



OFFSHORE  
TECHNOLOGY  
CONFERENCE  
ASIA

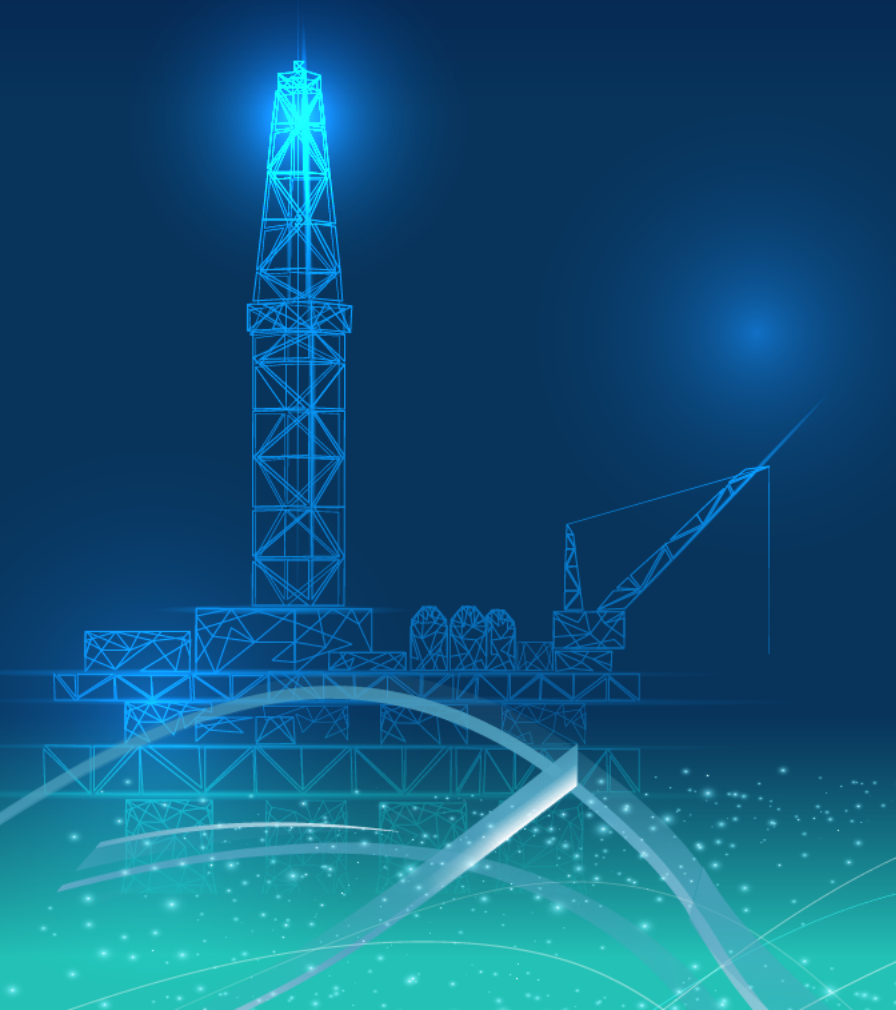
**EXCELLENCE IN ASIA**  
Energising Now and for the Future

27 February – 1 March 2024 | Kuala Lumpur, Malaysia

## SPONSOR AND EXHIBITOR ACTIVATION BRIEFING - PART IV

Thursday, 11 January 2024 | 1500 hours (UTC +8)

[2024.otcasia.org](https://2024.otcasia.org) | [#otcasia](https://twitter.com/otcasia)





# OFFSHORE TECHNOLOGY CONFERENCE ASIA

## EXCELLENCE IN ASIA Energising Now and for the Future

27 February – 1 March 2024 | Kuala Lumpur, Malaysia

### Our Team



**Stephanie Whitelaw**  
Project Manager



**Karyn Nair**  
Marketing Manager



**Sheila Tan**  
Manager,  
Event Operations



**Shanice Woo**  
Senior Operations  
Coordinator



# AGENDA

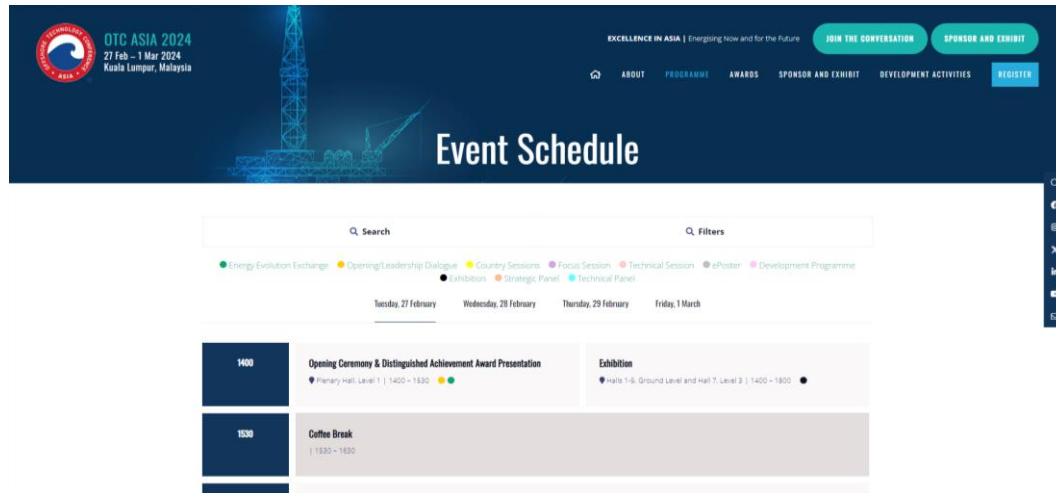
| Time (UTC +8)   | Item   | PIC                |
|-----------------|--|--------------------|
| 1500-1505 hours | General Event Updates  | Stephanie Whitelaw |
| 1505-1510 hours | Travel and Accommodation   | Stephanie Whitelaw |
| 1510-1520 hours | General Promotion<br>Advertising Opportunities (by 26-Jan)   | Karyn Nair         |
| 1520-1515 hours | Sponsor and Exhibitor Activation <ul style="list-style-type: none"><li>• Feathr (Promotional Tool)<ul style="list-style-type: none"><li>○ Email Signature/Social Media</li><li>○ Guest Invitation</li></ul></li><li>• Company Logo and Product/Service Listing</li><li>• Exhibition Seminar</li><li>• Lead Capture Service</li></ul> | Sheila Tan         |
| 1530-1540 hours | Exhibition Updates <ul style="list-style-type: none"><li>• Exhibitor Zone – Upcoming Deadlines</li><li>• Exhibition Briefing on 30 January 2024</li><li>• Energy Education Workshop – Student Booth Visit</li></ul>  | Sheila Tan         |
| 1540-1600 hours | Q&A  |                    |



- **General Event Updates**
- Travel and Accommodation
- General Promotion and Advertising Opportunities
- Sponsor and Exhibitor Activation
- Exhibition Updates
- Q&A

## General Event Updates

- Event schedule available on website



- Confirmed speakers available on website





# EVENT OVERVIEW



**25,000+**  
unique attendees

**m<sup>2</sup>**

**5,000+**  
nett sqm of  
exhibition space



**2,000+**  
participating  
organisations



**1,500+**  
c-suite executives and  
government officials



**1,000+**  
university and  
high school students



**150+**  
sponsors and  
exhibitors



**100+**  
educational  
institutions



**70+**  
countries  
represented



**30+**  
hours of networking and  
business opportunities



**15+**  
hours of high-level  
industry dialogues



**400+**  
industry leaders and  
experts



**300+**  
technical  
presentations



**200+**  
presenting  
organisations



**70+**  
conference  
sessions

# THANK YOU TO OUR SPONSORS

## HOST



## PRINCIPAL SPONSORS



## GENERAL SPONSORS



Lanyard Sponsor



Topical Luncheon –  
Day 2 (28 February) Sponsor



Sponsor and Energy Education  
Workshop Co-Sponsor



OTCafé Sponsor



Executive Sponsor



Conference Notebooks  
and Pens Sponsor



Conference Water Bottles and  
Stations Sponsor



Sponsor



Future Energy  
Supporting Sponsor



Future Energy  
Supporting Sponsor



Energy Education Workshop  
Prize Sponsor

## CONFERENCE THEME

*Excellence in Asia: Energising Now  
and for the Future*

## CONFERENCE SESSIONS

- ❖ 2 Leadership Dialogues
- ❖ 5 Strategic Panels
- ❖ 5 Technical Panels
- ❖ 1 Focus Sessions
- ❖ 9 Country Sessions
- ❖ 34 Technical Sessions

## ENERGY EVOLUTION EXCHANGE



- ❖ 1 Strategic Panel
- ❖ 5 Technical Panel
- ❖ 3 Focus Sessions
- ❖ 13 Technical Sessions

## STRATEGIC & TECHNICAL PANELS

### STRATEGIC PANELS

- Excellence in Asia: Energising Now and for the Future
- Asia Pacific's Energy Markets: Security and Sustainability
- Journey to Decarbonisation
- Navigating the Energy Trilemma: Now and for the Future
- Dynamic Business Models for Success
- Leaders for Change: Building Sustainable Futures
- Current Investments and Future Financing

### TECHNICAL PANELS

- Unleashing the Power of AI and Automation
- CCUS: Technology Innovation and Integrated Value Chain
- Exploring the Depths: Deepwater Technology and Development
- GHG Management: Strategies for a Net-Zero Future
- Boosting Efficiency in Mature Fields: Technologies for Production and Sustainability
- Harnessing the Potential of Hydrogen and Hydrogen-Based Fuels
- Unlocking Offshore Gas Potential: Innovations and Development
- Emissions Reductions: Latest Application of Clean Energy Technology and Solutions (Scope 1 and 2)
- Carbon Chronicles: Policies, Standards, Reporting, and Collaboration
- Decommissioning: Ensuring Safe and Sustainable Offshore Solutions







**ENERGY  
EVOLUTION  
EXCHANGE**

Decarbonisation | Net-Zero Solutions  
Future Energy | Digitalisation

The Energy Evolution Exchange at OTC Asia showcases the latest innovations paving the way towards a sustainable energy future. Discover innovations and cutting-edge technologies related to Decarbonisation, Net-Zero Solutions, Future Energy and Digitalisation.

## CONFERENCE



**1 Strategic Panel Discussion**



**5 Technical Panel Sessions**



**3 Focus Sessions**



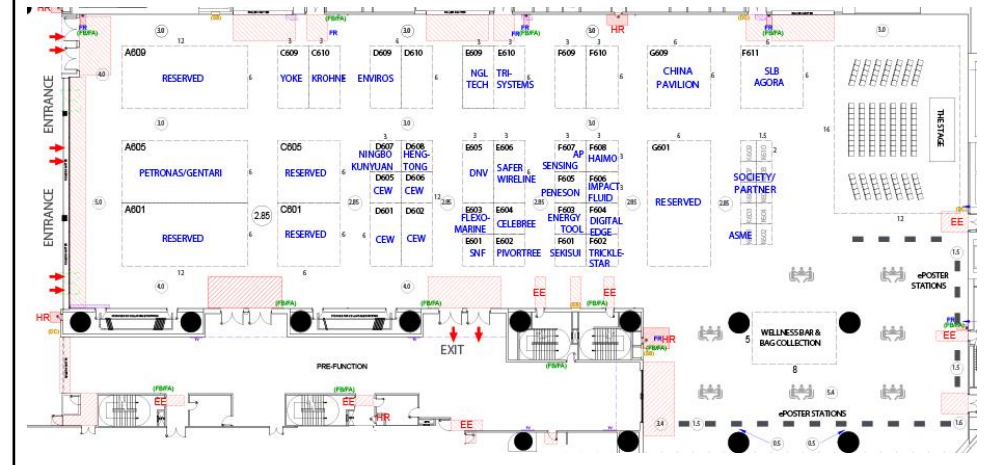
**13 Technical Sessions**

### Technical Sessions

1. Carbon Reduction: Project/Operations
2. Carbon Reduction: HSE
3. Carbon Reduction: Reservoir - Simulation/Modelling
4. Carbon Reduction: R&D/Technology I
5. Carbon Reduction: Reservoir - Studies/R&D I
6. Carbon Reduction: Transport/Facilities/Pipeline
7. Carbon Reduction: R&D/Technology II
8. Carbon Reduction: Reservoir - Studies/R&D II
9. Carbon Reduction: Reservoir and Seal Integrity
10. Carbon Reduction: Reservoir – Wells
11. Fuelling Tomorrow: Unlocking the Potential of Hydrogen
12. Ocean Renewables: The Pathway to Net Zero Future?
13. Sailing into the Future: Harnessing Offshore Renewable Energy

## EXHIBITION

### Floor Plans





- General Event Updates
- **Travel and Accommodation**
- General Promotion and Advertising Opportunities
- Sponsor and Exhibitor Activation
- Exhibition Updates
- Q&A

Plan Your Travel - <https://2024.otcasia.org/travel-accommodation>

## Visa and Entry to Malaysia

- OTC can provide registered attendees with an invitation letter to facilitate the **visa application**.
- Complete and return the [Visa Invitation Letter Request Form](#) to Faezah Saaban at email [fsaaban@otcnet.org](mailto:fsaaban@otcnet.org).
- Effective from 1 January 2024, all foreign citizens travelling to Malaysia must complete the **Malaysia Digital Arrival Card (MDAC)**. For mor information, visit <https://imigresen-online.imi.gov.my/mdac/main>.



The graphic features a blue background with a QR code at the top center, flanked by the Malaysian and Brunei national crests. Below the QR code, the text reads 'Malaysia Digital Arrival Card (MDAC)' and 'IMMIGRATION DEPARTMENT OF MALAYSIA'. A prominent orange banner states '1 JANUARY 2024'. The main heading is 'IMPLEMENTATION OF THE MALAYSIA DIGITAL ARRIVAL CARD (MDAC)'. The text explains that all foreign citizens must complete the MDAC, except for seven categories: Citizens of Singapore; Diplomatic and Official Passport holders; Malaysian Permanent Residents and Long Term-Pass holders; General Certificate of Identity (GC) Brunei Darussalam holders; Brunei Malaysia Frequent Traveller Facility holders; Thailand Border Pass holders; and Indonesia Cross-Border Travel Document (PLB) holders. It notes that completion of the MDAC will be mandatory from 1 January 2024, except for those listed. The URL <https://imigresen-online.imi.gov.my/mdac/main> is provided at the bottom. The 'MALAYSIA MADANI' logo is in the bottom right corner.

Malaysia Digital Arrival Card (MDAC)  
**IMMIGRATION DEPARTMENT OF MALAYSIA**  
**1 JANUARY 2024**

**IMPLEMENTATION OF  
THE MALAYSIA DIGITAL ARRIVAL CARD (MDAC)**

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- Indonesia Cross-Border Travel Document (PLB) holders.

Effective 1 January 2024, completion of this MDAC will be mandatory, except those listed above.

© <https://imigresen-online.imi.gov.my/mdac/main>

MALAYSIA  
MADANI

Plan Your Travel - <https://2024.otcasia.org/travel-accommodation>

## Official Travel Partner – My Vacation Travel

- My Vacation Travel is OTC Asia's Official Travel Partner and has secured preferential rates at various hotels in Kuala Lumpur for OTC Asia 2024 attendees.
- **Official Hotels** are Mandarin Oriental Kuala Lumpur and Traders Hotel, Kuala Lumpur. There are also **9 partner hotels** available.
- My Vacation Travel can also provide **transportation services** and **tour packages**.
- Please view the available hotels and other service or contact Maggie Chong at email [chong@myvacation.com.my](mailto:chong@myvacation.com.my) or mobile number +60 12 381 0881.



- General Event Updates
- Travel and Accommodation
- **General Promotion and Advertising Opportunities**
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## Arrange MOU signings

- Announce your partnerships and collaborations

## Arrange press interviews for your management

- Arrange face-to-face interviews onsite

## Product launches via press conferences

- Unveil new innovations

## Educate the market

- Reaffirm unique selling points of existing innovative technology

*\* **NOTE:** All press events will be managed by you/your company (i.e., speakers, invitations to press, etc.). OTC Asia will be providing room and audio facilities as needed.*

## WHAT YOU NEED TO DO

### Book a room in the Press Centre

Contact Karyn Nair at [knair@otcnet.org](mailto:knair@otcnet.org) to arrange the necessary.

Provide the below details:

- Purpose
- Expected press attendance (maximum 40pax)
- Day and time

**Press room blocks are on a first-come, first-serve basis.** OTC Asia will provide the appropriate press room for your use during event days.

## Sponsors on social media channels

- Logo usage – standalone and by groups
- Personalised text content
- Social mentions / account tagging

## Exhibitors on social media channels

- Logo usage – groups by alpha order
- Personalised text content

## WHAT YOU CAN DO

**Be Sure We Have Your Logos**

**Mention/Tag Us on Social Media**

**Use Our Hashtags**

**#otcasia #otcasia2024**

***DON'T FORGET TO FOLLOW OUR SOCIAL MEDIA CHANNELS!***



@otc asia

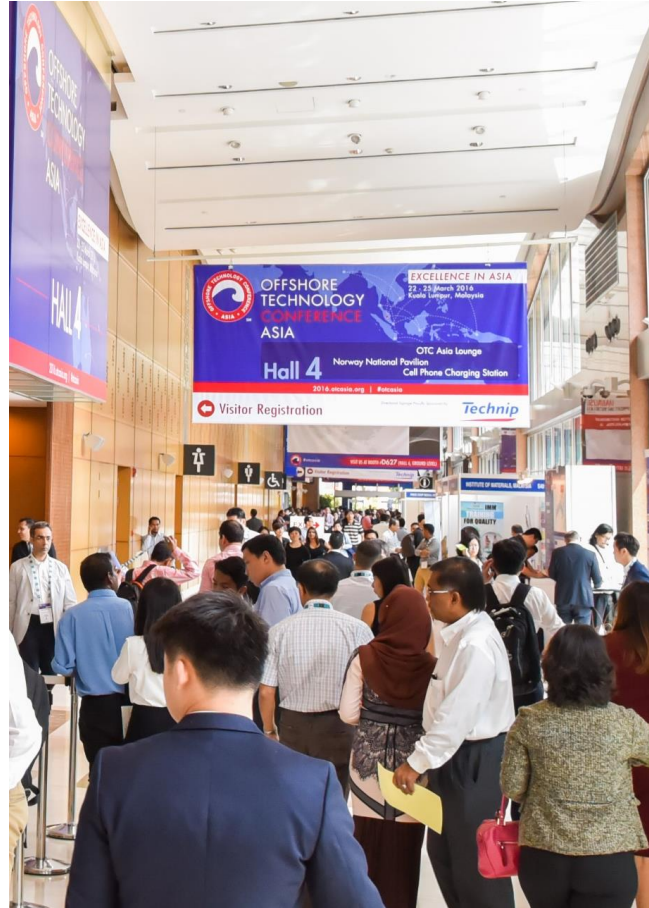


@otcasia



@otcasia

## Foyer Hanging Banner Advertising Opportunities



Location: Foyer of Halls 1-5, Ground Floor

Size: 4000mmW x 2000mmH

Cost: USD 6,000 each

Contact:

**Winston Teh**

Sales Manager & Team Lead, Asia Pacific

Email: [wteh@otcnet.org](mailto:wteh@otcnet.org)

Direct Line: +60 3 2182 3112

**Deadline: Friday, 26 January 2024**





- General Event Updates
- Travel and Accommodation
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## Feathr - Promotional Tools

- Feathr provides sponsors and/or exhibitors with:
  - ✓ Personalised email signature and social media banners with company logo and booth number;
  - ✓ Personalised ready-to-send invitation email service to clients and potential clients.

### Welcome to your Personal Guest Invites Dashboard

Announce to your prospects and customers that you'll be at OTC Asia 2024 and effortlessly create a touchpoint using these ready-made promotional tools. We've created a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools.

1. Get started by adding your logo/headshot and updating your description by clicking into **"Edit My Information."**
2. **Share the landing page** with your followers on Facebook, LinkedIn, or Twitter to encourage them to register for OTC Asia 2024.
3. **Invite My Network** allows you to send a templated email to your audience - simply upload your list, or download the HTML to send through your own system, and spread the word about OTC Asia 2024.
4. **Download Personalized Banner Graphics:** these graphics have been customized for you to share with your followers!

Having technical issues? Email us at [clientservices@feathr.co](mailto:clientservices@feathr.co)



Edit My Information




Invite My Network



Email Signature & Social Graphics

## Feathr - Promotional Tools

- Download your company's personalised email signature and social medial banner





### Email Signature & Social Graphics

To access your customized banners click "Get Customized Banner". Then select "Download As" to get your banners as an image file or "Copy Embed Code" to copy HTML to embed them. Please note that tracking is only possible when you embed banners via HTML. We can't track banners shared as downloaded images. As a workaround for tracking clicks on downloaded images, share your landing page link along with the downloaded banner. If you "Edit Your Info" you'll need to refresh your banners by clicking the circular arrows beneath each one.

Preview Dimensions 600px x 150px


|       |        |
|-------|--------|
| Views | Clicks |
| 0     | 0      |




Download as ▾ [Copy Embed Code](#) 

Preview Dimensions 1200px x 628px

|       |        |
|-------|--------|
| Views | Clicks |
| 0     | 0      |




Download as ▾ [Copy Embed Code](#) 

## Feathr - Promotional Tools

- Invite your guests (guest contact details to be uploaded into system by exhibitor/sponsor)

**Invite My Network**

Invite your customers and prospects using the customized HTML email below. Click on "Send Invites" button below and you can upload your list, or download the HTML to send through your own system.



**Join Exhibiting Company at Offshore Technology Conference Asia 2024!**

Send invites

| Sent | Opens | Clicks |
|------|-------|--------|
| 0    | 0     | 0      |

| Status               | To | Subject | Sends | Opens | Clicks | Options |
|----------------------|----|---------|-------|-------|--------|---------|
| No invites sent yet. |    |         |       |       |        |         |

Page 1 of 1 | 20 rows

**Send Invites**


Subject: You're invited! Join us at OTC Asia 2024

From Address: Exhibiting Company <otca@otcnet.org>

Scheduled Date to Send: October 24, 2023 8:00 AM +08  
October 24, 2023 12:00 am UTC

Who are you sending this email to?  
Send single invite | Send to list

To Address: their@email.com



**Join Exhibiting Company at Offshore Technology Conference Asia 2024!**

Cancel OK

## Feathr - Guest Invitation and Promotional Tools

Useful Information:

- Feathr How-To Guide: [https://drive.google.com/file/d/1IVJzeQnW8TDm-A\\_0rxzp3slkkcJqKing/view](https://drive.google.com/file/d/1IVJzeQnW8TDm-A_0rxzp3slkkcJqKing/view)
- Feathr Video Walkthrough: [https://drive.google.com/file/d/1FyZAKU1R1dU5EXzzAVP\\_TdgnD2MKgRfm/view](https://drive.google.com/file/d/1FyZAKU1R1dU5EXzzAVP_TdgnD2MKgRfm/view)

Access to Feathr:

- Sponsor:** PIC will receive an intro email with access link from Feathr early of next week.
- Exhibitor:** Contact Shanice Woo at [swoo@otcnet.org](mailto:swoo@otcnet.org) if you did not receive intro email with access link.

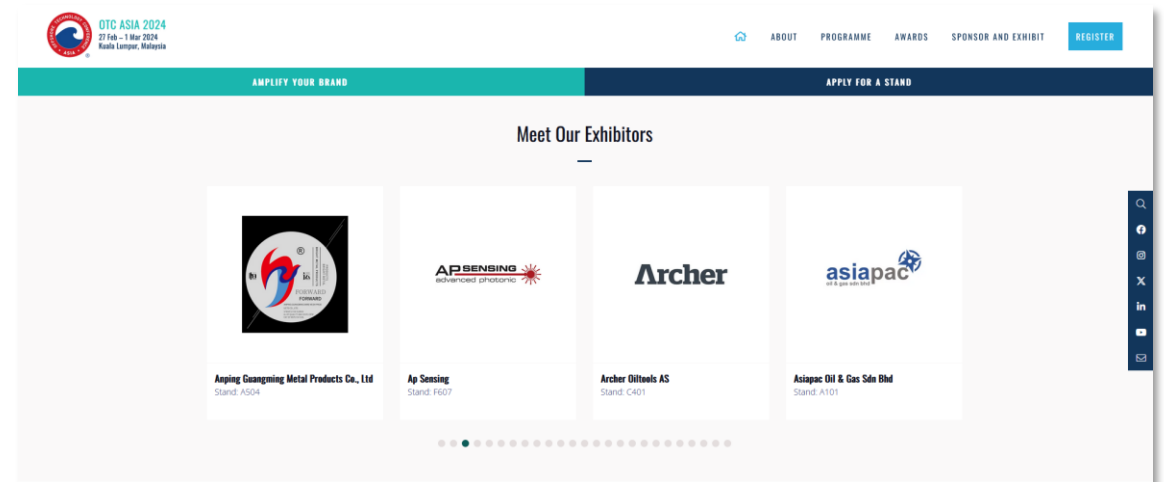
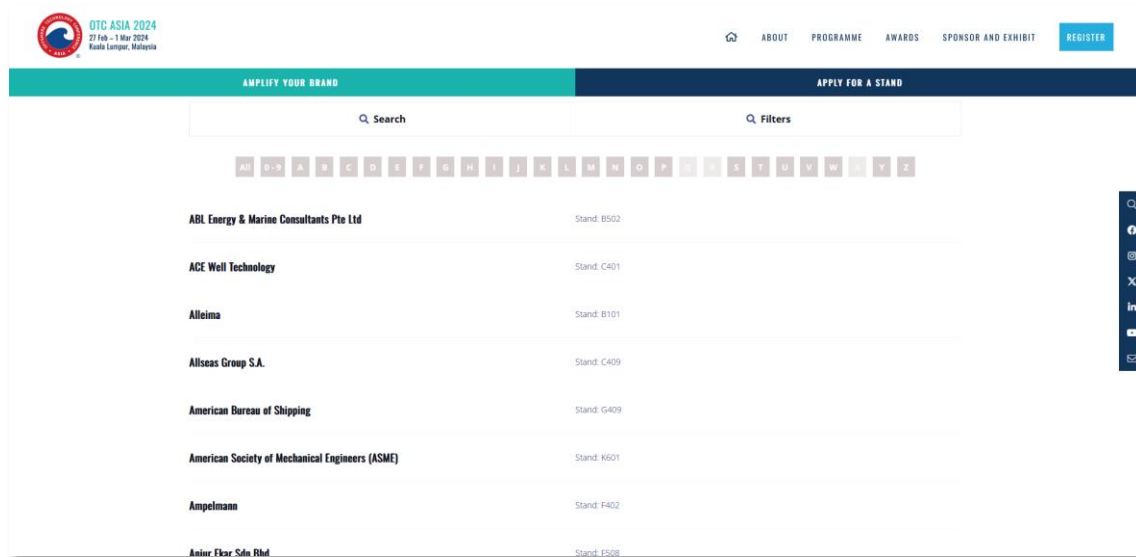
Having technical issue(s):

- Email to [clientservices@feathr.co](mailto:clientservices@feathr.co)

## Company Logo and Product/Service Listing

Submitted information will be featured in the event website and Mobile App.

<https://2024.otcasia.org/list-exhibitors>



**Submission Deadline: IMMEDIATELY**

## Exhibition Seminar



### Opportunity for companies to share:

- Recent or near-future industry activities, policies or initiatives impacting the Malaysian energy ecosystem **OR** digitalisation, decarbonisation, net-zero solutions and future energy
- This may include information about innovative technologies and services, upcoming support and development initiatives and policies, etc.

### Format

- Each session is allotted 30-minutes and the scope and format may be individual presentation, one-on-one dialogue or panel discussion.

### Venue

- The Theatre in Hall 5
- The Stage at the Energy Evolution Exchange (Hall 6).

## Exhibition Seminar



## SUBMISSION IS CLOSED

OTC Team will notify the confirmed exhibitors with additional information and guidance.



## Lead Capture

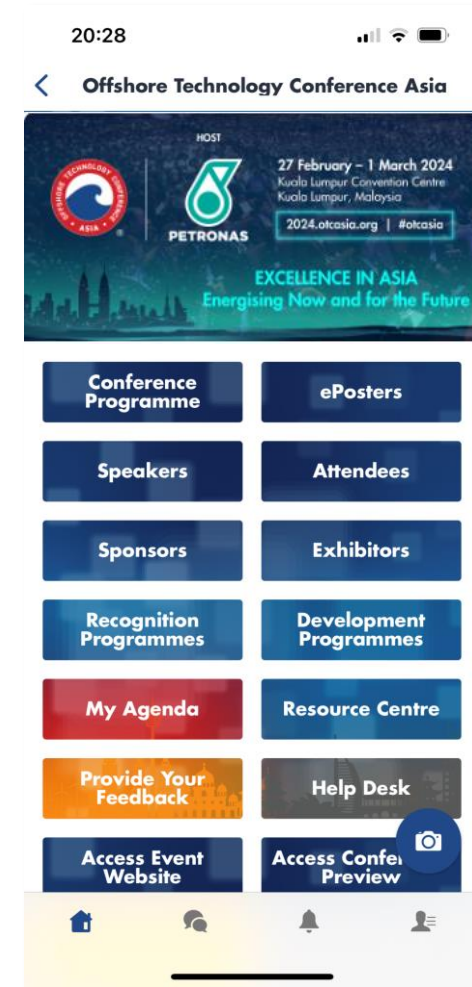
Swapcard Lead Capture service is an additional service for you or your company to **build and keep track of your potential clients** and/or partners that you meet at the OTC Asia 2024.

By scanning an attendee's event badge QR code, you will automatically add the attendee to your contacts and create a connection between you and the attendee in Swapcard. You will be able **to view and/or export your company's leads report on real time basis.**

**Lead Capture service can be subscribed at USD 150 per exhibiting company.**

- 36 sqm and above entitled to four (4) users
- Below 36 sqm entitled to two (2) users

Submit your request to Shanice Woo at email [swoo@otcnet.org](mailto:swoo@otcnet.org) by **Friday, 9 February 2024.**





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## Exhibitor Zone

### Exhibitor checklist and deadlines

| Deadline             | Description                                      | Mandatory     | Submit To   |
|----------------------|--|---------------|---|
| Immediately          | Company logo and Product/Service Listing         | ALL           | OTC Asia  |
| 11 December 2023     | Work Authorisation Form                          | Space Only    | <b>Innogen Online Services Centre</b><br><br><i>Login information same as the Exhibitor Zone login user name and password</i> |
| 15 December 2023     | Exhibitor Contractor Form                        |               |   |
| 5 January 2024       | Fascia Name Form                                 | Stand Package |   |
|                      | Furniture on Hire Order Form                     | Optional      |   |
|                      | Electrical and Lighting Order Form               | Optional      |   |
|                      | Audio Visual                                     | Optional      |   |
|                      | Service Location Plan Form                       | Optional      |   |
|                      | Printing   | Optional      |   |
|                      | Contractor Passes Form                           | Space Only    |   |
|                      | Booth Design Drawings Submission                 | Space Only    |   |
| 26 January 2024      | Booth Activity Form                              | ALL           | <b>OTC Asia</b>   |
|                      | Exhibitor Registration                           | ALL           | <b>Exhibitor Registration Page</b>  |
| 8 February 2024      | Shipment Submission - Sea Freight                | If Applicable | Contact R.E. Rogers   |
| 13 February 2024     | Shipment Submission - Air Freight                |               |   |
| 18 February 2024     | Audio Visual Order                               | Optional      | Order here:<br><b>KLCC Exhibitor Service Center</b>   |
|                      | Food and Beverage - Booth Catering Order         | Optional      |   |
|                      | Food and Beverage - Beverage Order               | Optional      |   |
|                      | Food and Beverage - Catering Service Staff Order | Optional      |   |
|                      | Internet and Telecommunication Order             | Optional      |   |
|                      | Hanging Banner Request                           | Optional      |   |
|                      | Hanging Object Request                           | Optional      |   |
| Booth Cleaning Order | Optional   |               |   |
| 26 January 2024      | Travel and Accommodation                         | Optional      | <b>View Information</b>   |
| 9 February 2024      | Lead Capture Service                             | Optional      | OTC Asia  |
| 1 March 2024         | Visitor Registration                             | ALL           | OTC Asia  |

**SUBMIT NOW**

**UPCOMING DEADLINES**

## Exhibitor Briefing (Hybrid)

**Tuesday, 30 January 2024 (1400 hours KL Time)**

In-Person: at Kuala Lumpur Convention Centre (Meeting Room 304-305, Level 3)

Virtual: via MS Teams

## Energy Education Workshop – Student Booth Visit

**Friday, 1 March: 1130-1230 hours**

- Opportunity for high school students participating in the OTC Asia Energy Education Workshop to visit your booth, learn about your role in the energy business and ask questions about the industry
- Up to 6 groups of 10-15 students will visit your booth for 10 minutes each from 1130-1230 hours. Each group will be accompanied by their teacher chaperone and a volunteer.
- Student giveaways and mementos are welcome but **not** required.
- If you are interested in this opportunity, please contact Shanice Woo at email [swoo@otcnet.org](mailto:swoo@otcnet.org) by **Friday, 26 January 2024** to receive further details.



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**THANK YOU !**