

**“Creativity and Innovation in Field Exploitation”****9 – 10 May 2012, Aberdeen Exhibition & Conference Centre, Aberdeen, Scotland****Sponsorship and Exhibition Prospectus****Why Should You be Involved with DEVEX 2012?**

DEVEX has built a reputation for high quality presentations showcasing the state of the oil and gas industry in the North Sea and beyond. The 2012 event will focus on all aspects of mature basin development, be it small or large field, subsea or platform, primary or enhanced recovery. The technologies and solutions used successfully and suggested for future delivery will be shared and discussed. DEVEX 2012 will aim to enhance knowledge sharing between the many disciplines who work together to deliver success in our industry. Operators and service companies will be represented and will be sharing their ideas and learnings. Don't miss this excellent opportunity to gain knowledge which may be of use to you and your company and deliver you success in the future.

**About DEVEX 2012**

DEVEX is a two-day conference and exhibition which takes place annually in Aberdeen. Now in its ninth year DEVEX is growing from strength to strength. The conference features two parallel sessions showcasing approximately 40 – 50 oral presentations. For the 2012 event we wish to continue to boost the profile of the poster presentation element with a specific attended poster session and poster competition.

The associated exhibition will feature approximately 30 stands and specific measures are being put in place to ensure maximum interaction between exhibitors and delegates. It is anticipated around 400 delegates will attend this major reservoir development conference and exhibition.

Please feel free to contact this year's Chairman, Jason White at: [jason.white@dana-petroleum.com](mailto:jason.white@dana-petroleum.com) if you wish to discuss any aspect of our event.

**Programme****“Creativity and Innovation in Field Exploitation”**

This year's theme focuses on creative and innovative solutions that are relevant to development and production. We welcome presentations (which need not be formal papers) and posters from all disciplines ranging from geotechnical to commercial. Case Studies form an integral part of DEVEX's on-going success and are especially welcome.

Areas of particular interest include:

- **Technological Innovations**
  - Application to field exploitation
- **Marginal Fields and Satellite Developments**
  - Innovations that make the difference
- **Exploiting Novel Geological Plays**
  - From the creative geological model to production
- **HPHT Development**
  - Challenges & solutions for geologists, drillers and engineers
- **Non-Conventional Hydrocarbons**
  - Non-conventional solutions for creating resources
- **Field Exploitation R&D**
  - The latest industry and academic research
- **Field Case Studies**
  - Past learning and future challenges
- **Non North Sea Developments**
  - Lessons from the rest of the world
- **Mature Fields**
  - New methods reinvigorating old assets
- **Maximising Well Productivity**
  - Theoretical & technological advancements
- **Cross Discipline Solutions**
  - Examples of successful collaboration

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### UK Organising Committee Focal Points

The following committee members will be taking the lead on specific areas of the conference:

**Chairman** – Jason White, Dana Petroleum

**Sponsorship** – Stijn Konings, Maersk & Ed Downer, Senergy

**Exhibition** – Tracey Flynn, Baker Hughes, Jenny Garnham, AGR

**Abstracts** – Alan McHardy, Dominic Dieseru, Baker Hughes, Philip Newman, Total

**Website** – Alastair Govan, BP

**Poster Sessions** – Malcolm Pye, DECC

**Field Trip** – Richard Arnold, Baker RDS

**Young Professionals** – Rachel Court, Centrica

### Premier Sponsorship Opportunities

#### Platinum Supporter – One package available £10,000 + VAT

Booked – BP

The Platinum Supporter will receive the following benefits:

- Headline sponsor of the conference
- A complimentary 6m x 2m sized shell scheme stand in a prominent position in the exhibition
- 4 complimentary full delegate registrations
- Prominent mention on all conference marketing materials of the company as the Platinum Supporter of the conference
- Company logo (and link to website) on the DEVEX 2012 website Supporters page
- Company logo on front page of Conference Programme
- Listing as ‘Platinum Supporter of DEVEX 2012’ on Supporters page in the final Conference Programme
- Inclusion of promotional materials in delegate bags (up to 3 x A4 sheets)
- Company logo on all delegate bags (along with the delegate bag sponsor)
- Company logo on all signage at the conference venue

#### Gold Supporter – One package available £6,000 + VAT

Booked – Maersk

The Gold Supporter will receive the following benefits:

- Sole sponsorship of the technical programme
- A complimentary 6m x 2m sized shell scheme stand in a prominent position in the exhibition
- 3 complimentary full delegate registrations
- Mention on all conference marketing materials of the company as the Gold Supporter of the conference
- Company logo (and link to website) on the DEVEX 2012 website Supporters page
- Listing as ‘Gold Supporter of DEVEX 2012’ on Supporters page in the final Conference Programme
- Inclusion of promotional materials in delegate bags (up to 2 x A4 sheets)

#### Silver Supporter – Two packages available £3,000 + VAT

Booked – Stingray & Schlumberger

The Silver Supporter will receive the following benefits:

- Joint sponsorship of the exhibition
- 1 complimentary 3m x 2m shell scheme stand in a prominent position in the exhibition
- 2 complimentary full delegate registrations
- Mention on all conference marketing materials of the company as a Silver Supporter of the conference
- Company logo (and link to website) on the DEVEX 2012 website Supporters page
- Listing as ‘Silver Supporter of DEVEX 2012’ on Supporters page of the Conference Programme
- Inclusion of promotional material in delegate bags (1 x A4 sheets)

#### Bronze Supporter – Four packages available £1,500 + VAT

Booked – Shell, CNR International

The Bronze Supporter will receive the following benefits:

- 2 complimentary full delegate registrations
- Mention on all conference marketing materials of the company as a Bronze Supporter of the conference
- Company logo (and link to website) on the DEVEX 2012 website Supporters page

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- Listing as ‘Bronze Supporter of DEVEX 2012’ on Supporters page of the Conference Programme
- Inclusion of promotional material in delegate bags (1 x A4 sheets)

### Sponsorship Opportunities

All supporting companies will receive the following benefits in addition to the specific sponsor/supporters benefits detailed under each opportunity.

- Company logo (and link to website) on the DEVEX 2012 website Supporters page
- Listing on supporters page in the final Conference Programme

**Booked – Dana Petroleum**

#### Young Professionals Event £2,500 + VAT

The young professionals event is a specific seminar within the programme of DEVEX 2012 that is aimed at the decision makers of the future. It is a stand alone event that will not clash with the main technical programme. This package is for overall sponsorship of the young professionals event and the sponsor will be acknowledged on all pre-marketing and on the day materials produced for the Young Professionals event. The sponsor will also be given the opportunity to display promotional material e.g. pop up banners in the meeting room.

#### Academic Places

£2,000 + VAT

**Booked – Shell**

Support the local academics and enable them to attend this conference to expand their knowledge and skills, as well as assist them to present an oral or poster communication.

#### Poster Programme

£2,000 + VAT

The Committee wish to continue raising the profile of the posters submitted to DEVEX 2012. An attended poster session has been scheduled as well as a poster competition with prizes for the finalists. The sponsor will be acknowledged within the final programme, on signage within the poster area as well as on the catering points during the attended poster session.

#### Refreshments and Lunch (2 days available)

£2,000 + VAT per day

**Booked – Senergy**

There will be six scheduled breaks per day where delegates will be served tea/coffee or lunch. Within the exhibition hall serving points will be placed at convenient locations as focal points at which delegates can gather, thus providing maximum exposure for your products/services. As sponsor you will be able to display material on a board beside each serving point, have branded tent cards placed on all the catering points and tables and have your logo displayed on all lunch menus.

#### Networking Reception

£1,500 + VAT

The reception provides delegates with the opportunity to meet old friends, make new ones, and relax and chat. It will be held within the exhibition hall on Wednesday 9 May 2012. The sponsor of the reception will be able to display materials (e.g. pop up banners) within the hall as well as being acknowledged as the sponsor on signage for the reception and on tent cards at the catering points. The sponsor will also be provided with five free passes to distribute to colleagues who may not be attending the conference.

**Booked – GDF SUEZ**

#### Delegate Badges and Registration

£1,500 + VAT

All attendees at the conference will be provided with a name badge, which must be worn at all times. The sponsor's logo will be placed prominently on the badges along with the conference logo. The sponsor will also be acknowledged on any signage for the registration area.

**Booked – GDF SUEZ**

#### Lanyards

£1,500 + VAT

The lanyards will be attached to all name badges, which must be worn at all times. The sponsor's logo will be printed on the lanyards in one colour.

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Bags will be given to all delegates containing conference programme and information. The sponsor's logo will be printed (one colour) on the front of all bags along with the names and dates of the conference (estimated quantity required 4-500).

**Booked – Shell****Website****£1,000 + VAT**

The website is the key promotional tool being used by DEVEX 2012 and the place where delegates will visit for information, to submit abstracts or to register. The sponsor will have their logo displayed on every page of the website.

**Booked – Stingray****Internet Café****£1,000 + VAT**

The Internet Café is usually one of the most popular and busy features of any conference. The Café will consist of up to 4 stations and will be located within the main exhibition (and catering) area or near the registration desks. The sponsor will receive acknowledgment in the final programme, signage opportunities in the Café area, as well as the sponsor's home page on every monitor and logo as the screen saver.

**Booked – Dana Petroleum****Field Trip****£750 + VAT**

The DEVEX 2012 field trip will take place at the end of the conference on Thursday 10 May 2012. It is an opportunity for delegates to relax and unwind and experience some of the local surroundings. The sponsor will receive acknowledgement on any signage and materials for the trip as well as verbally at the dinner.

**Booked – Apache****Pens and/or Pads****£500 (or in kind) + VAT**

Pens and pads will be provided in each delegate bag and are vital (and heavily used!) items at all conferences. These can either be provided in kind or can be sourced for you. Up to 500 will be required.

**Booked – Apache****Leaflets or Merchandise in Delegate Bags****£75 + VAT each A4 insert**

The opportunity to place promotional literature and/or a small promotional gift in the delegate bags which will be provided to all delegates (including speakers and VIP's) on arrival. A quantity of 500 leaflets/gifts will be required. A 'leaflet' is considered to be 1 x A4 sheet. If you wish to provide a larger insert please contact the conference organisers to negotiate a cost.

**Exhibition**

DEVEX 2012 will incorporate an exhibition within the catering area to encourage maximum interaction between exhibitors and delegates during the poster and exhibition sessions as well as during all breaks. It is expected that in excess of 400 delegates will attend.

- The exhibition spaces are arranged in single units (3m x 2m), but two or more adjacent units can be combined to make a larger space. Please refer to the DEVEX 2012 Exhibition Floor Plan to make your selection.
- Each space is 3m wide and 2m deep and is suitable for a pop-up portable display stand or tabletop display.
- Each space is made up of hard walled shell scheme (suitable to fix posters to with Velcro) and includes:
  - 3m by 2m shell scheme walls
  - 1 x trestle style table
  - 2 x chairs
  - 1 x standard UK power outlet (240v/500 watt)
  - 2 x spotlights
  - Name Board
  - Carpet (standard colour throughout Exhibition Hall)

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- Space only stands can also be booked, and will include 1 x standard UK power outlet (240v) and carpet (standard colour throughout Exhibition Hall)
- No wired Internet access or phone lines will be available as standard on the stands, however, AECC is a Wireless LAN venue and Internet access can be purchased.
- Additional furniture, Internet access, phone lines etc can be booked and appropriate information and booking forms will be sent out with the Exhibitor’s Manual prior to the conference.

### Included in the Exhibition Stand Package:

- One full delegate registration to include the Ice Breaker Reception, all lunches and refreshments during breaks on the conference live days and access to the sessions
- Company logo (and link to website) on the DEVEX 2012 website supporters page
- Company logo and 50 word profile in the DEVEX 2012 Conference Programme
- One insert (one A4 page) in the Delegate Bags

### Cost of Exhibition Stand Package:

Exhibition stands are available at a **cost of £1,200.00 +VAT** for a single unit (3m x 2m) for the 2-day period.

Please indicate your preferred stand space on the exhibition stand booking form and return it as soon as possible to Jacqueline Bergstrom (See ‘How to Book’ section).

## How To Book

Please complete the booking form(s) and return to:

Jacqueline Bergstrom  
DEVEX 2012 Conference Secretariat  
C/o Aberdeen Exhibition and Conference Centre  
Bridge of Don  
Aberdeen  
AB23 8BL

Tel: +44 (0) 1224 330 407  
Fax: +44 (0) 1224 825 276  
Email: [devex@aecc.co.uk](mailto:devex@aecc.co.uk)

**You will be sent an invoice for the total amount (once booked, this is non-refundable).** Payment is expected within 30 days of invoice and must be made prior to the conference (by 30 April 2012 at the latest).

If you wish to discuss any of these options, or any other ideas that you may have for involvement in DEVEX 2012, please contact Jacqueline Bergstrom (details above).

## Cancellation

Returning a signed booking form constitutes a binding agreement and payment is expected upon receipt of the invoice. All payments are non-refundable. If you wish to cancel a booking please do so in writing to Emily Wilson (details above).

## General Information

Please note the following:

1. All prices are quoted in UK pounds Sterling, and are all subject to VAT.
2. All invoices must be paid in UK pounds Sterling, and all cheques must be drawn on a UK Bank.
3. Tea and coffee will be available during scheduled breaks.
4. Lunches for exhibitors will be available with the other delegates on the live conference days.
5. Exhibitors are expected to book and pay for their own accommodation and travel.

## Schedule

- October 2011 Exhibition and Sponsorship Opportunities available for booking and all information available on the DEVEX website.
- February 2012 Exhibition manual and furniture booking forms sent to confirmed exhibitors.
- 30 March 2012 Book before this date to ensure your logo can be included in the Conference

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Programme.

- 30 April 2012 Exhibition stand booking closes.
- 30 April 2012 All payments by sponsors and exhibitors due.
- 7 May 2012 Exhibitors and Sponsors can ship materials to the AECC (FAO Jacqueline Bergstrom (DEVEX 2012 9 – 10 May 2012) to arrive no earlier than 7 May 2012.
- 8 May 2012 Exhibitor access to venue for stand assembly (details to be confirmed).
- 9 – 10 May 2012 Conference live days.
- 10 May 2012 Conference ends approx 1730hrs. Stand removal details to be confirmed.
- 12 May 2012 Any remaining materials or equipment will be disposed of by AECC.

### Terms and Conditions

1. Sponsorship Opportunities and Exhibition stand spaces are subject to availability.
2. The Committee reserve the right to refuse a sponsorship offer or exhibition stand space booking.
3. Exhibition stand units will be assigned on a ‘first-come, first-served’ basis and at the discretion of the conference organisers.
4. Cancellation: Returning a signed booking form constitutes a binding agreement and payment is expected upon receipt of the invoice. All payments are non-refundable.
5. **Payment for all sponsorship and exhibition stand spaces must be received by 30 April 2012 at the latest.** Note: all invoices are subject to the payment terms stated on the invoice at time of issue. Any booking not paid in full by this date may be cancelled or payment requested on site.
6. Printing or inclusion of company logos on materials, website or merchandise is conditional on the organisation supplying the file in time and in the requested format. GIF or JPEG for website display, full colour TIFF or PDF for print.
7. The conference organisers take no responsibility for the condition of the materials received for storage prior to the conference, nor for ensuring that the materials are delivered.
8. No food or beverage samples or refreshments may be provided from any exhibition stand space, unless by prior agreement with the Committee and completion of the AECC’s Catering Permissions Form (including all requested documentation).
9. All equipment required for an exhibition stand space can be ordered via the AECC’s online shop (details will be sent in the Exhibitors Manual) and will be charged directly to the exhibitor.