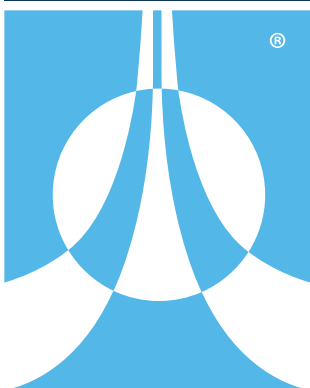




**RO&G 14**



**SPE Russian  
Oil & Gas**

**SPE RUSSIAN OIL & GAS  
EXPLORATION & PRODUCTION  
TECHNICAL CONFERENCE AND EXHIBITION**

14-16 October, 2014 | All-Russia Exhibition Centre | Moscow, Russia

**SPONSORSHIP AND ADVERTISING  
OPPORTUNITIES**

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

ORGANISED BY

 **Reed Exhibitions**  
Energy and Marine Group



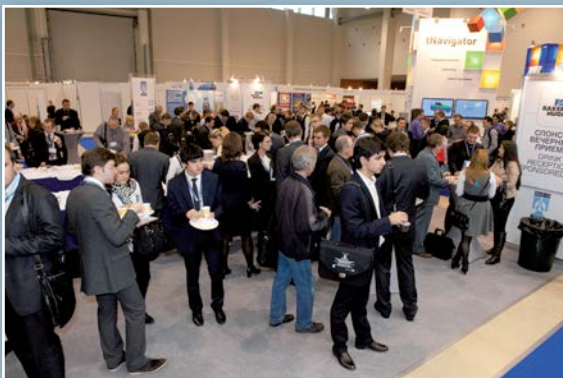
[WWW.RUSSIANOILGAS.COM](http://WWW.RUSSIANOILGAS.COM)

## SPONSORSHIP OPPORTUNITIES AT SPE RUSSIAN OIL & GAS EXPLORATION & PRODUCTION TECHNICAL CONFERENCE AND EXHIBITION 2014

Maximise your sales and support key messages

**SPE Russian Oil & Gas** provides you with a unique environment and audience in which the right choice of sponsorship activity can deliver powerful results.

**SPE Russian Oil & Gas** provides the upstream industry with access to experts from throughout the E&P sector and insights from engineers, technical specialists and industry leaders.



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIP OPPORTUNITIES

Platinum sponsorship packages include:

- 20 x conference delegate passes
- 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
- Opportunity to hold a press conference during the event

Gala Reception

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

Knowledge and Science Zone

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

## GOLD SPONSORSHIP OPPORTUNITIES

Gold sponsorship packages include:

- 12 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

Conference Proceedings CD

- Exclusive and unique company branding on Conference Proceedings CD, 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"

Delegate Bags/  
Conference items

- Logo on all conference delegate bags
- Logo on all conference items

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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

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. The following are just some ideas to consider.

- ▶ **VIP Lounge**  
Prominent and exclusive branding in the VIP lounge on exhibition floor.  
Opportunity to nominate 10 individuals for VIP entry which includes Fast Track Entry to the Exhibition. Company and product literature displayed in the VIP lounge.  
Morning and afternoon refreshments in the VIP Lounge.
- ▶ **Coffee Breaks / Catering Units (all 6 coffee breaks)**  
Extensive branding around the cafe area will be visible to all conference delegates & exhibition visitors, with an option for flyers/materials distribution points.
- ▶ **Student Programme**  
Sponsoring the SPE Russian Oil & Gas Student Programme will help to position your company at the forefront amongst the incoming generation of industry professionals.
- ▶ **Badge (Reverse) and Registration Campaign**  
The sponsor is able to communicate to a large audience through the registration marketing campaign 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.
- ▶ **Conference and Exhibitors Drinks Reception**  
A drinks reception will be held in the exhibition hall providing an exclusive sponsorship opportunity to associate your company with an excellent networking event.
- ▶ **Internet Lounge**  
The internet lounge places the sponsor at the heart of the event and provides a key opportunity to reach all attendees wishing to access the internet during the show.
- ▶ **Show Signage**  
As official sponsor, your company logo will feature on the event signage – a reminder to all attendees of your company's brand.
- ▶ **Lanyards**  
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.

# SPONSORSHIP OPPORTUNITIES

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **Host – Knowledge Sharing Area**  
Sponsor to 'host' the SPE Knowledge Sharing Area ePoster Presentations to include company branding and will be located on the exhibition floor.
- **Simultaneous Translation & Conference Holding Slides**  
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.
- **Floor-Graphics**  
Floor-graphics can be placed around the conference and exhibition to direct people to your stand, announce a hosted event or advertise your company's latest products and services.
- **Press Office**  
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.
- **"Ask Me" Staff**  
6 – 8 dedicated staff to act as mobile information points, wearing fleeces and polo shirts including SPE Russian Oil & Gas logo and your company branding.
- **Show Supporter (3 available)**  
The sponsor's logo will feature throughout the event allowing for excellent 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 in the registration hall.
- **Visitor Newsletter**  
Sponsors can be associated with regular newsletters to our exhibitors and attendees. The sponsor's logo will appear in a prominent position plus 50 words of text and a link to your web site.
- **Web Sponsor/Web Advertising**  
Through the use of high impact flexible banner advertising on the website, your company can connect with a network of unique and relevant attendees.

# WWW.RUSSIANOILGAS.COM

## PLATINUM SPONSOR OPPORTUNITIES

2014

Knowledge &amp; Science Zone

Gala Opening Reception

**sold out**

## GOLD SPONSOR OPPORTUNITIES

Conference Proceedings

Delegate Bags / Conference Logistics

**sold out**

## SPONSORSHIP

VIP Lounge

Coffee breaks/catering units (all 6 coffee breaks)

Student programme

Badge (Reverse) and Registration Campaign

**sold out**

Conference and Exhibitors Drinks Reception

**sold out**

Internet lounge

**sold out**

Show signage

Lanyards

**sold out**

Host – Knowledge Sharing Area

Simultaneous Translation &amp; Conference Holding Slides

**sold out**

10 floor tiles

Press Office

5 floor tiles

"Ask me" staff

Conference and Exhibition floorplan

Show supporter (3 available)

Visitor newsletter

Web sponsor

## Prices excluding taxes

### CONTACT US:

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## RO & G 14



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