

OE[®] 2023
5-8
SEPT
2023
Offshore Europe ABERDEEN, UK

**SPE Offshore
Europe**
CONFERENCE & EXHIBITION

**OPPORTUNITIES
FOR ALL**
BUDGETS AND
OBJECTIVES

ACCELERATING THE TRANSITION TO A BETTER ENERGY FUTURE

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

Organised by:



Headline Sponsor:



ABOUT SPE OFFSHORE EUROPE



SPE Offshore Europe helps the offshore energy value chain to accelerate the transition to a better energy future by uniting the power of expertise, knowledge and innovative technology to drive progress. 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 September 2023 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. OE23 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

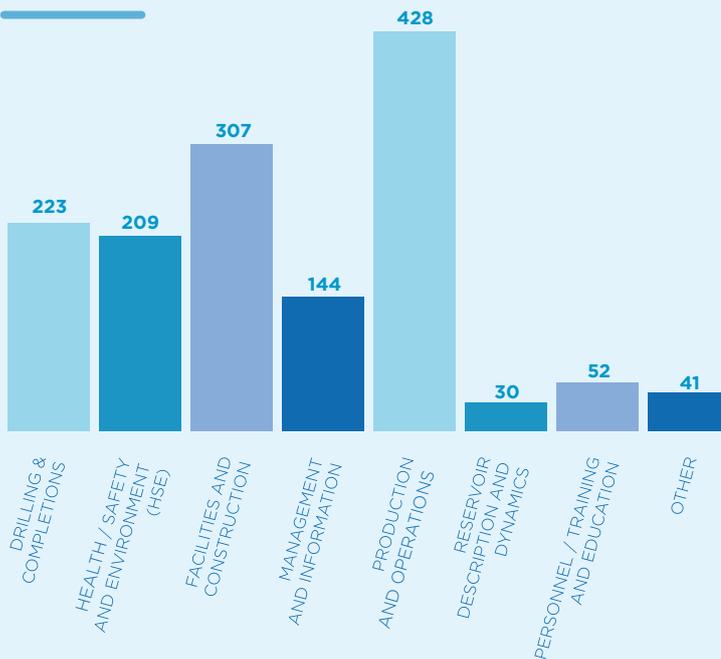


It is a source of inspiration for young and old engineers displaying the variety of products in the oil industry

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%

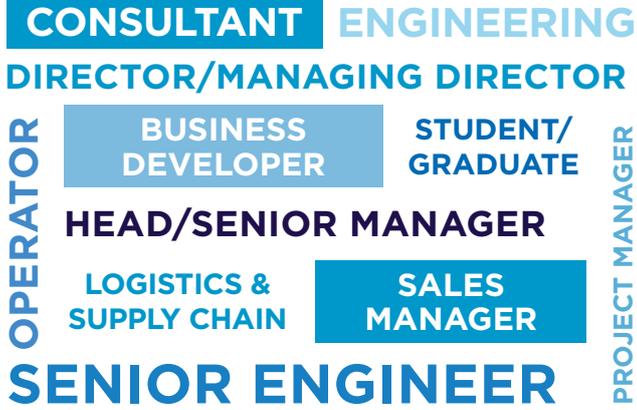
GENERATE INTERNATIONAL SALES LEADS

58%

NETWORK WITH OTHER EXHIBITORS

VISITOR PROFILE

JOB FUNCTION

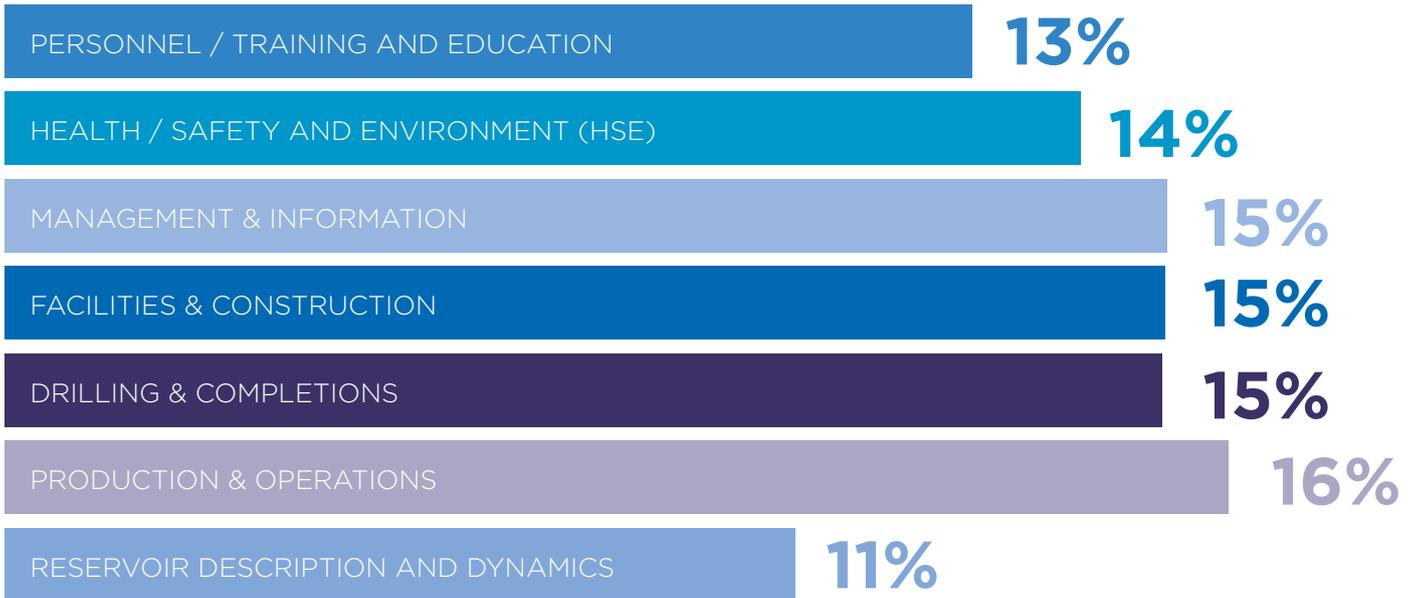


60%+ OF VISITORS DIRECT OR INFLUENCE PURCHASING

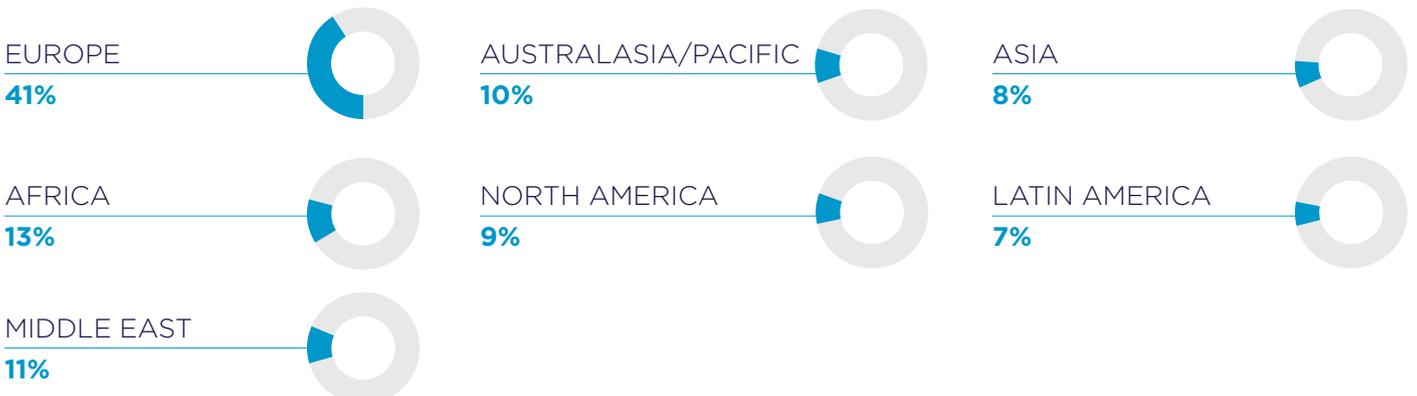
65% OF VISITORS ARE MANAGEMENT LEVEL OR ABOVE

200,000+ UNIQUE WEBSITE VISITORS IN 2019

TOP PRODUCT AREAS OF INTEREST



GEOGRAPHICAL AREAS OF RESPONSIBILITY



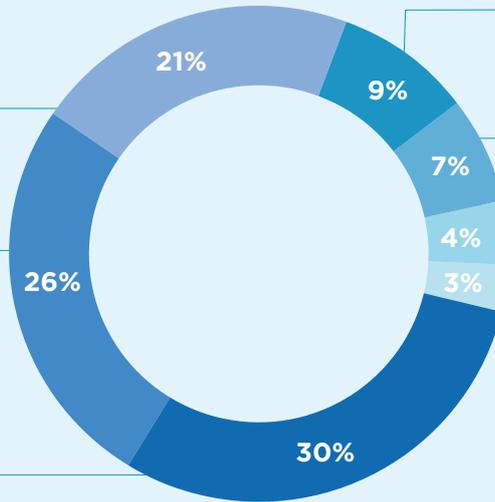
VISITOR PROFILE

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



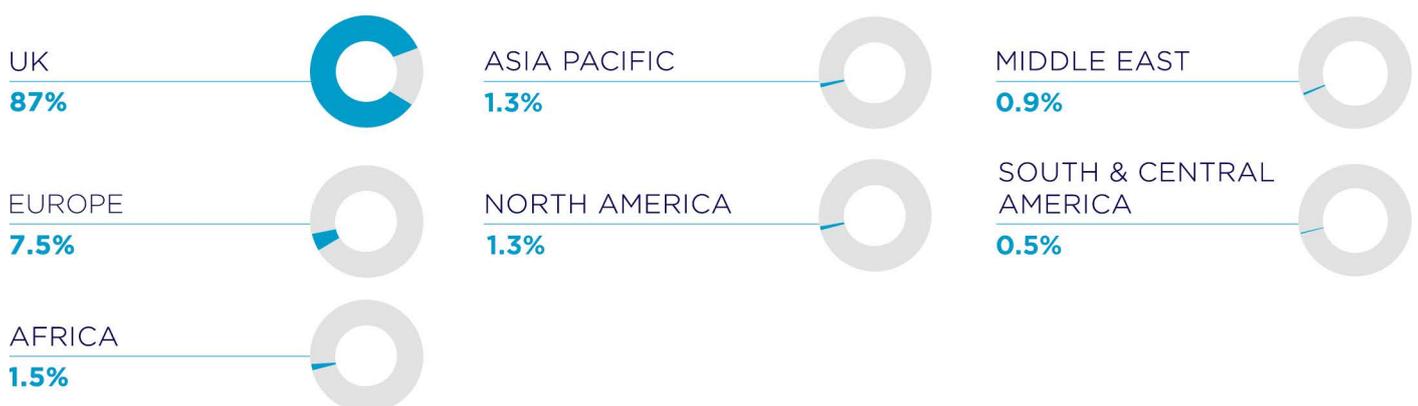
119

COUNTRIES ATTENDED OE19

INCLUDING

BRAZIL
CANADA
GHANA
NIGERIA
SAUDI ARABIA
UAE

VISITOR PROFILE BY REGION



THE CONFERENCE

OIL & GAS: WORKING TOGETHER FOR A NET ZERO FUTURE

In September 2021 we created a space for the oil and gas industry to come together to hear from industry thought-leaders as we discussed and debated our route to Net Zero. Whilst face-to-face was not possible this year, our Virtual Conference served to unite the offshore energy community and move the industry forward.

The Virtual conference was strongly focused on the energy transition and supporting the industry's role in delivering net zero. With further high-level energy transition content at the face-to-face event in September 2023, SPE Offshore Europe has straddled COP26, providing a unique learning opportunity as strategies, experiences and technologies are shared. The conference included opening ceremony, plenary panel, keynote and technical sessions.



The future of oil & gas is in our hands and working together is crucial to remaining relevant and in the energy mix

2021 VIRTUAL CONFERENCE CHAIR NEIL SAUNDERS, EXECUTIVE VICE PRESIDENT OILFIELD EQUIPMENT, BAKER HUGHES



IN PARTNERSHIP WITH SPE

Our conference is known as a source of high-quality independent content, delivered by the industry's leading voices and backed by The Society of Petroleum Engineers (SPE). No other event offers the industry this level of commercial, strategic and technical learning free of charge.



The Society of Petroleum Engineers (SPE) is a not-for-profit professional association whose more than 140,600 members in 144 countries are engaged in oil and gas exploration and production. SPE is a key resource for technical knowledge providing opportunities to exchange information at in-person and online events and training courses, publications, and other resources.

SPEAKERS IN 2021 INCLUDED:



GORDON BIRRELL
Executive Vice President,
Production & Operations, BP



HINDA GHARBI
EVP Products &
Services, Schlumberger



IMAN HILL
Executive Director,
IOGP



CHRIS STARK
CEO, Climate Change
Committee



COLETTE COHEN
CEO, Net Zero
Technology Centre



PAUL BOGERS
Vice President
Hydrogen, Shell



KARL JOHNNY HERSVIK
Chief Executive Officer - Aker
BP ASA



AL COOK
Executive Vice President
Development &
Production, Equinor



WALLACE PESCARINI
President Offshore,
Schlumberger

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.



THE HYDROGEN HUB

The Hydrogen Hub will showcase hydrogen technology including electrolysers, hydrogen refuelling containers, hydrogen-powered vehicles and fuel-cells.



FUTURE OPPORTUNITIES THEATRE

The future Opportunities Theatre will have a decommissioning and late-life focus but will embrace broader underwater technology, robotics and automation, offshore renewables, industrial decarbonisation/CCUS, hydrogen, subsea and mechanical engineering.



FUTURE TALENT HUB

Creating a net zero energy future will take new skills, new talent and new approaches. This important new feature, supported by and involving key industry stakeholders, will focus on key topics to drive this talent evolution.

STAND PACKAGES

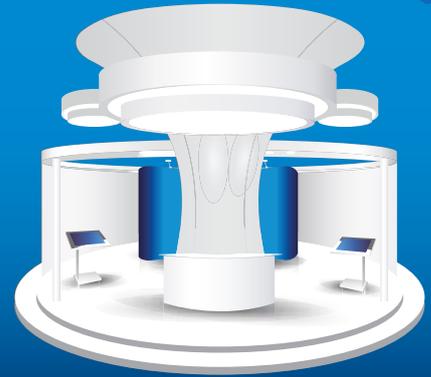
WHAT IS A SPACE ONLY STAND?



Space is allocated on the exhibition floor in your desired location

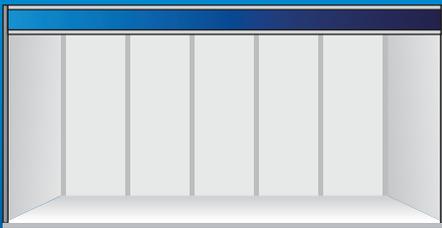


Your team will organise the complete build from carpet to walls and everything in between



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.

EXHIBITOR RECOMMENDATIONS FOR VISITORS



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)

RX EVENTS ARE BECOMING SMART

Simple, effective, and sustainable in 2023, step into a whole new world of lead data capture and qualification.

SPE Offshore Europe is a SMART EVENT, meaning you no longer have to worry about collecting business cards, working out which leads came from which salesperson, or manually entering data. Konduko provides you with a SMART solution to digitally gather all your leads in one place, allowing you to capture high quality data.

- Eco friendly, COVID safe way of sharing your brochures and product info
- Faster and easy lead capture, prioritisation and allocation
- Never miss a lead, even when the booth is busy
- All leads are captured, qualified and acted-on in real time



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.



WHAT DO YOU WANT TO ACHIEVE?



	BRAND AWARENESS	LEAD GENERATION	DRIVE VISITORS TO YOUR STAND/ PROFILE	THOUGHT LEADERSHIP
Registrations Form	✓		✓	
Enhanced Registration Package	✓	✓	✓	
Digital Offer Bag	✓	✓	✓	✓
Remarketing	✓	✓	✓	
Social Media	✓	✓	✓	✓
Email Advertising	✓	✓	✓	✓
Website Banners	✓	✓	✓	
Countdown Clock	✓	✓	✓	
The App	✓		✓	
Registration Area	✓			
Conference Sessions	✓			✓
Feature Areas	✓			✓
Floor Tiles	✓		✓	
Onsite Banners / Branding	✓		✓	

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 OE23, 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: OTEAM@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 OE23 means you will benefit from four days of uninterrupted business, where we bring key players in the industry directly to you from 5-8 September 2023.

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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