



OGA2017

THE 16TH ASIAN OIL, GAS & PETROCHEMICAL
ENGINEERING EXHIBITION

The Region's No.1 Oil And Gas Show

11 - 13 JULY 2017

Kuala Lumpur Convention Centre, MALAYSIA

www.oilandgas-asia.com



STAND OUT AND GET NOTICED IN THE CROWD!

OGA 2017 provides a multitude of opportunities to its exhibitors to market and highlight their respective companies and brands. The previous OGA 2015 boasts a crowd of 24,000 attendees from various professions within the Oil & Gas field. OGA 2017 will be expecting a larger crowd turnout and more exhibitors to take part in Asia's No.1 Oil & Gas Show.

Enhance your participation at OGA!

BRAND ENHANCEMENT PACKAGES

1. VISITOR LANYARDS

SOLD!

Quantity Produced

25,000 pieces

US\$29,000 ▶

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



2. EVENT GUIDE

Quantity Produced

20,000 pieces

US\$8,000 ▶

Besides producing the standard show directory for OGA, we will also be supplying all visitors and exhibitors with a handy Guide on the on-goings throughout the 3-day event, including an easy reference floor plan. Sponsorship of this popular Guide plan 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.



3. OPENING CEREMONY SPONSOR

SOLD!

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:

- a. Branding in prominent locations within the Opening Ceremony location;
- b. Your company's logo will be featured on the Opening Ceremony backdrop;
- c. A nominated top 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;
- d. Press kits to be made available to all attendees of the Opening Ceremony;
- e. 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).

US\$16,500 ▶



4. DIRECTIONAL SIGNAGES

These Directional Signages will be placed throughout Kuala Lumpur Convention Centre (KLCC) to assist visitors to the right locations. Sponsor's logo and booth number will be printed on the Signages.

US\$5,000 ▶



5. "YOU ARE HERE" FLOOR PLANS

US\$4,000 ▶

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.



6. OUTDOOR BILLBOARDS

US\$6,500 (PER BILLBOARD) ▶

Outdoor Billboards promoting OGA 2017 will be placed at strategic locations in Kuala Lumpur and close to the Kuala Lumpur Convention Centre (KLCC) vicinity prior to the show. Sponsors' logo will be featured prominently on the Billboards.



7. ONLINE PRE-REGISTRATION

US\$15,000 ▶

The pre-registration page is one of the most frequently visited pages of the OGA website. With 15,000 industry professionals expected to pre-register for the show, placing your logo here will offer high profile exposure to potential OGA 2017 visitors.

Sponsorship of the Online Pre-Registration includes:

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



8. VIP LOUNGE

US\$10,000 ▶

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 top tier visitors at OGA. Your company's logo will be prominently displayed within the Lounge in addition to the following benefits:

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



9. VISITOR BADGES

US\$10,000 ▶

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.



10. VISITOR REGISTRATION

US\$25,000 ▶

With multi-registration points all around OGA 2017 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.



11. E-NEWSLETTERS

US\$1,500 (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 50-word write-up at a premium position within the Newsletter;
- Banner ad placement on the Newsletter with hyperlink to your website.



12. HANGING BANNERS

Hanging Banners at prominent locations within OGA is available for highly visible and effective branding opportunities. Price ranges from USD2,700 onwards, depending on locations.

US\$2,700 ▶
(ONWARDS)



13. LCD TV SCREENS @ KLCC

You may choose to feature your company's video clip or promotional clips through the LCD TV Screens located around Kuala Lumpur Convention Centre (KLCC). These TV screens facing the foyer and mainly located near the registration counters will definitely garner the maximum exposure for your company.

US\$5,000 ▶
(PER LCD SCREEN)



14. ENTRANCE ARCH BRAND OWNERSHIP

Entrance Arches at prominent locations are available throughout Kuala Lumpur Convention Centre (KLCC) for OGA 2017. You can choose to feature your company on these Arches.

US\$3,500 ▶
(PER ARCH)



15. EXHIBITOR SERVICE COUNTER

This counter is specifically to service the Exhibitors of OGA 2017. It will also serve as the focal point where all enquiries pertaining to the exhibition on the whole will be serviced. You will get an exclusive brand feature at the OGA 2017 Exhibitor Service Counter, with maximum brand exposure to all participating companies.

US\$12,000 ▶



16. SHOW DIRECTORY BRAND ENHANCEMENT

Feature your brand in the OGA 2017 Show Directory and achieve maximum visibility. The total Circulation of the Directories would be approximately 8,000 copies to all pre-registered visitors, exhibitors and VIPs.

Please email Mike Twiss - mike@oilandgasaustralasia.com. The rate card will be emailed to you if you choose to advertise in this directory. You may also opt to advertise in the digital version of show directory (e-Show Guide).



17. BRAND ENHANCEMENT THROUGH CASUAL WORKERS' UNIFORM

Approximately 150 personnel will be working at OGA 2017. You may provide Uniforms carrying your brand for them to use throughout OGA 2017.

US\$15,000 ▶



*6% of Goods and Services Tax (GST) will be applicable to all the prices quoted.

*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 2017?

Please contact: **Mr Alun Jones** • E-mail: ajones@mesallworld.com