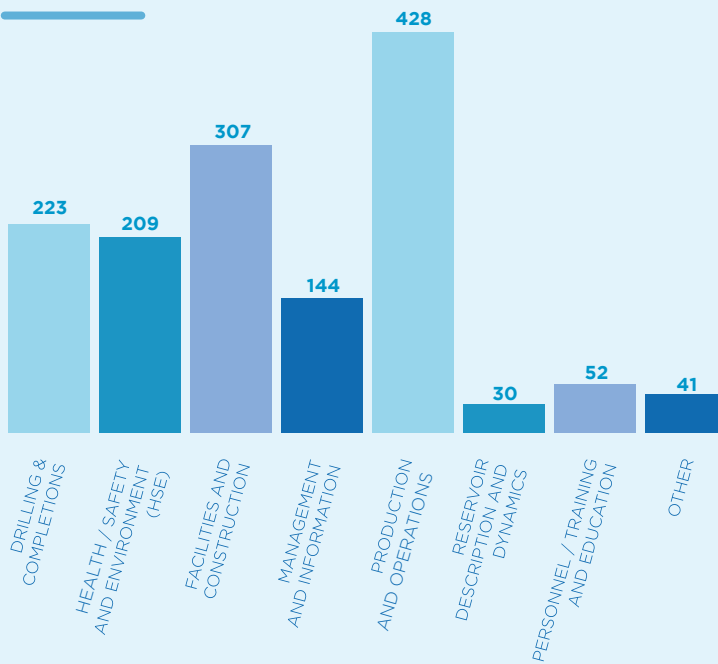


It is a source of inspiration for young and old engineers displaying the variety of products in the oil industry.

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%

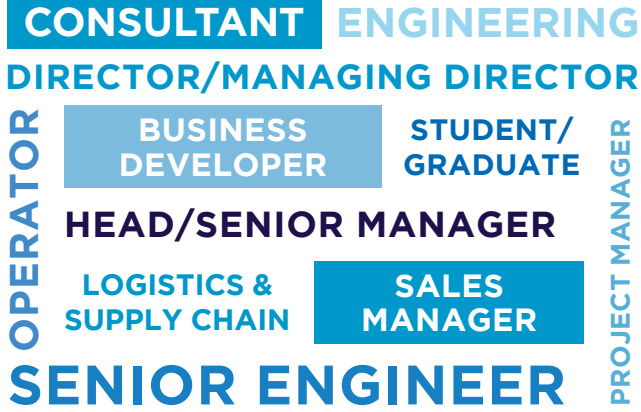
GENERATE INTERNATIONAL SALES LEADS

58%

NETWORK WITH OTHER EXHIBITORS

VISITOR PROFILE

JOB FUNCTION



60%+

OF VISITORS DIRECT OR INFLUENCE PURCHASING

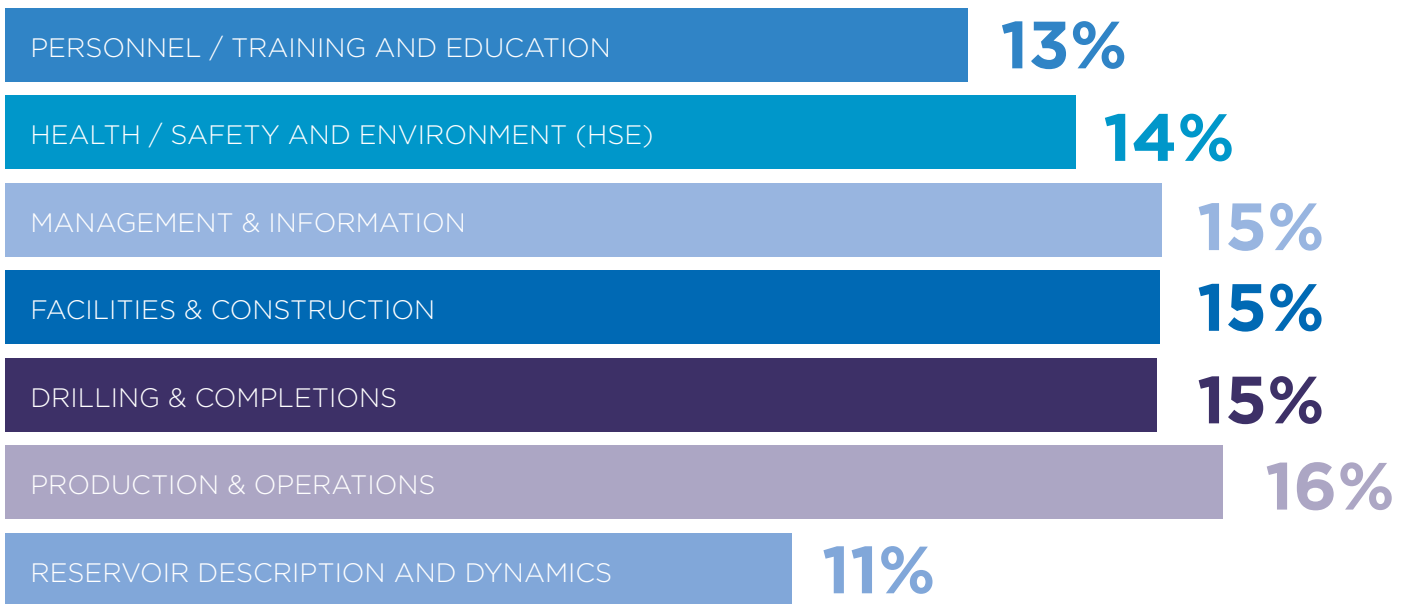
65%

OF VISITORS ARE MANAGEMENT LEVEL OR ABOVE

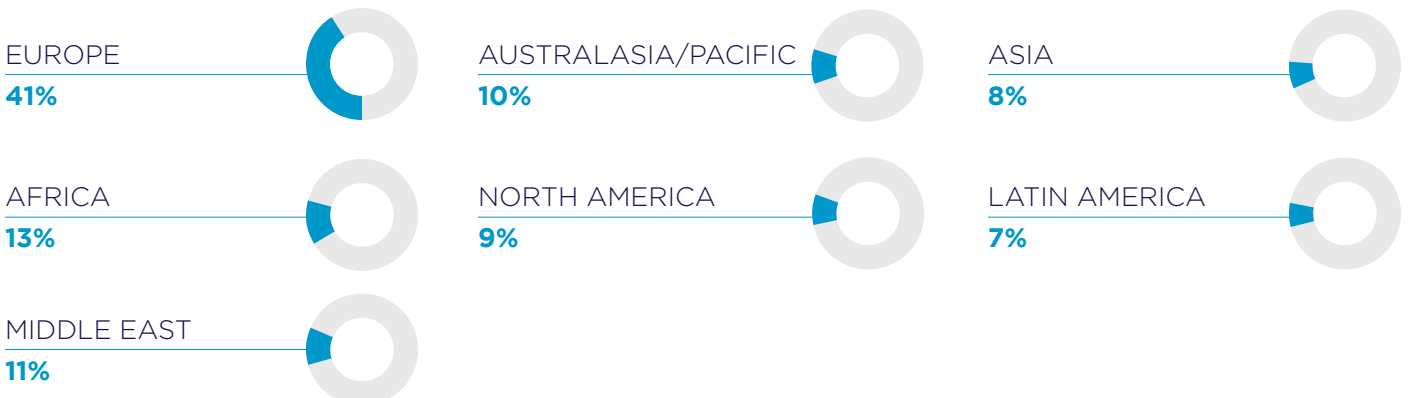
200,000+

UNIQUE WEBSITE VISITORS IN 2019

TOP PRODUCT AREAS OF INTEREST



GEOGRAPHICAL AREAS OF RESPONSIBILITY



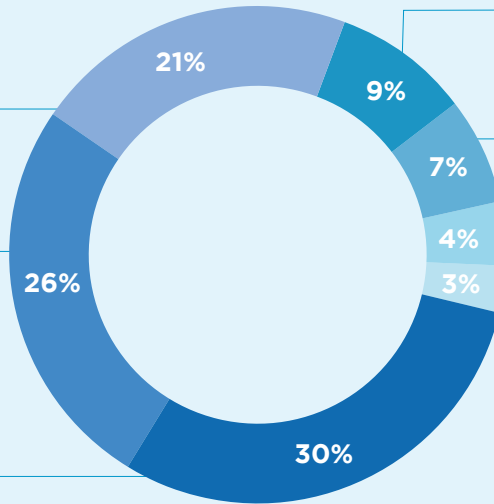
VISITOR PROFILE

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



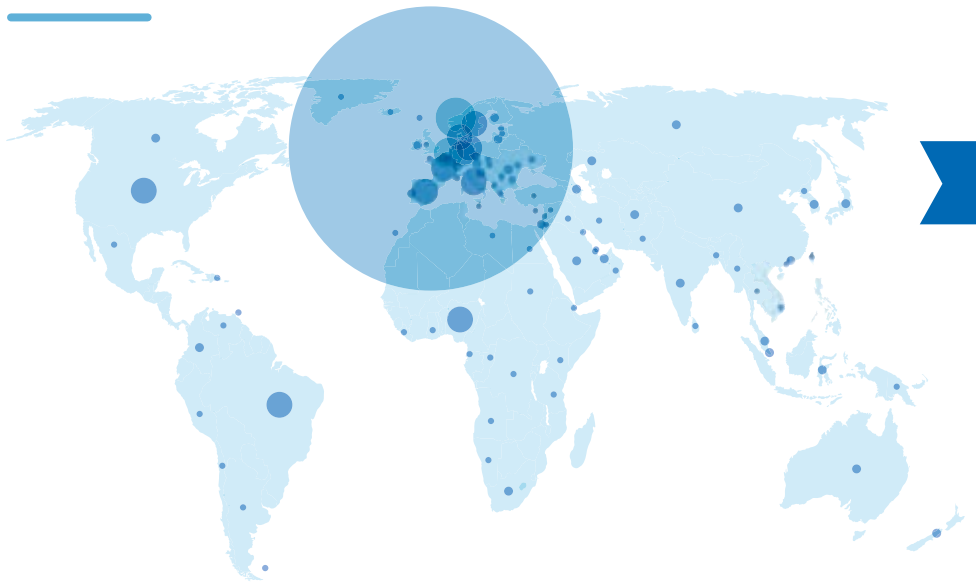
Meet with a few specific people or companies that I want to do deals with

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



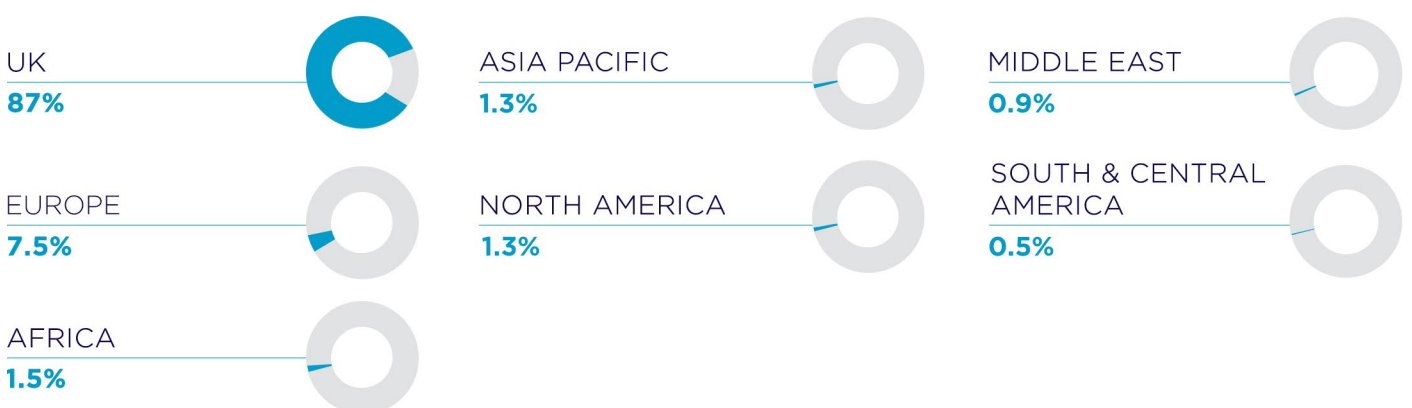
119

COUNTRIES ATTENDED OE19

INCLUDING

- BRAZIL
- CANADA
- GHANA
- NIGERIA
- SAUDI ARABIA
- UAE

VISITOR PROFILE BY REGION



THEMED FEATURE AREAS



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.



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 Online](#), in 2020.



LATE LIFE AND DECOMMISSIONING ZONE

Demonstrate your capabilities in our Late Life and Decommissioning Zone, bringing together 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.

STAND PACKAGES



ZONE	SPACE ONLY	SHELL SCHEME
Premium 1	£540 PER m ²	£635 PER m ²
Premium 2	£520 PER m ²	£615 PER m ²
Standard 1	£485 PER m ²	£580 PER m ²
Standard 2	£445 PER m ²	£540 PER m ²

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
£710 + 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)

CORNER CHARGE FEES
£190 + VAT 1 CORNER
£550 + VAT 2 CORNERS
£790 + VAT 4 CORNERS

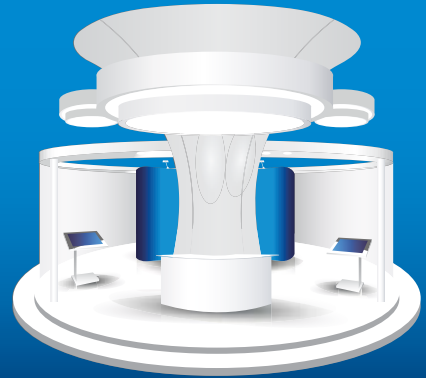
WHAT IS A SPACE ONLY STAND?



Space is allocated on the exhibition floor in your desired location

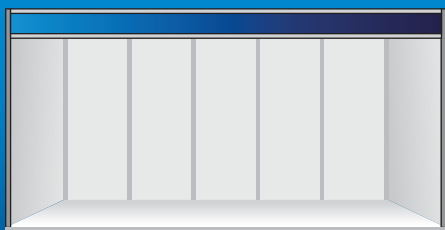


Your team will organise the complete build from carpet to walls and everything in between



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 3m² (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 12m² 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





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.

LEAD CAPTURE APP EMPERIA



It's a bespoke app we developed so you can capture leads from the conversations you have with the simple scan of a badge. You can access Emperia a few weeks before the show using the login details sent to your Portal administrator.

WEBSITE LISTING



+ The online exhibitor list attracts over 500,000 page views and in 2019 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

SPE Offshore Europe represents the perfect opportunity to maximise your investment over and above an exhibition stand.

Our sponsorship options can be packaged and tailored to your business needs as well as to your budget to ensure you benefit from the heightened exposure sponsorship will provide.



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 name, logo, category and stand number	✓	✓	✓
Company description, products with images, cover photo, contacts details	✓	✓	✓
Add marketing collateral	✓	✓	✓
Enhanced directory listing	✗	✓	✓
Category Sponsorship	✗	✗	✓
Homepage banner	✗	✗	✓
Data analytics	✗	✗	✓

DIGITAL SPONSORSHIP PACKAGES



SIGNATURE PACKAGE (1 AVAILABLE)

Web banner: Leader board banner on About, Visit or Venue page.

Email: Content block in visitor email.

Webinar: Dedicated webinar including an exclusive promotion campaign.

Remarketing: 30,000 impressions.

Exhibitor: An upgrade to Digital Enhanced Profile - Gold.

Social Media: Announcement on two channels (Twitter, LinkedIn or Facebook) reaching up to 30,000+ followers.



PRESTIGE PACKAGE (2 AVAILABLE)

Email: Content block in visitor email.

Remarketing: 30,000 impressions.

Exhibitor Directory: An upgrade to Digital Enhanced Profile - Silver.

Social Media: Announcement on two channels (Twitter, LinkedIn or Facebook) reaching up to 30,000+ followers.



DELUXE PACKAGE (3 AVAILABLE)

Email: Content block in visitor email.

Remarketing: 30,000 impressions.

Directory: An upgrade to Digital Enhanced Profile - Silver.

FOR MORE INFORMATION AND TO ENQUIRE, PLEASE VISIT:
OFFSHORE-EUROPE.CO.UK

EXCLUSIVE DIGITAL SPONSORSHIP OPPORTUNITY



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



REGISTRATION SPONSORSHIP

Your company branding will be the first thing attendees see when they arrive onsite. In one of the highest traffic areas of OE21, every delegate will know who you are from the first day - giving you the perfect opportunity to keep your company front of mind to all attendees.



TO DISCUSS YOUR SPECIFIC OBJECTIVES AND RECEIVE A TAILORED PROPOSAL, BASED ON YOUR BUDGET, PLEASE CONTACT US AT: OETEAM@REDEXPO.CO.UK

BOOK YOUR STAND TODAY

At SPE Offshore Europe we bring together innovative ways to move the upstream industry forward. Whether you are an established exhibitor or a newcomer to SPE Offshore Europe, this is the perfect opportunity to meet the market face to face and position yourself for the global energy industry.

With the energy transition on the horizon, this couldn't be a more important occasion. Exhibiting at OE21 means you will benefit from four days of uninterrupted business, where we bring key players in the industry directly to you from 1-4 February 2022.

Get in touch today by simply filling in our enquiry form and a member of our sales team will get in touch to talk you through the product offering.



**FOR ANY EXHIBITING OR SPONSORSHIP ENQUIRES,
PLEASE CONTACT OUR SALES TEAM**

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