



# **SPONSORSHIP OPPORTUNITIES**

## **SPE RUSSIAN OIL & GAS 2012**

# 16–18 OCTOBER 2012

ALL RUSSIA EXHIBITION CENTER, PAVILION 75, MOSCOW, RUSSIA

[www.russianoilgas.com](http://www.russianoilgas.com)

Organizers



Society of Petroleum Engineers



ООО «Рид Эливер»

## ■ Leading Technical Exploration & Production Event in Russia

SPE Russian Oil & Gas is the definitive technical conference and exhibition for the Russian E&P market attracting senior executives and technical professionals from the worldwide E&P community to discuss, evaluate and exchange technology advances and applications face-to-face.

The technical conference and exhibition has been developed by the industry for the industry, led by a committee of Russian, regional and international E&P experts. The event allows delegates and exhibitors to exchange best practice, sharing knowledge and solutions to improve efficiency, reliability and profitability.

## ■ Progression and Development

SPE Russian Oil & Gas provides sponsors and exhibitors with an authoritative audience of experts coming to hear from leading figures in the Russian E&P industry. The conference addresses solutions to overcome the many technological challenges the industry faces as we strive to improve overall reserve recovery in the many mature producing regions of Russia.

Believed to have the world's largest accumulation of hydrocarbon

resources yet to be discovered, the opportunities in developing new areas and continued exploration of potential reserves across Russia will be at the forefront of this significant event.

With a discerning audience of industry leaders and experts, making the right choice of sponsorship activity is an important decision which delivers powerful results.

## ■ An Influential Advantage

Sponsorship provides strategic brand association, improved credibility and image transfer. It is a direct, cost-effective route to your target market that involves little extra drain on resources, and a proven way to get your organisation noticed by key decision-makers, enhance networking opportunities and gain increased industry press coverage.

## ■ Focused on your objectives

We appreciate that every company has different goals and objectives; while some will require a tailor-made option which we are pleased to build cooperatively, others will simply want a ready-prepared package. Either way we welcome the opportunity to develop the most effective options to best meet your needs.

<b>Platinum Sponsor Opportunities</b>	Exclusive	Individual
Knowledge & Science Zone	€50,000	–
Gala Opening Reception	€50,000	–
<b>Gold Sponsor Opportunities</b>		
Conference Proceedings	€43,000	–
VIP Lounge	€43,000	–
Delegate Bags / Conference Logistics	€43,000	–
<b>Sponsorship</b>		
Coffee breaks/catering units (all 6 coffee breaks)	€30,000	–
Student programme	€30,000	–
Badge (Reverse) and Registration Campaign	€28,000	–
Conference and Exhibitors Drinks Reception	€25,000	€14,000/each
Show signage (2 available)	€22,000	€12,000/each
Internet lounge	€18,000	–
Visitor and Exhibitor Buses (3 days), 2 available	€17,000	€9,000/each
Host – Knowledge Sharing Area	€15,000	–
Lanyards	€15,000	–
Simultaneous Translation & Conference Holding Slides	€15,000	–
Press Office	€12,000	–
"Ask me" staff	€8,000	–
Conference and Exhibition floorplan	€8,000	–
Show supporter (3 available)	€7,000	–
Visitor newsletter	€3,000	–
Web sponsor	From €1000	–

# SPE RUSSIAN OIL & GAS 2012

## ■ All platinum sponsorship packages include:

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- 20 x conference delegate spaces
- Web banner (recognition as Platinum sponsor)
- Logo on the main event banners in the registration hall
- Logo on ALL promotion materials (advertising, direct and email campaigns)
- Recognition in the event catalogue as Platinum sponsor
- An option to hold a press conference during RO&G 2012

### Platinum sponsor package: Knowledge & Science Zone

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- Prominent and exclusive branding at the Knowledge and Science Zone
- Complimentary exhibition space provided for leading universities at the Knowledge & Science Zone
- Company corporate and product literature displayed in the Knowledge & Science Zone

### Platinum sponsor package: Gala Opening Reception

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- Logo on all Gala Reception invitations
- Logo on signage at Gala Reception
- Opportunity for introductory welcome to the Gala Reception

## ■ All Gold sponsorship packages include:

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- 2 x conference delegate spaces
- Web banner (recognition as Gold sponsor)
- Logo on the main event banners in the registration hall
- Logo on ALL promotion materials (advertising, direct and email campaigns)
- Recognition in the event catalogue as Gold sponsor

### Gold sponsor package: Conference Proceedings

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- Exclusive and unique company branding on CD Conference Proceedings, given to all on-site conference attendees
- Logo to be placed on the front sleeve of the CD case and on the CD label, with the words «Proceedings Sponsored by».

### Gold sponsor package: VIP Lounge

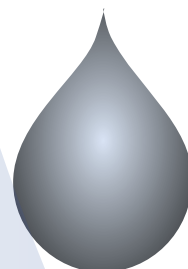
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- Prominent and exclusive branding at the VIP lounge on exhibition floor
- VIP's will be pre registered and have a Fast Track Registration in the registration areas.
- Company corporate and product literature displayed in the VIP lounge. Morning & afternoon refreshments at VIP Lounge
- All VIP guests to receive a letter inviting them to use the VIP Lounge;

### Gold sponsor package: Delegate Bags/Conference Logistics

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- Logo on all conference delegate bags
- Logo on all conference logistics (pens, notepads)



## ■ 'Ask Me' staff

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Staff wearing branded uniforms to act as mobile information points providing details relating to both the conference & exhibition as well as surrounding events and travel information.

## ■ Badge (Reverse) and Registration Campaign

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The sponsor is able to communicate to a large audience through a number of media including direct mail, the web, e-mail and highly visible badges worn by every attendee. This gives the sponsor the chance to communicate to each attendee, before, during and after the event.

## ■ Coffee breaks/catering units (all 6 coffee breaks)

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All conference delegates will be given free coffee breaks in between sessions, and the cafe will be open to exhibition visitors throughout the show. Extensive branding around the cafe area will be visible to all conference delegates & exhibition visitors, with an option for flyers/materials distribution points.

## ■ Conference and Exhibitors drinks reception

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A drinks reception will be held in the exhibition hall providing an exclusive Sponsorship opportunity associating your company with an excellent networking environment.

## ■ Conference and Exhibition floor plan

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All attendees to SPE Russian Oil & Gas will receive a handout copy of the floor plan, detailing the layout of the entire exhibition floor, the conference rooms and other key features. The cover and central spread of the floor plan can feature company branding, and the reverse will be available for additional branding and information.

## ■ Host – Knowledge Sharing Area

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Sponsor to 'host' the SPE Knowledge Sharing Area (Poster Box area); to include company branding and will be located on the exhibition floor.

## ■ Internet lounge

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All attendees and delegates wishing to access the Internet during SPE Russian Oil and Gas will be directed to the Internet Lounge, where they will have the option of accessing either a wireless hotspot or using a set of dedicated desktops. This campaign places the sponsor at the heart of the event and provides a key opportunity for the sponsor to detail their capabilities and services to the E&P industry, and to learn more about their existing and future clients.

## ■ Lanyards

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Every single attendee including visitors, exhibitors, conference speakers, committee, VIP's and press will be wearing a lanyard carrying your logo and prominently displaying your message, over the duration of the event and in many cases, at official receptions held in conjunction.

## ■ Press Office

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The Press Office will be a hub of activity for the industry's media within oil and gas. Extensive branding around the press office will be visible to all press attendees, as well as all visitors and exhibitors, with an option for flyers/materials distribution points.

## ■ Show signage

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Specially prepared SPE Russian Oil & Gas signage throughout the entire event will help visitor flow between the exhibit hall, show features, and conference & meeting areas. As official sponsor, your company logo will feature on the event signage – a subliminal reminder to SPE Russian Oil & Gas' audience of your company's prominence and capabilities.

## ■ Show supporter

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The sponsor's logo will feature throughout the event in a prominent yet tasteful manner, allowing for excellent image transfer and brand awareness. Total sponsorship package to include: Banner on SPE Russian Oil & Gas website, Recognition as show sponsor in official show catalogue, listed as a sponsor on the main event banner in the registration hall.

## ■ Simultaneous Translation & Conference Holding Slides

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Sponsoring Holding Slides and Simultaneous translation is an excellent opportunity for prominent visibility amongst the more senior and targeted group of conference delegates and also creating the link between high quality, peer reviewed content and the sponsor. Branded holding slides are displayed prominently on display screens before and after all conference sessions. Sponsorship is acknowledged by live interpreters at the start of all sessions.

## ■ Student & Young Professionals Programme

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Sponsoring the SPE Russian Oil & Gas Student & Young Professionals Programme will help to position your company at the forefront amongst the incoming generation of industry professionals.

## ■ Visitor and Exhibitor Buses

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Bus Sponsorship allows for an exclusive opportunity to place a logo on each seat, literature in the buses, and clear logo in the window of each bus.

## ■ Visitor newsletter

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Sponsors can be associated with regular newsletters to our exhibitors and attendees. The sponsor's logo will appear in a top right hand position plus 50 words of text and a link to your web site.

## ■ Web sponsor/Web advertising

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Through sponsoring/advertising on the SPE Russian Oil & Gas website, and the use of high impact flexible banner advertising on the website, the sponsors can connect with our network of unique and relevant attendees.

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### FOR MORE INFORMATION PLEASE CONTACT:

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