



SPONSORSHIP OPPORTUNITIES

THE REGION'S NO. 1 OIL AND GAS SHOW

1-3 JUNE 2011 Kuala Lumpur Convention Centre, Malaysia

www.oilandgas-asia.com

OGA 2011 is an ideal platform for building brand awareness. With 22,000 oil and gas professionals expected to attend what is now Asia's biggest oil and gas trade exhibition, we are pleased to offer a variety of sponsorship opportunities to ensure your company gets noticed and stands out from the crowd.

1. VISITOR LANYARDS

Package A	RM76,000 (size - 16mm - polyester)
Package B	RM86,000 (size - 20mm - polyester-smooth/linen)
Package C	RM96,000 (size - 25mm - polyester-smooth/linen)
Quantity Produced	25,000 pieces.

SOLD!



Be one of the first brand names to be seen by placing your company name prominently on all lanyards issued to OGA visitors when they register.

2. CARRIER BAGS

RM67,000

Quantity Produced 25,000 pieces

Be the exclusive sponsor for the OGA carrier bag distributed to all visitors at the Registration Counters and members of the press. With your choice of design on one side and information on OGA on the other, this carrier bag will ensure maximum exposure throughout the exhibition.



3. EVENT GUIDE

RM25,000

Quantity Produced 20,000 pieces

Besides producing the standard show directory for OGA, we will also be supplying all visitors and exhibitors with a handy pocket sized guide on the on goings throughout the 3 day event, including an easy reference floor plan. Sponsorship of this popular guidebook will include your company's logo and acknowledgment on the front cover, along with your company's booth location and name displayed prominently inside the guide.



4. OPENING CEREMONY SPONSOR

RM80,000

One of the main highlights of OGA will be its Opening Ceremony. A relevant Cabinet Minister will be invited to be the Guest of Honour. A host of VIPs will also be invited, not forgetting members of the local and international media. As an exclusive sponsor, you will be entitled to:

- Branding in prominent locations within the opening ceremony location.
- A nominated top Official from your company will be given an opportunity to speak within the programme.
- The above mentioned Official would be seated in the VIP area with the Guest of Honour and also in the holding room for refreshments prior to the start of the ceremony.
- Press kits to be made available to all attendees of the opening ceremony.
- During the Guest of Honour's tour, the Minister will be invited to attend a press friendly event at the sponsor's booth which should coincide with the tour. (This can be a MOU presentation or anything else that the Minister would witness with a photo opportunity).



5. CYBER SURFING KIOSKS

RM13,000

Highlight your company and raise awareness amongst the show participants by sponsoring the cyber kiosks. Your company's logo will be displayed on the kiosks and the default display page on each PC will be your company web site.



6. "YOU ARE HERE" FLOOR PLANS

RM12,000

Strategically located at key points in the Kuala Lumpur Convention Centre (KLCC), these much used reference points offer an excellent opportunity to highlight your company's presence and exact location every time visitors refer to this guide. Your company logo and booth location will be highlighted on these plans with an acknowledgment prominently displayed.



7. MEDIA CENTRE

RM30,000 ▶

The OGA Media Centre is provided to register and assist members of the media. The room will serve as the nerve centre for journalists to obtain breaking news, conduct interviews, produce their stories, etc. Refreshments will be available to all registered members of the press throughout the show.

Sponsorship of the OGA 2011 Media Centre includes:

- a. A special area within the Media Centre for your corporate literature and press materials;
- b. Prominent positioning of your company's logo/signage with acknowledgment of sponsorship;
- c. One online banner ad in the "press room" section of the OGA web site;
- d. Full access for sponsor's staff to the Media Centre;
- e. Full contact details of all registered press provided after the show.



8. ROAD BUNTINGS

300 Road Buntings will be placed within the vicinity of Kuala Lumpur Convention Centre as well as prominent roads. Sponsors' logos and booth numbers can be printed on these Road Buntings:

- Package A - Exclusive sponsorship (300 Road Buntings) - RM37,000 (One sponsor only)
- Package B - 150 Road Buntings - RM22,000 each sponsor (2 sponsors only)
- Package C - 100 Road Buntings - RM17,000 each sponsor (3 sponsors only)



9. ONLINE PRE-REGISTRATION

RM21,000 ▶

The pre-registration page is one of the most frequently visited pages of the OGA website. With 8,000 industry professionals expected to pre-register for the show, placing your logo here will offer high profile exposure to potential OGA 2011 visitors.

Sponsorship of the Online Pre-Registration includes:

- a. One banner ad and hyperlink to your website;
- b. Your company's name and logo to appear on the confirmation email sent to all successfully pre-registered visitors;
- c. Your company's name and logo to appear on all printed materials of Pre-Registration information.



10. VIP LOUNGE

RM32,000 ▶

The VIP Lounge will be dedicated to high profile OGA VIP visitors and will be designed to act as an oasis of calm (with refreshments supplied) within the bustling activity of the OGA show floor.

Exclusive sponsorship of the VIP Lounge guarantees your company's profile to be exposed to the top tier visitors at OGA. Your company's logo will be prominently displayed within the Lounge in addition to the following benefits:

- a. Corporate materials of your choice displayed all around the lounge;
- b. Unlimited access for you and your clients;
- c. A short looped video/corporate presentation on your company to be broadcast within the Lounge.



11. VIP / VISITOR BADGES

RM32,000 ▶

All visitors at OGA will be registered and supplied with a badge for easy identification. Get your brand exposed to EVERY visitor at OGA by sponsoring this highly visible item. Your logo will be featured prominently on the badge.



12. VISITOR REGISTRATION

RM80,000 ▶

With multi-registration points all around OGA 2011 venue, this is a perfect opportunity to raise your company's profile amongst the 22,000 visiting industry professionals.

Sponsorship will include your company's name and logo featured prominently on the panel above the visitor's registration area and also at the form filling counters.



13. E-NEWSLETTERS

RM5,000 PER NEWSLETTER

A vital part of the OGA marketing plan is our regular e-newsletters that will be sent to our 60,000 OGA visitors and exhibitors database.

Sponsoring one of these key information channels will include:

- a. A 50 word write-up at a premium position within the newsletter;
- b. Banner ad placement on the newsletter with hyperlink to your web site.

*Please note that all company's materials, logos, brochures, etc in any of the above sponsorship opportunities must be supplied by the sponsoring company.

INTERESTED TO ENHANCE YOUR PRESENCE AT OGA 2011?

Please contact : Mr Peter J McKenna

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