

# Connecting Canada's Offshore **OIL & GAS INDUSTRY**



**Atlantic Canada**  
Petroleum Show

Mile One Centre, St. John's, Newfoundland & Labrador

## **SPONSORSHIP OPPORTUNITIES**

Held in partnership with:

**Noia Conference 2017**



**June 21 & 22, 2017**

Mile One Centre | St. John's, NL

**[atlanticcanadapetroleumshow.com](http://atlanticcanadapetroleumshow.com)**

Contact us:

Sponsorship Opportunities

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## ABOUT THE EXHIBITION

Atlantic Canada Petroleum Show is the only major event servicing Canada's offshore oil & gas industry. The show brings together suppliers and buyers under one roof in a dynamic environment featuring the latest technology and unparalleled industry networking.

Attracting over 2,500 visitors and 150 exhibitors, the show runs in partnership with the Newfoundland & Labrador Oil & Gas Industries Association (NOIA) Annual Conference, Canada's flagship offshore oil & gas industry information event which attracts leaders from around the world.

### Sponsorship Opportunities Include:

- **Major Exhibition Sponsor**  
The most prominent branding opportunity at the show
- **Official Visitor Badge & Lanyard Sponsor**  
Exclusive branding of badges given to every expo visitor
- **Official Visitor Tote Bag Sponsor**  
Premium branding given to expo visitors
- **Delegate Exhibition Locator Sponsor**  
Branding on event signage and bag insert for Noia Conference Delegates
- **Official Closing Party Sponsor**  
Host branding of the official industry party
- **Official Social Networking Host Sponsor**  
Host branding at this on-site networking reception
- **Exclusive Aisle Carpet Decal Sponsor**  
Brand placement on the show floor
- **Official eNewsletter Sponsor**  
Branded e-direct to our visitor database prior to or after the show
- **Official Website Sponsor**  
Prominent branding on every page of the show website
- **Promotional Banners**  
On site branding hung from the railing of the arena



## PLATINUM LEVEL SPONSOR

This platinum level opportunity of Major Exhibition Sponsor is limited to one (1) major industry brand. This opportunity is THE MOST prominent marketing profile for the exposition.

The major sponsor will receive the benefit of premium branding on all marketing material (subject to timeline) associated with the exposition. Brand impressions will include: trade advertising, online promotion, event invitations, official publications and event website.



### Major Exhibition Sponsor

**\$10,000**

- Premium brand placement on all relevant marketing materials for the show.
- Brand prominently displayed on all relevant signage for the exposition including entranceway, show hours and directional signs.
- Brand prominently displayed onsite at the Official Registration Desk.
- Brand prominently displayed on the cover of the Official Event Guide.
- Opportunity to distribute one (1) piece of advertising collateral at the Registration Centre (Material to be provided by the sponsor by May 1, 2017).
- Brand recognition on Official Event Website as a Platinum Level Sponsor of the show.

## GOLD LEVEL SPONSORS

### Official Visitor Badge & Lanyard Sponsor

**\$7,500**



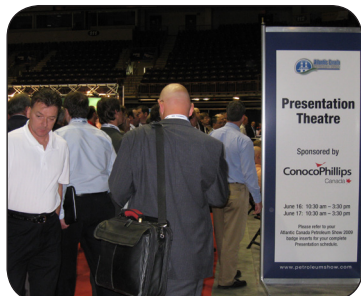
- Exclusive sponsorship of the show badge and lanyards for visitors to the show.
- Premium brand recognition on the lanyards and badge.
- Pricing includes the cost to produce the show lanyards and badge stock. Lanyards to be produced with one colour logo imprint.
- Brand recognition as a Gold Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.

### Official Visitor Tote Bag Sponsor

**\$7,500**



- Exclusive opportunity to brand the visitor tote bags available at the exposition entrance. (approximately 1000 bags).
- Premium brand placement on each of the tote bags distributed at the show.
- Pricing includes the production of quality bags. Bags to be produced with one colour logo imprint on the most prominent location of the bag.
- Brand recognition as a Gold Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.



## Exhibition Locator Sponsor

**\$5,000**

- Exclusive opportunity to place your brand on the Exhibition Locator Board situated at Noia Conference.
- Opportunity to place brand/product on the Noia delegate Atlantic Canada Petroleum Show Exhibition card, placed into the Noia delegate bags.
- Brand recognition as a Gold Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.

## SILVER LEVEL SPONSORS

### Official Closing Party Sponsor

**\$7,000**



- Exclusive opportunity to be named the host of the Atlantic Canada Petroleum show Closing Party on Thursday, June 22 on George Street in St. John's. (Venue TBC)
- Brand prominently displayed on printed and online material promoting the party, including the Official Event Guide, pre-show HTML newsletters, and on the website.
- Company branding on refreshment tickets handed to each guest at the door.
- Company branding on the tent cards strategically placed around the party venue.
- Opportunity to provide a small gift of appreciation to each guest as they arrive.
- Opportunity to have a 3 minute speaking opportunity on stage to welcome guests.
- Brand recognition as a Silver Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.

### Official Social Networking Host Sponsor

**\$5,000**



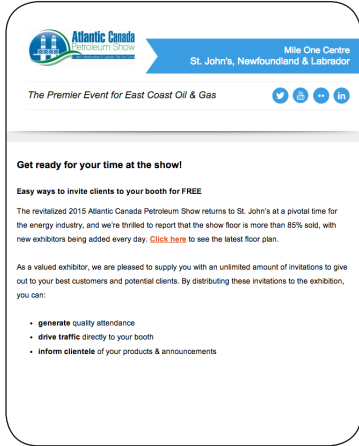
- Exclusive opportunity to be the named host of the reception held on the exposition floor for visitors, delegates and exhibitors.
- Brand prominently displayed on printed and online material promoting the reception.
- Refreshments to be provided compliments of the show and replenished as required.
- Brand recognition as a Silver Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.

### Exclusive Aisle Carpet Decal Sponsor

**\$5,000**



- Premium brand placement on each of the 10 aisle carpet decals located on the exposition floor to help visitors navigate the show. (Approximate size: 3' Diameter.)
- Artwork to be provided by the sponsor. Cost of production and placement included.
- Brand recognition as a Silver Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.



## Official eNewsletter Sponsor 4 available

**\$5,000**

- Opportunity to send a sponsored e-direct HTML message to a qualified database of 20,000 records.
- Sponsor to supply the logo in artwork in HTML format.
- Brand recognition as a Silver Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.

## BRONZE LEVEL SPONSORS

**\$3,500**

### Official Website Sponsor



- Exclusive opportunity to be the sponsor of the Atlantic Canada Petroleum Show website.
- Logo recognition in the header on all sections (with the exception of the Exhibitor Zone) of the Atlantic Canada Petroleum Show website.
- Long horizontal banner on the homepage of the Atlantic Canada Petroleum Show website.
- Brand recognition as a Bronze Level Sponsor in the Official Event Guide, on signage, and on the Official Event Website.

## VALUE ADDED OPPORTUNITIES

### Promotional Banners (12' x 3')

**\$1,200**



- Multiple locations available
- Sizes range from 8' x 3' up to 12' x 3', dependent upon location.
- Brand to be displayed on vinyl banner, hung on railing around exhibition area.
- Artwork to be provided by the sponsor. Cost of production and placement included.
- Sponsor keeps banner when show is finished.