

Sponsorship &
Exhibition Prospectus



EASIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



Eastern Australasian Basins Symposium

Brisbane Convention & Exhibition Centre, QLD

10 – 14 September 2012

EABSIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



The Fourth Eastern Australasian Basins Symposium and Exhibition (EABS IV) will be the resource technology event of the year and will attract up to 400 delegates from the Australasian region. A large proportion of the delegates will be key decision makers, capable of influencing technology development and expenditure direction both within Australia and overseas. The EABS IV Organising Committee is actively undertaking a number of initiatives to ensure sponsors, exhibitors and delegates have a successful event.

The Symposium will run over 5 days and will feature the following:

- ❑ Two day short course, three day technical program, large exhibition and four social events
- ❑ **Collaboration** of PESA branches to maximise the participation of the petroleum, coal and energy sectors in this event
- ❑ **Close integration** of the session rooms and exhibition area, with delegate tea breaks, lunches, Ice Breaker, Welcome Reception and Farewell Drinks to be held in the exhibition area
- ❑ High profile **keynote speakers** from coal, energy and petroleum sectors
- ❑ **Active targeting** of companies for submission of high-interest papers
- ❑ **Direct targeting** of case histories and technical challenges facing the involved industries
- ❑ Stringent acceptance of **technical papers** and presenters
- ❑ Promotion of **student and teacher sessions** which aim to attract additional delegates
- ❑ **Active encouragement** of exploration/production and service companies to support the event
- ❑ Provision of **delegate lists** to sponsors prior to the event (name and organisation only)
- ❑ Promotion of the Symposium in numerous journals, publications and websites
- ❑ **Worldwide promotion** through PESA's global affiliations

Why Become a Sponsor/Exhibitor?

EABSIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



As part of a comprehensive and effective marketing plan, sponsorship provides positive results and benefits to your brand and services – especially important in today's economic climate.

Benefits of sponsoring/exhibiting at EABS IV include:

- ❑ **Exposure** to a local, national and international audience of decision makers and influential people involved with resource technology
- ❑ **Opportunities** to raise your company's profile amongst a valuable target audience before, during and after the event
- ❑ **Recognition** including acknowledgement and clear demonstration of your organisation's involvement, commitment and support of PESA and the industry as a whole
- ❑ **Valuable insights**, information and exposure to the latest developments in this field. Exhibitors are encouraged to attend the technical sessions
- ❑ **Inclusion** in the 10 month integrated target audience professional marketing campaign
- ❑ **Ability** to utilise your own marketing team to work with the Organising Committee and EABS IV Secretariat to ensure your satisfaction on all of the above
- ❑ **Advantages** of legitimate tax deductions in the areas of advertising and the promotion of products
- ❑ We will **work together** with your company's representative to produce the best results within the above guidelines

MAJOR BENEFIT – all exhibitors are welcome to attend the technical sessions, provided they are wearing an exhibitors' name badge.

EABSIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



Platinum Sponsor

**\$27,500 each (three available) OR
\$60,000 exclusive (one available)**

- Recognition of sponsorship via company logo on all Symposium banners, promotional material, holding slides, registration brochure, final program and abstract book and satchels
- Acknowledgement in opening and closing sessions
- Prominent signage in the main plenary room, exhibition area and registration area
- Company logo on the PESA and EABS IV websites
- Three (3) full registrations (including social functions)
- Two (2) exhibition booths with first choice of location
- One (1) page one colour company advertisement in the final program and abstract book
- Two (2) inserts in the delegate satchel
- Delegate list prior to the event
- Your choice of one of the following:
 - Company logo on the delegate name badges
 - Company logo on the delegate lanyards
 - Company logo on the CD (published Symposium papers and abstracts)

Gold Sponsor

\$16,500 each (four available)

- Recognition of sponsorship via company logo on all Symposium banners, promotional material, holding slides, registration brochure and final program and abstract book
- Company logo on the PESA and EABS IV websites
- Two (2) full registrations (including social functions)
- One (1) exhibition booth
- One (1) page one colour company advertisement in the final program and abstract book
- One (1) insert in the delegate satchel
- Delegate list prior to the event

Your choice of **ONE** of the following:

- Exclusive naming rights to the Gala Dinner**
 - Provide advertising materials at the Gala Dinner
 - Display banner at the Gala Dinner
 - Be formally acknowledged during the dinner
 - Have company logo on the menu
 - Four (4) additional tickets to the Gala Dinner
- Exclusive naming rights to the Welcome Reception**
 - Provide advertising materials at the Welcome Reception
 - Display banner at the Welcome Reception
 - Be formally acknowledged during the Welcome Reception
 - Four (4) additional tickets to the Welcome Reception
- Exclusive naming rights to the Symposium Best Paper Publication**
 - Company logo featured on the cover and inside page of the PESA – EABS IV edition produced for the publication of the selected best papers from the Symposium and on related promotional material and an option to make the presentation to the recipients of the best papers
- Exclusive naming rights to the EABS IV Student Program**
 - Display banner in Student Program session room
 - Be formally acknowledged at the start of every Student Program session

EABS IV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



International Speaker Sponsor \$16,500 each

- Recognition of sponsorship via company logo on all Symposium banners, promotional material, holding slides, registration brochure and final program and abstract book
- Company logo on the PESA and EABS IV websites
- Two (2) full registrations (including social functions)
- One (1) exhibition booth
- One (1) page one colour company advertisement in the final program and abstract book
- One (1) insert in the delegate satchel
- Delegate list prior to the event
- Exclusive naming rights to a keynote speaker and a whole day of technical sessions also includes:
 - Verbal acknowledgement by session chairperson prior to keynote speaker
 - Company logo on holding slides prior to Keynote Speaker presentation
 - Reference to sponsorship between each presentation on the day and an option to introduce the Keynote Speaker

Registration Brochure Sponsor \$6,600

- One (1) page colour company advertisement on the inside front cover of the registration brochure
- Company logo in the registration brochure and final program and abstract book
- One (1) insert in the delegate satchel

Final Program and Abstract Book Sponsor \$6,600

- One (1) page colour company advertisement on the inside front cover of the final program and abstract book
- Company logo in the registration brochure and final program and abstract book
- One (1) insert in the delegate satchel

Delegate Satchel Sponsor \$5,500

- Company logo printed on satchel (in addition to any platinum sponsors)
- Logo in the registration brochure and final program and abstract book
- One (1) insert in the delegate satchel

Technical Session Sponsor \$3,300

- Recognition as the sponsor of a particular technical session in the program
- Company logo in the registration brochure and final program and abstract book
- Company logo on the screen before the particular technical session begins

Alternative Investments \$1,100 each

- Speaker Gifts / Insert in Delegate Satchel / Supply of Pads & Pens
- Company logo in the registration brochure and final program and abstract book

If the above opportunities do not address your company's needs, we will gladly consider other suggestions.

EABSIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



There are a limited number of booths so don't be disappointed – ORDER TODAY!

COSTS
3m (wide) x 2m (deep) booths
\$4,400 each

Please refer to the following floor plan for your choice of exhibition booth. Allocation will be strictly by date of receipt (except for Platinum Sponsors who will receive first choice on booth location).

INCLUSIONS

All shell scheme booths will have the following inclusions:

- Velcro compatible side walls (2.4m high)
- Company name on fascia
- Two (2) x 150 watt spotlights per booth
- One (1) x 4amp power point outlet per booth
- Two (2) exhibitor passes – entitling your representatives to morning and afternoon teas, lunches for the duration of the Symposium and admission to the Ice Breaker, Welcome Reception and Farewell Drinks – exhibitors wishing to attend the Gala Dinner are welcome to purchase a guest ticket.

Please note that any furniture (chairs, tables, shelves, cabinets, etc) required within the exhibition booth will be at the exhibitor's own expense through Moreton Hire.

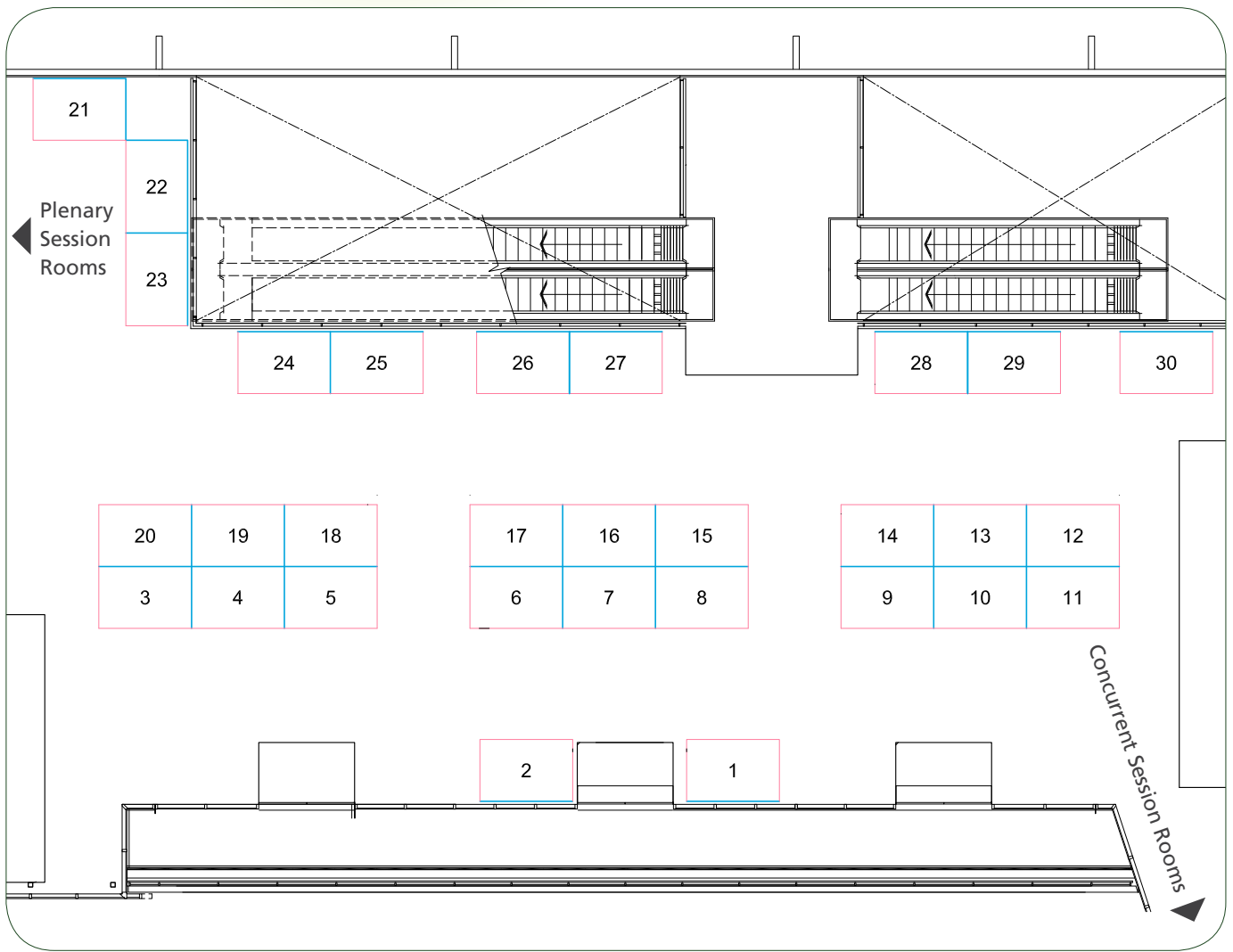
ALL tea breaks, lunches, Ice Breaker, Welcome Reception and Farewell Drinks will be held in the exhibition area for the duration of the Symposium.

BOOKING INSTRUCTIONS

1. Please provide three (3) choices for booths location on the attached booking form and return to the EABS IV Secretariat.
2. An email indicating your allocated booth, tax invoice and contract will be sent to you once your application has been processed. In the event that all three of your booth preferences have been taken, the EABS IV Secretariat will contact you directly.
3. A comprehensive Exhibition Manual with further details and the necessary order forms will be forwarded **6 weeks prior** to the event.

EABSIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



EABSIV

EXPLORATION: DRIVING FUTURE ENERGY SOLUTIONS



Application Form

CONTACT DETAILS

Contact Name: _____

Position: _____

Organisation: _____

Postal Address: _____

Suburb: _____

State: _____

Postcode: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

(required for confirmation details)

SPONSORSHIP OPPORTUNITIES

We would like to take up the following sponsorship package(s):

- | | |
|--|----------|
| <input type="checkbox"/> Platinum Sponsor Exclusive | \$60,000 |
| <input type="checkbox"/> Platinum Sponsor | \$27,500 |
| <input type="checkbox"/> Gold Sponsor | \$16,500 |
| <input type="checkbox"/> International Speaker Sponsor | \$16,500 |
| <input type="checkbox"/> Registration Brochure Sponsor | \$6,600 |
| <input type="checkbox"/> Final Program & Abstract Book Sponsor | \$6,600 |
| <input type="checkbox"/> Delegate Satchel Sponsor | \$5,500 |
| <input type="checkbox"/> Exhibition Booth (3m x 2m) | \$4,400 |
| <input type="checkbox"/> Technical Session Sponsor | \$3,300 |

Alternative Investment:

- | | |
|--|---------|
| <input type="checkbox"/> Speaker Gifts | \$1,100 |
| <input type="checkbox"/> Insert in the Delegate Satchel | \$1,100 |
| <input type="checkbox"/> Pads and Pens | \$1,100 |
| <input type="checkbox"/> Logo in Registration Brochure | \$1,100 |
| <input type="checkbox"/> Logo in Final Program & Abstract Book | \$1,100 |

EXHIBITION BOOTH PREFERENCE

1st booth(s) preference: _____

2nd booth(s) preference: _____

3rd booth(s) preference: _____

Signature: _____

Date: _____

Please return the completed form to:

EABS IV Conference Secretariat

C/- PO Box 576

Crows Nest NSW 1585 Australia

Tel: +61 2 9431 8699

Fax: +61 2 9431 8677

Email: eabs2012@conferenceaction.com.au