

Offshore Technology Conference 2020

4-7 May 2020

NRG Park » Houston, Texas, USA

#OTC2020

Sponsorship and On-Site Advertising

Maximize Your Tradeshow Investment & Visibility
at the Largest Offshore Energy Event in the World.



Set Yourself Apart from Your Competition

More than 2,300 exhibitors will be vying for the attention of 59,000+ E&P professionals at OTC 2020. Engage directly with attendees before, during, and after the event with a sponsorship or advertising package designed to address your company's objectives.

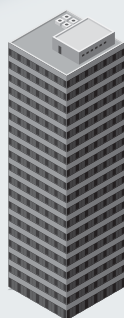
GLOBAL REPRESENTATION

26%
International
Attendance

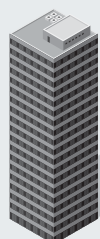
74%
United States
Attendance



22%
Equipment/
Supplies



18%
Service



14%
Engineering/
Construction



10%
Other



16%
Operatings



11%
Consulting



4%
Contractor



3%
Government/
Library/Education



2%
Financial



PRIMARY BUSINESS

NRG Center

On-site Advertising

Aisle Signs

Exclusive (50 signs)	USD 88,000
Individual (10 signs, five blocks available)	USD 8,500

Two sections, blocks of 10

Escalator Runners

Exclusive (includes four escalators)	USD 23,000
Individual	USD 6,800

Exhibitor Entrance Unit

Individual	USD 21,500
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Elevator Door Wraps

Exclusive	USD 18,000
Hall B, C, or D	USD 5,500
Hall E	USD 2,500

Carpet Logos

Individual	USD 11,000
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10 logo placements

Digital Aisle Signs

Individual	USD 8,700
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Table Graphics

Individual, 72" large round tables	USD 7,500
Six tables	
Individual, 36" small round tables	USD 6,500
Eight tables	

Window Clings

Individual	USD 5,250
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Digital Meter Board

Individual	USD 5,000
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Indoor/Outdoor Banners

Individual	Starting from USD 3,700
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Column Wraps

Individual	USD 3,500
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Digital Entrance Unit

Shared	Multiple pricing options available
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Sponsorship Opportunities

Exhibit Locators—Touch Screens

10 units	USD 84,000
Five units	USD 47,500
Single unit	USD 9,500

Conference Bags

20,000 bags	USD 80,000 (exclusive)
15,000 bags	USD 40,500
10,000 bags	USD 51,500

Lanyards (Sponsor to provide)

Exclusive	USD 26,300
Individual	USD 15,750

Coffee Cup Sleeves

Exclusive	USD 22,000
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NRG Center Starbucks Outlet in Lobby D – 7,500 sleeves

Wi-Fi

Five available	USD 10,000
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Stand Out From the Crowd

Showcase your brand with an on-site opportunity certain to bring visibility to your company. To discuss custom advertising and sponsorship options, contact your OTC sales representative today.





NRG Arena

On-site Advertising

Aisle Signs – Hall D

Exclusive USD 22,100
Block of 13

Entrance Units

Hall A USD 15,000
Hall D USD 15,000

Carpet Logos

Individual USD 11,000
10 logo placements each

Digital Aisle Signs

Individual USD 8,700

Column Wraps

Individual USD 2,500

Indoor/Outdoor Banners

Starting from USD 1,500

NRG Park

Expand Your Reach – Share your company’s branding message throughout the OTC campus!

Sponsorship Opportunities

Restroom Sponsorship Package

Exclusive USD 35,000
Restroom signage will be distributed throughout restroom stalls and facilities only in the NRG Center and NRG Arena.

OTC Parkway Windjammers

Exclusive (30 signs) USD 21,500
Individual (10 signs) USD 7,500

Registration Sponsorship Package

Registration Sponsorship Package

Exclusive USD 55,000

- Sponsor logo featured on kick/graphic panels in registration areas
- Full-page ad in conference program
- Insert in badge mailer (US only)
- Banner ad on registration confirmation email (footer)

Print Advertising

Conference Program

Belly Band	USD 32,900
Banner Ad on Exhibitor List Pages (two-color only)	USD 17,000
Two-Page Spread	USD 12,800
Outside Back Cover	USD 12,500
Inside Front Cover	USD 11,500
Inside Back Cover	USD 11,500
Full Page	USD 6,600
½ Page-Horizontal Only	USD 4,000
¼ Page-Vertical Only	USD 2,300
Exclusive Product Category (B&W Only)	USD 1,175
Logo Stopper (B&W Only)	USD 1,175

Badge Mailing Insert

10,000 Inserts Mailed with Badges	USD 12,000
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International Mailer

Exclusive	USD 20,000
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Conference Preview

Exclusive	USD 15,000
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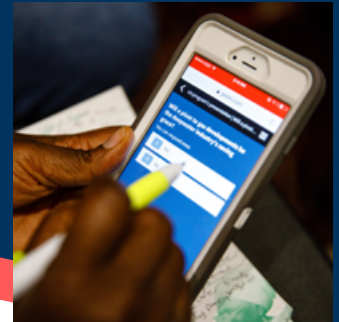
Show Daily

Hart Energy will publish the Official OTC Show Daily Newspaper for the 2020 event. Advertisers must be registered OTC exhibitors. Contact Darrin West, VP of Sales at dwest@hartenergy.com or +1.713.260.6449.



Enhance Your Presence & Engage Key Decision Makers

Capture the buyers you want and increase traffic to your booth with more advertising options.



Online Advertising

Website Banner **USD 2,150**

A maximum of two ad positions are available per web page. Subject to availability.

- Registration Info Page
- Accommodation & Travel Page
- Technical Program Splash Page
- Schedule of Events Page

Shuttle Bus Advertising & Sponsorships

Bus banners, signs, headrest covers, and bus wrap advertising can be purchased through CMAC. For more information, contact Bob Kaplan at bobk@cmac.net or +1.401.244.5219

Mobile App Advertising

Place your message in the hands of thousands of attendees who rely on the app for event updates, interactive floor plans, and more.

Platinum Package **USD 10,000**

Includes Green Package items, PLUS:

- Secondary opening launch screen
- Logo watermark on the schedule page
- Banner ad/Landing page (weighted)
- Full screen app landing page
- Multimedia video message
- Special colored booth on map

Gold Package **USD 5,000**

Includes Green Package items, PLUS:

- Banner ad/Landing page (weighted)
- Full screen app landing page
- Multimedia video message
- Special colored booth on map

Banner Ad and Landing Page **USD 3,000**

Includes Green Package items, PLUS:

- Included video on exhibitor profile
- Banner ad rotates top of app dashboard that clicks to full screen landing page

Featured Product **USD 1,275**

Includes Green Package items, PLUS:

- Located on the list accessed from main dashboard
- Product photo and description in a list accessed via an icon on the main dashboard
- Exhibitor profile accessed through featured product

Exhibitor Advertisement Creation **USD 150**

Created by App provider

Green Package **FREE**

- Upload company logo to floor plan
- Upload unlimited PDF's

OTC MOBILE APP USERS:

OTC 2018: 12,445 total users

OTC 2019: 16,734 total users **+34%**

Event Sponsorships

Topical Events

Topical Breakfast USD 9,400
 Topical Luncheon USD 9,400

Networking Events

Three available USD 7,600

WISE Event

Exclusive USD 7,600

Teacher Workshop

Exclusive USD 50,000

High School Students STEM Event

Exclusive USD 30,000

Full STEM Ahead-OTC Energy Challenge

STEM First place sponsor USD 5,000
 STEM Second place sponsor USD 4,000
 STEM Third place sponsor USD 3,000
 STEM eposter station sponsor USD 3,375



Distinguished Achievement Awards



The Distinguished Achievement Awards Event recognizes award recipients, raises funds for a worthy cause, and provides an excellent opportunity for industry executives and leaders to network with colleagues from around the world.

Net proceeds are donated to a charitable organization that is in some way connected to the offshore industry and to the communities where we operate. Through the faithful support of industry-leading companies, more than USD 2 million has been donated to worthy organizations in the past nine years.

Multiple sponsorship opportunities are available to support this event and give back to those who need it most. Please contact your sales representative for options.

The Possibilities are Limitless

Not finding a sponsorship or advertising package that addresses your company's needs? Contact your OTC sales representative to discuss an alternative solution.

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