

# SPONSORSHIP PROGRAM

## Deep Offshore Technology International Rai International Exhibition & Congress Centre Amsterdam

30 November – 2<sup>nd</sup> December 2010

### Evening Networking Reception, November 30 - €35,000

*The evening networking reception is the highlight of our social program. Guests will enjoy delicious cuisine representing the countries and cultures of Europe while meeting both new and old acquaintances. This Sponsorship is for the company that wants to make a significant impression on the DOT attendees.*

- 1 ½ hour reception in Exhibition Hall with assorted beverages and canapés
- Welcome banner and signage with Sponsor logo throughout Exhibition Hall
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- Napkins with Sponsor logo
- 5 complimentary full conference registrations
- 50% discount on all full conference registrations
- Local entertainment at reception
- 6m x 6m exhibit space
- 50 word company listing with logo in the Preliminary Event Guide
- Full page, 4-color ad on back cover of Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Banner ads in Offshore Weekly Report e-newsletter and Offshore website
- Pre-show email blast to all registered attendees highlighting the Sponsor's Reception

### Day 1 Delegate Luncheon, November 30 – €26,800

### Day 2 Delegate Luncheon, December 1 – €26,800

### Day 3 Delegate Luncheon, December 2 – €26,800

*The Conference Delegate luncheon offers high level exposure and is an opportunity for delegates to network and discuss topical issues brought up during the conference. As a sponsor you have the opportunity of addressing this captive, influential audience whilst dining on fine food.*

- Lunch provided for all Conference Delegates
- Appropriate signage with Sponsor logo in luncheon area
- 1 reserved table for Sponsor guests
- Presentation opportunity for Sponsor company (10 min. maximum)
- Opportunity to distribute promotional material in luncheon area
- Tent cards on each table with Sponsor logo
- Recognition in Conference signage and marketing materials
- 3m x 6m exhibit space
- 50 word company listing with logo in the Preliminary Event Guide
- Logo on DOT web site with link to Sponsor home page
- 3 complimentary full conference registrations
- 50% discount on all full conference registrations
- 1 page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Banner ads in Offshore Weekly Report e-newsletter and Offshore website
- Pre-show email blast to all registered attendees highlighting the Luncheon and Sponsor

## **Delegate Bags Sponsorship – €19,800**

***Your company will have sole branding rights for the conference bags given to each attending delegate, with the opportunity of inserting promotional material within the attractive bag.***

- Bags branded with Sponsor and DOT logos distributed to all Conference Delegates
- Opportunity to insert promotional material in bags
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- 3 complimentary full conference registrations
- 3m x 6m exhibit space
- 50 word company listing with logo in the Preliminary Event Guide
- 50% discount on all full conference registrations
- ½ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **DOT Technology Update E-newsletter – €13,400**

***This sponsorship provides unique branding exposure prior to and after the event. The e-newsletter focuses on what's new at DOT and reaches a worldwide audience of 32,000 oil and gas professionals. If you want to support DOT and reach far beyond the on-site audience, this is the sponsorship for you!***

- Sponsor the DOT Technology Update digital newsletter, produced by the editors of Offshore magazine
- 3 weekly newsletters: 2 weeks prior to DOT and the week following the close of the event
- Newsletter would be delivered to Offshores' Weekly Report audience of 32,000 professionals
- Logo on DOT web site with link to Sponsor home page
- 2 complimentary full conference registrations
- 3m x 3m exhibit space
- 50 word company listing with logo in the Preliminary Event Guide
- 50% discount on all full conference registrations for sponsor employees
- ½ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Coffee Break Sponsorship – **Bridon****

***This sponsorship provides branding throughout the exhibition hall, on printed marketing materials and at the coffee points. With impressive branding, your name will be at the forefront of this influential audience.***

- Morning and afternoon coffee breaks in Exhibition Hall on Tuesday and Wednesday; morning coffee break on Thursday
- Table tents at coffee stations branded with sponsors logo
- Appropriate signage with Sponsor logo in serving areas
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- Napkins with Sponsor's logo
- 3 complimentary full conference registrations
- 3m x 3m exhibit space
- 50 word company listing with logo in the Preliminary Event Guide
- 50% discount on all full conference registrations
- ½ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Session Track Sponsorship (3 available) – €5,700 each**

***This sponsorship enables you to directly target attending delegates interested in specific technology or processes. Sponsor signage is displayed in the session room along with sponsor's marketing and technical materials.***

- Sponsor logo prominently displayed in the Conference session rooms
- Opportunity to have Sponsor's promotional material in session rooms
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- 1 complimentary full conference registration
- 50 word company listing with logo in the Preliminary Event Guide
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

***\*Note: Session tracks are yet to be determined by the Advisory Board.***

## **Conference Proceedings – €10,200**

***Meet those important delegates when they come by your stand to collect their login instructions to download the conference proceedings. This is a guaranteed opportunity to interface and influence these leading oil and gas professionals.***

- Conference Proceedings posted on the event web site after close of the event. Password and log-in instructions will be distributed to all delegates from Sponsor's booth
- Your Company's banner advertisement at the top of the Proceedings Site
- 3m x 3m of exhibit space
- 2 complimentary full conference registrations
- Logo on DOT web site with link to Sponsor home page
- Signage naming your company as the Conference Proceedings Sponsor
- 50 word company listing with logo in the Preliminary Event Guide
- 50% discount on all full conference registrations
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Registration Sponsorship – €10,200**

***A high exposure sponsorship with branding at the registration desk as well as displaying your logo on the event badges. All the DOT delegates will be wearing your brand!***

- Sponsor logo on Conference badge holders
- Appropriate signage with Sponsor logo at registration desk
- Recognition in conference marketing materials
- Logo on DOT web site with link to Sponsor home page
- 2 complimentary full conference registrations
- 3m x 3m exhibit space
- 50 word company listing with logo in the Preliminary Conference Program
- 50% discount on all full conference registrations
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Conference Journal – €10,200**

***Your brand will be on an attractive journal that delegates will use for their important notes, and keep for months to come.***

- Journal branded with Sponsor logo and event logo distributed to all Conference Delegates
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- 3m x 3m of exhibit space
- 2 complimentary full conference registration
- 50% discount on all full conference registrations
- 50 word company listing with logo in the Preliminary Event Guide
- ¼ page, 4-color ad in the Show Guide

## **Online Registration Sponsorship – €3,800**

***The online registration sponsorship is a simple and direct way of highlighting your company as a major sponsor on the event web site. With your branding at the point of pre-registration, this is a high traffic page and offers great value for money.***

- Sponsor advertising banner & text ad on DOT online registration pages and confirmation message
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- 2 complimentary full conference registrations
- 50 word company listing with logo in the Preliminary Event Guide
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Press Room Sponsorship – US\$10,000**

***Sponsorship of the DOT press room offers you a chance to host the media during the event. This specially furnished room will be located within the main conference area and offers attending press and visitors the opportunity of picking up promotional literature that will be on display.***

- Typical working press room set-up, including computers and high-speed internet
- Sponsor's signage in Press Room
- Sponsor representative may serve as Press Room host
- Snacks and beverages provided throughout the day
- List of registered press attendees
- Recognition in Conference signage and marketing materials
- 50 word company listing with logo in the Preliminary Event Guide
- Logo on DOT web site with link to Sponsor home page
- 2 complimentary full conference registrations
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **DOT T-shirts – €10,500**

***Delegates will enjoy wearing souvenir T-shirts highlighting your company's sponsorship of DOT in Monte Carlo.***

- T-shirts branded with Sponsor and DOT logos distributed to all Conference Delegates
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with hotlink to Sponsor home page
- 1 complimentary full conference registration
- 50 word company listing with logo in the Preliminary Event Guide
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Deepwater Development Trends Webcast - €3,500 (4 sponsors)**

***This webcast featuring deepwater experts will be promoted to the DOT delegates and Offshore magazine's worldwide audience. Thousands around the world will be invited to view the webcast and, as a sponsor, you will receive the database of webcast participants.***

- Your company is a co-sponsor in a Webcast scheduled for November 4, in the Exhibit Hall. Moderated by an Offshore editor.
- Database of Webcast participants
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with hotlink to Sponsor home page
- Full-page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Technology Sponsorship – €7,000 –**

***Help the delegates keep up with the conference schedule and put your logo at their fingertips with the DOT Pocket-size program and show guide.***

- Convenient, pocket-size Program Guide distributed to all attendees
- Sponsor ad and/or logo printed on the Program Guide
- 2 complimentary full conference registrations
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- Full-page, 4-color ad in Conference Program
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Aisle Sign Sponsor – €7,000**

***Stay in front of the delegates and visitors on the exhibition floor with your logo appearing exclusively on each aisle.***

- Sponsor logo placed on each aisle sign on exhibit floor
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- ¼ page, 4-color ad in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Speakers Appreciation Gifts – €3,200**

***The conference speakers will appreciate your company's thoughtfulness when they are presented with a nice gift recognizing their participation as a DOT presenter.***

- Thank you gift for each session presenter with Sponsor and event logos
- Recognition in conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- ¼ page, 4-color ad in Conference Program
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **DOT Program and Show Guide Bellyband – €2,800**

***No one will miss your targeted advertising message when it is wrapped around the DOT Program and Show Guide.***

- Bellyband with sponsor advertising message around the Show Guide
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

## **Online Registration Page - €3,500 (2 Available)**

***Your company's message on the event registration page will reach all those who pre-register at the event website.***

- Sponsor will have a side skyscraper ad (120 x 600) on the Event Registration Pages for all online registrations
- Recognition in Conference signage and marketing materials
- Logo on DOT web site with link to Sponsor home page
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients