

OE
Offshore Europe
2023
5-8
SEPT
2023
ABERDEEN, UK

**SPE Offshore
Europe**
CONFERENCE & EXHIBITION

Sponsorship Opportunities

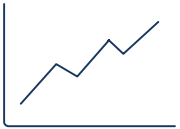
Organised by



Sponsorship Opportunities and Their Benefits

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Lead Generation

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



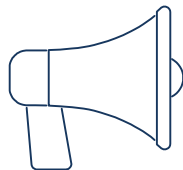
Promote your presence at the show

Make sure key event decision makers know you will be in attendance and benefit from increased stall footfall and onsite meetings.



Thought Leadership

Be recognised by your target audience as the go-to authority in your specialism and trusted source of innovative ideas.



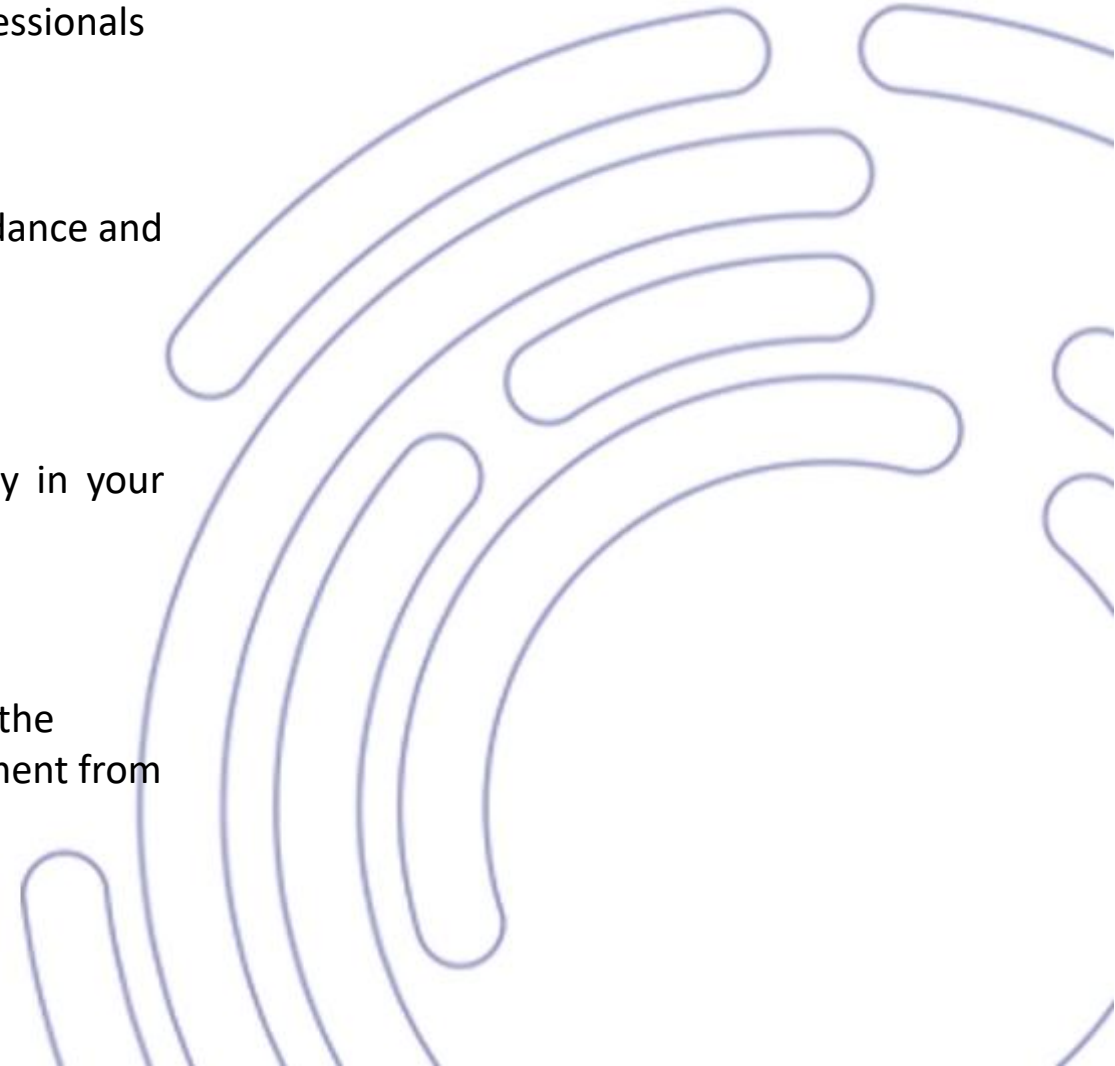
Brand Exposure

We want you in the spotlight! Get your brand and solutions on the minds of key industry players and raise awareness and engagement from our audience.



Drive Engagement

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



Branding Opportunities

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Conference/Summit Headline Sponsor

Registration

Lanyards

Bags

Mobile app

Info Points



Conference/Summit Headline Sponsor

SOLD TOTALENERGIES

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What are the Benefits?

Be seen as the foremost thought leader and expert in your industry. Align yourself with the latest knowledge, trends, products, innovation and information by placing your brand in-front of a high-calibre audience of industry professionals as the exclusive Conference Headline Sponsor. Visitors will know that you are a brand at the top of your game and that you can deliver.

What is included?

- Branding on all pre-event and promotional material as the 'Headline Sponsor' including (where applicable) Visitor Information Leaflets, Preview Magazine, Event Catalogue, conference holding slides.
- Your Banner/logo to be placed on the Conference Programme page of the website, post Conference on presentation download page, email reminders.
- Branding onsite at the Conference venue. Onsite mention in the Conference Welcome speech.

Price: £32,000



Registration Sponsorship (Online and Onsite)

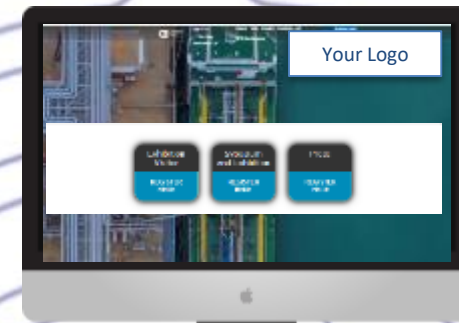
What are the benefits?

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.

What is included?

- Exclusive sponsorship of the OE23 registration
- Top Leaderboard Banner on the OE website (Visit page, 728 width x 90 height)
- Logo and the words 'Sponsored by' on the registration page of the OE website
- Banner to appear at the bottom of the confirmation page
- Sponsor's logo to appear on confirmation emails
- All emails sent promoting registering for the event to include the company logo
- Branding to appear within the onsite registration areas
- Reg screens to include sponsors logo

Price: £32,400



Lanyards

SOLD – RYSTAD ENERGY

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What are the benefits?

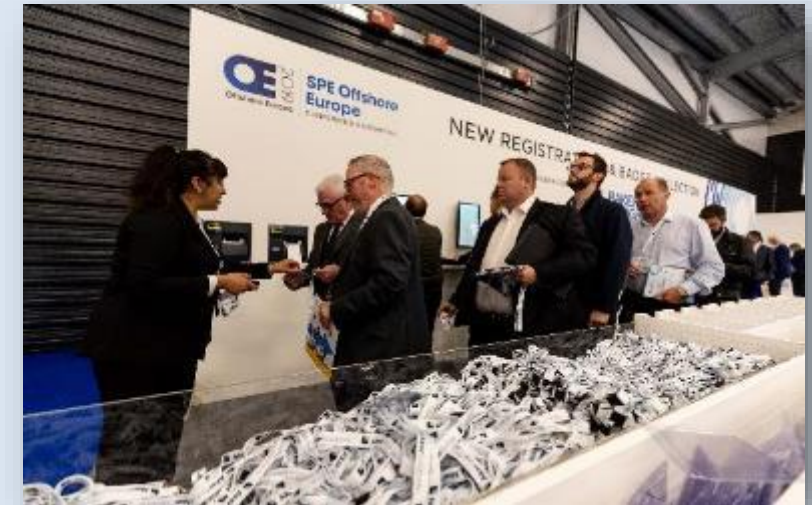
Your company branding will be on the lanyards of all visitors and exhibitors. This is an opportunity to maximise your brand visibility by placing your logo on a key show accessory. Benefit from sustained exposure throughout the entire course of the show with one of the most prominent promotional opportunities.

What is included?

- Your brand lanyards will be distributed on all exhibitors and visitors at the show (12,000 pcs).
- Sponsor's logo on the official catalogue and official show preview

Production of lanyards should be undertaken by the sponsor

Price: £32,400



Bags

SOLD - SCHLUMBERGER

What are the Benefits?

Your logo will be featured on bags given to visitors and VIPs around the show. Incredibly handy to have around during the show to carry collateral and belongings, you will effectively be able to turn every visitor into an advertising board for your brand.

What is included?

- Your logo printed on the OE23 bags available to all attendees during the show. (10,000 pcs – return to sponsor if not given away)
- Sponsor's logo on the official catalogue and official show preview

Production and costs for bags will be undertaken by the sponsor. The bag must include the Offshore Europe logo and is subject to Reed Exhibitions approval.

Price: £27,000



Mobile App Sponsorship

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SOLD - PETROFAC

What are the Benefits?

Your brand will be seen by all that download the app. Buyers that click on your banner can message you through the directory to arrange meetings at the show. Promote your stand number and prompt them to come and meet you at your stand location. Increase your brand exposure before, during and after the event!

What is included?

- Exclusive sponsorship of the Offshore Europe event app
- 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 are the benefits?

Benefit from brand 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.

What is included?

- Your brand to be appear on the signage for all highly used information points
- QR codes for promotional materials printed and displayed
- 1x Branded polo shirt with logo (to be produced by the client)
- Info point can be customised (subject to approval)
- Website banner (Top Leaderboard Banner (A) at About page for 1 month

Price: £16,750



Lead Generation & Thought Leadership Opportunities

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Hall Visibility Internal Aisle Billboard

YAH Board

Carpet Tiles

Taxi Drop-off Banner

Bus Drop-off Banner

Drop off point / External Pedestrian Entrance

Lamppost Flags

Walkway Side Panels and External Wall

Vent Covers

Entrance Window Glazing

External Columns and Above Entrance Doors

Lamppost Flags

Walkway Side Panels and External Wall

Vent Covers

Entrance Window Glazing

External Columns and Above Entrance Doors

Main Concourse and Hallway Columns

Staircases & Escalators

Glass Railings

High Impact Escalator Banners

Lift Graphics

Sub Level Carpark Entrance

Energy Transition Theatre Sponsor

Future Opportunities Theatre Sponsor

Hall Visibility Internal Aisle Billboard

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SOLD - TOTALENERGIES

What are the benefits?

Increasing your brand exposure and driving footfall to your stall - all attendees that walk within the Hall will see your banner.

What is included?

- Your logo featured on every aisle banner throughout the halls
- Fully branded panels in chosen halls (3 halls available)

Price: £17,300



You are here Boards

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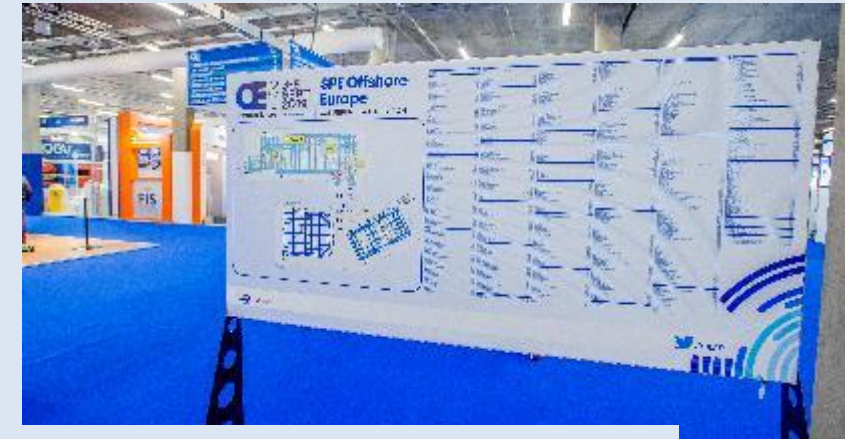
What are the Benefits?

Brand Exposure: Branding in every hall on key pieces of signage, used by VIPs & visitors to find their way. Promote your brand in a hall that you are not exhibiting in, helping to drive traffic to your exhibition stand.

What is included?

- Sponsor logo included on all YAH boards throughout the show

Price: £21,600



Carpet Tiles

What are the Benefits?

Increase your brand exposure, catch visitor's attention and lead them straight to your stand with a directional carpet tile, branded with your company creative, logo and stand number and placed in a position of your choice.

What is included?

- 1 carpet tile: 1m x 1m

Price: £1,080



Taxi Drop-off Banner

What are the benefits?

Achieve maximum exposure before the **36,000+** attendees even go through the doors. Stand out and be at the forefront of minds as they enter the exhibition.

What is included?

- Exclusive and prominent signage with your logo and brand at the taxi drop off area.

Price: £5,500



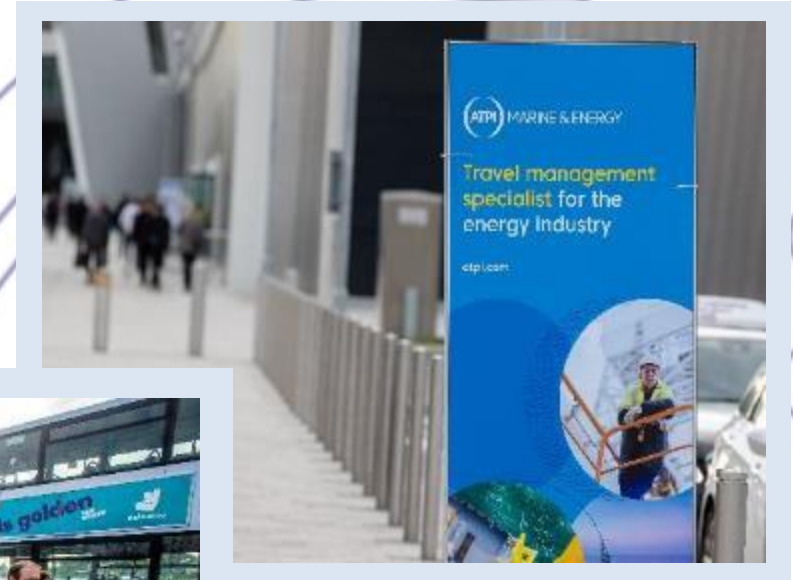
Bus Drop-off Banner

What are the benefits?

Increase your brand exposure and drive increased traffic to your stand. Catch people's attention as they arrive and highlight why your stand is the place to be.

What is included?

- Exclusive and prominent signage with your logo and brand at the bus stops on the bus routes.



Price: £16,200

Drop Off Point / External Pedestrian Entrance to Sub-T Car Park

What are the benefits?

Increase your brand exposure and drive increased traffic to your stand. Catch people's attention as they arrive and highlight why your stand is the place to be.

What is included?

- Exclusive and prominent signage with your logo and brand at the entrance to car park



Price: £5,400



Lamppost Flags

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What are the Benefits?

Achieve maximum exposure before the **36,000+** attendees even go through the doors. Stand out and be at the forefront of minds as they enter the exhibition.

What is included?

- Sponsor graphics displayed on lampposts along Piazza walkway x 8 (single or double sided)

Price: £1,620



Walkway Side Panels and External Wall

What are the Benefits?

Increase your brand exposure and drive increased traffic to your stand. Catch people's attention as they arrive and highlight why your stand is the place to be.

What is included?

- Sponsor graphics displayed on panels along Piazza walkway x 6 and external piazza wall

External Piazza wall



Price:

- External Piazza Wall: £8,640
- Walkway side panels: £4,320

Walkway side panel



Vent Covers

What are the Benefits?

Achieve maximum exposure before the thousands of attendees even go through the doors. Keep at the forefront of their mind as they begin their.

What is included?

- Sponsor graphics displayed on panels surrounding venue vents
- 3 options available:
 - Style A x 3
 - Style B x 2
 - Style C x 1

Price:

A – £24,840 each

B - £19,440 each

C - £14,905 each



Entrance External Window Glazing

What are the Benefits?

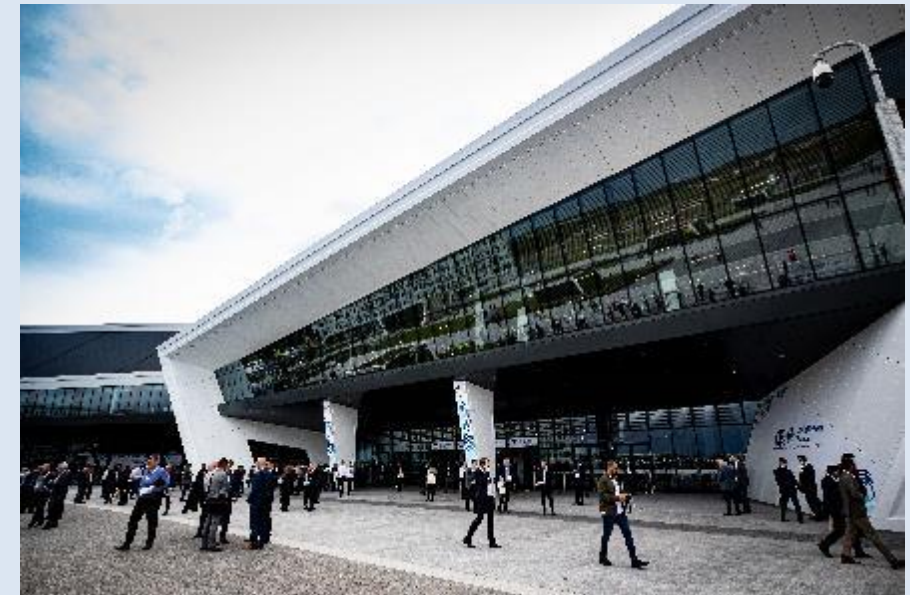
Brand Exposure: Achieve maximum exposure before attendees even go through the doors at the East Entrance. Make sure you are one of the first exhibitors visitors see on arrival

What is included?

- **Option 1:** Exterior contracision with single sided external facing print to the full width and height of the 83 clear glass windows
- **Option 2:** Exterior contracision with single sided external facing print for the central area 20 windows, top and bottom only.

Price:

- Option 1: £48,600
- Option 2: £30,240



Vinyl Graphics on External Columns and Above Entrance Doors

What are the Benefits?

Increase your brand exposure and drive increased traffic to your stand. Catch people's attention as they arrive and highlight why your stand is the place to be.

What is included?

- Vinyl banners on exterior vertical columns (600mm wide by 6000mm high)
- Vinyl banners above main entrance doors (Each window 2200mm wide by 545mm high with 200mm small glazed space in between).

Price:

- Vertical Columns: £5,075
- Entrance doors: £5,075



Main Concourse and the Hallway Columns

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What are the Benefits?

Brand Exposure: Your advert will be seen by all 36,000+ visitors, VIPs and exhibitors that attend the event

What is included?

- Your advert in main concourse - Full colour printed / matt laminated / removable vinyl boxed off graphics

Hallway



Price:

Columns in the main concourse: £1,620 (each)

Columns in a hallway (1st floor): £1,620 (each)

Main concourse



Main concourse



Escalators and Staircase – stair risers branding

What are the Benefits?

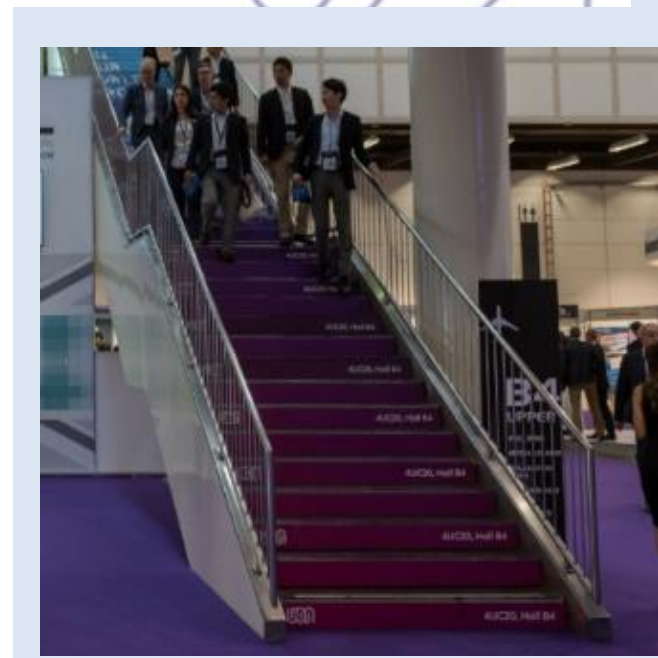
Benefit from an excellent and exclusive escalator and the staircase risers branding. Your brand will be seen by all that use and walk past the stairs and escalators. Drive increased traffic to your stand. Consider what you include on your advert - make sure it gives visitors a reason to come to your stand.

What is included

- Full colour printed / matt laminated / hi-tac vinyl graphics

Price:

- The staircase/escalators from ground to conference level - £3,780
- The staircase from Sub T to ground level - £3,780



Sides of the Escalators

What are the Benefits?

Benefit from an excellent and exclusive escalator side branding. Your brand will be seen by all that use and walk past the 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.

What is included

- Double/single vinyl or clear gloss laminate graphics for two sets of escalators

Price: £25,920



Glass railings

What are the Benefits?

Benefit from an excellent and exclusive stair branding. Your brand will be seen by all that use the stairs and walk past the stairs. Drive increased traffic to your stand. You can use this space to promote your latest product, giving more reason for visitors to come and see you.

What is included

- Full colour printed graphics: Single or double sided (1000mm(w) x 750mm(h))

Price (production):

- 1off single-sided: £172.5 each
- 1off double-sided: £345 each
- 40off single-sided: £115 each
- 40off double-sided: £230 each

Price (installation)

- 1off:
- 40off: £2,000



High Impact Escalator Banner

What are the benefits?

Increase your brand exposure and be a focal point at one of the most travelled areas of the show. Consider what you include on your advert - make sure it gives visitors a reason to come to visit you.

What is included?

- Sponsor's logo and branding on large advert above the escalator between hall 1 and main concourse.

Price: £10,800



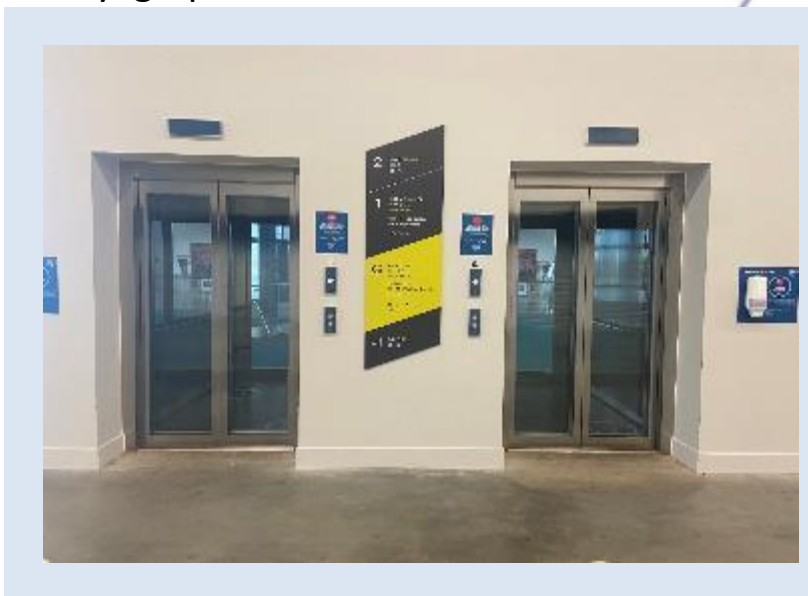
Lift Graphics

What are the Benefits?

Brand Exposure: Increase your brand exposure in halls that you are not exhibiting in. Drive increased traffic to your stand. Catch people's attention as they navigate between halls and encourage them to visit your stand next - give them compelling reasons such as your new product or stand activity.

What is included?

- Full colour printed / matt laminated / removable vinyl graphics x 6



Price: £4,320



Sub Level Carpark

What are the Benefits?

All attendees that enter via the Sub Level Carpark Entrance will see your banners, the combination of the three guarantees large brand exposure when attendees enter the show.

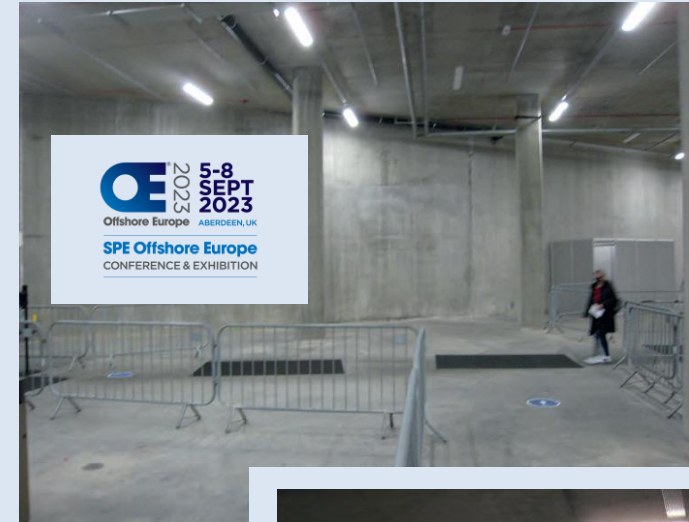
What is included?

- Graphic wall backdrop at entrance/exit to Hall 1 (x2)
- Promotional poster to right wall at entrance/exit to Hall 1
- Sub-T Car Park – Pillars

Price:

- Entrance Panels – £6,830
- Poster - £6,830

Poster



Entrance panels



Energy Transition Theatre Sponsor

5 Packages available

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What are the Benefits?

Energy transition will be integrated into all aspects of the event from the opening plenary through multiple strands of the conference programme and exhibitor content. The Energy Transition Theatre welcomes 3 days of thought leadership in a premium location in Hall 3. Aligned with the key themes of the 2023 event, this is sure to be one of the not-to-miss locations during OE23.

What is included?

- Thought Leadership package - 30 min presentation on each day - Tues-Wed-Thurs plus full branding

Price:

- Thought Leadership package - £12,999



2019
sponsors
included



Energy Transition Zone Sponsor

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What are the Benefits?

The Energy Transition Zone welcomes operators, service and technology companies preparing the oil and gas sector for a lower-carbon future. Located on the exhibition floor, this zone is for the technologies and innovations that will guide us through the energy transition. Aligned with the key themes of the 2021 event, this is sure to be one of the not-to-miss locations during OE23.

What is included?

- Branding on all pre-event promotional materials - visitor information leaflets, show preview, event catalogue, show website, emails, social media, PR
- Branding onsite at the venue and inside the zone including You Are here navigation boards
- 1 speaker slot with 30 min presentation at the ET Theatre

Price:

- Thought Leadership package (branding + speaker slot) - £30,000
- The Brand Awareness package (branding only) - £20,000



Future Opportunities Theatre Sponsor

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What are the Benefits?

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. The Future Opportunities Theatre welcomes 3 days of thought leadership in a premium location in Hall 1.

What is included?

- Thought Leadership package - 30 min presentation on each day - Tues-Wed-Thurs plus full branding

Price:

- Thought Leadership package - £12,000



Networking opportunities

Seating and Recharge zones

VIP Boxes

Refreshment Areas

Lunch Break



Refreshment Areas

What are the Benefits?

Whilst delegates take a break from the days sessions, and contemplate their next stop make sure you're front of mind by sponsoring one of the conference coffee breaks.

What is included?

- Your logo to appear on the Sponsors page of the Conference website.
- Branding to be included in the refreshment area and on the event map in the show brochure
- Branded coffee cups (provided by the client)

Choose your area:

- Conference Level
- Hall 1 (x 2)
- Hall 3 (x 1)

Price: £10,800



Lunch Break

What are the Benefits?

Everyone loves a good lunch break and they are very well attended and anticipated. Jump at this excellent opportunity to emphasise your brand image in a more congenial setting. Capture buyers attention whilst they are refuelling ready for a big afternoon on the show floor by sponsoring a lunch break.

What is included?

- 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 to appear on the Sponsors page of the Conference website.
- Your logo on selected lunch break signage.

Choose your day

- Tuesday 1 February, 2022
- Wednesday 2 February, 2022
- Thursday 3 February 2022
- Friday 4 February 2022

Price: £12,500



Seating and Recharge Zones

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What are the Benefits?

Everyone has to take a break sometime. Increase your brand exposure in the seating and recharge zones and drive increased traffic to your stand.

What is included?

- Working chairs and tables with branding on table tops
- Branding on charging benches for any mobile or tablet device
- QR codes for promotional materials printed and displayed
- 1 x carpet tile

Price: £12,960



VIP Boxes

What are the Benefits?

What is included?

- Room hire for either 1 day or full show
- Furnished setup for 8-10 pax (either lounge or boardroom)
- Exhibitors can bring own freestanding branding
- Overnight cleaning

Optional Extra – Banner in Hall 3 (Below VIP room window) £300



Price:

- £2,700 1 day
- £8,640 full show



Digital Opportunities for Lead Generation Before and During the Show

Digital Screens

Website Banners

Remarketing

Webinar

Social Media

Email

Digital Packages

First Time Exhibitor Package

Product Launch Package



Digital Screens

What are the Benefits?

Unmissable space for branding of your company in a high-traffic area. Showcase your video, static advert, banner and/or logo to all visitors.

Get your brand / products out to raise awareness and engagement. Drive visitors to your stand for face-to-face interaction, so you can demonstrate your expertise to countless prospects in a short period of time.

What is included?

- Sponsor content played on video walls outside halls 2 & 3 (not dedicated – content will be looped with venue's own content)

Price:

£11,100 Large screen above **Hall 3**

£5,100 **Hall 2**



Website banners

What are the Benefits?

By showcasing your brand/products on the OE website when buyers and media are doing their research and making decisions, you'll catch the eye of those most interested in your offerings, so they are more likely to make it a priority to meet you at the event.

What is included?

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

2019 page visitor stats

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



Website banners – Positions and Price List

Page	Description	Spec	Price (£)
Homepage	Top Leaderboard Banner (D)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	8,910
	Top Leaderboard Banner (A)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	8,910
	Medium Rectangle Banner (B)	300 x 250 pixels (Responsive sizes: 180 x 250px,)	5,400
	Leaderboard Banner (C)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	7,830
About Page	Top Leaderboard Banner (A)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	3,240
	Medium Rectangle Banner (B)	300 x 250 pixels (Responsive sizes: 180 x 250px,)	2,200
	Leaderboard Banner (C)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	2,000
Visit Page	Top Leaderboard Banner (A)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	3,510
	Medium Rectangle Banner (B)	300 x 250 pixels (Responsive sizes: 180 x 250px,)	1,890
	Leaderboard Banner (C)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	2,430
Exhibit Page	Top Leaderboard Banner (A)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	3,240
	Medium Rectangle Banner (B)	300 x 250 pixels (Responsive sizes: 180 x 250px,)	5,400
	Leaderboard Banner (C)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	1,890
Exhibitor list	Top Leaderboard Banner (A)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	8,100
	Medium Rectangle Banner (B)	300 x 250 pixels (Responsive sizes: 180 x 250px,)	5,400
	Leaderboard Banner (C)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	3,780
Conference	Top Banner (A)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	5,400
	Medium Rectangle Banner (B)	300 x 250 pixels (Responsive sizes: 180 x 250px,)	3,240
	Leaderboard Banner (C)	728 x 90 pixels (Responsive sizes: 468 x 60px, 300 x 100px)	2,200

Remarketing

What are the Benefits?

Gain a boosted profile and reputation by being seen to be 'everywhere' by the buyers. This will make you stand out as a key brand in the industry and encourage visitors and VIPs to make it a priority to visit your stand/book a meeting with you at the event.

What is included?

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 - June/September 2019

- 28,221 impressions
- 279 clicks
- 0.99% click through rate (industry standard 0.06%)

Choose your reach:

- 200,000 impressions: £9,180
- 100,000 impressions: £6,480
- 50,000 impressions: £3,780
- 30,000 impressions: £2,200

Example websites:



Webinar

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What are the benefits?

Boost your brand reputation as thought leader and expert in your field.
Raise awareness of your brand to a targeted audience of potential buyers before, during and after the live event.

What is included?

- An exclusive webinar (up to 1 hour) dedicated to you and your message.
- Influence on the date, topic and speakers
- 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.
- New leads

Webinar Price: £5,400



Social Media

What are the Benefits?

Benefit from our brand campaigns by announcing your news on our social media channels. OE Social Media has over **30,000** Social Followers, offering an excellent opportunity to showcase you brand and solutions before, during and after the event.

What is included?

- 1 post on each of OE social media channels.



3,550 + Facebook members



20,250 + Twitter followers



5,250 + LinkedIn followers

Price: £1,100



Email Sponsorship

What are the benefits?

- Your logo and content block to 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 learn more about you
- You have the flexibility to choose to target all visitors or a more selected audience.

What is included?

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

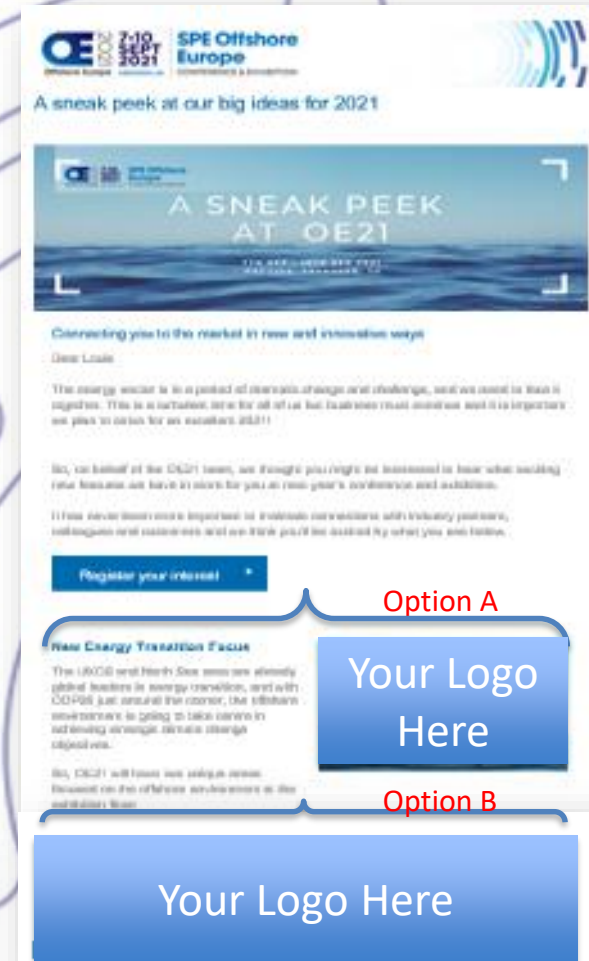
- Title, description, 275x170 image and button
- 610x120 banner

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:

Email feature - £2,500 A
Targeted email - £3510 B



Digital Package - SIGNATURE

OE 2023
Offshore Europe
5-8 SEPT 2023
ABERDEEN, UK

SPE Offshore Europe
CONFERENCE & EXHIBITION

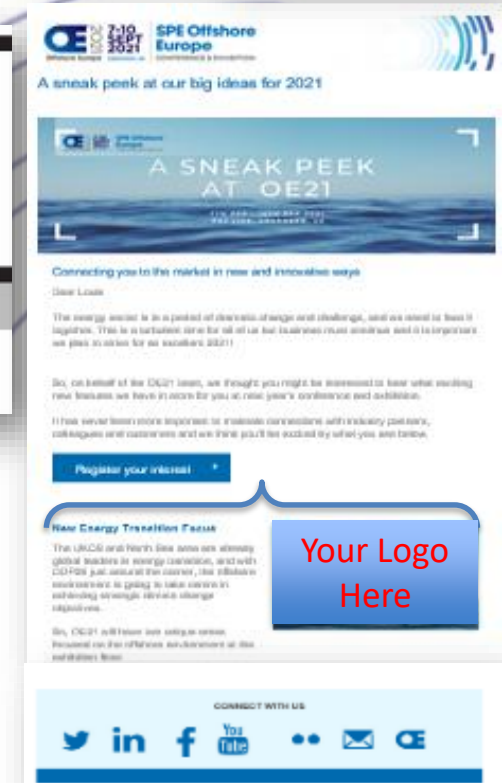
What are the benefits?

- ✓ Be the exhibitor that visitors and buyers see first instead of your competitors, and get twice as many profile views
- ✓ Your products will be viewed by five times as many visitors and buyers seeking out new products before the show.
- ✓ Create a buzz around your brand and direct readers to visit you onsite
- ✓ Gain new leads by linking banner and social media posts to your exhibitor directory listing, or drive traffic to your own website.

What is included?

- ✓ **Exhibitor Directory:** Digital enhanced profile – GOLD
- ✓ **email:** x1 content block in visitor email
- ✓ **Remarketing:** 30,000 impressions
- ✓ **Website banner:** banner on About/Visit/Venue page
- ✓ **Social Media:** x1 post on OE social media channels

Price: £7,290 – 1 package available



First Time Exhibitor Packages

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What are the benefits?

94% of visitors research who/what they want to see before the show. Make your mark from your very first time at Europe's leading Offshore Energy event. By showcasing your brand and creating momentum ahead of the show, you maximise your chances of buyers and visitors making it a priority to meet you over your competitors and long-time exhibitors.

What is included?

- ✓ **Social Media:** x1 post on LinkedIn channel
- ✓ **Website:** New Exhibitor feature in the exhibitor directory (label)

Price:

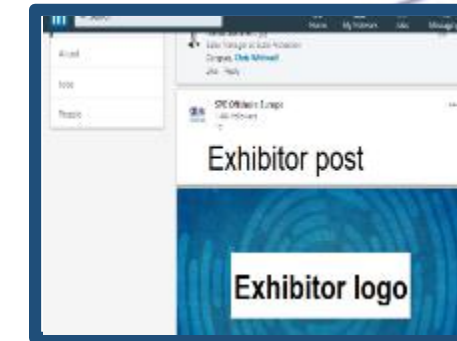
- £900 – 20 packages available

- ✓ **Social Media:** x1 post on LinkedIn channel
- ✓ **Website:** New Exhibitor feature in the exhibitor directory (label)
- ✓ **Email:** x1 content block in visitor email
- ✓ **Website Banner:** banner on Visit page

Price:

- £2,660 – 12 packages available

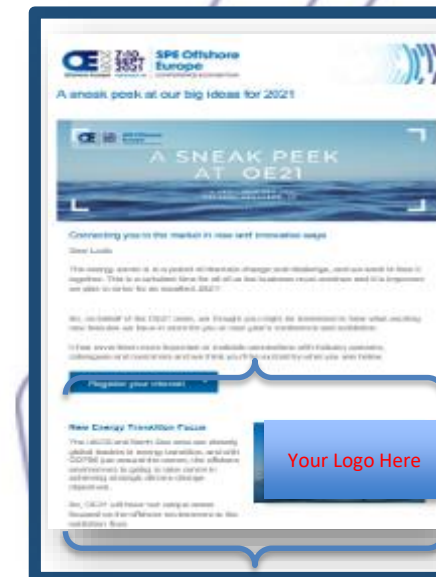
Social media



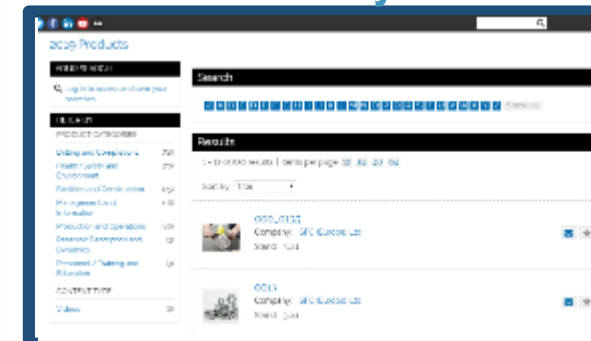
Website



Email content block



Exhibitor directory



Product Launch Packages

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What are the benefits?

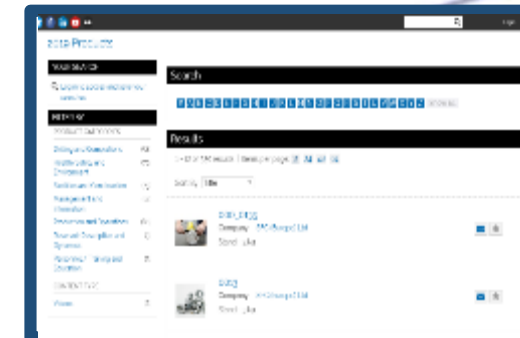
A Product Launch Booster package is a the most impactful and cost-efficient way to promote your newest products and services. By creating momentum around your latest innovations, you maximise your chances of buyers making it a priority to find them (and you!) at Offshore Europe.

What is included?

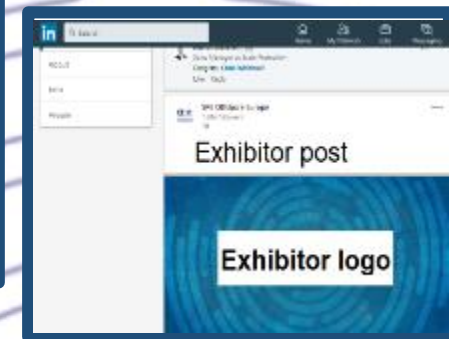
- Social media: LinkedIn Post
- New product filter in exh. Directory
- Digital Screen advert (shared)
- Social Media shout out onsite
- Email content block
- OE TV interview (filmed and showcased on TV screens around the event)

Price: £7,000

Exhibitor directory



Social media



Email content block



OE TV Interview



Virtual Gift Bag

Are you doing something special to promote your brand, products or services at OE23, or engage with BUYERS & ATTENDEES? We've partnered with Everthere, a digital offer bag, which gives you the opportunity to increase visibility of these at a low cost, attracting your audience and generating leads!

What are the benefits?

Lead generation: at the end of the event you get all of the contact details (name, email address, company name and job title) of any attendee who said yes to your offer!

Brand awareness: get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well known brands, this objective ensures you maintain your status and recognition in the industry.

Thought leadership: Be recognised by your target audience as authority and experts in your area of specialism over and above your competition by including curated content such as reports, podcasts or access to exclusive webinars in the bag.

Promote your presence at the show: drive traffic to your stand by catching the eye of visitors and BUYERS with an enticing offer in the bag that encourages them to come to the stand to collect a prize, product sample, tasting or voucher



[Watch the video to learn more](#)

Virtual Gift Bag – Individual Entry

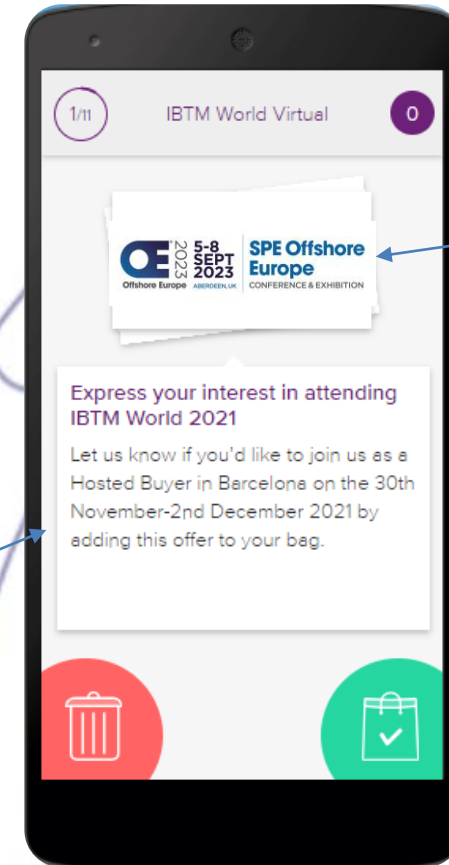
What is included?

- Not only is your offer included in the digital offer bag, we will send a direct link to the bag to all BUYERS & ATTENDEES in the lead up to the event.
- After the show you will get the email addresses of anyone who is interested in your offer, along with enhanced lead profiling data and analytics.

Price: £2,000

Outline
your offer
here

Outline
Logo here



Virtual Gift Bag – Exclusive Sponsor

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What is included?

- All the benefits of a bag entry PLUS the opportunity to brand the whole bag!
- You also get cobranding or 'brought to you by...' for wherever the offer bag is promoted including: In the Everthere offer bag platform; On the show website; Mentioned in emails and social media in the lead up to the event and; On banners and signs across the show floor.

Want to see how it works? [Take a look at a demo bag here!](#)

Price: £9,180

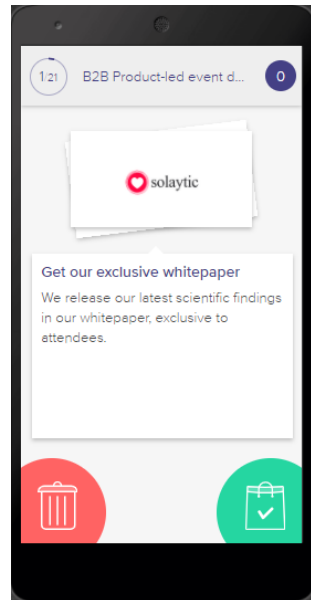
Mobile View



Desktop View



Virtual Gift Bag – Example Offers

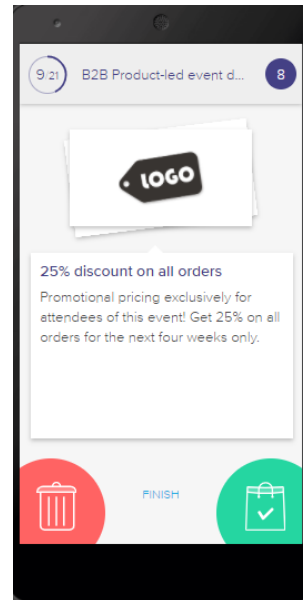


Offer Type

Curated industry specific content

Benefits of this offer:

Lead Generation;
Thought Leadership

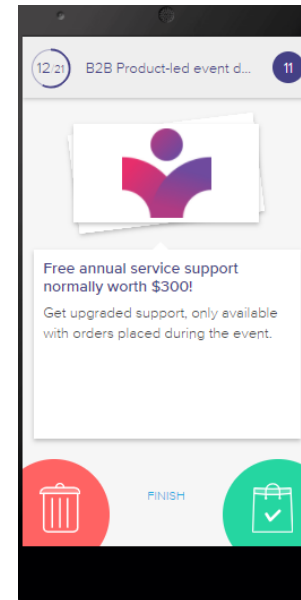


Offer Type

Discount of product or services

Benefits of this offer:

Lead Generation;
drive traffic to stand

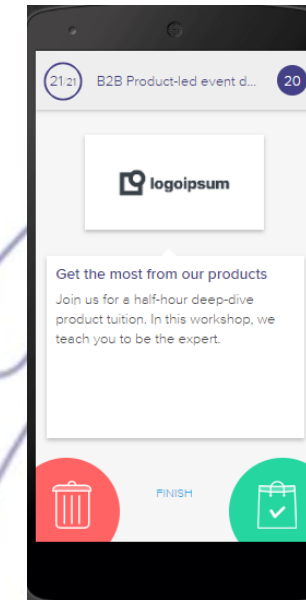


Offer Type

Prize draw/competition product giveaway

Benefits of this offer:

Lead Generation;
Promote presence,
Brand Exposure



Offer Type

Product Demo /
Sample / Free Trial

Benefits of this offer:

Lead Generation;
Promote presence,
Brand Exposure