2020 PROSPEX ONLINE
15 - 16 DECEMBER 2020
SPONSORSHIP GUIDE
prospex.pesgb.org.uk
#PROSPEX2020
Event Partner
Oil & Gas Authority

SPONSOR INFORMATION

PROSPEX returns for 2020 – this time delivered as a virtual event!

Join us as we look at the impact of this turbulent year for the industry and explore the way ahead with both live and pre-recorded content across the 2-day event. This online forum will still capture the spirit of our annual live event, with companies invited to present exciting prospects & investment opportunities to their peers and the financial community alike.

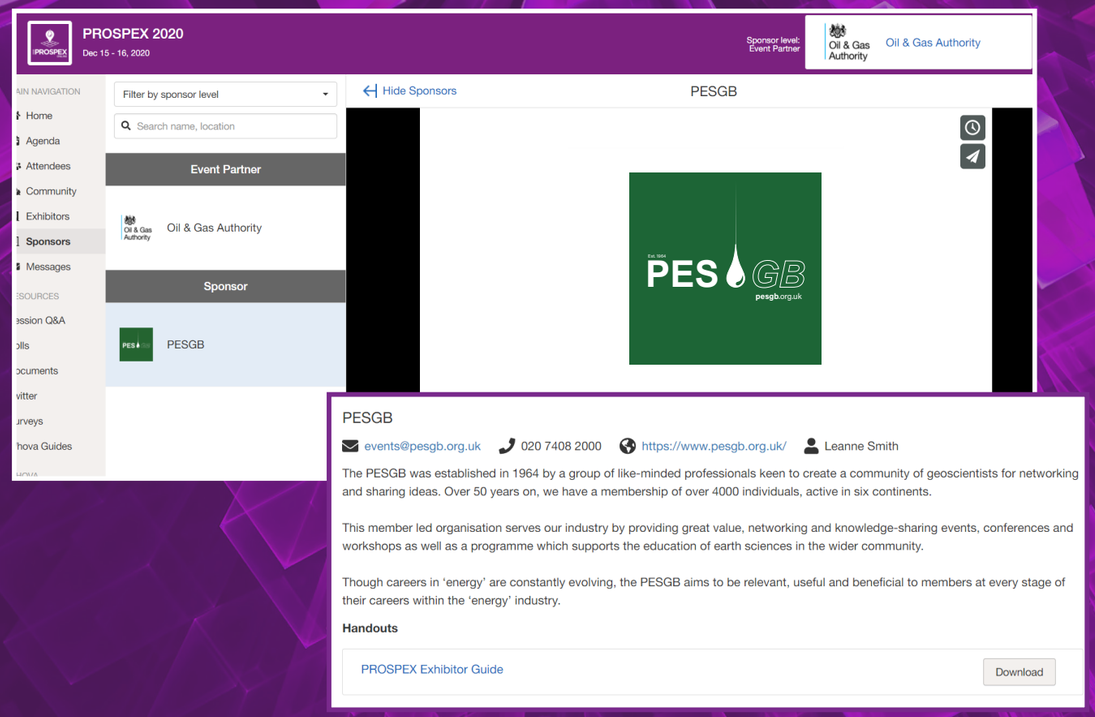
Included in this Sponsorship Guide you will find information about our sponsor opportunities and how to secure your spot.

VIRTUAL PLATFORM

PROSPEX2020 will be hosted on a virtual platform hosted by Whova.

A link to your unique profile will be sent well in advance to ensure you have everything set up and ready before the event, and the PESGB Events team will be on hand to help at all stages should you need assistance.

If you would like a demonstration of the event platform, please contact our Exhibition and Sponsorship Officer who will be happy to arrange this.



WHY SPONSOR?

Sponsoring this virtual conference opens new opportunities to reach an international audience - all from the comfort of your own work space!

By becoming a sponsor you can reinforce your position within the industry and increase your brand visibility to a wider target market. With no additional expenditure on travel, accommodation or stand builds; taking a sponsorship package is a cost-effective way of promoting your business activities, generating new interest and keeping your brand in the industry's eye.

Sponsor benefits:

- Connect with an active audience of global geoscience professionals
- Drive traffic directly to your exhibitor profile
- Elevate your brand
- Support the 'energy' industry
- Expand your company's network
- Reach potential and existing customers
- Promote business activities
- Generate business leads
- Maximise on unique branding opportunities
- Customise your profile to optimise exposure
- Utilise post event analytical data to identify visitor engagement and interests
- Access the full technical programme
- Join the PROSPEX2020 conversation!

PESGB are committed to working with each of our sponsors to create an experience that delivers the best value and best return. We understand that no two companies are the same! Although we have a variety of benefits to suit all budgets and marketing strategies, we are fully flexible and can create bespoke packages depending on your specific needs.

2019 STATISTICS

800+
ATTENDEES

28
COUNTRIES REPESENTED

34%
C-LEVEL OR HIGHER

25+
PROSPECTORS

30+
SESSIONS

AUDIENCE

- CEOS
- DIRECTORS
- PRESIDENTS/VPS
- MANAGERS
- BUSINESS DEVELOPERS
- GOVERNMENT OFFICIALS
- GEOLOGISTS
- GEOPHYSICISTS
- ENGINEERS
- ANALYSTS
- CONSULTANTS/ADVISORS
- PROFESSORS
- STUDENTS
- MARKETING & SALES

For more information, visit: prospex.pesgb.org.uk/become-a-sponsor/

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SPONSORSHIP OPPORTUNITIES

As a sponsor of PROSPEX 2020, you'll be able to take advantage of a number of additional benefits that could help increase your brand exposure; not only to the conference attendees but also to the wider PESGB network. Sponsors will receive the following benefits, depending on their level of investment.

	SPONSORSHIP TIERS			
	PURPLE £500.00	SILVER £1,000.00	GOLD £2,000.00	PLATINUM £3,000.00
Sponsor Profile on virtual platform *Sponsor will have access to set up their profile and can include company logo, contact details, description, promotional video, and handouts.*	✓	✓	✓	✓
Logo placement on revolving homepage banner on event platform (Web & App)	✓	✓	✓	✓
Listing on event website with description and hyperlink under 'Meet our Sponsors' page	✓	✓	✓	✓
Recognition on PESGB Social media platforms in lead up to the event (LinkedIn & Twitter - 8.3k+ followers)	✓	✓	✓	✓
Access to Sponsor media-tool kit including 'I'm Sponsoring' logo	✓	✓	✓	✓
Dedicated social media post in lead up to the event. *Content to be designed by sponsor but must be signed off by PESGB.*		✓	✓	✓
Complimentary event registration(s)		1	2	3
Advertisement in PESGB Magazine (November/December 2020 edition)			1/2	Full
Additional logo placement on revolving bottom banner on agenda page of event platform App			✓	✓
Dedicated announcement on event platform during the event			1	2
Additional logo placement on revolving bottom banner on profile page on event platform App				✓
Logo placement in all event communications sent to registered attendees				✓
Exhibitor Profile on event platform				✓
Banner advert in PESGB Monthly eBulletin mailshot *Content to be designed by sponsor but must be signed off by PESGB.*				1
'Company Spotlight' in 1x pre-event PESGB Magazine *Max. 200 word to sit under 'Members on the move' section.*				✓
Select one from the 'Spot-Light' packages *(See next page for options)*				✓

SPOT-LIGHT PACKAGES

Technical Programme (SOLD OUT)
Associate your company to the prestigious Technical Programme and guarantee extensive exposure to all event attendees. Sponsors will benefit from:
- Recognition including logo and relevant hyperlink on the 'Programme' page of the event website
- Recognition on all programme marketing ahead of PROSPEX2020
- Company logo featured on slide template used for all presentations in the main programme
- Option to provide a pre-recorded video that will be available to watch ahead of live sessions starting

Registration (2 Available)
As the 1st part of a delegate's conference experience - this opportunity will put your brand directly in front of fresh eyes! Sponsors will benefit from:
- Recognition including logo and relevant hyperlink on the 'Book Now' page of the event website
- Recognition on event platform access emails *(minimum of 2)* sent to all registered participants
- Dedicated announcement on event platform during the event

Networker (3 Available)
As much loved aspect of our PROSPEX event, networking events are a fantastic way of connecting with attendees and giving them a truly personable experience! Sponsors will benefit from:
- Recognition including logo, event details and relevant hyperlink on the 'Networking' page of the event website
- Recognition on all networking event promotion
- 30/45 minute networking session scheduled into the main programme. This could be a break/lunch/evening slot. Event promoted in the lead up to and during the event. Discussion topic/content to be determined by PESGB & Sponsor. This opportunity offers lots of scope for creativity!

Gamer (2 Available)
Help us keep delegates engaged through our event platform App with this fun sponsorship opportunity. Points really do mean prizes... oh and prime promotion for your company! Sponsors will benefit from:
- Recognition including logo and relevant hyperlink on the 'Gamification' page of the event website
- Recognition on all gamification promotion including in-platform announcement(s) and social media
- Highlighted on social media activities naming 'Gamer' winner(s)

SPONSOR BANNERS ON EVENT PLATFORM (WEB & APP)

For more information, visit: prospex.pesgb.org.uk/become-a-sponsor/

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NETWORKING EVENING RAFFLE PRIZES

As part of our networking evening, we will be holding a raffle prize draw for attendees! For 2020, we would like to give all attendees a free raffle ticket as a thank you for supporting the conference.

If you are able to donate a prize(s) to this raffle, we would very much appreciate your support. Whether its one item or many, we would be very grateful for any contribution you are able to make! As a small gesture, you will be recognised in all promotion about the raffle including official 'raffle-ticket' mailshot, and your logo will be included on the backdrop screen when the raffle is being drawn.

THANK YOU TO OUR 2019 SPONSORS

EVENT PARTNER | Oil & Gas Authority

INDUSTRY PARTNER | Shell

AGS · Chrysaor · CNOOC · DNO · equinor

Lloyd's Register · MapStand Location Intelligence · OGUK · tNavigator · Union Jack Oil

Join companies like these and enjoy fantastic ROI by placing your brand prominently in front of your target audience both before and during the event; whilst creating a positive association to the PESGB community.

If you would like to find out more about any of our sponsorship opportunities or if you have other ideas that you would like to discuss, please contact our Exhibition and Sponsorship Officer, Leanne Smith.

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