



15-17  
MARCH 2023  
PERTH CONVENTION  
& EXHIBITION CENTRE

# THE PREMIER OIL, GAS & ENERGY EVENT IN AUSTRALASIA

Discover opportunity and grow your  
business potential in 2023.

**diversified**  
COMMUNICATIONS • AUSTRALIA





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PLATINUM SPONSOR



PRINCIPAL SPONSORS



City of Perth



Government of Western Australia  
Department of Jobs, Tourism, Science and Innovation



NATIONAL  
ENERGY RESOURCES  
AUSTRALIA





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# BE PART OF THE ENERGY EVOLUTION

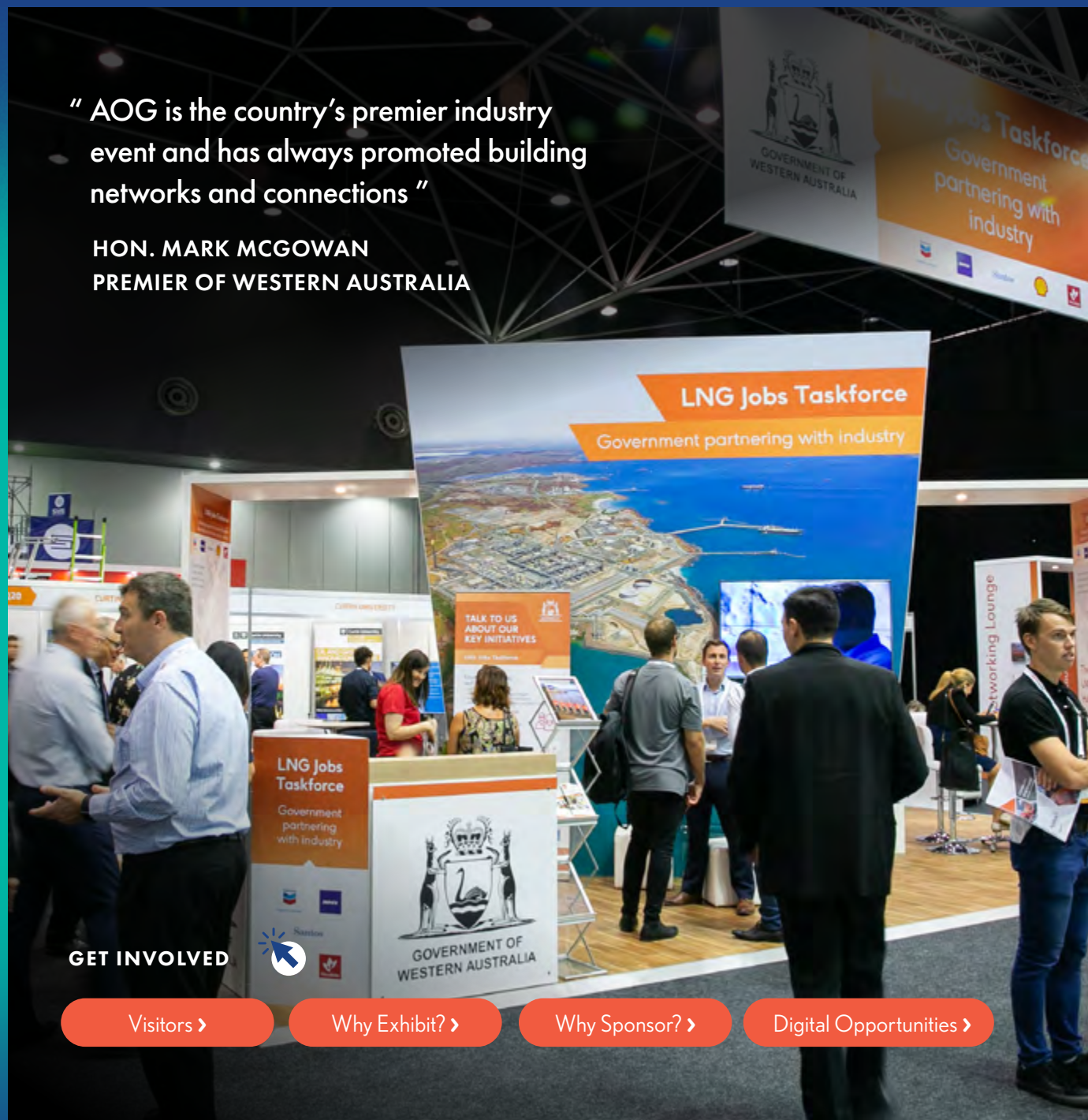
## AOG Energy returns in 2023

Connecting the entire energy industry for over four decades, AOG Energy celebrates innovation in all aspects, from oil and gas, to renewables and clean energy solutions.

AOG Energy continues to be one of the most sought-after energy events in Australasia. Supported by major operators, Government and the entire supply chain, it's the industry platform to reconnect, converge and have meaningful conversations about the energy evolution.

"AOG is the country's premier industry event and has always promoted building networks and connections"

HON. MARK MCGOWAN  
PREMIER OF WESTERN AUSTRALIA



GET INVOLVED

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# ONSITE AUDIENCE

From Company Directors and Senior Managers to Engineers and Project Managers, AOG Energy is the industry platform that connects the entire supply chain.

Our loyal visitors seek out AOG Energy annually, determined to find solutions and opportunities that are shaping the future of the industry.

## TOP ATTENDING JOB FUNCTIONS



CEO/Company  
Director



Snr Managers/  
Managers



Engineers



Consultant



Operations



Project  
Manager



Purchasing/  
Procurement



Health &  
Safety

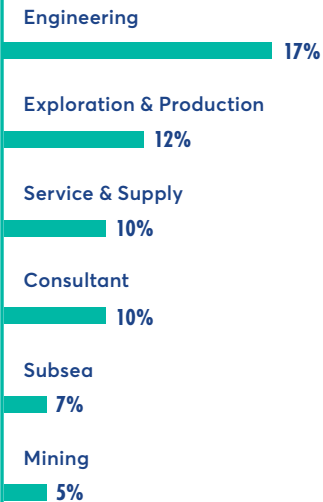
### AOG ENERGY VISITORS

#### TOP PRODUCT INTEREST AREAS

- Energy Transition
- Subsea Services & Technology
- Health, Safety & Environment
- Renewables & Energy Storage
- Startups
- Valves
- Marine Repairs & Services
- Instrumentation Control & Automation
- Drilling & Well Completion
- Power Generation & Energy Management
- Engineering Services
- Information Technology & Software

### AOG ENERGY VISITORS

#### TOP INDUSTRY SECTORS



## TOP COMPANIES



Reach this onsite audience >





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# ONLINE AUDIENCE

With over 40 years in the making, AOG Energy has built a highly qualified online audience of key decision-makers from across Australia and the globe.

AOG Energy connects this audience to new markets via dedicated communication channels including, email, social media, website and customised digital opportunities.

16,000<sup>+</sup>

EMAIL SUBSCRIBERS

(including national & international)

330,000<sup>+</sup>

WEBSITE VIEWS  
PER YEAR

70,000<sup>+</sup>

WEB USERS  
PER YEAR

99,000

WEB SESSIONS  
PER YEAR



[AOGEXPO.COM.AU](https://aogexpo.com.au)

## OUR AUDIENCE SPANS THE FOLLOWING SECTORS:



Energy Transition



Subsea & Marine Zone



Asset Integrity Zone



Health &  
Safety Zone



Automation & Digital  
Technology



Drilling &  
Completions



Reach this online audience >

## PRODUCT INTERESTS

- Energy Transition
- Subsea Services & Technology
- Health, Safety & Environment
- Renewables & Energy Storage
- Startups
- Valves
- Marine Repairs & Services
- Instrumentation Control & Automation
- Drilling & Well Completion
- Power Generation & Energy Management
- Engineering Services
- Information Technology & Software



# WHY AOG ENERGY?

As an exhibitor at AOG Energy your brand will be aligned with the most influential names in the industry.

As the essential platform to reconnect, your company will be in front of thousands of visitors and key decision makers who attend AOG Energy annually to source the latest innovations, discover opportunity and discuss the future of the industry.

## WHAT OUR EXHIBITORS THINK

**96%** CONSIDER AOG ENERGY  
IMPORTANT FOR THEIR BUSINESS

**84%** WERE SATISFIED WITH  
MEETING THE RIGHT BUYERS

**LAUNCHING NEW PRODUCTS OR SERVICES**  
was one of the main reasons for exhibiting

## REASONS TO EXHIBIT



**Showcase** how your innovations are driving the industry forward as it continues to evolve



**Grow your presence** in the dedicated Australasian energy market



**Align your brand** with the major operators who continue to play a large supporting role in AOG Energy, including Woodside and Chevron



**Capitalise** on supply chain opportunities



**Connect with global companies** for the first time since 2020



**Generate new sales leads** as the industry continues to innovate towards a clean energy future



# EXHIBIT IN 2023

Exhibiting is just one way to be involved with AOG Energy. You can amplify your exposure with bespoke partnership opportunities that will enhance your engagement with the hard to reach oil, gas and energy decision makers in Australia.

From pre-show promotion to onsite activations, our team can work with you to define an experience that meets your specific brand objectives.

## EXHIBITING OPTIONS

Size	Space	Shell
9sqm	\$5,720	\$6,440
18sqm	\$10,850	\$12,290
36sqm	\$21,110	\$23,990
54sqm	\$31,370	

All pricing is ex GST and includes a marketing package.  
\$250 per corner loading applied if applicable.

## YOUR MARKETING INCLUSIONS

Our in-house marketing team are experienced marketers with the knowledge to maximise channels to reach a targeted audience of qualified buyers. Included as part of your stand package, your exhibitor marketing benefits further support your ROI of exhibiting.

### Free tools for Exhibitors include:

- Digital visitor invites
- Social Media assets to share through your own channels
- Digital Banners & Email Signatures
- Bespoke options – speak to your Client Manager

### Online Exhibitor Profile

(during exhibition campaign only)

- Company Profile (Name, Logo & Stand Number)
- 50-word description
- Contact Information & Web Hyperlink
- Social Media links

### Online Exhibitor Product Guide

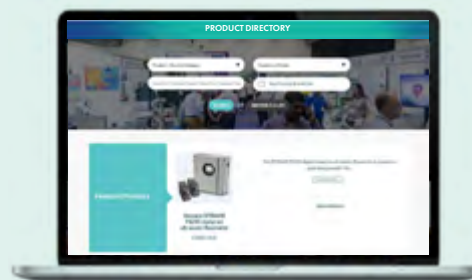
(during exhibition campaign only)

- Create product profiles that link back to your Exhibitor Directory Profile
- Product Categories index x 5
- Product Profile (50-word description & image) x 5

### Digital Event App

- Company Profile (Name, Logo & Stand number)
- 50-word description
- Contact Information & Web Hyperlink
- Social Media links

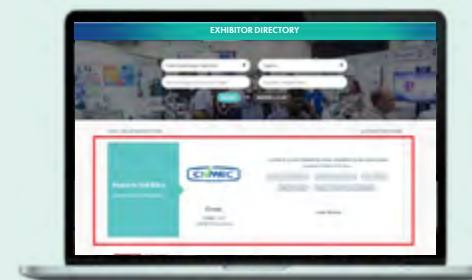
## MAXIMISE YOUR PRE SHOW EXPOSURE WITH THESE ADD ONS:



### Featured Exhibitor

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website, ensuring your company is the first visitors will see when browsing the page. (Available for the 3 months prior to the event). Maximum of 3.

**\$1,500<sup>+</sup> GST**



### Featured Product

Maximise your exposure by featuring one of the products you will be showcasing at the expo, where it will be pinned and highlighted at the top of the directory page. (Available for the 3 months prior to the event). Maximum of 3.

**\$1,500<sup>+</sup> GST**



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# FLOORPLAN



GET THE MOST UP TO DATE FLOORPLAN

[Contact Us >](#)



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# BRANDING OPPORTUNITIES

Increase your brand exposure at the leading Australasian oil, gas and energy event in 2023.

Endorsed by the Government of Western Australia, City of Perth, major operators and industry associations - AOG Energy is an integral platform to align your brand with the key industry players and maximise your brand exposure.

From conference and networking, to bespoke and digital opportunities, discover the branding options best suited for you at AOG Energy 2023.

## WHY BE A SPONSOR?

**Reconnect** with the entire global supply chain for the first time since 2020

**Maintain** and grow your presence in the Australian energy market

**Reach** a highly targeted and engaged oil, gas and energy market

**Build** brand awareness and establish your place in an evolving market

**Help** launch products or services through a targeted trade marketing campaign

**Align** your brand with the major operators who continue to support AOG Energy, including Woodside and Chevron

JUMP TO 

[Key Opportunities >](#)[Onsite Sponsorships >](#)[Digital Opportunities >](#)[Networking Opportunities >](#)

5,500+  
AVERAGE  
VISITORS  
ANNUALLY



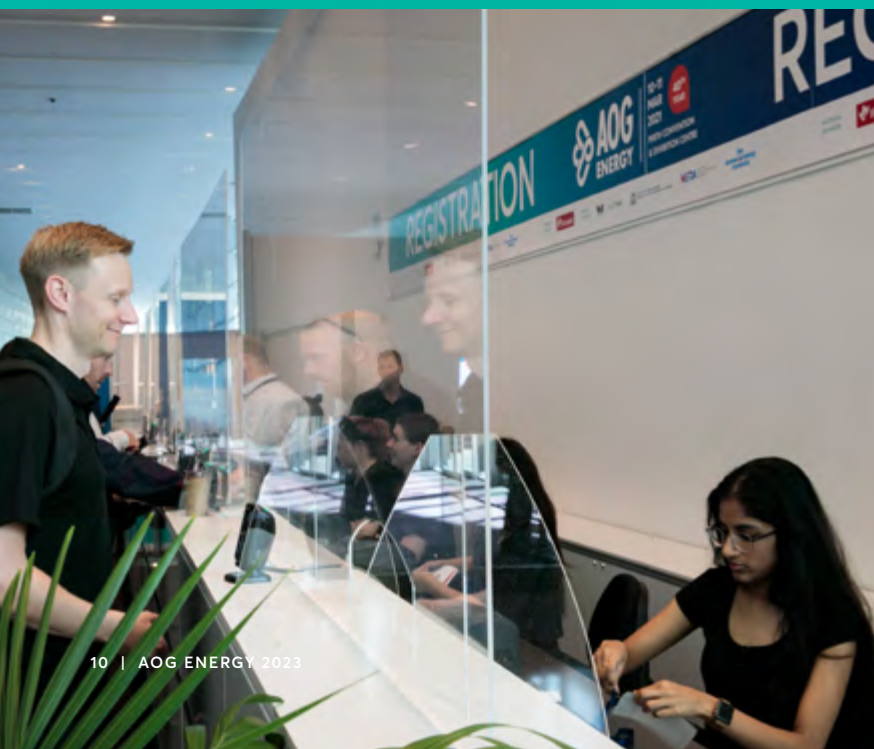
25+  
BRANDING  
OPPORTUNITIES  
AVAILABLE



## KEY OPPORTUNITIES

# REGISTRATION SPONSOR

This sponsorship package offers intimate brand association with major branding online and in the entrance foyer. From the moment an exhibitor or visitor registers to attend, to the moment they leave the event - attendees simply cannot miss your branding!



## WHAT'S INCLUDED?

- Company logo included on the online registration page
- Company logo on registration confirmation email
- Company logo on printed badge (pending print deadline)
- Company logo and hyperlink on the sponsor and supporters page of the AOG Energy website and app
- Company logo on rotation throughout the AOG Energy website
- All registration staff to wear co-branded t-shirts with AOG Energy and your company logo
- Company logo on the main registration desks
- Company logo included on the sponsors & partners board at the main entrance to the show

**\$15,000**  
+GST

**EXCLUSIVE  
OPPORTUNITY**





## NETWORKING OPPORTUNITIES

# DIVERSITY & INCLUSION BREAKFAST SPONSOR

The Diversity & Inclusion Breakfast, initiated in 2014, provides a morning of networking, keynote speakers and panels, discussing the diversity issues faced in oil, gas and energy.

Major Sponsor	\$10,000	1 Available
Operator Sponsor	\$6,000	5 Available
Industry Supporter	\$3,000	3 Available

**MAJOR SPONSOR****What's included****Prior to Event:**

- Company logo and acknowledgement in all relevant event promotion
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Announcement of support on the official AOG Energy LinkedIn, Facebook and Twitter pages
- Acknowledgement in relevant visitor electronic direct mail

**Editorial content:**

- Opportunity to provide two 'Thought Leadership' editorial pieces provided by the sponsor and subject to approval and to contribute (quote from company representative) to the AOG Energy editorial pieces
- These campaigns will be circulated via AOG Energy distribution channels (as space allows) including email promotion, social media and Industry News webpage

**At Event:**

- Opportunity to provide a speaker for the Panel discussion (subject to approval)
- 2 Branded VIP table of 10
- Invitation to provide a 5 minute welcome address
- Acknowledgement by the event MC
- Company logo on breakfast signage
- Company logo on breakfast lectern signage
- Company logo on sponsor slide
- A table in the foyer during the pre and post event networking
- Opportunity to provide a hand out to all attendees
- Opportunity to provide a gift to all attendees
- Opportunity to provide a door prize

**\$10,000**  
+GST**1 AVAILABLE**

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## NETWORKING OPPORTUNITIES

# DIVERSITY & INCLUSION BREAKFAST SPONSOR CONT.



### OPERATOR SPONSOR

#### What's included

##### Prior to Event:

- Company logo and acknowledgement in all relevant event promotion
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Announcement of support on the official AOG Energy LinkedIn, Facebook and Twitter pages
- Acknowledgement in relevant visitor electronic direct mail

##### Editorial Content:

- Opportunity to contribute (quote from company representative) to the AOG Energy editorial campaign to be featured in a wide range of AOG Energy distribution channels
- Opportunity to provide a 'Thought Leadership' editorial piece provided by the sponsor and subject to approval to be distributed across AOG Energy digital media channels

##### At Event:

- Opportunity to provide a speaker for the Panel discussion - (subject to approval)
- 1 Branded VIP table of 10
- Acknowledgement by the event MC
- Company logo on breakfast signage
- Company logo on sponsor slide
- A table in the foyer during the pre and post - event networking

\$6,000

+GST

3 AVAILABLE

### INDUSTRY SUPPORTER

#### What's included

##### Prior to Event:

- Company logo and hyperlink on the sponsors & supporters page of the AOG Energy website and app
- Announcement of support on the official AOG Energy LinkedIn, Facebook and Twitter pages
- Company logo on AOG Energy Breakfast promotional flyer

##### At Event:

- 2 tickets to AOG Energy Breakfast
- Company logo on breakfast signage
- Company logo on sponsor slide
- A table in the foyer during the pre and post - event networking attendees

\$3,000

+GST

2/3 AVAILABLE





## NETWORKING OPPORTUNITIES

# OPENING PARTY

The AOG Energy Opening Party is the major networking event of the week. This event has been hosted by Woodside, Chevron, Deloitte and NERA. Live entertainment sets the tone for this relaxed garden party featuring canapes and drinks.

**MAJOR SPONSOR****What's included****Acknowledgements:**

- Promotion of your Opening Party sponsorship via;
  - Electronic Direct Mail
  - Exhibitor Communications
  - Social Media
    - Pre exhibition and onsite social media acknowledgment, including live tweet and status updates during the opening party event on LinkedIn, Twitter and Facebook.
- Company signage at the event
- Acknowledgement by entertainer x 3 "shout outs" throughout the night

**Branding Inclusions:**

- Acknowledgment in relevant visitor electronic direct mail distributed to 16,000+ database
- Your logo on the exhibition entrance feature
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Opportunity to provide editorial content (250 word article) to share through AOG Energy communications

**Branding Opportunities:**

*At sponsor's expense and subject to approval*

- Opportunity to provide additional signage
- Opportunity to provide gifts
- Opportunity for a prize draw

**Ticket Inclusions:**

- 2 reserved VIP tables (cocktail style) in premium location including table signage
- 20 complimentary invitations

**\$15,000**

+GST

**EXCLUSIVE  
OPPORTUNITY**



## NETWORKING OPPORTUNITIES

# SUBSEA WELCOME DRINKS

Designed exclusively for industry professionals as an opportunity to connect with leading minds over drinks and canapes before AOG Energy officially opens, the Subsea Welcome Drinks has been a sell out event 4 years running!

**MAJOR SPONSOR****What's included****Branding:**

- Branded aprons worn by wait staff
- The first opportunity to reconnect with industry professionals, peers and colleagues before AOG Energy officially commences.
- Acknowledgement in relevant visitor EDM's distributed to 16,000+ database
- Company logo on Subsea Drinks Event signage
- Acknowledgment of sponsor status on the official AOG Energy social media platforms, LinkedIn, Facebook & Twitter, pre and during the event.

**Opportunities:**

*At sponsor's expense and subject to approval*

- Opportunity to provide additional event signage /napkins / coasters

**Ticket Inclusions:**

- 10 Subsea Welcome Drink Tickets

**\$8,000**

+GST

**EXCLUSIVE  
OPPORTUNITY**





## NETWORKING OPPORTUNITIES

# AOG ENERGY OYSTER BAR SPONSOR

The Oyster Bar is the major networking space on the exhibition floor and serves as a central meeting point and popular attraction for visitors. Ideal for networking and entertaining clients over a freshly shucked oyster



## MAJOR SPONSOR

### What's included

#### Branding:

- Exclusive Naming Rights of the Bar
- Company logo on all promotional floor plans
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Company profile and link to your website on rotation throughout the AOG Energy Website
- Prominent company branding on Bar signage and banners
- Company logo included on the sponsors & partners board at the main entrance to the exhibition
- Recognition of sponsorship in electronic direct mail
- Acknowledgment of sponsor status on the official AOG Energy social media platforms, LinkedIn, Facebook & Twitter, pre and during the event.

#### Opportunities:

*At sponsor's expense and subject to approval*

- Opportunity to provide branded napkins
- Opportunity to feature product placement within the Bar
- Opportunity to distribute promotional material within the Bar
- Opportunity to provide brand awareness through the Oyster Bar stand design

**\$15,000**  
+GST

**EXCLUSIVE  
OPPORTUNITY**



## NETWORKING OPPORTUNITIES

# AOG ENERGY FOOD HALL SPONSOR

As one of the major networking zones on the exhibition floor, the Food Hall is a central meeting point for AOG Energy attendees.



## MAJOR SPONSOR

### What's included

#### Branding:

- Exclusive Naming Rights of the Food Hall
- Company logo on all promotional floor plans
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Company profile and link to your website on rotation throughout the AOG Energy Website
- Prominent company branding on Food Hall signage and banners
- Company logo included on the sponsors & partners board at the main entrance to the exhibition
- Recognition of sponsorship in electronic direct mail
- Acknowledgment of sponsor status on the official AOG Energy social media platforms, LinkedIn, Facebook & Twitter, pre and during the event.

#### Opportunities:

*At sponsor's expense and subject to approval*

- Opportunity to provide branded napkins
- Opportunity to distribute promotional material within the Food Hall
- Opportunity to provide brand awareness through the Food Hall stand design

**\$10,000**

+GST

**EXCLUSIVE  
OPPORTUNITY**





## ONSITE OPPORTUNITIES

# OTHER OPPORTUNITIES

### VISITOR LANYARD SPONSOR

- Company logo on lanyards on a colour of your choice
- Opportunity to retain ownership of unused lanyards
- Company logo at the lanyard distribution point
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Company logo included on the sponsors & partners board at the main entrance to the exhibition

**\$12,000** +GST **EXCLUSIVE  
OPPORTUNITY**

### LOGO PLACEMENT

Put your company front of mind with the decision makers that attend AOG Energy before they even get to your stand. This enhanced marketing opportunity sees your brand stand out from competitors, providing you with additional exposure on the floorplan.

**\$2,000** +GST **3/3  
AVAILABLE**

### OFFICIAL APP SPONSOR

- Company logo on the welcome page of the app and in the header menu page alongside AOG Energy logo
- Inclusion of 3 x sponsored posts (1 each day) in app feed
- Company logo included on the sponsors & partners board at the main entrance to the exhibition
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app

**\$5,000** +GST **EXCLUSIVE  
OPPORTUNITY**

### CARPET TILE SPONSOR

- Branded in your company creative, logo and stand number, the Floor Tile will be placed on various aisle intersections around the exhibition, attracting visitors to your stand. Locations to be confirmed by Diversified Communications prior to the exhibition
- Complete artwork must be provided in a print ready format

**\$1,000** +GST **PER TILE  
5/5 AVAILABLE**

### OFFICIAL WIFI SPONSOR

- Company logo on free wifi log in page
- Company logo and hyperlink on the sponsor & supporters page of the AOG Energy website and app
- Company logo included on the sponsors & partners board at the main entrance to the show.
- Company branding on exhibition signage

**\$5,000** +GST **EXCLUSIVE  
OPPORTUNITY**

### SANITISING STATIONS

- Have prominent branding across the official sanitising stations on the exhibition floor.
- Your company branding on 4x sanitising stations placed across various locations on the exhibition floor.

**\$3,500** +GST **EXCLUSIVE  
OPPORTUNITY**

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# DIGITAL OPPORTUNITIES

## Connect with the Industry Year Round

In the period leading up to the event, the AOG Energy website is a hub of activity - where all visitors, exhibitors, delegates and stakeholders go to plan their visit and source integral information for a productive and successful show.

With over 330,000 website views per year, a highly engaged social audience and 16,000+ email subscribers, AOG Energy needs to be part of your annual marketing mix.

### ACTIVE SOCIAL CAMPAIGNS VIA:

[Website Opportunities >](#)[eDM Opportunities >](#)[Learn more about our online audience >](#)



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# WEBSITE OPPORTUNITIES

## Banner Advertising

AOG Energy's digital platforms offer year-round engagement. Our website alone receives over 330,000 views each year.

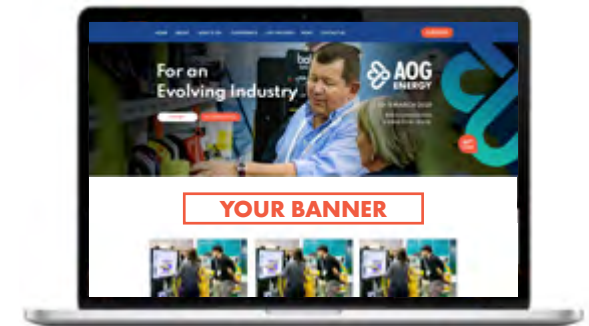
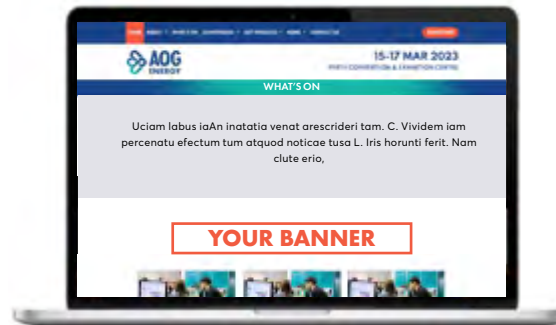
Cut through the noise and take advantage of this premium exposure to your target audience.

### Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages on the AOG Energy website, including the home page and both the exhibitor and directory pages.

**\$2,000** + GST

3 AVAILABLE



### Standard Leaderboard

For prominent exposure, this leaderboard offers branding on all pages of the AOG Energy website excluding the premium pages.

**\$1,500** + GST

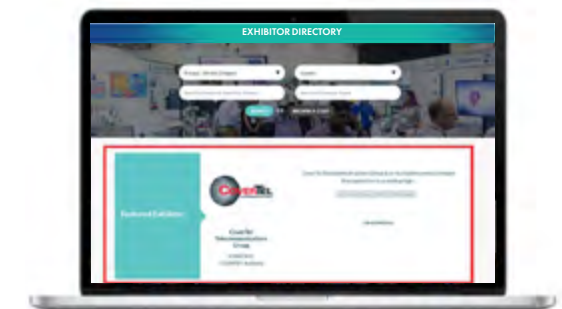
3 AVAILABLE

### Featured Category

Featured categories enable visitors to search for products and exhibitors in specific categories, a more direct and accurate way for buyers to find key products and services they are looking for.

**\$500** + GST

3 AVAILABLE





# EDM OPPORTUNITIES

With a dedicated database of over 16,000 industry professionals from across the entire supply chain, opportunities to target this highly sought after audience are bespoke and limited.

Whether you leverage an existing AOG Energy campaign email or decide to create your own email blast, this is a highly effective way to reach a new audience.

## AOG Energy eDM Leaderboard

AOG Energy eDMs provide a platform for exhibitors to have their company banner displayed in a selected eDM that will go out to the entire database of 16,000+ subscribers. Exhibitors will also have a dedicated editorial blog posted on the official AOG Energy news section of the website.

**\$2,500 + GST**

1 SPONSOR PER EDM



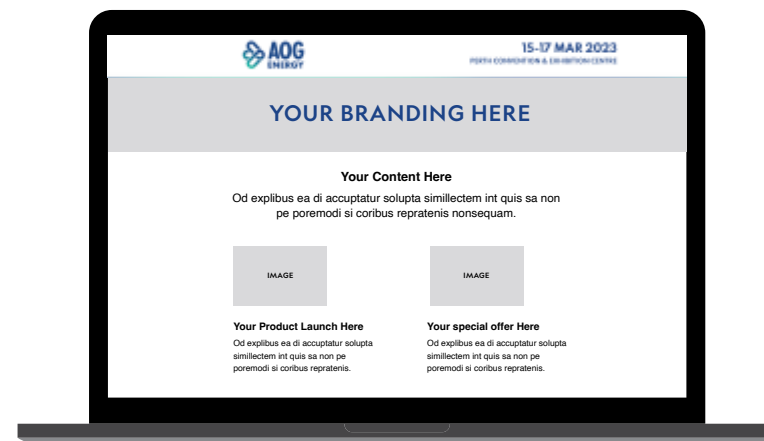
## Solus eDM

Send a direct message to the entire AOG Energy database uninterrupted with your branding included. (subject to approval).

This opportunity includes the option to segment and send to a specific audience based on your brand's needs, including specific product verticals, job titles or geographical locations.

**\$3,500 + GST**

ONLY 4 AVAILABLE PER CALENDAR YEAR





15-17  
MARCH 2023  
PERTH CONVENTION  
& EXHIBITION CENTRE

# CONTACT US

Talk to our team today  
and get ready to  
transform your business in  
2023 with AOG Energy.

1300 DIVCOM (1300 348 266)

[aog@divcom.net.au](mailto:aog@divcom.net.au) >

[aogexpo.com.au](http://aogexpo.com.au) >

## TAILOR A PACKAGE

Can't quite find what you  
are looking for? Or would like  
to combine activity to give your  
brand maximum exposure?

Our team is available to  
walk you through the options  
that best fit your business  
objectives.

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Government of Western Australia  
Department of Jobs, Tourism, Science and Innovation

**NERA** NATIONAL  
ENERGY RESOURCES  
AUSTRALIA



#AOGENERGY23