

# Global Petroleum Show



## 2012 Sponsorship & Value Added Opportunities

June 12-14, 2012

Stampede Park - Calgary, Alberta, Canada

The meeting place for the global oil and gas industry

**2012** GLOBAL  
PETROLEUM  
SHOW

[globalpetroleumshow.com](http://globalpetroleumshow.com)

# PLATINUM SPONSORSHIP



The platinum level opportunity of Major Exhibition Sponsor is limited to five (5) industry brands. This opportunity is one of the most prominent marketing profiles for the event. Each sponsor will receive the benefits of premium branding on all marketing material (subject to marketing timeline) associated with the exhibition. Brand impressions will include: trade advertising, online promotion, official publications and the event website.

## Major Exhibition Sponsor

**\$35,000**

### Online & Advance Exposure:

- Brand recognition on the official event website as a Platinum Level Sponsor.
- Brand recognition on promotional material for the event including trade advertising and official media, where applicable.

### Market Presence:

- Brand recognition on the cover of all official event publications, such as the Official Event Guide and Event Pocket Guide.
- One (1) full page of advertising in the Official Event Guide.
- Opportunity to submit one (1) page of relevant editorial to be printed in the Official Event Guide.

### Onsite Presence:

- Brand recognition on all relevant signage for the event including the entrance(s), show hours and directional signs.

# GOLD SPONSORSHIP



## Official Visitor Badge & Lanyard Sponsor

*(Distributed at ALL registration points)*

**EXCLUSIVE!**

**\$31,500**

### Online & Advance Exposure:

- Brand recognition on the official event website as a Gold Level Sponsor.

### Market Presence:

- Brand recognition as a Gold Level Sponsor in official event publications, such as Official Event Guide and Event Pocket Guide.

### Onsite Presence:

- Brand recognition on the event badge & lanyard for visitors of the exhibition.
- Pricing includes the cost to produce 15,000 lanyards. Lanyards are produced with one (1) colour logo.



## Official Visitor Bag Sponsor

*(Distributed at registration points for Halls A, B, C, and D, E)*

**EXCLUSIVE!**

**\$31,500**

### Online & Advance Exposure:

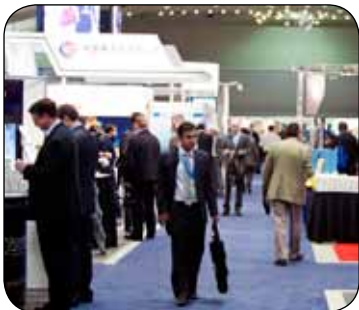
- Brand recognition on the official event website as a Gold Level Sponsor.

### Market Presence:

- Brand recognition as a Gold Level Sponsor in official event publications, such as Official Event Guide and Event Pocket Guide.

### Onsite Presence:

- Premium brand placement alongside the event logo on each of the bags distributed at the show.
- Pricing includes the cost of production of 10,000 bags. Bags are produced with one (1) colour logo imprint on the most prominent location available.
- Opportunity to distribute one (1) piece of collateral adjacent to the bags.



## GOLD SPONSORSHIP

*(continued)*

## Rodeo - Presenting Sponsor

*(Available for one (1) industry brand)***EXCLUSIVE!****\$30,000****Online & Advanced Exposure:**

- Brand recognition as a Gold Level Sponsor on the official event website.
- Brand recognition as the Presenting Sponsor on the official event website within the Outdoor Rodeo Page

**Market Presence:**

- Brand recognition as a Gold Level Sponsor in official event publications.
- Presenting Sponsor recognition on published material to promote the Rodeo feature.
- One (1) full page of advertising in the Official Event Pocket Guide, mailed out to 15,000 Canadian business addresses prior to the event with an additional 15,000 distributed on-site.
- One (1) full page of advertising in the Official Event Guide.
- Brand recognition on published signage directing visitors to the featured entertainment.

**Onsite Presence:**

- Opportunity to host invited guests and exhibition visitors in a premium outdoor location adjacent to the Rodeo Arena (Outdoor). Includes 1200 sq. ft. of premium outdoor exhibition space (exact location to be determined).
- Three (3) large signs prominently displayed on the bull chutes, (one (1) inside of gate, one (1) outside of gate, one (1) on back of gate).
- Three (3) signs strategically located in the bull ring perimeter.
- Includes sponsorship of one (1) bull rider.
- Verbal recognition by the master of ceremonies as the Presenting Sponsor.
- Catering and refreshments not included in the value for sponsorship; all catering and refreshments to be organized directly with Calgary Stampede.
- The Rodeo happens once on each day of the exhibition for approximately one (1) hour each time.



## Official Hotel Room Key Sponsor

*(Four (4) official downtown Calgary hotels)***EXCLUSIVE!****\$26,250****Online & Advance Exposure:**

- Brand recognition on the official event website as a Gold Level Sponsor.

**Market Presence:**

- Brand recognition as a Gold Level Sponsor in official event publications, such as Official Event Guide and Official Event Pocket Guide.
- Exclusive opportunity to sponsor the room key cards for select official hotels with bookings during the event (Hyatt, Marriott, Westin, Sheraton – subject to change).
- Opportunity to place a custom branded graphic and sponsors message on the front of the room keys.
- Approximately 600 rooms per night booked at the selected hotels during Global Petroleum Show 2010.



## SILVER SPONSORSHIP



## Rodeo - Supporting Sponsor

*(Available for one (1) industry brand)*

**\$22,500**

**Online & Advance Exposure:**

- Brand recognition as a Silver Level Sponsor on the official event website.
- Brand recognition as the Supporting Sponsor on the official event website within the Outdoor Rodeo page.

**Market Presence:**

- Brand recognition as a Silver Level Sponsor in official event publications.
- Supporting Sponsor recognition on published material to promote the Rodeo feature.
- One (1) half page of advertising in the Official Event Guide.
- Logo recognition on published signage directing visitors to the featured entertainment.

**Onsite Presence:**

- Opportunity to host invited guests and exhibition visitors in a premium outdoor location adjacent to the Rodeo Arena (Outdoor). Includes 1200 sq. ft. of premium outdoor exhibition space (exact location to be determined).
- Three (3) large signs prominently displayed on the bull chutes, (one (1) inside of gate, one (1) outside of gate, one (1) on back of gate).
- One (1) sign strategically located in the bull ring perimeter.
- Catering and refreshments not included in the value for sponsorship; all catering and refreshments to be organized directly with Calgary Stampede.
- The Rodeo happens once each day of the exhibition for approximately one (1) hour each time.

## Official Visitor Registration Point Sponsor

*(Five (5) opportunities available)*

**\$11,000**

**Online & Advance Exposure:**

- Brand recognition on the official event website as a Silver Level Sponsor.

**Market Presence:**

- Brand recognition as a Silver Level Sponsor in official publications, such as Official Event Guide and Official Event Pocket Guide.
- Opportunity to distribute one (1) piece of collateral (subject to approval) at the registration point.
- One (1) full page advertisement in the Official Event Pocket Guide.

**Onsite Presence:**

- Premium brand recognition on each registration kiosk in selected area.
- Artwork to be provided by the sponsor. Cost of production included.

## SILVER SPONSORSHIP

*(continued)*



### International Visitor Open House Sponsor

Monday, June 11, 2012, 1:00 pm – 5:00 pm  
Calgary TELUS Convention Centre

\$11,000

*(Three (3) available opportunities)*

#### Online & Advance Exposure:

- Brand recognition on the official event website as a Silver Level Sponsor.

#### Market Presence:

- Official supporting sponsor of the International Visitor Open House to be held at the Calgary TELUS Convention Centre for approximately 700 international VIP visitors.
- Brand recognition as a Silver Level Sponsor in official publications.
- Brand recognition on the invitations sent to international visitors and delegates.

#### Onsite Presence:

- Brand recognition as a Supporting Sponsor at the International Visitor Open House on all relevant onsite signage.
- Opportunity to distribute one (1) piece of marketing material (subject to approval) at the registration area.
- Opportunity to invite up to ten (10) staff or guests to the International Open House.



## SILVER SPONSORSHIP

(continued)



### Official Internet Centre Sponsor

(Three (3) opportunities available)

\$11,000

#### Online & Advance Exposure:

- Brand recognition on the official event website as a Silver Level Sponsor.

#### Market Presence:

- Brand recognition as a Silver Level Sponsor in official event publications.
- Opportunity to distribute one (1) piece of marketing collateral on a literature stand at the internet centre.

#### Onsite Presence:

- Exclusive opportunity to have branded screensavers on the homepage for visitors and delegates at one (1) of three (3) locations in the exhibition.
- Premium brand recognition on the front of each of the internet stations.
- Artwork to be provided by the sponsor. Cost production included.



### Indoor Exhibition Map Sponsor

(One (1) opportunity available)

**EXCLUSIVE!**

\$12,000

#### Online & Advance Exposure:

- Brand recognition on the official event website as a Silver Level Sponsor.

#### Market Presence:

- Brand recognition as a Silver Level Sponsor in official event publications, such as Official Event Guide and Event Pocket Guide.
- Brand and a brief corporate message prominently displayed on the Exhibition Map/Board.

#### Onsite Presence:

- Exclusive opportunity to sponsor six (6) floor plans to help visitors navigate the event.
- Opportunity to feature a custom branded graphic on the header of the boards.

### Outdoor Aisle Flutter Flag Sponsor

(Two (2) opportunities available)

\$12,000

#### Online & Advance Exposure:

- Brand recognition on the official event website as a Silver Level Sponsor.

#### Market Presence:

- Brand recognition as a Silver Level Sponsor in official event publications, such as Official Event Guide and Event Pocket Guide.
- Brand included on floor plans printed in official event publications.

#### Onsite Presence:

- Opportunity to sponsor ten (10) outdoor flutter flags for the exhibition.
- Premium branding on each flutter flag identifying the outdoor aisles between exhibits.

# SILVER SPONSORSHIP

(continued)



## 'Ride the CTrain FREE' Program Sponsor

(Five (5) opportunities available)

**\$11,000**

### Online & Advance Exposure:

- Brand recognition on the official event website as a Silver Level Sponsor.
- Brand recognition on all program material and signage to promote the program for visitors and delegates travelling to the event.

### Market Presence:

- Brand recognition as a Silver Level Sponsor in official event publications, such as Official Event Guide and Official Event Pocket Guide.

### Onsite Presence:

- Brand recognition included on material promoting the 'Ride the CTrain FREE' program.

## Indoor Carpet Decal Sponsor

(Four (4) opportunities available)

**BMO Centre Halls A, B, C & Corral (30 Decals)**

**\$10,000**

**BMO Centre Halls D/E (25 Decals)**

**\$7,500**

**Upper & Lower Big 4 (30 Decals)**

**\$7,500**

**Hall F (12 Decals)**

**\$5,000**

### Online & Advance Exposure:

- Brand recognition on the official event website as a Silver Level Sponsor.

### Market Presence:

- Brand recognition as a Silver Level Sponsor in official event publications, such as Official Event Guide and Event Pocket Guide.

### Onsite Presence:

- Brand placement on each of the numbered carpet decals located on each end of the aisles at the exhibition to help visitors navigate the floor.
- Each decal approximate size: 3' diameter, round.
- Cost of production and placement included.

# BRONZE SPONSORSHIP



## Outdoor Exhibition Map Sponsor

(One (1) opportunity available)

**EXCLUSIVE!**

**\$8,500**

### Online & Advance Exposure:

- Brand recognition on the official event website as a Bronze Level Sponsor.

### Market Presence:

- Brand recognition as a Bronze Level Sponsor in official publications, such as Official Event Guide and Event Pocket Guide.
- Brand and a brief corporate message prominently displayed with the floor plan for the exhibition.

### Onsite Presence:

- Exclusive opportunity to sponsor four (4) outdoor visitor navigation maps.
- Opportunity to feature a custom branded graphic on the header of the board.
- Artwork to be provided by the sponsor. Cost of production included.

## Visitor eNewsletter Sponsor

(Six (6) opportunities available)

**\$3,000**



### Online & Advance Exposure:

- Brand recognition on the official event website as a Bronze Level Sponsor.
- Exclusive opportunity to sponsor one (1) event eNewsletter to the visitor database.
- Premium logo placement on the HTML eNewsletter sent to the visitor database.
- Sales message banner placement on the HTML eNewsletter to the Visitor database.
- Artwork to be provided by Sponsor.

### Market Presence:

- Brand recognition as a Bronze Level Sponsor in official publications, such as Official Event Guide and Official Event Pocket Guide. Exclusive opportunity to directly reach attendees.

## Exhibitor eNewsletter Sponsor

(Six (6) opportunities available)

**\$2,000**



### Online & Advance Exposure:

- Brand recognition on the official event website as a Bronze Level Sponsor.
- Exclusive opportunity to sponsor one (1) event eNewsletter sent to the exhibitor database.
- Premium logo placement on the HTML eNewsletter sent to the exhibitor database.
- Sales message banner placement on the HTML eNewsletter to the exhibitor database.
- Artwork to be provided by Sponsor.

### Market Presence:

- Brand recognition as a Bronze Level Sponsor in official event publications, such as Official Event Guide & Official Event Pocket Guide.
- Exclusive opportunity to reach thousands of exhibitors pre-show.



### Private Event Host

Reception (Breakfast, Lunch or Dinner), subject to availability  
Ranahans or Lazy S, Grandstand, Stampede Park

<b>Breakfast</b>	<b>\$5,000</b>
<b>Lunch</b>	<b>\$6,000</b>
<b>Dinner</b>	<b>\$7,000</b>

#### Onsite Presence:

- Exclusive use of the facility for one (1) session; breakfast (7 am - 9 am), lunch (11 am - 2 pm) or dinner (5 pm - 8 pm).
- Opportunity to include an executive presentation. Audio visual equipment not included and must be organized directly with Calgary Stampede.
- Catering and refreshments not included in the value of opportunity; all catering and refreshments to be organized directly with Calgary Stampede.
- All requirements and room access to be confirmed with Calgary Stampede.



### Outdoor Super Banner

*(Six (6) available opportunities)*

**\$7,500**

#### Onsite Presence:

- One (1) custom single-sided outdoor super banner (approximate size: 20' wide x 10' high) to be hung strategically on the outside of the facility.
- Artwork to be provided by the sponsor. Cost of banner production and hanging included.



### Large Indoor Banner

**\$5,500**

#### Onsite Presence:

- One (1) custom single-sided advertising banner (approximate size: 16' wide x 8' high) to be hung strategically on the walls of the exhibition.
- Artwork to be provided by the Sponsor. Cost of banner production and hanging included.

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