



# Africa

E&P Conference/1-2 October

# 2019

**SPONSORSHIP OPPORTUNITIES**



# Africa is Back: Smarter, Better, Stronger . . .

The 18<sup>th</sup> PESGB/ HGS Conference on African E&P. 1-2 Oct 2019 Olympia, London

This annual event, alternating between London and Houston, has established itself as the primary technical E&P conference and exhibition on Africa, with attendances in recent years reaching over 600, including operators, consultants, governments and academia. There will be a large poster programme in addition to the oral programme of about 25 high quality talks covering E&P in all regions of Africa.

If you would like to become a sponsor, please contact [bethany@pesgb.org.uk](mailto:bethany@pesgb.org.uk). We advise to get in contact soon to ensure that you get the most coverage prior to the event and don't miss out as items will be allocated on a first come first served basis. All prices are plus VAT



## Why become a sponsor?

- ✓ Reach a specific and exclusive audience by connecting with over 600 professionals actively interested in the region.
- ✓ Increase your visibility before an international audience
- ✓ The Centre for Exhibition Industry Research (CEIR) reports that booth efficiency increases by 104% when sponsorship is included in the exhibition plan.

In all cases the supporting company would get their logo on all of the adverts in the PESGB magazine prior to the event, which has a circulation of over 6,000 people. Your logo would also be included on the event website, on sponsor signage at the event and in Show Materials.

## The Event

Maximise your company's presence and reach a global audience at The Africa E&P Conference 2019; a unique show that combines business and technical excellence.



600+ Attendees



2 Networking events



50+ Exhibitors

### Job Discipline

Exp Mgr/VP/Director 30%

Geophysicists 26%

Geologists 27%

Sales & Marketing 13%

Other 4%

# Headline Sponsorship

## Registration

Make sure your logo is the first thing they see; this popular option includes your logo being printed on the lanyards and badges given to every person attending the conference

Investment - £4,000



## Technical Program Sponsorship

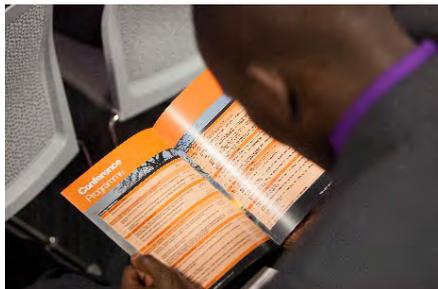
Make sure not to be missed & get in front of your audience all day. The Technical program sponsor will have their logo displayed on the main stage throughout the full two days of the conference. A prominent position to make sure your company stands out from the crowd!

Investment - £4,000

## Delegate Bags

Make a lasting impression, get your logo on all of the delegate bags. These high-quality satchels or conference folders are not only given to everyone attending as they enter the show but are keepsake items. Ensuring the longevity of your exposure.

Investment - £4,000



## Abstract Volume Sponsorship

Make sure to be associated with high quality technical content. Your logo will be included on the printed and online abstract volume; a valued technical resource which is an ongoing reference for many people working in the area.

Investment - £4,000

## Evening Reception

Networking is one of the top reasons people attend any conference, and the Africa E&P Conference. Make sure that your company is the one to get the party started by sponsoring the Evening Reception; the focal point in the Conference social calendar. Sponsorship will include decorating the event in your branding, and a branded cocktail for attendees on arrival.

Investment - £4,000

"The exhibition was busy, with informed people doing good business by the looks of things"

### **Poster area sponsorship**

Logos on poster areas located on the show floor & on the poster session timetables.

Investment - £2,000

### **Seismic Theatre**

Back for a second year the second stream of talks at the Africa Conference proved to be a big success! Providing Seismic service companies a better opportunity to 'show off' their data. This sponsorship option would allow you to get your logo on the signage in the theatre, a prime spot to be noticed!

Investment - £4,000

### **Signage**

Your logo will be included on all of the directional signage and banners throughout the venue, including both the exhibition floor and conference areas.

Investment - £2,000

### **International Pavilion**

The International Pavilion is a central point to the exhibition floor and as its sponsor your logo would be prominently displayed both in this high profile area and in the specific section of the exhibition website.

Investment - £2,000

### **Course**

Sponsor the associated course and get your logo on the course materials & signage.

Investment - £500



# Conference Content

### **Breakfast**

Buy everyone a bacon or sausage sandwich, perfect to start the day off right (or mend a sore head), your logo will be featured on the napkins wrapped around each; so people will know who to thank!  
Investment - £3,000

### **Tea & coffee**

... is always a vital part of any conference, and as its sponsor you can get your logo on the coffee cups. Get your brand in their hand.  
Investment £1,500 per day

### **Lunch**

Get your logo on signage on the catering stations over lunchtime.  
Investment £500 (max 2 sponsors)

### **Watercoolers**

They say that humans are 60% water, keep everyone going by sponsoring the water stations, and get your logo on the floorplan at the same time. Investment £500



### **Ice Breaker Reception offsite event**

The first event in the show's calendar the Ice Breaker Drinks Reception starts the Africa Conference with a bang! To thank you for your sponsorship your logo will be included on signage at the event, including on the drink points. Investment - £3,000

## **Catering Sponsorship Options**

Food is the way to anyone's heart; make sure to be remembered by sponsoring the most important thing after a long day of networking – the food and drink!

# Conference Materials Sponsorship

## Delegate items

Sponsoring delegate items make sure that your promotional item goes in the delegate bag given out to each of the attendees.

Pens - £1,000

Notepads - £1,000

Delegate list - £1,000

Insert (provided by you) - £500

Exhibitor guide - £1,000

## Give something back

### Sponsored Student Places

In order to support the future of our industry we would like to create a program to support students attending the show. As their sponsor you will be thanked on signage & an article promoting the initiative. Investment - £2,000

### YP Networking

For the first time ever we are planning on running a YP 'speed networking style event. Everyone was just starting out once, this event will facilitate those young or new to the industry in meeting new people to show them the ropes at the conference. Investment - £500

### Speaker Gifts

Get your logo on the gifts which are given out to all of the high profile industry speakers at the Africa conference.

Investment –  
£1,000

### WIFI

This option includes your logo on signage for the WIFI located throughout the seating areas. In addition to having the option to specify password of your choice, meaning everyone attending has to type in your company name each day.

Investment - £2,000

## General Sponsorship, available from £500

Would you like to support the Africa E&P Conference in an alternative way? Contact us at [Bethany@pesgb.org.uk](mailto:Bethany@pesgb.org.uk) to discuss the possibilities



The Primary Technical E&P  
Conference and Exhibition  
on Africa.

[www.PESGB.org.uk](http://www.PESGB.org.uk)

Contact us for more information

[Ben@pesgb.org.uk](mailto:Ben@pesgb.org.uk)

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