



# Digital Advertising 2014 Media Pack



## Digital Advertising Opportunities – Contents Page

### Website Advertising (Page 1 – 6)

- |  |        |        |
|--|--------|--------|
| • Home Page                            | €3,000 | Page 1 |
| • Conference Section                   | €3,000 | Page 2 |
| • Rest of Website                      | €1,500 | Page 3 |
| • Your Exhibitor Listing - Basic       | Free   | Page 4 |
| • Your Exhibitor Listing – Enhanced    | €295   | Page 5 |
| • Your Exhibitor Listing - Highlighted | €500   | Page 6 |

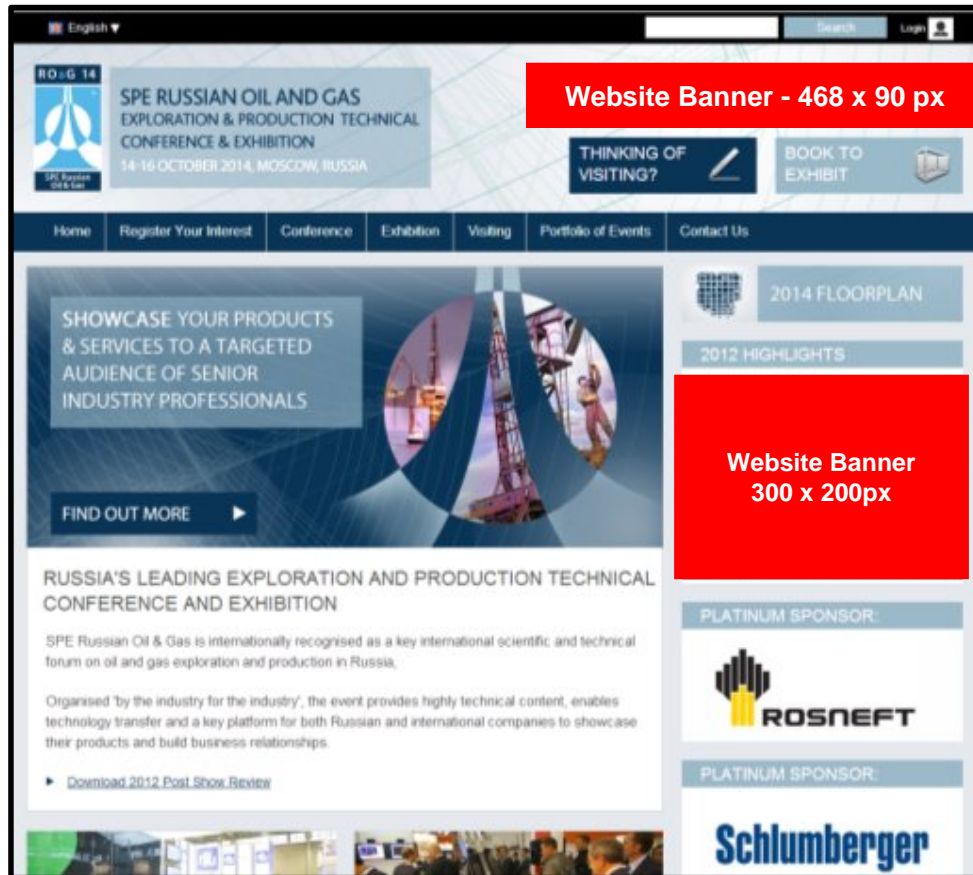
### Email Sponsorship (Page 7)

- |                    |        |        |
|--------------------|--------|--------|
| • Email Newsletter | €1,500 | Page 7 |
|--------------------|--------|--------|

### Contact Us

To get your digital promotion started today, call our show sales representative on +44 (0)208 910 7194 or email [david.ince@reedexpo.co.uk](mailto:david.ince@reedexpo.co.uk)

# Home Page - Banner Advertising



## What Does it Include??

- A Web Banner on the website Home Page.
- 4 months promotional time (July - October).
- Link to your Exhibitor Directory listing or to your website.

## What are the Benefits?

- Brand Exposure: Your advert will be seen approximately 29,000 times by people interested in the event.
- Generate pre-show leads: Visitors that click on your ad can be taken to your exhibitor directory listing or to your website, the perfect opportunity to tell them about your products and services.
- Targeted Audience: Each year the event reaches a total attendance of 3,000+ regional and international experts in the discussion and display of the very latest technical E&P information.

How much does it cost? €3,000 per home page banner

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## Conference Section - Banner Advertising



A screenshot of the SPE Russian Oil and Gas website. At the top, there is a navigation bar with "Home", "Register Your Interest", "Conference", "Exhibition", "Visiting", "Portfolio of Events", and "Contact Us". Below the navigation bar, there is a large banner area. On the left, there is a photo of a conference audience. To the right of the photo, there is a red banner with the text "Website Banner - 468 x 90 px". Below the photo, there is a section titled "2014 CONFERENCE" with a description and a "2014 FLOORPLAN" link. To the right of this section, there is another red banner with the text "Website Banner 300 x 200px". Below the conference section, there are sections for "PROGRAMME COMMITTEE" and "WELCOME LETTER". At the bottom right, there are logos for "PLATINUM SPONSOR: ROSNEFT" and "PLATINUM SPONSOR: OHLBACH".

How much does it cost? €3,000 per banner

### What Does it Include?

- A Web Banner on the Conference Section.
- 4 months promotional time (July - October).
- Link to your Exhibitor Directory listing or your website.

### What are the Benefits?

- Brand Exposure: Your advert will be seen approximately 15,000 times by professionals interested in the conference.
- Generate pre-show leads: Visitors that click on your ad can be taken to your exhibitor directory listing or to your website, the perfect opportunity to tell them about your products and services.
- Targeted Audience: Each year the event reaches a total attendance of 3,000+ regional and international experts in the discussion and display of the very latest technical E&P information.

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## Rest of Site – Banner Advertising

The screenshot shows the website for the SPE Russian Oil and Gas Exploration & Production Technical Conference & Exhibition. The top banner (468 x 90) is positioned above the navigation menu. The bottom banner (300 x 200) is placed over the '2012 HIGHLIGHTS' section. The website content includes a header with the event logo and dates, a navigation bar, a main content area with a photo of the event, and a sidebar with '2014 FLOORPLAN' and '2012 HIGHLIGHTS'.

How much does it cost? €1,500 per position shown above



### What Does it Include?

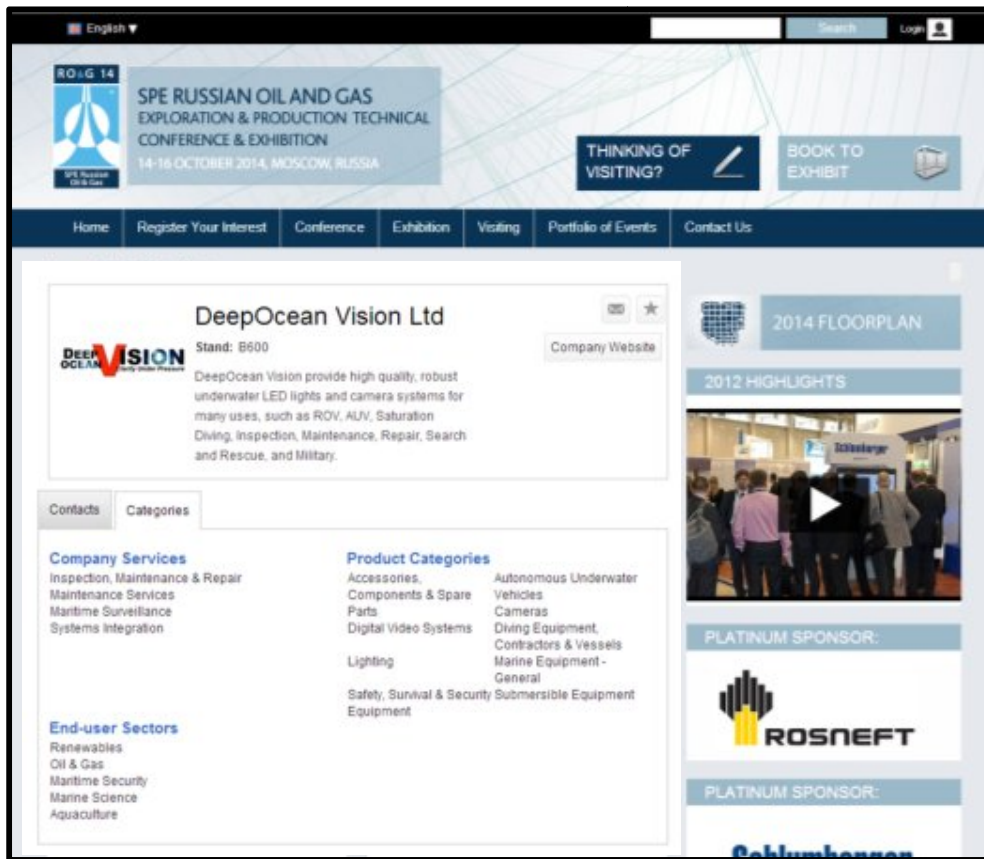
- A Web Banner across all pages of the website (excl. Home Page and Conference Section).
- 4 months promotional time including the month of the show (July - October).
- Link to your Exhibitor Directory listing or your website.

### What are the benefits?

- Brand Exposure: Your advert will be seen approximately 18,000 times as people visit the website to engage with the event.
- Generate pre-show leads: Visitors that click on your ad can either go to your exhibitor directory listing or to your website, the perfect opportunity to tell them about your products and services.
- Targeted Audience: Each year the event reaches a total attendance of 3,000+ regional and international experts in the discussion and display of the very latest technical E&P information.

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# Your Online Exhibitor Listing - Basic Package



How much does it cost? FREE

## Basic Internet Listing

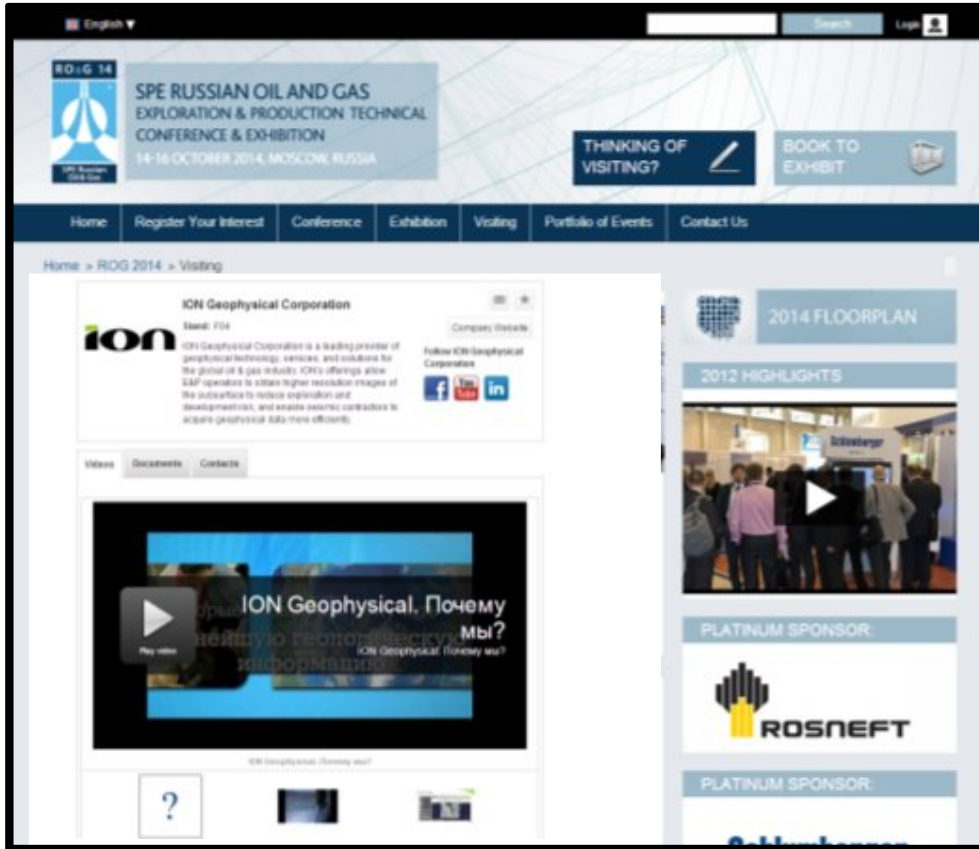
- All exhibitors are given a free company listing on the SPE Russian Oil & Gas Exhibitor Directory
- The Basic Packag Includes:
  - Company Name
  - Contact Details
  - Stand Number
  - Company description
  - Up to 10 product categories

## What are the benefits?

- Brand Exposure: Your listing will be seen approximately 8,000 times as people visit the website to engage with the event.
- Generate pre-show leads: Visitors that click on your listing can be taken to your exhibitor directory listing or to your website.
- Targeted Audience: Each year the event reaches a total attendance of 3,000+ regional and international experts in the discussion and display of the very latest technical E&P information

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## Your Online Exhibitor Listing – Enhanced Package



How much does it cost? €295

### Enhanced Internet Listing

- All exhibitors are given a free company listing on the SPE Russian Oil & Gas Exhibitor Directory
- Upgrade to Our Enhanced Package For:
  - Company Name
  - Contact Details
  - Stand Number
  - Company Description
  - Company Logo
  - Website Link
  - Choose 20 Product & Service Categories
  - Upload 5 x Social Media Profiles
  - Upload 5 x Brochures
  - Upload 15 x Press Releases
  - Upload 5 x Case Studies
  - Upload 5 x White Papers
  - Upload 5 Videos
  - Download Customer Leads & Enquiries

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## Your Online Exhibitor Listing – Highlighted Package



### What Does it Include?

- All exhibitors are given free access to be visible within the SPE Russian Oil & Gas Exhibitor Directory
- Our highlighted package provides you with all of the benefits of the Enhanced Package listed on the previous page, PLUS a highlighted listing within the exhibitor directory as shown to the right.
- There are only FIVE highlighted positions available on the exhibitor list, contact us now to upgrade!

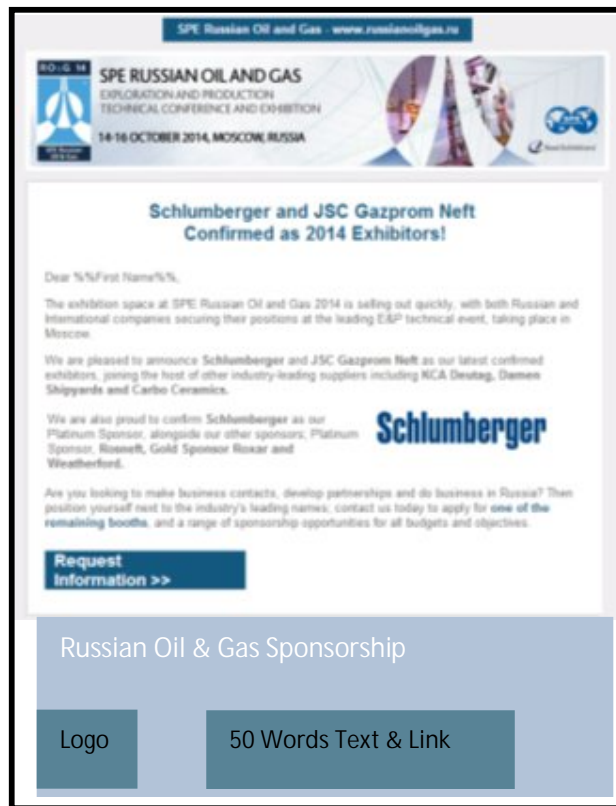
How much does it cost? €500

Only 5 Available!

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# Visitor Newsletters - Advertising Opportunities



## What Does it Include?

- A logo, 50 words of text and a website link on one visitor newsletter.
- A series of visitor newsletters are sent out to the database of up to 4,000 registered visitors, regularly in the 8 weeks leading up to the event.
- The emails include valuable show updates and information, essential for visitors to plan their trip.

## What are the benefits?

- Brand Exposure: Your advert will be seen by approximately 4,000 recipients of this newsletter.
- Generate pre-show leads: Visitors that click on your ad can be taken to your exhibitor directory listing or to a landing page on your website to tell them about your products, services and offerings.
- Targeted Audience: Each year the event reaches a total attendance of 3,000+ regional and international experts in the discussion and display of the very latest technical E&P information.

How much does it cost? €1,500 per newsletter for your company logo, 50 word description and website link.

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