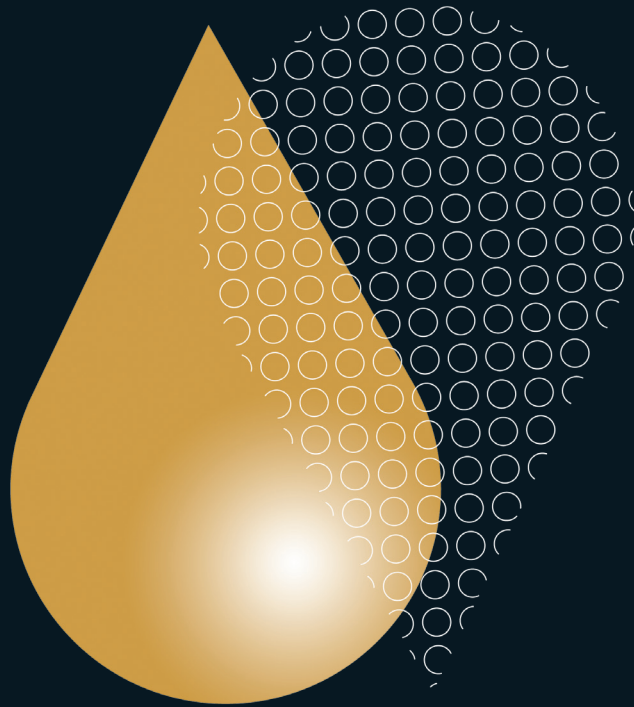


YOUR SPONSORSHIP OPPORTUNITIES

AT AUSTRALIA'S LARGEST
OIL & GAS EXPO



AOG

AUSTRALASIAN OIL & GAS
EXHIBITION & CONFERENCE

24-26 MARCH 2010

PERTH CONVENTION EXHIBITION CENTRE

INTRODUCTION



The Australasian Oil & Gas Exhibition & Conference is the premier Australasian petroleum industry event. AOG has been staged in Perth for the past 25 years and in that time has grown to be the largest oil and gas show of its type in the Southern hemisphere.

AOG is endorsed by The Government of Western Australia and the City of Perth. The event forms an integral part of Government's strategy to have Perth recognised as an 'energy city' in the same light as Houston and Aberdeen

AOG 2009 attracted over 10,000 delegates, visitors and exhibitors including senior managers, engineering professionals and technical personnel from all facets of the petroleum industry including exploration & production, engineering, design and construction, manufacturing and service. These attendees come from throughout Australia and overseas.

ABOUT US

At Diversified Exhibitions we organise and manage many of Australia's leading trade and consumer exhibitions, conferences and seminars. We help business connect with thousands of prospective new customers face to face and provide an ideal platform for brand building and marketing communication.

We are committed to the Perth market and have rapidly become the biggest user of the Perth Convention Exhibition Centre. Our portfolio of events staged in Perth includes:

- Australasian Oil & Gas Exhibition & Conference
- Subsea Australasia Conference
- Business Analyst World
- Designbuild Perth
- Green Building Seminars
- Fine Food Perth
- Hospitality Perth
- Franchising & Business Opportunities
- Investment Expo
- Property Expo
- Good Food & Wine Show

Diversified Exhibitions acquired AOG in 2007 from Swan Exhibitions and doubled the size of the show in 2009. We intend to build on the existing foundation of exhibitors while at the same time boost the content and calibre of conference and seminar speakers. Perth's status as one of the oil and gas capitals of the world means we can attract even more international exhibitors and visitors and enhance the existing conference and technical seminar programs.

diversified
EXHIBITIONS ■ AUSTRALIA

BENEFITS OF SPONSORSHIP

- AOG can help build brand awareness through pre, during and post show promotions in a difficult to reach market.
- Help to launch your products and services into the marketplace through a targeted trade marketing campaign consisting of direct mail, electronic direct marketing campaigns and website promotions.
- Gain access to a diverse range of contacts through the AOG network.
- Expose your brand to an international audience
- Alliance with a premier event helps you increase your credibility in the Industry.

SPONSORSHIP OPPORTUNITIES



AOG 2010 Principal Sponsor - \$40,000*

SOLD

This sponsorship package offers sole corporate branding rights.

The major sponsorship includes:

- Your logo on all electronic direct mail promotional campaigns
- A 3m x 3m stand in the exhibition
- Your logo and message / statement within our main electronic direct mail campaign to pre-registered visitors (e.g. "visit our stand to see ...") (sent 7 – 14 days prior to the event)
- Directional signage at the show to include "Sponsored by....."
- Brochure insert in AOG showbags (5000 inserts to be provided by sponsor)
- Promotion in 24 page West Australian 'AOG supplement'
- Your logo prominently displayed at exhibition entrance
- Your logo in selected trade magazine advertisements.
- Your logo and link in all electronic Direct Mail campaigns
- Your logo on official AOG website with a direct link back to your website
- Your logo in Official Show Catalogue
- Your logo on 30 Banners located in St Georges Terrace
- Full page advertisement in Official Show Catalogue
- Your logo in 60,000 visitor invitation tickets
- Table of 10 at AOG Official Dinner

AOG Oyster Bar \$15,000*

SOLD

The AOG Oyster Bar will be located on the show floor and serve as a central meeting point. Ideal for networking and entertaining clients, the AOG Oyster Bar will feature celebrity oyster shucker, Jerry Fraser.

The sponsorship package includes:

- Complete naming rights – ".....Oyster Bar"
- Prominent company branding on bar signage and banners "..... Oyster Bar"
- Brochure stand at the Oyster Bar
- All panels / barriers around bar to be prominently branded with your company name as the "..... Oyster Bar"
- Logo on vouchers sent to pre-registered visitors redeemable at Oyster Bar "free half dozen oysters or free beer, wine or soft drink"
- Logo on electronic direct mail (includes a link) to over 5000 industry contacts
- Brochure insert in AOG showbags (5000 inserts to be provided by sponsor)
- Brochure insert in exhibitor information kit
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Your company logo and link on the AOG website
- Promotion in 24 page West Australian 'AOG supplement'
- 10% discount on tickets to the Official Gala Dinner

SubSea Bar \$12,000*

SOLD

The Subsea Bar will be located on the show floor and serve as a central meeting point for the subsea industry and will be the catering area for the Subsea Australasia Conference delegates.

The sponsorship package includes:

- Complete naming rights – ".....Subsea Bar"
- Prominent company branding on bar signage and banners ".....Subsea Bar"
- Brochure stand at the Subsea Bar
- All panels / barriers around bar to be prominently branded with your company name as the "..... Subsea Bar"
- Logo on electronic direct mail (includes a link) to over 5000 industry contacts
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Your company logo and link on the AOG website
- Promotion in 24 page West Australian 'AOG supplement'

SPONSORSHIP OPPORTUNITIES



AOG Bratwurst Bar

\$12,000*

SOLD

The AOG Bratwurst Bar will be located in a prominent location on the show floor and will serve as a central meeting point. Ideal for networking and entertaining clients, the AOG Bratwurst Bar will feature Andy's Bratwurst Hut.

The sponsorship package includes:

- Complete naming rights – “.....Bratwurst Bar”
- Prominent company branding on overhead banners “..... Bratwurst Bar”
- Brochure stand at the Bratwurst Bar
- Perimeter fencing around bar to be prominently branded with your company name as the “..... Bratwurst Bar”
- Logo on free food / drink vouchers sent to pre-registered visitors
- Logo on electronic direct mail (includes a link) to over 5000 industry contacts
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Promotion in 24 page West Australian 'AOG supplement'
- Logo and link on the AOG website

Visitor Lanyards

\$15,000*

SOLD

Sponsorship of the visitor lanyard is an excellent high visibility marketing tool as your company name and logo adorns, the neck of every attendee at the show.

This exclusive sponsorship provides maximum exposure as thousands of potential customers are all wearing your company name. We'll handle the production of the lanyards and make sure every attendee receives the lanyard with their badge holder when they arrive at the show.

The sponsorship package includes:

- Quantity of 10,000 lanyards.
- Production of the lanyards printed in 2 colours, on both sides with your company logo
- Sponsor retains ownership of any unused lanyards.
- Select the colour of the lanyard (subject to colours available).
- Name badges, back of badge printed in one colour with your name and message (printed on all name badges for exhibition visitors registering at the exhibition & mailed out to all pre-registered visitors at the show).
- Acknowledgement on the AOG website (includes logo & hotlink on footer of every main page of the website).
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Promotion in 24 page West Australian 'AOG supplement'

SPONSORSHIP OPPORTUNITIES



AOG Careers Day Sponsor \$10,000*

The future viability of the oil & gas industry depends largely on attracting capable young people into its ranks. As sponsor of this initiative your company will be widely recognised as playing a vital role in this area.

Sponsorship funds will directly provide for:

- Publicity to target relevant tertiary students
- Production and distribution of career and industry information materials.
- Meals / refreshments for the group.
- Shuttle buses to/from the venue.

The sponsorship package includes:

- Branding of Careers Day promotional material with your logo.
- Signage incorporating your logo and name prominently displayed at the venue.
- The opportunity to display/distribute company material at the event.
- The opportunity for company representative to make short presentation to the students on-site.
- Promotion in 24 page West Australian 'AOG supplement'
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG Show Guide

AOG Official Show Bag \$10,000*

SOLD

This medium allows you to have a "moving message" visible throughout the show. Each visitor carrying the show bag will promote your brand not only inside the show, but also outside, giving extended exposure.

Show bags enable visitors to collect literature, samples and giveaways easily. We will print your message on one side of the show bag in four-colour for all to see. The other side will feature the show logo. Diversified Exhibitions Australia covers all production costs and arranges distribution to visitors at the show entrances.

The sponsorship package includes:

- Sponsors logo on front of 5,000 AOG show bags(Full Colour)
- One company promotional insert into show bag (insert at sponsors cost)
- Acknowledgement on the AOG website (includes logo & hotlink on footer of every main page of the website).
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Promotion in 24 page West Australian 'AOG supplement'

SPONSORSHIP OPPORTUNITIES



AOG Official Dinner

\$10,000*

SOLD

The Official AOG Dinner will be held on the evening of Thursday 25 March. Guests will enjoy a 3 course dinner, fine wine and entertainment including an after dinner speaker (Lord Digby Jones has been invited and is TBC) and an address by The Lord Mayor of Perth. Expected attendance of over 600 guests.

Guests to this event include: Engineers, Senior Managers and Business Development Managers from Exploration and Production Companies, Engineering Firms and Consultancies and from the Service & Supply Industry. This dinner will incorporate the Subsea Australasia Conference Dinner.

The sponsorship package includes:

- Acknowledgement by the MC.
- Opportunity to present a 5 minute address to guests.
- Logo on dinner tickets
- A complimentary sponsor table of 10.
- Company signage at the event projected onto a large screen. The sponsor may at their own cost provide additional signage such as pop up banners
- Opportunity to place centrepiece and or gifts on each table (at sponsors' expense).
- Acknowledgement on the AOG website (includes logo & hotlink on footer of every main page of the website).
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Logo and your message or statement within our main electronic direct mail campaign to pre-registered visitors (eg. Visit our stand to see..) sent 7-14 days prior to the show.
- Promotion in 24 page West Australian 'AOG supplement'

Innovation Zone

\$7,000*

The Innovation Zone is a custom built showcase featuring 15 'pods' displaying the latest industry innovations. It will be located in the foyer immediately in front of the main entrance so will be seen by every participant.

The sponsorship package includes:

- A prominent logo incorporated into the Innovation Zone design
- Acknowledgement on the AOG website home page
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG show guide
- Promotion to all preregistered visitors detailing the Innovation Zone
- Promotion in 24 page West Australian 'AOG supplement', feature on the Innovation Zone
- A 'pod' in the Innovation Zone' to display an 'innovative' product or service

Visitor Incentive Voucher

\$5,000*

(FREE DRINK, OYSTERS, BRATWURST VOUCHER)

SOLD

Preregistered visitors (the first 5000) will be given a voucher to be redeemed at the Oyster Bar, Bratwurst Bar or Subsea Bar on the show floor for a free drink, 6 freshly shucked oysters or a bratwurst sausage.

The sponsorship package includes:

- Your logo printed on 5000 vouchers distributed to preregistered visitors
- Sponsor recognition at the Exhibition entrance
- Sponsor recognition in the Official AOG Show Guide
- Sponsor recognition in communication with preregistered visitors
- Your logo and link on the AOG website home page
- 50 vouchers for your own use
- Promotion in 24 page West Australian 'AOG supplement'

SPONSORSHIP OPPORTUNITIES



Health & Safety Seminar Sponsor \$5,000*

SOLD

AOG 2010 will feature a comprehensive Health & Safety Seminar Program. The purpose of the seminars is to provide delegates with an overview of the latest developments and advice on how to make the right decisions for their business.

The sponsorship package includes:

- Sponsor's branding of Seminar Theatre and seminar sessions.
- Your logo and link on AOG Health & Safety Seminar website page
- Acknowledgement as a sponsor on the AOG website home page
- Pre-show electronic direct mail to target audience of people interested in health & safety to include sponsor logo and link to sponsor website.
- Your logo to feature in Seminar Program section of Official AOG Show Guide
- Health & Safety Seminar Program and sponsor logo to be incorporated into annual West Australian 'AOG supplement'
- Your logo on all Health & Safety Seminar signage & promotional material.
- Sponsorship of tea & coffee break
- Sponsor recognition at Exhibition entrance
- Sponsor recognition in Official AOG Show Guide

Flow Assurance Seminar Sponsor \$5,000*

AOG 2010 will feature a comprehensive half day Flow Assurance Seminar Program. The purpose of the seminars is to provide delegates with details of the latest developments and technology in Flow Assurance.

The sponsorship package includes:

- Sponsor's branding of Seminar Theatre and seminar sessions.
- Your logo and link on AOG Flow Assurance Seminar website page
- Acknowledgement as a sponsor on the AOG website home page
- Pre-show electronic direct mail to target audience of people interested in Flow Assurance to include sponsor logo and link to sponsor website.
- Your logo to feature in the Seminar Program section of Official AOG Show Guide
- Flow Assurance Seminar Program and sponsor logo to be incorporated into annual West Australian 'AOG supplement'
- Your logo on all Flow Assurance Seminar signage & promotional material.
- Sponsorship of tea & coffee break
- Sponsor recognition at Exhibition entrance
- Sponsor recognition in Official AOG Show Guide

SPONSORSHIP OPPORTUNITIES



Carbon Storage Seminar Sponsor \$5,000*

AOG 2010 will feature a comprehensive half day Carbon Storage Seminar Program. The purpose of the seminars is to provide delegates with details of the latest developments and technology in Carbon Storage.

The sponsorship package includes:

- Sponsor's branding of Seminar Theatre and seminar sessions.
- Your logo and link on AOG Carbon Storage Seminar website page
- Acknowledgement as a sponsor on the AOG website home page
- Pre-show electronic direct mail to target audience of people interested in Carbon Storage to include sponsor logo and link to sponsor website.
- Your logo to feature in Seminar Program section of Official AOG Show Guide
- Carbon Storage Seminar Program and sponsor logo to be incorporated into annual West Australian 'AOG supplement'
- Your logo on all Carbon Storage Seminar signage & promotional material.
- Sponsorship of tea & coffee break
- Sponsor recognition at Exhibition entrance
- Sponsor recognition in Official AOG Show Guide

Subsea Australasia Conference Sponsorship \$1,000 - \$3,500*

The conference is expected to attract 450 delegates including Engineers, Senior Managers and Business Development Managers from Exploration and Production Companies, Engineering Firms and Consultancies and from the Service & Supply Industry.

Platinum Sponsor (1 only) \$3,500

- Exclusive logo on the lectern signage in each conference room
- Exclusive acknowledgment of each session chairperson at each session
- Exclusive opportunity to provide a handout / gift for each delegate
- Morning & afternoon tea sponsorship (x7)
- Logo on screen in each conference room
- Logo on the conference program
- Logo on the conference website
- Logo on Conference signage including delegate lunch area

SOLD

Gold Sponsor (2 only) \$2,500

- Morning & afternoon tea sponsorship (x7)
- Logo on screen in each conference room
- Logo on the conference program
- Logo on the conference website
- Logo on Conference signage including delegate lunch area

Silver Sponsor (3 only) \$1,500

- Logo on screen in each conference room
- Logo on the conference program
- Logo on the conference website
- Logo on Conference signage including delegate lunch area

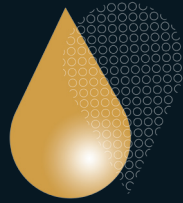
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Bronze Sponsor (4 only) \$1000

- Logo on the conference program
- Logo on the conference website
- Logo on the conference signage including delegate lunch area

TWO LEFT

Note: The higher the tier of sponsorship the more prominent the exposure



SPONSORSHIP OPPORTUNITIES

For further information about
sponsorship opportunities at
AOG 2010 please contact
the AOG team
on **03 9261 4500**
or email
aog@divexhibitions.com.au

AOG

AUSTRALASIAN OIL & GAS
EXHIBITION & CONFERENCE

24-26 MARCH 2010

PERTH CONVENTION EXHIBITION CENTRE