

MOGSEC 2020

The 5th Malaysia Oil & Gas Services
Exhibition And Conference

22-24 SEPTEMBER 2020

Kuala Lumpur Convention Centre, Malaysia

RESILIENT ENERGY HUB FOR THE REGION

SPONSORSHIP OPPORTUNITIES

In support of Malaysia as the region's Oil & Gas hub, MOGSEC provides an outstanding platform to hundreds of Malaysian Oil & Gas service providers to showcase their proficiency and expertise. MOGSEC 2020 also offers various sponsorship options to provide maximum visibility for your company. We are pleased to work with your company to best achieve your marketing objectives.

**The pictures in this Sponsorship Flyer are for illustration purposes only.*

BRAND ENHANCEMENT PACKAGES

1. VISITOR LANYARDS

RM35,000 ▶

Quantity Produced ▶ 15,000 pieces

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



2. EVENT GUIDE

RM15,000 ▶

Quantity Produced ▶ 15,000 pieces

Besides producing the standard show directory for MOGSEC, 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 acknowledgement on the front cover, along with your company's booth location and name displayed prominently inside the Guide.



3. OPENING CEREMONY SPONSOR

RM50,000 ▶

One of the main highlights of MOGSEC 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 including Embassies, related Associations and 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;
- Your company's logo will be featured on the Opening Ceremony back-drop;
- 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;
- 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).



4. Directional Signages

RM17,000 ▶

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



5. INFO BOARD

RM13,500 ▶

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 acknowledgement prominently displayed.



6. OUTDOOR BILLBOARDS

**RM22,000 ▶
(per billboard)**

Outdoor Billboards promoting MOGSEC 2020 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

RM25,000 ▶

The Pre-registration page is one of the most frequently visited pages of the MOGSEC website. With 10,000 industry professionals expected to pre-register for the show, placing your logo here will offer high profile exposure to potential MOGSEC 2020 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;
- Your company will be mentioned and will appear in the MOGSEC 2020 e-blast campaigns.



8. VIP LOUNGE

RM20,000 ▶

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

Exclusive sponsorship of the VIP Lounge guarantees your company's profile to be exposed to top tier visitors at MOGSEC. 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. VIP / TRADE VISITOR BADGES

RM25,000 ▶

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



10. VISITOR REGISTRATION

RM50,000 ▶

With multi-registration points all around MOGSEC 2020 venue, this is a perfect opportunity to raise your company's profile amongst the 15,000 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

**RM5,000 ▶
(per newsletter)**

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

Sponsoring one of these key information channels will include:

- A 50-word and a picture at a premium position within the Newsletter;
- Banner ad placement on the Newsletter with hyperlink to your website.



MOGSEC 2020 returns with the theme "Resilient Energy Hub for the Region"
The 5th Malaysian Oil & Gas Services Exhibition and Conference (MOGSEC 2020) will be held from 22-24 September 2020 at the Kuala Lumpur Convention Centre (KLCC). The exhibition plays a crucial role in encouraging greater collaboration within the Malaysian Oil & Gas industry as well as promoting the development of the local service sector. The main objective of the show is to place Malaysia as the regional Hub Oil & Gas.

12. HANGING BANNERS

**RM9,000 ▶
(onwards)**

Hanging Banners at prominent locations within MOGSEC is available for highly visible and effective branding opportunities. Price range varies, depending on available locations.

To find out more about available locations, contact:

Mr. Derrick Yeow

Event Manager

Email: Derrick.Yeow@ubm.com



13. LCD TV SCREENS @ KLCC

**RM15,000 ▶
(per LCD SCREEN)**

You may choose to feature your company's video clip or promotional clips through the LCD TV Screens located around the vicinity of Halls 1 & 2 of the 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.



14. ENTRANCE ARCH BRAND OWNERSHIP

**RM12,000 ▶
(per ARCH)**

Entrance Arches at prominent locations are available throughout Kuala Lumpur Convention Centre (KLCC) for MOGSEC 2020. You can choose to feature your company on these Arches.



15. EXHIBITOR SERVICE COUNTER

**RM30,000 ▶
(per ARCH)**

This counter is specifically to service the Exhibitors of MOGSEC 2020. 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 MOGSEC 2020 Exhibitor Service Counter, with maximum brand exposure to all participating companies.



16. E-SHOW GUIDE (MOBILE APP DIRECTORY) BRAND ENHANCEMENT

**RM30,000 ▶
(Overall Branding)**

Feature your brand in the MOGSEC 2020 E-Show Guide (Mobile App Directory) and achieve maximum visibility.

The e-Show Guide is created specifically for the event. The app will be made available for free on Google Play and App Store.

The e-Show Guide will replace the Show Directory but serves the same purpose as a tool for exhibitors to share company and product information to visitors who will be attending the show. We highly recommend the interactive platform to be a medium of engagement between visitors and exhibitors.

The app will be accessible to all visitors, exhibitors and VIPs of MOGSEC 2020.

Types of advertisement available are as below:

- Exhibitor Highlights ▶ RM250
- Enhanced Listing: Top of List ▶ RM500
- Logo Placement ▶ RM350
- Splash Page ▶ RM500
- Top Banner (limited to 10 ONLY) ▶ RM1,000



17. BRAND ENHANCEMENT THROUGH CASUAL WORKERS' UNIFORM

RM25,500 ▶

Approximately 50 personnel will be working at MOGSEC 2020. You may provide Uniforms carrying your brand for them to use throughout MOGSEC 2020.



*6% of Sales and Service Tax (SST) will be applicable to all 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 MAXIMISE YOUR INVOLVEMENT AT MOGSEC 2020?

Contact: Mr. Derrick Yeow, Event Manager

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