



The 17th Asian Oil, Gas & Petrochemical Engineering Exhibition

18 - 20 JUNE 2019

Kuala Lumpur Convention Centre
Malaysia

THE REGION'S NO.1
OIL & GAS SHOW

www.oilandgas-asia.com

**ENHANCE YOUR BRAND
VISIBILITY AND ACHIEVE GREAT RESULTS
THROUGH OUR SPONSORSHIP PROGRAMME!**

OGA 2019 provides a multitude of opportunities to its exhibitors to market and highlight their respective companies and brands. OGA 2019 will be expecting 23,000 trade visitors from various professions within the Oil & Gas field. Get in touch with us now and subscribe to our sponsorship campaign!

BRAND ENHANCEMENT PACKAGES

1. VISITOR LANYARDS

US\$29,000 ▶

Quantity Produced 25,000 pieces

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



2. EVENT GUIDE

US\$8,000 ▶

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 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

US\$16,500 ▶

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 location within the Opening Ceremony location;
- b. Your company's logo will be featured on the Opening Ceremony back-drop;
- 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).



4. DIRECTIONAL SIGNAGES

US\$5,000 ▶

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.



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 2019 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 2019 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. VIP / 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 15,000+ Visitor and Exhibitors by sponsoring this highly visible item. Your logo will be featured prominently on the Badge.

SOLD



10. VISITOR REGISTRATION

US\$25,000 ▶

With multi-registration points all around OGA 2019 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

US\$2,700 ▶
(ONWARDS)

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.



13. LCD TV SCREENS @ KLCC

US\$5,000 ▶
(PER LCD SCREEN)

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.



14. ENTRANCE ARCH BRAND OWNERSHIP

US\$3,500 ▶
(PER ARCH)

Entrance Arches at prominent locations are available throughout Kuala Lumpur Convention Centre (KLCC) for OGA 2019. You can choose to feature your company on these Arches.



15. EXHIBITOR SERVICE COUNTER

US\$12,000 ▶

This counter is specifically to service the Exhibitors of OGA 2019. 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 2019 Exhibitor Service Counter, with maximum brand exposure to all participating companies.



16. NETWORKING RECEPTION

US\$: TBA ▶

Elevate your network by mixing and mingling with other key players in the industry at OGA 2019's unique Networking Reception traditionally held in venues providing a relaxing ambience for all attendees. The reception will be held on the second day of the exhibition.



17. SHOW GUIDE (MOBILE APP DIRECTORY)

Brand Enhancement (Overall Branding) →

US\$12,000 ▶

Feature your brand in the OGA 2019 E-Show Guide (Mobile App Directory) and achieve maximum visibility.

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

The e-Show Guide will serve the same purpose as the Show Directory as a tool for exhibitors to share company and product information to visitors who will be attending the show through mobile.

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 OGA 2019.

Types of advertisement available are as below:

- Exhibitor Highlights → US\$60
- Enhanced Listing: Top of List → US\$120
- Logo Placement → US\$85
- Splash Page → US\$120
- Top Banner (limited to 10 ONLY) → US\$240



18. BRAND ENHANCEMENT THROUGH CASUAL WORKERS' UNIFORM

US\$15,000 ▶

Approximately 150 personnel will be working at OGA 2019. You may provide Uniforms carrying your brand for them to use throughout OGA 2019.



**All prices subject to prevailing government tax
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 2019?

Please contact: **Normah Abu & Ezwan Wahab**

E-mail: **Normah.Abu@ubm.com & Ezwan.Wahab@ubm.com**