AOG

THE AUSTRALASIAN OIL & GAS EXHIBITION & CONFERENCE

SPONSORSHIP & MARKETING OPPORTUNITIES

EXCLUSIVE BRANDING OPPORTUNITIES

AOG

AUSTRALASIAN OIL & GAS
EXHIBITION & CONFERENCE
14-16 MAR 2018
PERTH CONVENTION EXHIBITION CENTRE

Principal Sponsors

City of Perth

Government of Western Australia
Department of Jobs, Tourism, Science and Innovation

woodside

NERA NATIONAL ENERGY RESOURCES AUSTRALIA

SPONSORSHIP OPPORTUNITIES

ABOUT THE EVENT

The Australasian Oil & Gas Exhibition and Conference (AOG) is the premier Australian petroleum industry event. AOG has been staged in Perth for the past 36 years and has grown to be the largest oil and gas show of its type in the Southern Hemisphere.

In 2017, AOG attracted over 9,000 delegates, visitors and exhibitors including senior managers, engineering professionals and technical personnel from all facets of the petroleum industry including exploration and production, engineering, design and construction, manufacturing, and service.

The Conference encompassed over 130 speakers and 24 streams which focused on leading industry discussions of key issues and emerging trends, including Australia's most in-depth Subsea content.

Endorsed by the Government of Western Australia and the City of Perth, AOG is an integral part of the Government's strategy for Perth to be recognised as an 'energy city' in the same vein as Houston and Aberdeen.

WHY SPONSOR AOG?

AOG works closely with its sponsors to generate successful business outcomes through the creation and delivery of fully integrated partnerships. Sponsorship at AOG offers a number of benefits:

- Build brand awareness in a difficult to reach target market
- Gain access to a diverse range of contacts through the AOG network
- Gain international exposure
- Gain credibility through association with the premier event for the industry
- Help launch products or services through a targeted trade marketing campaign

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	PRICE*	AVAILABILITY	PAGE
KEY OPPORTUNITIES			
AOG Registration Sponsor	$15,000	Available	6
Knowledge Forum Sponsor Knowledge Forum Industry Supporter	$10,000 $2000	2/3 Available	7
Subsea Forum Sponsor Subsea Forum Industry Supporter	$10,000 $2000	1/3 Available	8
NETWORKING OPPORTUNITIES			
AOG Diversity and Inclusion Sponsor Gold Silver Bronze Industry Supporter	$15,000 $8,000 $6,000 $2000	1 Available 2/2 Available 2/3 Available 6/6 Available	9 10 11 11
SUBSEA Welcome Drinks	$8,000	1 Available	12
Oyster Bar Sponsor	$15,000	1 Available	13
Bratwurst Bar Sponsor	$10,000	1 Available	14
CONFERENCE OPPORTUNITIES			
Conference Water Sponsor	$8,000	1 Available	15
Conference Notepads Sponsor	$5,000	1 Available	15
Conference Pens Sponsor	$5,000	1 Available	15
OTHER OPPORTUNITIES			
Official Show Bag Sponsor	$15,000	1 Available	16
Visitor Lanyard Sponsor	$20,000	1 Available	16
Official Wifi Sponsorship	$5,000	SOLD	17
Media Office Sponsorship	$3,000	1 Available	17
Floor Tile Stickers Sponsorship	$2500 / $3500	10/10 Available	18

AOG PROMOTIONAL PACKAGES

Gain valuable recognition even before doors open, and boost your exposure onsite to ensure your brand is top of mind with AOG attendees.

PROMOTIONAL PACKAGES	PRICE*	AVAILABILITY	Page
Pre-Show Promotional Package	$2,500	4/4 Available	4
At Show Promotional Package	$4,000	4/4 Available	5
Platinum Promotional Package	$5,000	4/4 Available	5

Promotional opportunities exclusive to exhibitors at AOG 2018 afford your brand the opportunity to showcase its products and services to local and international oil and gas industry professionals.

- Align your brand with Australia's largest event for the oil and gas industry and build brand awareness in a difficult to reach target market
- Gain access to a diverse range of contacts through the AOG network of over 50,000 industry professionals

AOG PROMOTIONAL PACKAGES

PRE-SHOW PROMOTIONAL PACKAGE

$2,500 *Limited to 4 Sponsors only

The Pre-Show Promotional Package is an exclusive multi-faceted campaign that will ensure you remain top of mind and stand out from competitors. Take advantage of this opportunity to reach a diverse range of contacts through the AOG network and drive visitor traffic to your stand.

What's included?

- 30 word description and logo in the AOG magazine feature in the West Australian Newspaper
- 30 word description and logo in the AOG Show Guide
- 30 word description and image in one AOG Email campaign to registered visitors
- 2 dedicated Social Media mentions
- Highlighted on the AOG Website as a "Featured Exhibitor"

DISCOVER

Discover products, trends and innovations from over 500 exhibitors showcasing leading products in oil and gas.

8. Nessco Pressure Systems

Nessco Pressure Systems designs, manufactures and installs high-pressure testing equipment for the oil and gas industry. It also installs, services and maintains Compressor systems. This year it will feature its new Australian-built Universal Test Bench.

Visit the team at stand E13

9. MineARC Systems

As the global leader in the supply and manufacture of emergency refuge solutions, MineARC is excited to showcase the ChemSAFE Safe Haven at AOG 2016. Designed specifically for the petrochemical industry, the ChemSAFE is a transportable and cost-effective alternative to site building modification, providing occupants with optimal safety features.

Visit MineARC at stand S20

10. Sulzer

Sulzer, headquartered in Winterthur, Switzerland, specialises in pumping solutions, rotating equipment services as well as separation, reaction and mixing technology. The company is a leading provider in its key markets: oil and gas, power and water. Sulzer serves clients worldwide through a network of over 150 production and service sites.

Visit Sulzer at stand O25

AOG PROMOTIONAL PACKAGES

AT SHOW PROMOTIONAL PACKAGE

$4,000 *Limited to 4 Sponsors only

The At Show Promotional Package offers exclusive high traffic branding opportunities, at the event. Be one of only four exhibitors to be promoted via these unique platforms.

PLATINUM PROMOTIONAL PACKAGE

$5,000*Limited to 4 Sponsors only

The Platinum Promotional Package combines both the 'Pre-Show Promotional Package' and the 'At Show Promotional Package' for *maximum* exposure.

What's included?

- Your Stand highlighted and logo displayed on 6 Floorplan displays in high traffic areas and Networking Zones at AOG
- 4 Promotional floor tile stickers (1m x 1m) including your stand number and an arrow direction to your stand. (Client to supply art work)
- Your stand highlighted and logo displayed on the Floorplan in the AOG Show Guide.

KEY OPPORTUNITIES

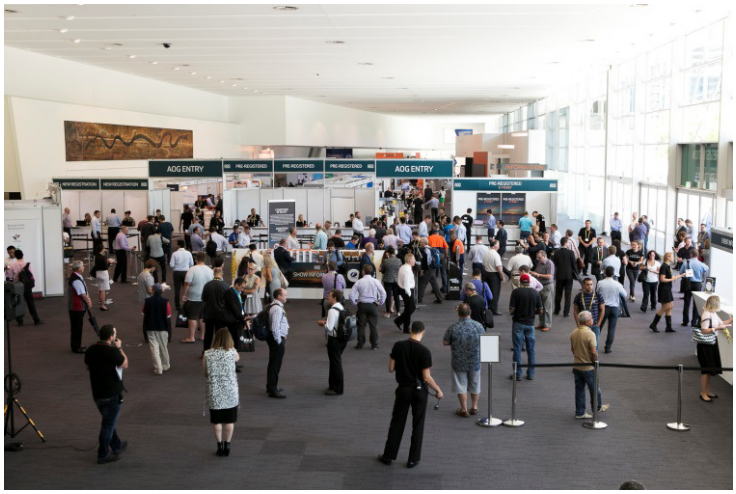
AOG REGISTRATION SPONSOR

$15,000 EXCLUSIVE OPPORTUNITY!

This sponsorship package offers intimate brand association with AOG.

What's included?

- All Registration staff to wear co-branded t-shirts with AOG and your logo
- Logo on all Online and Onsite Registration Forms
- Logo on rotation throughout the AOG Website and Registration site
- Logo on Confirmation Email
- Logo on the Registration desks
- Logo in Show Guide
- Logo in WA feature



KEY OPPORTUNITIES

The Forums will run for the duration of AOG in specially constructed theatres on the expo floor and will be free of charge for delegates - allowing you to maximise your exposure to industry professionals.

KNOWLEDGE FORUM MAJOR SPONSOR

$10,000 Limited to 2/3 Available

Featuring content curated by leading oil and gas industry associations including the Institute of Instrumentation, Control & Automation, Australian Institute for Non-Destructive Testing, IFAP, Safety Institute of Australia, Society of Petroleum Engineers, Asset Management Council, Institution of Engineering and Technology, Norwegian Energy Partners, Drillsafe Drillwell, Engineers Australia and WA Oil & Gas Group.
In 2017 the Knowledge forum featured 41 presentations and 1072 attendees over the 3 days of AOG.

What's included?

Branding:
- Dedicated mention of your sponsorship by the session chairperson
- Large logo prominently displayed in the Forum Theatre x 4
- Logo on Forum promotions

Opportunities:
At sponsor's expense and subject to approval
- Opportunity to provide prizes and/or gifts to delegates
- Opportunity to hand out promotional material to delegates

KNOWLEDGE FORUM Industry Supporter

$2,000

What's included?

Prior to Event:
- Logo and link on AOG website – Knowledge Forum program page

At Event:
- Logo displayed in Knowledge Forum theatre x 2
- Acknowledgement from each session Chairperson

KEY OPPORTUNITIES

The Forums will run for the duration of AOG in specially constructed theatres on the expo floor and will be free of charge for delegates - allowing you to maximise your exposure to industry professionals.

SUBSEA FORUM MAJOR SPONSOR

$10,000 **Limited to 1/3 Available**

Hosted by leading subsea industry organisations Society for Underwater Technology, Subsea Energy Australia and Subsea UK.
In 2017 the subsea forum featured 51 presentations and 946 attendees.

What's included?

Branding:

- Dedicated mention of your sponsorship by the session chairperson
- Logo prominently displayed in the Forum Theatre x 4
- Logo on Forum promotions

Opportunities:
At sponsor's expense and subject to approval

- Opportunity to provide prizes and/or gifts to delegates
- Opportunity to hand out promotional material to delegates

SUBSEA FORUM Industry Supporter

$2,000

What's included?

Prior to Event:

- Logo and link on AOG website – Subsea Forum program page

At Event:

- Logo displayed in on Subsea Forum theatre x 2
- Acknowledgement from each session Chairperson

NETWORKING OPPORTUNITIES

AOG DIVERSITY & INCLUSION CORPORATE SPONSOR

GOLD	$20,000	1/1 Available
SILVER	$8000	2/2 Available
BRONZE	$6000	2/3 Available
Industry Supporter	$2000	6/6 Available

AOG Diversity & Inclusion brings together thought leaders in the oil and gas industry. The event, initiated in 2014, provides a morning of networking, keynote speakers and panels, discussing the diversity issues faced in oil and gas.

Gold $20,000 1/1 Available

What's included?

Prior to Event:

- Logo and acknowledgement in all relevant event promotion
- Logo and link on AOG website
- Announcement of support in the AOG Diversity & Inclusion LinkedIn Group, and AOG twitter & Facebook
- Acknowledgement in AOG show guide
- Acknowledgement in AOG West Australian feature lift out
- Acknowledgement in relevant visitor electronic direct mail distributed to 20,000 + database

Editorial Content:

Opportunity to provide two x 'Thought Leadership' editorial pieces (provided by the sponsor) and to contribute (quote from company representative) to the AOG Diversity & Inclusion editorial pieces
These campaigns will be circulated via AOG distribution channels (as space allows) including:

- AOG electronic direct mail (20,000+ data base)
- AOG Show Guide (5000 printed)
- AOG website blog
- Social media channels
- The West Australian Newspaper 'AOG Supplement' (150,000+ magazine inserts)

NETWORKING OPPORTUNITIES

AOG DIVERSITY & INCLUSION CORPORATE SPONSOR cont.

Gold Cont.

At Event:

- 2 x Branded VIP table of 10
- Invitation to provide a 5 minute welcome address
- Acknowledgement by the event MC
- Logo on event signage
- Logo on lecture signage
- Logo on sponsor slide
- A table in the foyer during the pre and post event networking
- Opportunity to provide a hand out to all attendees
- Opportunity to provide a gift to all attendees
- Opportunity to provide a door prize

Silver $8,000 2/2 Available

What's included?

Prior to Event:

- Logo and acknowledgement in all relevant event promotion
- Logo and link on AOG website
- Announcement of support in the AOG Diversity & Inclusion LinkedIn Group, and AOG twitter & Facebook
- Acknowledgement in AOG show guide
- Acknowledgement in AOG West Australian feature lift out
- Acknowledgement in relevant visitor electronic direct mail distributed to 20,000 + database

Editorial Content::

- Opportunity to contribute (quote from company representative) to the AOG Diversity & Inclusion editorial campaign to be featured in a wide range of AOG distribution channels
- Opportunity to provide a 'Thought Leadership' editorial piece (provided by the sponsor) to be distributed across AOG digital media channels

At Event:

- 1 x Branded VIP table of 10
- Acknowledgement by the event MC
- Logo on sponsor slide
- A table in the foyer during the pre and post- event networking.

NETWORKING OPPORTUNITIES

AOG DIVERSITY & INCLUSION CORPORATE SPONSOR cont.

Bronze $6,000 3/3 Available

What's included?

Prior to Event:

- Logo and acknowledgement in all relevant event promotion
- Logo and link on AOG website
- Announcement of support in the AOG Diversity & Inclusion LinkedIn Group, and AOG twitter & Facebook
- Acknowledgement in AOG show guide
- Acknowledgement in AOG West Australian feature lift out
- Acknowledgement in relevant visitor electronic direct mail distributed to 20, 000 + database
- Opportunity to provide a 'Thought Leadership' editorial piece (provided by the sponsor) to be distributed across AOG digital media channels

At Event:

- 4 x tickets to AOG Diversity & Inclusion
- Logo on sponsor slide
- A table in the foyer during the pre and post - event networking

Industry Supporter $2000 6/6 Available

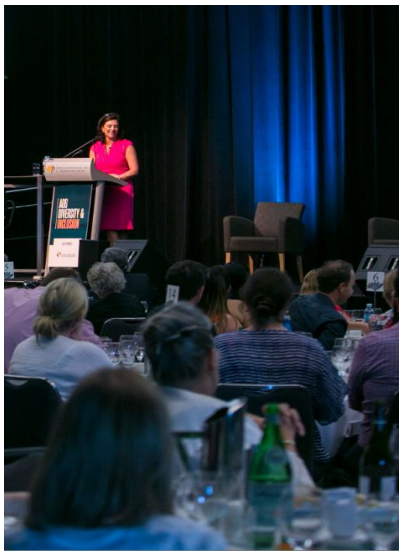
What's included?

Prior to Event:

- Logo and link on AOG Diversity & Inclusion website page
- Announcement of support in the AOG Diversity & Inclusion LinkedIn Group, and AOG twitter & Facebook

At Event:

- Logo on event signage
- A table in the foyer during the pre and post - event networking

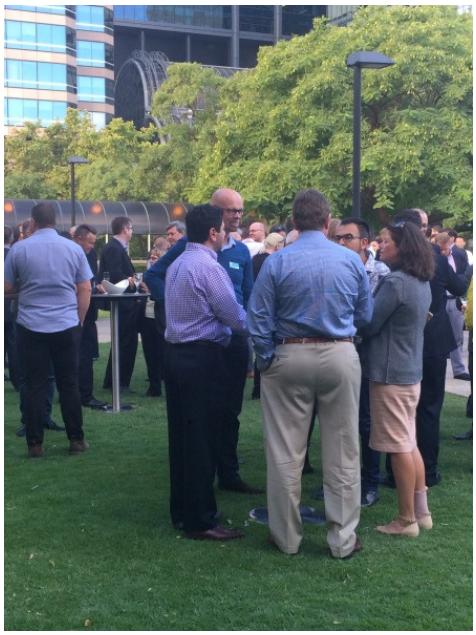


NETWORKING OPPORTUNITIES

SUBSEA Welcome Drinks

$8,000 EXCLUSIVE OPPORTUNITY!

A dedicated networking event for the Subsea Industry he1d on Tuesday 13 March 2017. Expected attendance of 250.



What's included?

Branding:

- Branded T-shirts worn by wait staff
- Acknowledgement on website sponsored by xxxxx
- Acknowledgement in the AOG Show Guide
- Acknowledgement in WA feature
- Acknowledgement in relevant visitor EDM's distributed to 20,000 + database
- Sponsor acknowledgment signage
- Acknowledgement in Conference Program
- Logo in the AOG Show Guide
- Logo in WA feature

Opportunities:

At sponsor's expense and subject to approval

- Opportunity to provide additional event signage / napkins /coasters

Ticket inclusions:

- 10 Subsea Welcome Drink Tickets

NETWORKING OPPORTUNITIES

OYSTER BAR SPONSOR

$15,000 EXCLUSIVE OPPORTUNITY!

Reserved

The Oyster Bar is the main networking space on the show floor and serves as a central meeting point. Ideal for networking and entertaining clients, the Oyster Bar will feature an oyster shucker, freshly shucking oysters for your clients.

What's included?

Branding:

- Exclusive Naming Rights of the Bar
- Logo and company branding on all promotional Floor Plans
- Logo and link to your website on rotation throughout the AOG Website
- Logo in WA feature
- Prominent company branding on Bar signage and banners
- Recognition of sponsorship in electronic direct mail

Opportunities:

At sponsor's expense and subject to approval

- Opportunity to provide branded napkins
- Opportunity to feature product placement within the Bar
- Opportunity to distribute promotional material within the Bar
- Opportunity to provide brand awareness through the Oyster Bar stand design.

NETWORKING OPPORTUNITIES

BRATWURST BAR SPONSOR

$10,000 EXCLUSIVE OPPORTUNITY!

As major Networking Zone, the Bratwurst Bar is a central meeting point for AOG attendees. Ideal for networking and entertaining clients, the Bratwurst Bar will feature Andy's Bratwurst Hut.

What's included?

Branding:

- Exclusive Naming Rights of the Bar
- Logo and company branding on all promotional Floor Plans
- Logo and link to your website on rotation throughout the AOG Website
- Logo in Show Guide
- Logo in WA feature
- Prominent company branding on Bar signage and banners
- Recognition of sponsorship in electronic direct mail

Opportunities:

At sponsor's expense and subject to approval

- Opportunity to provide branded napkins
- Opportunity to distribute promotional material within the Bar
- Opportunity to provide brand awareness through the Oyster Bar stand design

CONFERENCE OPPORTUNITIES

These high visibility marketing tools place your company name and logo in the hands of Conference attendees in all 3 Forums. In 2017 1538 people attended the forums.

CONFERENCE WATER SPONSOR

$8,000 EXCLUSIVE OPPORTUNITY!

Conference Water Sponsor inclusions:

- Production of 2,000, 350ml Bottled Water printed in full colour with your company logo
- Bottled Water made available to all conference attendees.
- 100 Bottles per/day available to sponsor for on-stand distribution

CONFERENCE NOTEPADS SPONSOR

$5,000 EXCLUSIVE OPPORTUNITY!

Notepads Sponsor inclusions:

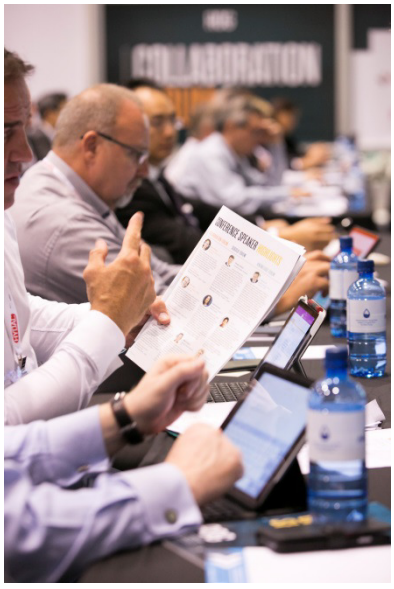
- Production of 600, 25 leaf A5 lined Notepads printed in full colour with your company logo
- Notepads are made available to all conference attendees.

CONFERENCE PEN SPONSOR

$5,000 EXCLUSIVE OPPORTUNITY!

Pens Sponsor inclusions:

- Production of 600 Pens with your company logo prominently displayed
- Notepads are made available to all conference attendees.



These exclusive opportunities provide maximum exposure as all attendees, delegates and exhibitors will wear and carry your company branded lanyards and bags inside and out of AOG.

SPONSORSHIP OPPORTUNITIES

OFFICIAL SHOW BAG SPONSOR

$15,000 EXCLUSIVE OPPORTUNITY!

Show Bag inclusions:

- Logo on both sides of 5,000 show bags
- Logo on AOG Distribution Point
- Logo in Show Guide
- Logo in WA feature
- Logo and link to your website on rotation throughout the AOG Website

Opportunities:

At sponsor's expense and subject to approval

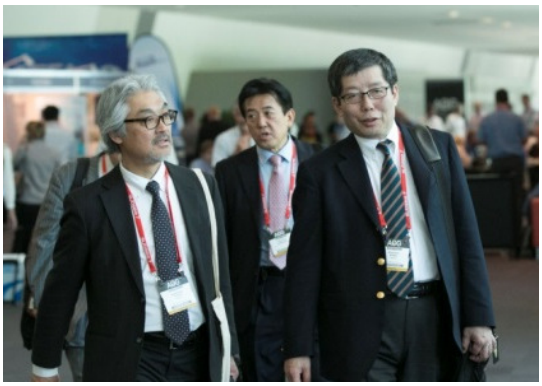
- Opportunity to provide promotional material or gift within the bags

VISITOR LANYARD SPONSOR

$20,000 EXCLUSIVE OPPORTUNITY!

Lanyard inclusions:

- Logo on 12,000 lanyards on a colour of your choice
- Opportunity to retain ownership of unused lanyards
- Full Page Advert in the Show Guide
- Logo on AOG Distribution Point
- Logo in Show Guide
- Logo in WA feature
- Logo and link to your website on rotation throughout the AOG Website



SPONSORSHIP OPPORTUNITIES

OFFICIAL WIFI SPONSORSHIP

$5,000 EXCLUSIVE OPPORTUNITY!

SOLD

Get all eyes on your brand as you help attendees, delegates and exhibitors stay connected with the Wifi Sponsorship.

What's included?

- Exclusive naming rights of Wi-Fi password log-in
- Logo and link to your website on rotation throughout the AOG Website
- Logo in Show Guide
- Prominent company branding onsite
- Recognition of sponsorship in Exhibitor Welcome Pack

MEDIA OFFICE SPONSORSHIP

$3,000 EXCLUSIVE OPPORTUNITY!

Increase your brand awareness with key oil and gas media publications with the AOG Media Office sponsorship.

What's included?

Branding:

- Acknowledgement as a media breakfast sponsor
- Prominent company branding within Media Office
- Company hosted Media Breakfast with a branded presentation with AV
- A 3 minute presentation during the breakfast

Opportunities:

Subject to approval

- Opportunity to provide promotional material in Media Office

SPONSORSHIP OPPORTUNITIES

FLOOR TILE STICKERS SPONSORSHIP

3 Tile Package $2,000
5 Tile Package $3,000
*Limited to 10 Sponsors only

Attract visitors to your stand!

Branded in your company creative, logo and stand number, the Floor Tile stickers will be placed on various aisle intersections around the show, attracting visitors to your stand.

Locations to be confirmed by Diversified Communications prior to show. Complete artwork must be provided in a print ready format.

What's included?

- Production of durable branded Floor Tile Stickers (1m x 1m) in full colour

CONTACT OUR SALES TEAM

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