



the australian petroleum production & exploration association presents

APPEA 2018

CONFERENCE AND EXHIBITION

14-17 MAY | ADELAIDE SOUTH AUSTRALIA

sponsorship prospectus



Take your brand to the world of oil and gas with APPEA

PRINCIPAL SPONSORS



APPEA 2017 SNAPSHOT

2067 REGISTERED ATTENDEES

1000+ EXHIBITION VISITORS

165+ EXHIBITING COMPANIES

675+ COMPANIES REPRESENTED

12% INTERNATIONAL ATTENDEES

28 COUNTRIES REPRESENTED

138 PRESENTERS

90+ PRESENTING COMPANIES

43 MEDIA PERSONNEL



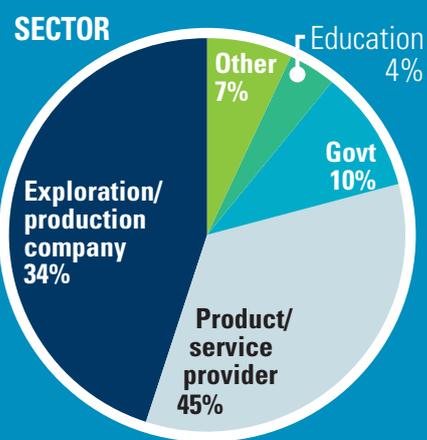
APPEA2018 take your brand to the world

**Adelaide,
South Australia
14–17 May**

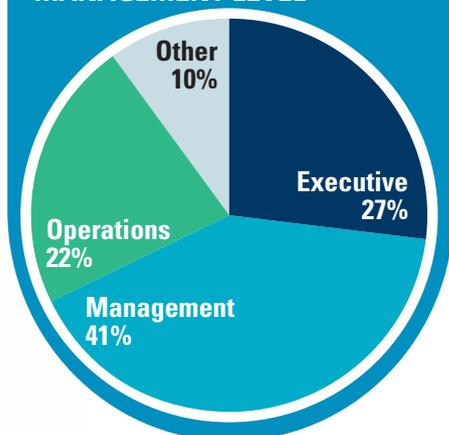
As the largest annual upstream oil and gas conference and exhibition in the southern hemisphere, the APPEA Conference and Exhibition attracts delegates from across Australia and around the world. It also attracts the largest specialist media contingent of any industry event in Australia generating national and international headlines.

28 countries were represented at APPEA 2017

APPEA 2017 — attendance by:



MANAGEMENT LEVEL



Click here to view the full APPEA 2017 Post Show Report

Delegates register for the APPEA Conference knowing that this event is run *by the industry, for the industry.*

As the APPEA Conference is only open to registered attendees and invited guests, our delegates know that APPEA can guarantee high calibre business connections. Our technical program delivers world leaders in their field and provides cutting-edge information for the discerning energy professional.

The event is a unique opportunity to learn from global experts, meet industry decision-makers and see first-hand new product and service innovations.

If you only make one sponsorship investment this year, ensure it is the 2018 APPEA Conference and Exhibition — the only show in Australia that can take your brand to the world of oil and gas, and deliver you a sound **return on investment**.

As a sponsor:

- Your brand will be associated with the preeminent oil and gas industry event in the southern hemisphere
- You can choose from options to suit your marketing needs — from merchandise, presentation and speaker sessions, through to social events, networking areas and refreshment breaks
- You have the opportunity for brand engagement pre-event, during and post-conference.

Opportunities at a glance

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All rates quoted are in Australian dollars and are inclusive of GST



To discuss how we can make 2018 APPEA Conference and Exhibition sponsorship deliver for your business, contact:

Julie Hood, Director Events & Member Relations—APPEA
 t +61 7 3231 0501
 m +61 412 998 474
 e jhood@appea.com.au

For direct booking details please refer to page 24.



APPEA2018 already starting to connect

An integrated global marketing program is already under way for APPEA 2018.

This includes:

- direct engagement, postal and digital—connecting with APPEA’s +17,000 contacts to promote the highlights of the APPEA 2018
- social media—working with our exhibitors, sponsors, speakers and members to develop content on upcoming projects, industry discussions, and APPEA Conference and Exhibition onsite events and promotions
- advertising—industry publications, mainstream media, associations and members newsletters
- website—search engine optimisation and marketing
- smart phone applications
- public relations—media releases and editorials
- cross promotion at other industry events
- event collateral, brochures, eNewsletters and updates

APPEA wants to connect our sponsors directly to our delegates. If your team is working on an exciting new initiative to be launched at APPEA we want our network to hear about it!



APPEA2018 our sponsors

PRINCIPAL SPONSORS

APPEA is delighted to announce Clough and Woodside as the **principal sponsors** of the APPEA 2018 Conference & Exhibition



pursuit of excellence



TECHNICAL PAPERS SPONSOR

APPEA is proud to announce BP as the **Technical Papers Sponsor** of the APPEA 2018 Conference & Exhibition



DESTINATION PARTNERS

APPEA is proud to announce our 2018 **Destination Partners**: Adelaide Convention Centre, Adelaide Convention Bureau and South Australian Tourism Commission.



APPEA2018 Conference Dinner Sponsor

The Australian oil and gas industry's night of nights is undoubtedly the annual APPEA Conference Dinner.

To be held on the evening of Wednesday 16 May 2018 at the iconic Adelaide Oval, an estimated 750 guests will enjoy this three-course dinner with high-class beverages that celebrate the regions of South Australia. In conjunction with presenting Industry Awards, the evening is renowned for providing quality networking and world-class entertainment. Previous years have featured acts such as Marcia Hines, Jessica Mauboy, Tina Arena, Anthony Callea and The Black Sorrows to name just a few. As a sponsor of this event, your brand is directly linked with this unique and much anticipated annual event for the industry.

Benefits include:

- the opportunity for your Chief Executive to deliver a five minute welcome address to dinner guests combined with a video presentation
 - verbal acknowledgement by the MC of your company as the host of the APPEA 2018 Conference Dinner
 - a private VIP room at the Adelaide Oval for pre-dinner drinks with your invited guests
 - a private behind-the-scenes VIP tour of the The Bradman Collection Museum at the Adelaide Oval Museum for 12 of your dinner guests. You'll discover hidden secrets and relive celebrated moments in the sporting, musical and civic history of this world-famous sporting arena
 - access to the conference dinner attendees list prior to the function. Hand pick from this network to maximise your networking on the evening
 - ten complimentary dinner tickets with a table in a prime location of your choice)
 - your brand included on the menu cards and dinner tickets, at the entry point to the event and shown on the AV screens throughout the evening
 - a unique APPEA 2018 experience: The Adelaide Oval will display your brand on the digital signage of the stadium and provide space for additional free-standing signage
- the option to provide a gift for each guest as a memento of the evening
 - An Elevation Experience: The opportunity to meet and greet the featured entertainer after the dinner showcase (subject to availability once entertainment is confirmed)
 - your brand highlighted on the official conference website, www.appeaconference.com.au (which receives approximately 50,000 impressions during the conference campaign)
Your logo will appear:
 - on the home page logo (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated conference dinner page
 - recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
 - recognition in the official APPEA 2018 app. This includes sponsor's company name, logo, company description and a link to the sponsor's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
 - recognition in the conference handbook¹ which is the hard copy document distributed to delegates onsite at the conference
 - listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
 - visual brand recognition in the closing ceremony and the post show report
 - your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

**YOUR
INVESTMENT
\$55,000**



APPEA2018 Satchel sponsor

APPEA is renowned for providing high quality satchels at the conference, which are both stylish and practical.

The APPEA 2018 satchel provides your brand with the highest possible exposure at the APPEA event.

Designed for use at the conference and beyond, this satchel will ensure your brand is in the hands of our community long after the event is over. The APPEA conference satchel is provided to all full and day delegates, accredited media, national and international speakers and to post-graduate students entering the industry.

Benefits include:

- premium, custom-made satchels with high-quality finishes, featuring your company logo
- the opportunity to place an insert into the satchel (subject to approval by APPEA)
- dedicated social media posts by APPEA, showcasing the satchel partner in relation to the APPEA Conference and Exhibition—two pre-event posts, two posts during the event
- three complimentary exhibition access passes. These passes provide full access to the exhibition for three days and include access to our Happy Hour Networking functions. You can use these passes for guests or staff to attend the event at your invitation or as a promotion where you give away a complimentary pass
- provision of any unused satchels to the sponsoring company (additional freight costs may apply)

- your brand highlighted on the official conference website, www.appeaconference.com.au (which receives approximately 50,000 impressions during the conference campaign). Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated conference dinner page
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
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¹ subject to sponsor meeting print deadlines

Note: APPEA reserves the right to provide an alternative style of satchel to meet demand in the event of excessive late registrations. The sponsor's logo will be placed on these additional satchels if time permits.

**YOUR
INVESTMENT
\$45,000**

The buzz and excitement on the exhibition floor makes it the beating heart of the APPEA Conference and Exhibition, and one of the most respected exhibitions in Australia.

The APPEA Exhibition is open only to registered delegates and invited guests (it is not open to the general public), ensuring the people you meet are quality contacts, relevant oil and gas industry professionals interested in your brand.

**YOUR INVESTMENT
\$45,000**

With more than 2500 registered oil and gas professionals and with over 1000 industry visitors passing through the doors, the APPEA exhibition delivers a valuable opportunity to connect delegates with your brand.

The APPEA exhibition traditionally attracts 120–150 national and international exhibitors representing the industry's leading explorers, producers and suppliers who showcase the latest technologies and the newest advances in the oil and gas sector. The exhibition will be integrated into conference activities to ensure maximum exposure for your sponsorship investment.

Benefits include:

- a premium location for your company exhibit within the APPEA Exhibition. The selection of positioning can occur prior to the allocation of space within the main exhibition (time permitting)
- 9m² of booth/floor space provided complimentary on the exhibition floor (with the option to secure additional space)
- your company name and logo prominently displayed on the exhibition entrance feature combined with inbuilt LED signage enabling both static and dynamic sponsor content. (The exhibition sponsor will receive 80% of the coverage on the LED signage. The entrance is located within the immediate vicinity of the main registration desk.)
- five complimentary booth passes for the duration of the APPEA Exhibition
- thirty exhibition-only visitor passes to ensure that your clients experience the vitality of the APPEA Exhibition
- your company logo on the exhibition section of the official conference mobile app. This will be used to facilitate delegate visitation to the exhibition stands
- your company logo prominently displayed on the printed A3 sized exhibition floor plans that are available for visitors to the exhibition, onsite
- your company logo displayed on the central digital signage within the exhibition, located at a junction of the 'APPEA Boulevard' and 'Exploration Avenue' (rotating with the daytime catering sponsors)
- dedicated social media posts by APPEA acknowledging your sponsorship
- a full-page colour advertisement at the front of the exhibition section of the printed conference handbook and consistent placement of your company logo within this section
- visual and verbal acknowledgement of the your support of the exhibition during the opening and closing sessions of the APPEA Conference
- the opportunity to showcase relevant equipment in the 'industry display' areas within the APPEA 2018 Exhibition and in the outdoor area, unique to Adelaide Convention Centre (subject to access, weight, area and height restrictions of the venue)
- your brand highlighted on the official conference website, www.appeaconference.com.au—which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated APPEA Exhibition page
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines



APPEA2018

Meeting Zone Sponsor

SOLD

The APPEA 2018 Meeting Zone, located within the APPEA Exhibition, will provide private areas to conduct important business meetings at the conference.

Always a popular feature, the Meeting Zone offers the option of one-hour meeting blocks and can be booked pre-conference through APPEA and onsite at the desk at the Meeting Zone.

The zone will include:

- two private meeting pods
- a casual lounge area for less formal meetings
- a 'meet and greet' area.

As the sponsor, your company is able to provide up to two staff at any one time from their own organisation to be in attendance at the meeting zone.

Benefits include:

- two branded meeting pods, with the option to upgrade² with AV equipment for presentations
- a concierge desk branded with your company logo
- an overhead branded banner signposting 'The Meeting Zone' in a prime location on Exploration Avenue, including your company logo
- two complimentary exhibition passes for your meeting zone reception staff³
- an APPEA 2018 Conference staff member to be in attendance for the duration of the conference to facilitate bookings for meeting rooms/areas, if required
- the opportunity to provide a display area showcasing your company products and services within the meeting zone
- a verbal announcement of the meeting zone service by the Chair in the opening plenary session
- a verbal announcement of the meeting zone service within the APPEA 2018 Exhibition (twice per day)

- your company brand highlighted on the official conference website, www.appeaconference.com.au — which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated meeting zone page
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
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- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² at sponsors expense

³ additional registration passes can be purchased in consultation with APPEA

**YOUR
INVESTMENT**

\$27,500

A total of five refreshment breaks (morning and afternoon teas) will be held in the exhibition area over the three-day period of the conference.

Showcasing produce from South Australia, catering at APPEA 2018 will attract delegates throughout the three days of the conference, making this one of the most sought after sponsorship packages.

Benefits include:

- plasma screen signage (minimum of seven screens) for your company logo prominently displayed in key areas of the exhibition for morning and afternoon teas
- napkins with your company branding on the catering stations
- the opportunity for additional video material/graphics to be played in the exhibition area during refreshment breaks (provided by the sponsor; subject to approval by APPEA)
- verbal and visual acknowledgement of your company sponsorship—provided in all session rooms immediately preceding each refreshment break
- verbal acknowledgement of your company sponsorship, provided within the Exhibition hall at the commencement of each break
- signage (table-top) on the refreshment stations displaying your company logo
- the opportunity to place your company material and/or promotional items adjacent to the catering stations during break times²
- the opportunity to provide branded aprons and/or headwear for catering staff²
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000

impressions during the lifecycle of the conference campaign. Your logo will appear:

- on the home page (rotating sponsor list)
- as a static logo on the sponsor page with a 120-word company description and link
- on a dedicated catering page (common page with the networking lunch sponsor)
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed*. This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard.
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ Subject to sponsor meeting printing deadlines

² Provided by sponsor, subject to APPEA and venue approval

**YOUR
INVESTMENT
\$28,000**



APPEA2018 Networking Lunches Sponsor

This package offers high-level exposure during the buffet lunches that are provided in the exhibition area for the 2000+ delegates over the three day conference.

**YOUR
INVESTMENT
\$28,000**

Brand acknowledgement and exposure in all conference presentation rooms, in addition to the catering areas, make this sponsorship one of the most far reaching onsite options available at APPEA 2018.

Benefits include:

- plasma screen signage (minimum of seven screens) with your company logo prominently displayed in key areas of the exhibition for the networking lunches
- napkins issued to delegates with your company branding
- the opportunity for additional video material/ graphics to be played in the exhibition area during the lunch breaks (provided by the sponsor; subject to approval by APPEA)
- verbal and visual acknowledgement of your company sponsorship by the Chair of each session. Provided in all session rooms immediately preceding each lunch break
- verbal acknowledgement of your company sponsorship, provided within the exhibition hall at the commencement of each lunch break
- signage (table-top) on the lunch stations displaying your company logo
- the opportunity to place your company material and/or promotional items adjacent to the catering stations during lunch break times²
- the opportunity to provide branded aprons and/or headwear for catering staff²
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated catering page (common page with the refreshment break sponsor)
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
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- visual brand recognition in the post show report
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¹ subject to sponsor meeting printing deadlines

² provided by sponsor, subject to appea and venue approval

Whether it's a meeting with a new business contact, following up a lead or simply sitting back to relax with a coffee, the collaboration centre is a place delegates love to be.

This popular sponsorship package offers high-level exposure in a prime location within the APPEA 2018 Exhibition.

It is an ideal opportunity for brand exposure and interaction in a high-traffic area and a unique option for a company seeking to heighten their profile to the industry without making the investment in a custom exhibition stand.

New for APPEA 2018. APPEA will advertise hot topics and issues in the industry that can be explored at the collaboration centre at pre-arranged times during the event. This will connect delegates interested in the same topics and provide an opportunity to meet and discuss specific industry issues.

Benefits include:

- a fully furnished collaboration centre, displaying your company brand, prominently positioned on APPEA Boulevard within the APPEA Exhibition. The lounge will consist of quality furniture and fittings and present a layout that is highly conducive for casual meetings and quality interactions. (To view the proposed layout of the collaboration centre please contact Julie Hood, Director Events and Member Relations—APPEA: jhood@appea.com.au.)
- naming rights to the collaboration centre—with your company name marked on the final APPEA Exhibition plan
- dedicated social media posts from APPEA promoting a topic of interest to facilitate delegates meeting in your collaboration centre at a pre-determined time. (Topics to be selected in consultation with APPEA.)
- one x conference eNewsletter article featuring your company and the collaboration centre highlighting its presence at the event
- a plasma screen within the centre for your company video/PowerPoint footage to be displayed (video/PowerPoint to be provided by the sponsor; subject to APPEA's approval)

- rigged signage above the collaboration centre including two branded banners
- access to power for visitors to your collaboration centre
- the opportunity to place company material on your collaboration centre for the duration of the event (to be provided by the sponsor; subject to APPEA's approval)
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
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- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
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¹ subject to sponsor meeting print deadlines

**YOUR
INVESTMENT
\$20,000**

The Welcome Reception sets the scene for the APPEA Conference and Exhibition. Showcasing the best Adelaide and South Australia has to offer, this wine and food themed event will be sure to impress.

Themed You Had Me At Merlot— delegates will follow their taste buds on a gastronomic journey through the various regions that has made South Australia famous.

This key networking function for delegates and speakers traditionally attracts over 800 attendees, and will be held on the evening of Monday 14 May in the Panoramic Ballroom of the Adelaide Convention Centre overlooking the River Torrens.

Benefits include:

- signage incorporating your company logo prominently displayed at the entrance to the Welcome Reception and on AV screens within the function area
- your company name on the t-shirts of the wait staff (listed in alphabetical order if multiple sponsorships)
- your company logo printed on all 'additional tickets' purchased by delegates
- two tickets for your staff or clients to experience the welcome reception per sponsorship purchased (or twelve tickets for exclusive sponsorship)
- **exclusive sponsorship** of the event will also attract the following benefits:
 - the opportunity for one satchel insert item²
 - the option to provide an information display station at the venue to showcase the products and services offered by your company²
 - the option to provide a video showcasing the sponsor's products and services to be displayed on rigged screens—rotating between slides of Welcome Reception content (video content to be provided by the sponsor and not to include audio)
 - lucky door prize business card draw to capture attendees details²

- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated welcome reception page
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² to be provided by the sponsor, subject to approval by APPEA

YOUR
INVESTMENT

\$20,000
exclusive
sponsorship

\$3,000
non-exclusive
sponsorship
(up to six
sponsors)



APPEA2018 Plenary Session Sponsor

Plenary sessions include both international and national speakers invited by APPEA to speak on key themes and issues affecting the industry.

Attracting the largest audiences of all conference presentations, these highly respected sessions associate your company and brand with key oil and gas professionals.

Benefits per plenary session include:

- verbal acknowledgement by the session Chair of your company's support as the sponsor
- plasma screen signage incorporating your company logo displayed outside the main access point to the plenary theatre
- your company logo displayed on the AV screens for the duration of the session
- your company logo permanently displayed on the plasma lectern during the session, throughout all presentations
- your company name shown against the relevant session in the registration brochure and the conference handbook¹
- the opportunity for additional free-standing signage within the plenary session room²
- the opportunity to have your company material made available to delegates within the session²
- 10 x session only passes providing your team access to the sponsored session

- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - next to the session sponsored on the electronic program schedule
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
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¹ subject to sponsor meeting print deadlines

² to be provided by the sponsor, subject to APPEA and venue approval

**YOUR
INVESTMENT**
\$16,000
per session

For further details regarding the content and speakers for the plenary sessions, please contact:
Julie Hood Director Events and Member Relations – APPEA
e jhood@appea.com.au
t +61 7 3231 0501 m +61 412 998 474

Note: Certain sessions may be secured by companies due to their pre-arranged speaking commitments.

Typically more than 40 journalists and media personnel from leading newspapers, trade press, TV, radio and online services from Australia and overseas attend and report on the APPEA Conference and Exhibition.

Presented with a professional working media room in addition to quality press conference facilities, key industry organisations and government officials will broadcast major announcements from this event.

The media centre will operate from Monday 14 – Thursday 17 May, and will be located within the conference venue.

Benefits include:

- your company branding on signage outside the entrance to the media centre
- your company logo on the AV screen within the media centre (between session feeds)
- the opportunity to place additional free-standing company signage and promotional items inside the media centre²
- your company logo on all directional signage to the media centre
- use of the press conference room to hold your own company announcements (timing to be agreed with APPEA's Communication Manager)
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated APPEA media page
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
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- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

UPGRADE OPTION Media Hospitality Area

An opportunity exists for the media centre sponsor to brand and 'host' a separate area adjacent to the official media centre and the press conference room. This area will be a hospitality lounge for journalists. It provides a unique opportunity for the sponsor to extend branding exposure to the high-level media group, and it provides journalists with an ideal networking area.

Inclusions for this upgrade option:

- Hospitality room/designated area with furniture
- signage reflecting your company logo at entrance to the area
- the opportunity to provide upgraded catering and host gifts (at sponsor's own expense)
- the opportunity for additional free-standing signage within the room²

Note: If not secured by the media centre sponsor, APPEA reserves the right to sell as a stand-alone item. Price on application.

**YOUR
UPGRADE OPTION
INVESTMENT
\$4,000**

¹ subject to sponsor meeting print deadlines

² to be provided by the sponsor, subject to APPEA approval

**YOUR
INVESTMENT
\$10,000**



APPEA2018 Happy Hour Sponsor

SOLD

Tuesday and Wednesday: one sponsor per day—priority will be given to an exhibiting company

Happy hour provides an excellent networking opportunity for all delegates, exhibitors and invited guests. It is held in the exhibition area on Tuesday and Wednesday afternoon from 5.00 pm to 6.00 pm.

Benefits include:

- signage incorporating your company name / logo prominently displayed in the exhibition area during the happy hour period
 - plasma screen signage incorporating your name/logo prominently displayed in the exhibition area during the happy hour period
 - napkins with your company branding on catering stations and distributed via wait staff
 - the opportunity for additional free-standing signage and/or material to be displayed during this period²
 - visual acknowledgement of your sponsorship on slides shown in all conference session rooms immediately preceding the happy hour
 - verbal acknowledgment of your sponsorship by the Chairs in all conference session rooms immediately preceding the happy hour
 - the opportunity to provide branded aprons and/or headwear for catering staff during the sponsored happy hour²
 - the opportunity to provide an entertainment activity or piece within the APPEA Exhibition, centered around the sponsors exhibit. (Access points to be maintained and entertainment should refrain from disrupting the general business of other exhibitors.²)
 - two exhibitor registrations and two exhibition visitor passes for the day you are sponsoring
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated happy hour page (common page for both Tuesday and Wednesday sponsor)
 - recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
 - recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
 - recognition in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
 - listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
 - visual brand recognition in the post show report
 - your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² provided by the sponsor, subject to approval by APPEA and the venue

YOUR INVESTMENT
\$12,000

Conference stationery is an opportunity for lasting brand exposure

SOLD**CONFERENCE PENS**

Everyone needs a pen! Pens are included in all delegate satchels and a great way to have your brand exposure live past the conference and in the offices of all delegates around the country and the world.

Benefits include:

- a quality pen including your company logo or name printed on the selected pen, to be placed in all satchels distributed to the delegates. (Selection of the type of pens will be made in consultation with the sponsor, however final design decision rests with APPEA)
- provision of any unused pens to your company
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed*. This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹ — the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the APPEA 2018 Pocket Program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

SOLD**CONFERENCE NOTEPADS**

Delegates use the official APPEA 2018 notepad for session notes, to remember key themes or to map out their next big idea.

Notebooks are included in all delegate satchels, and are always an in-demand item. Expose your company branding via the notepads to all delegates onsite and post event when the pads land in oil and gas company offices across the country and the world.

Benefits include:

- a quality notepad including your company logo or name, to be placed in all satchels distributed to the delegates. (An A4 notepad selection will be made in consultation with the sponsor, however final design decision rests with APPEA)
- provision of any unused pads to your company
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹ — the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

YOUR INVESTMENT
\$10,500

YOUR INVESTMENT
\$10,500



APPEA2018 Authors' Lunch Sponsor

The Authors' Lunch is an invitation-only event to thank those who have contributed to the technical and commercial program and the 2018 APPEA Journal and Conference Proceedings.

**YOUR
INVESTMENT
\$9,000**

The Authors' Lunch will be held on Thursday 17 May at the Adelaide Convention Centre. Approximately 120 guests are expected to attend including senior APPEA representatives and a number of keynote speakers. The lunch will feature a high profile speaker.

Benefits include:

- the opportunity for your CEO to give a short welcome speech (up to five minutes) to the lunch attendees
- your company name/logo being reflected on the invitation and function menu
- acknowledgement by the MC of your company's support as the sponsor
- signage incorporating your company logo and name prominently displayed at the function
- the opportunity for additional signage/company material to be displayed/distributed at the function²
- ten complimentary invitations to the function (one table)
- the opportunity for your CEO to have a private meeting with the guest speaker (subject to confirmation once the speaker is confirmed)

- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated authors' lunch page
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹ — the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² to be provided by the sponsor, subject to approval by APPEA and the venue

More than 500 guests are expected to attend the farewell cocktail reception to APPEA 2018 titled *Our Southern Send Off*.

The function will be held immediately after the closing ceremony on Thursday 17 May, outside on the terrace, overlooking the stunning River Torrens.

The Farewell Cocktails provide delegates and exhibitors the opportunity to enjoy a relaxed atmosphere in close proximity to the final session and meet with new found contacts in the industry. This sponsorship succeeds in lifting your brand to be front and centre at the final delegate experience.

Benefits include:

- signage incorporating your company logo prominently displayed at the function
 - your company logo or name on the t-shirts of the wait staff (subject to venue approval)
 - the opportunity to distribute promotional items and/or products (provided by the sponsor; subject to approval by APPEA)
 - verbal acknowledgement by the Chair at the closing ceremony of your sponsorship of the farewell cocktails
 - visual projection of your company logo at the closing ceremony with reference to the function
 - ten complimentary passes for your team or clients to the farewell function
 - your company logo printed on all 'additional tickets' purchased by delegates
- your company branding on www.appeaconference.com.au the official conference website which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign
 - home page logo (rotating sponsor list)
 - static logo on the sponsor page with a 120-word company description and link to the sponsor's own website
 - on a dedicated farewell cocktails page
 - recognition of your company branding in the conference registration and program brochure, distributed to APPEA's database in electronic and printed format.¹ This brochure is the vehicle to announce the conference program and so it has a high view rate
 - recognition on the official APPEA 2018 Conference app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
 - recognition of your company branding in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
 - your company listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
 - visual brand recognition in the post show report
 - your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² to be provided by the sponsor, subject to APPEA and venue approval

YOUR INVESTMENT
\$8,000



APPEA2018 Concurrent Session Sponsor

The concurrent sessions of the APPEA 2018 Conference provide an invaluable opportunity for sponsors to be associated with their specific areas of interest within the industry, and to increase their exposure to their target market.

A total of 24 technical and business sessions covering key aspects of the oil and gas industry will be available for sponsorship.

Benefits include:

- an invitation to nominate a senior member of your team to chair the session (this company representative must be a fully paid registered day or full delegate of the conference and is required to have the appropriate skills to chair a conference session at APPEA)
- two session-only passes for your staff or guests to experience the sponsored session
- plasma screen signage incorporating your company logo displayed outside the main access point to the session room
- the opportunity for additional company signage within the session²
- the opportunity to have your company material made available to delegates within the session²
- acknowledgement of the sponsor on the slides displayed at the beginning, at the end, and in between each presentation during the sponsored session
- sponsor's name shown against the relevant session in the conference app, registration brochure and the conference handbook¹
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - next to the session sponsored on the electronic program schedule
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹ — the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² provided by the sponsor, subject to APPEA approval

**YOUR
INVESTMENT**
\$4,500
per session

To view the list of session themes, please contact:
Julie Hood Director Events and Member
Relations – APPEA

e jhood@appea.com.au

t +61 7 3231 0501 **m** +61 412 998 474

Note: Certain sessions may be secured by companies due to their pre-arranged speaking commitments.

Five opportunities available

The conference eNewsletter program plays a major role in the marketing of APPEA 2018 Conference and Exhibition.

Updates to the event, hot topics and speaker profiles are communicated to APPEA's database of more than 17,000 registered industry representatives (national and international) by email. A minimum of ten eNewsletters will be distributed from early November 2017 to May 2018. In addition to the eNewsletters, APPEA will distribute a number of 'news flashes' to succinctly announce conference news.

Benefits include:

- placement of your company logo on a sponsor's banner (right-hand side) on each of the ten eNewsletters, and at the base of the 'news flashes'
 - your company logo linked to sponsor's website on the eNewsletter
 - a 70-word feature section profiling your company as a sponsor, in one edition of the eNewsletter including an image and a link to your company website (subject to approval by APPEA)
 - two complimentary tickets to the Welcome Reception (Monday 14 May)
- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
 - recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
 - recognition in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
 - listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
 - visual brand recognition in the post show report
 - your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines



YOUR INVESTMENT \$4,500



APPEA2018 Cycle Tour Sponsor

One opportunity only

We are at the home of the 'Tour Down Under'! APPEA presents on Monday 14 May from 12.00 pm to 4.00 pm, the 70 km cycle tour—a popular activity for experienced amateur riders.

Qualified cycle guides will escort the group as they ride through the scenic areas of Adelaide, with refreshments provided during a scheduled break in the ride. Cyclists can register individually or get a group together and form a team (maximum of five team members). A team must have at least one registered conference delegate. Individual bookings are restricted to registered delegates.

Benefits include:

- photographer provided by APPEA to capture images at the start of the ride
- article in one APPEA 2017 Conference eNewsletter covering the cycle tour and rides and referencing your company as the sponsor
- meeting point signage with your company logo
- the option to provide additional pull-up or flag style banners (supplied by the sponsor) at the meeting point and displayed for the duration of the ride
- the option to provide the participants with gifts and/or a pre-ride mechanic service (supplied by the sponsor) at the meeting point (can be arranged by APPEA, price on application)

- your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new features
- recognition in the conference handbook¹—the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

YOUR INVESTMENT
\$3,700

NEW APPEA2018 Conference Satchel Insert Sponsor

APPEA presents a new option to promote your organisation, specific programs, products or services, to an engaged and motivated audience of oil and gas professionals.

This sponsorship provides the opportunity to place one promotional product, flyer or brochure (maximum size A4 and 8 pages) in the delegate satchels.

Benefits include:

- the placement of an eye-catching satchel insert (inserts will be required to be delivered to an Adelaide address by late April 2018)²
- your brand highlighted on the official conference website, www.appeaconference.com.au - which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign.

Your logo will appear:

- on the home page (rotating sponsor list)
- as a static logo on the sponsor page with a 120-word company description and link

- recognition in the conference registration and program brochure, distributed to APPEA's events database both electronically and printed.¹ This brochure is the vehicle to announce the official conference program and advertises the complete delegate experience
- recognition on the official APPEA 2018 Conference app. This will include your company name, logo, company description and link to your company's website. Traditionally our app tool has had an impressive uptake by attendees and in 2018 will boast new feature
- recognition in the conference handbook¹ — the hard copy document distributed to delegates onsite at the conference venue, containing the final speaker line up and all relevant event information
- listing in the pocket program¹ which is inserted into every delegate's name badge lanyard
- visual brand recognition in the post show report
- your company logo displayed on the sponsors signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ subject to sponsor meeting print deadlines

² to be provided by the sponsor, subject to approval by APPEA

YOUR INVESTMENT
\$2,500

APPEA2018 Golf Tournament Sponsor

An APPEA Conference tradition, the new look annual APPEA Golf Tournament will take place on Friday 19 May 2018.

Sponsorship for various aspects of the tournament are being sought. Golf sponsorships are reflected in the golf material and merchandise only, not in the general conference sponsorship listings.

For further information about sponsorship for the golf activity please contact:

Mr John Butler
e Butler5052@bigpond.com
m +61 417 871 265

OTHER OPPORTUNITIES

APPEA reserves the right to present additional sponsorship packages for sale throughout the conference campaign.

Have something special in mind not listed here? APPEA would be delighted to tailor a package to suit your requirements.

To discuss options, please contact:
Julie Hood, Director
Events & Member
Relations—APPEA,
e jhood@appea.com.au
t +61 7 3231 0501
m +61 412 998 474

Free-standing signage

Where free-standing signage is included in a sponsorship category, only pull-up banners will be accepted. APPEA reserves the right to reject a sponsor banner if its content is considered inappropriate or unsuitable.

Company material

Where included in a sponsorship category, a sample or detailed description of the company material to be provided for delegates must be submitted to APPEA for approval no later than 40 days prior to the commencement of the conference. Material will be placed on display tables at suitable locations determined by APPEA according to the individual sponsorship purchased.

Branded items

Where included in a sponsorship category, a sample or visual of the branded item (e.g. t-shirt, hat, apron, napkins), if being provided by the sponsor, must be submitted to APPEA for approval no later than 40 days prior to the commencement of the conference. All costs associated with branded items, if not being directly provided by APPEA, are at the sponsor's expense.

Return freight

The sponsor is responsible for organising and meeting the cost of the return of sponsor items after the conclusion of the conference. A completed consignment note and address labels must be provided to APPEA's sponsorship coordinator no later than 7 days prior to the commencement of the conference. APPEA will not be responsible for the return of banners or other goods if incomplete or incorrect documentation is provided.

How to apply for sponsorship

Applications open at **2.00 pm AEDT, Thursday 19 October 2017** at www.appeaconference.com.au

To apply to sponsor the APPEA 2018 Conference and Exhibition:

- Refer to the sponsorship items listed in this prospectus.
- Check your eligibility by referring to the sponsorship guidelines available under the sponsorship link at the conference website www.appeaconference.com.au.
- Decide on your sponsorship preferences — up to six preferences can be requested on the online form.
- Submit your sponsorship request online under sponsorship at www.appeaconference.com.au.

A confirmation email of your allocated sponsorship item will be issued, at which time you will have five working days to confirm your acceptance of the allocation. If confirmation of your acceptance is not received within five working days, APPEA has the right to re-sell the sponsorship. Your sponsorship will be regarded as fully confirmed on receipt by APPEA of your email accepting the allocation.

A tax invoice for 50% of the sponsorship fee will be issued, and payment is required within required within 14 days of receipt of the invoice. The balance of payment for your sponsorship item must be made by 6 February 2018. If payment is not received by this time, APPEA reserves the right to resell the item and hold any monies paid to date.

Event Agreement

- A** The Australian Petroleum Production and Exploration Association Limited ACN 000 292 713 (APPEA) proposes to conduct an Event to facilitate information-sharing, business and networking opportunities for stakeholders in the petroleum production and exploration industry.
- B** The Sponsor wishes to sponsor the Event.
- C** These Sponsorship Terms and Conditions are to be read in conjunction with the Sponsorship Application Form, the Sponsorship Guidelines and the Sponsorship Prospectus. In the event of any inconsistency, the Sponsorship Terms and Conditions take precedent to the extent of any inconsistency.
- D** Upon written acceptance by the Sponsor of the offer of sponsorship by APPEA, an agreement is entered into between APPEA and the Sponsor.

1 DEFINITIONS

- 1.1 **ACL** means the Australian Consumer Law in Schedule 2 of the *Competition and Consumer Act 2010* (Cth) and any other relevant consumer laws within the Australian Capital Territory and the Commonwealth of Australia.
- 1.2 **Agreement** means these Sponsorship Terms and Conditions, the Sponsorship Application Form, the Sponsorship Guidelines and the Sponsorship Prospectus.
- 1.3 **APPEA** means the Australian Petroleum Production & Exploration Association Limited ACN 000 292 713 and its directors, officers, employees, and contractors.
- 1.4 **Applicable Laws** means the laws of the Australian Capital Territory and the Commonwealth of Australia.
- 1.5 **Business Day** means a day on which banks generally are open for trading in the Australian Capital Territory.
- 1.6 **Cancellation Date** means 1 December 2017.
- 1.7 **Confidential Information** means any information:
 - a relating to the business of the Sponsor or the Event
 - b of the Organiser or the Sponsor which is designated by the respective owner as confidential, or
 - c of the Organiser or the Sponsor which is of a confidential or sensitive nature, which is marked or denoted as confidential or which a reasonable person to whom that information is disclosed or to whose knowledge the information comes would consider confidential
 - d which is disclosed by the Organiser or the Sponsor to the other, directly or indirectly, or otherwise comes to the knowledge of that party in relation to or in connection with this Agreement, whether that information is in oral, visual or written form or is recorded or embodied in any other medium.
- 1.8 **Confirmed Sponsorship** means a sponsorship where a Sponsor has, following a Sponsor Application Form being lodged with APPEA, been offered a specific Sponsorship Package and accepted it by providing written confirmation to APPEA.
- 1.9 **Event** means the APPEA 2018 Conference and Exhibition event.
- 1.10 **Invoice** means an invoice issued by the Organiser to the Sponsor which specifies the Sponsorship Fee payable by the Sponsor to the Organiser for the Event.
- 1.11 **Intellectual Property** means copyright, all rights conferred under statute, common law or equity in relation to inventions (including patents), registered and unregistered trademarks, registered and unregistered designs, look and feel, circuit layouts and all other rights resulting from intellectual activity in, but not limited to, the industrial, scientific, literary or artistic fields.
- 1.12 **Organiser** means the Australian Petroleum Production and Exploration Association Limited ACN 000 292 713.
- 1.13 **Parties** means the Organiser and the Sponsor.
- 1.14 **Related Bodies Corporate** has the meaning provided in the *Corporations Act 2001* (Cth).

- 1.15 **Sponsor** means the entity sponsoring the 2018 APPEA Conference and Exhibition or a part of that Event.
- 1.16 **Sponsorship Application Form** means the form available at www.appeaconference.com.au/sponsorship/sponsorship-sales-booking
- 1.17 **Sponsorship Fee** means the relevant amount payable under the Sponsorship Prospectus, based on the applicable Sponsorship Package, or as agreed with the Organiser.
- 1.18 **Sponsorship Guidelines** means the APPEA 2018 Sponsorship Guidelines available at www.appeaconference.com.au, as amended from time-to-time.
- 1.19 **Sponsorship Package** means the item applied for in the Application.
- 1.20 **Sponsorship Prospectus** means the APPEA 2018 Sponsorship Prospectus available at www.appeaconference.com.au, as amended from time-to-time.
- 1.21 **Venue** means the Adelaide Convention Centre, North Terrace, Adelaide, in the State of South Australia.

2 INTERPRETATION

- 2.1 In this Agreement, unless the context otherwise requires:
 - a headings are for convenience only and do not affect interpretation
 - b the singular includes the plural and vice versa
 - c a gender includes every gender
 - d a reference to a party, clause, schedule or annexure is a reference to a party and annexure to and a clause and schedule of, this agreement and a reference to this Agreement includes any schedule and annexure
 - e a reference to the date of any termination is a reference to the date of the expiry of any period of notice of termination and a reference to termination is a reference to the termination of these Agreement
 - f mentioning anything after includes or including does not limit what else might be included
 - g a reference to a right or obligation of two or more persons confers that right, or imposes that obligation, as the case may be, jointly and severally
 - h a reference to any legislation or to any provision of any legislation includes any modification or re-enactment of it, any legislative provision substituted for it and any regulations and statutory instruments issued under it
 - i a reference to conduct includes any omission, representation, statement or undertaking, whether or not in writing
 - j the schedules prevail in the event of any conflict between the clauses and the schedules
 - k if the day on or by which anything is to be done is not a Business Day, that thing must be done on or by the preceding Business Day, and
 - l no rule of construction applies to the disadvantage of a party because that party was responsible for the preparation of this Agreement
 - m a reference to dollars or \$ is to Australian currency, and
 - n all references to time are to Canberra time.

3 APPLICATIONS

- 3.1 Applications are handled in accordance with the Sponsorship Guidelines.
- 3.2 All Sponsors are required to lodge their preferences for Sponsorship Packages with the Organiser using the online Sponsorship Application Form. The Organiser will then notify the Sponsor which preference is successful, following which the Organiser offers the Sponsorship Package which may then be accepted by the Sponsor by confirming it in writing to the Organiser.
- 3.3 On receipt of written acceptance of a Sponsorship Package by the Organiser, the Sponsorship Package will be deemed to be a Confirmed Sponsorship.
- 3.4 All Sponsors with a Confirmed Sponsorships are required to pay the Sponsorship Fee as set out under clause 4.

- 3.5 The Organiser retains the express right to reject any Sponsor that it deems inappropriate or unsuitable in its sole discretion.
- 3.6 All Sponsor Applications will only be accepted from the Sponsor itself and the Organiser reserves the right to reject any Application from any agent purportedly acting on behalf of a Sponsor unless otherwise agreed in writing between the Parties or with the prior written consent of the Organiser.
- 3.7 The Organiser is not required to provide reasons for any decisions it makes under this clause.

4 SPONSORSHIP FEES

- 4.1 The Sponsorship Fee is as set out in the Sponsorship Prospectus and is indicative only.
- 4.2 The Sponsor acknowledges and agrees that the Sponsorship Fee may increase at the time of invoicing from the amount set out in the Sponsorship Prospectus. Notwithstanding this potential variation, the Sponsor agrees to pay the Sponsorship Fee as invoiced and any increase remains the sole responsibility of the Sponsor.
- 4.3 The Sponsor agrees make the Payments in accordance with this Agreement.
- 4.4 Upon receipt of written acceptance of the Sponsorship Package, the Organiser will issue an Invoice for 50% of the Sponsorship Fee which must be paid within ten (10) days of the Invoice date.
- 4.5 The balance of the Sponsorship Fee is payable by the Sponsor to the Organiser on or before 19 January 2018.
- 4.6 The terms of payment on the Invoice may only be altered as agreed in writing by the Organiser.
- 4.7 The Sponsorship Fee does not include conference registrations or access to delegate lists unless expressly stated as a Sponsor benefit to the Sponsor by the Organiser.

5 SPONSOR INTELLECTUAL PROPERTY

- 5.1 The Sponsor must provide an image of their logo in the format required by the Organiser and other details as required (e.g. contact details, trademarks etc.) to the Organiser within 10 days of the sponsorship becoming a Confirmed Sponsorship.

6 SPONSOR OBLIGATIONS

- 6.1 The Sponsor now agrees and warrants to observe and be bound by all the requirements and obligations set down by the Organiser in this Agreement for the conduct of the Event.
- 6.2 The Sponsor must exercise the rights and pursue the opportunities granted under this Agreement in a manner consistent with the good name, goodwill, reputation and image of the Organiser and the Event and in compliance with all applicable laws, regulations and industry standards.
- 6.3 Only the Sponsor may exercise the rights granted under this Agreement. For the avoidance of doubt, these rights may not be exercised by Related Bodies Corporate, agent or contractor of the Sponsor without the prior written consent of the Organiser.
- 6.4 The Sponsor must comply with any brand guidelines or other reasonable directions provided by the Organiser when using the Organiser's Intellectual Property.
- 6.5 The Sponsor:
 - a grants to the Organiser a non-exclusive royalty free licence to use any of the Sponsor's Intellectual Property provided to the Organiser to promote and market the Event
 - b warrants that it owns, is licensed to use and/or is solely entitled to use the Sponsor's Intellectual Property in Australia
 - c indemnifies the Organiser against any claims, demand, suits, loss or damages (including legal costs on a full indemnity basis) to the extent that such actions arise out of a claim that a use by the Organiser of the Sponsor's Intellectual Property under this clause infringes any intellectual property rights of a third party

- d warrants that any Sponsor content published, displayed, broadcast, advertised, exhibited or otherwise promoted by the Sponsor shall comply with any specifications stated by the Organiser
- e is truthful and accurate in all respects with all Applicable Laws (including the provisions of the ACL and any relevant State or Territory law)
- f complies at all times with this Agreement.

7 SPONSORSHIP MATERIALS

- 7.1 All sponsorship materials must be submitted to the Organiser as directed by the Organiser.

8 SPONSORSHIP OPTIONS

- 8.1 Sponsors may apply for sponsorship of single or multiple Sponsorship Packages. Should the Sponsor be interested in sponsoring an arrangement not listed within the Sponsorship Prospectus then it may contact the Organiser to discuss possible preferences.
- 8.2 The Organiser may offer alternative Sponsorship Packages under this clause in its absolute discretion.

9 LOGO PRINTING

- 9.1 In order to limit costs, the Organiser may in its sole discretion limit the number of colours used to print Sponsor logos.

10 BREACH OF AGREEMENT

- 10.1 Any breach of this Agreement will result in the Organiser taking whatever action it considers appropriate against the Sponsor including, but not limited to, prohibiting in whole or in part or rejecting the Sponsor, its servants, agents, contractors or employees from participating in the Event.
- 10.2 Failure by the Sponsor to comply with this Agreement will result in damages including but not limited to the Sponsor forfeiting any and all Payments made to the Organiser.
- 10.3 The Sponsor agrees to pay interest to the Organiser at the rate of 10.00% per annum as a liquidated debt for all monies overdue and unpaid during the period of the default in the event that the Sponsor defaults in payment of any money due under this Agreement.
- 10.4 The Sponsor agrees to pay the Organiser any expenses reasonably incurred by the Organiser in enforcing its rights against the Sponsor under this Agreement, including but not limited to legal expenses.
- 10.5 On termination of this Agreement by either Party, the Sponsor continues to be responsible for any liabilities under this Agreement incurred before termination.
- 10.6 Subject to the above subclauses, the Organiser reserves its rights in their entirety.

11 ASSIGNMENT

- 11.1 Sponsors may not sublet, assign, apportion or otherwise transfer any part of the Event or item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other entity, without the prior written consent of the Organiser.
- 11.2 Consent under this clause may be granted or withheld in the Organiser's absolute discretion.

12 CANCELLATION AND REFUNDS

- 12.1 The Organiser reserves the right to cancel the Event in the event it receives an insufficient number of registrations, or for any other reasonable grounds, as determined by the Organiser.
- 12.2 If the Event is cancelled in accordance with clause 15.1, subject to Applicable Laws, the maximum liability of the Organiser is limited to a refund of any Payments made under this Agreement.
- 12.3 The Organiser, to the fullest extent permissible under law and subject to clause 15.2, will not be liable for damage, loss or additional costs incurred by the Sponsor arising out of the cancellation including but not limited to travel costs, hotel costs, or any other costs or expenses whatsoever.

12.4 If a Sponsor wishes to cancel a Confirmed Sponsorship, the Organiser requires a request to be received in writing by the Organiser on or before 5:00pm on the Cancellation Date, failing which the Organiser will not refund any Sponsorship Fees. If a request is received on or before 5:00pm on the Cancellation Date, the Organiser will use its best endeavours to on-sell the Confirmed Sponsorship in which event the Sponsor will receive a refund of 50% of the Sponsorship Fee within 30 days after the Cancellation Date. If the Organiser is unable to on-sell the sponsorship prior to the Cancellation Date then all Sponsorship Fees paid under this Agreement will be forfeited to the Organiser.

12.5 The Organiser, without prejudice to any other rights under this Agreement, shall agree to a cancellation of Confirmed Sponsorship at the Sponsor's request if and only if all of the following conditions are met:

- a a request is received in writing by the Organiser on or before close of business on the Cancellation Date, and
- b the Organiser is able to successfully on-sell the Confirmed Sponsorship, and
- c the reason given for the request for the cancellation is, in the opinion of the Organiser, reasonable and well founded as determined by the Organiser acting in its sole discretion.

12.6 If the conditions of clause 15.5 are met, the Organiser shall retain the following monies by way of liquidated damages and not by way of penalty:

- a 50% of the Event Fee in relation to the cancelled Confirmed Sponsorship if the cancellation is presented in writing before 5:00pm on the Cancellation Date, and
- b 100% of the Event fees for the cancelled Confirmed Sponsorship if notice of the cancellation is given after the Cancellation Date
- c If the Organiser is unable to on-sell the sponsorship prior to the Cancellation Date then all Sponsorship Fees paid under this Agreement will be forfeited to the Organiser
- d Any refunds on Payments made in accordance with the preceding subclauses shall be made 30 days after the Cancellation Date
- e The Sponsor agrees not claim a refund of Payments unless notice of cancellation is given by the Organiser, subject to conditions of the preceding subclauses.

13 CONFIDENTIALITY

13.1 Neither party may disclose any Confidential Information of the other party without obtaining the prior written consent of the other party.

13.2 A party may disclose any Confidential Information:

- a to its employees, officers and agents on a need to know basis provided that they comply with the obligations of this clause.
- b if required to do so, to the extent that the disclosure is required by law, and
- c to any professional advisors, provided that they comply with the obligations of this clause.

14 TERMINATION

14.1 The Organiser fully reserves its rights to immediately cancel, refuse and withdraw the Sponsor from the Event and any rights it may have under this Agreement, without notice, where the Sponsor is in breach of this Agreement or the APPEA Conference Sponsorship Guidelines, in which event the Sponsor will immediately withdraw from publication, display, broadcast, advertisement, exhibition or otherwise any Sponsor owned content in relation to the Event.

15 FORCE MAJURE

15.1 The Organiser will not be liable to the Sponsor for any loss suffered, nor be in default under this Agreement for any delay, failure or interruption resulting directly or indirectly from industrial action, blackouts, fire, war, terrorism, civil or military unrest, explosions, earthquakes, floods, labour disputes, acts of God or any other event or cause beyond the control of the Organiser, or if the attendance at the Event is adversely impacted by

any of the causes nominated by this clause. In all such circumstances the Organiser shall be entitled to retain all Payments paid by the Sponsor.

15.2 An event under clause 15.1 will not affect or prejudice the right of the Organiser to pursue outstanding Payments owed to the Organiser by the Sponsor.

16 LIABILITY

16.1 The Sponsor, to the fullest extent permissible under law, indemnifies and releases the Organiser, its employees, contractors and agents from and in relation to all actions, suits, proceedings, losses, claims, demands and costs which may be brought against the Organiser, its employees, contractors and agents by any person, firm or entity for all damage, loss, injury (including death), costs or expenses caused directly or indirectly to or suffered by any person, firm or entity as a result of or arising out of any breach of this Agreement or any actual or alleged default by the Sponsor of the Agreement or resulting directly or indirectly from the Sponsor's sponsorship or participation in the Event including travel to and from the Event.

16.2 The Organiser, to the fullest extent permissible under law, will not in any circumstances be liable for any loss, damage or injury which may occur to the Sponsor, its employees, or any third party, or for any damage to property including damage to exhibits, plant, equipment, fixtures, fittings, display stock or other property whatsoever or for any loss of profits suffered however caused.

16.3 The indemnity contained in clauses 16.1 and 16.2 includes any costs incurred by the Organiser (including legal costs on a full indemnity solicitor/client basis) in defending any actions, proceedings, claims and demands or being represented at proceedings, inquiries or inquests.

16.4 The Organiser, to the fullest extent permissible under law, will not be liable for damage or loss to Sponsors' properties by fire, theft, accident, or any other cause or for any indirect or consequential damages arising from any breach of this Agreement or otherwise relating to or arising from the sponsorship or the Event.

16.5 To the fullest extent possible under law, the Sponsor indemnifies and holds the Organiser harmless against any loss, damage, action, demand, expense, claim or obligation of whatever nature which the Organiser may suffer or incur by reason of or arising out of:

- a the Sponsor's breach of the provisions of this Agreement or any other terms and conditions imposed by the Organiser
- b the application of the ACL in relation to this Agreement or any agreement arising hereunder
- c any other wilful misconduct or negligence of the Sponsor or any person for whose conduct the Sponsor is responsible in law.

16.6 In the event that any statute implies any term, condition or warranty into this agreement which cannot be lawfully excluded, this Agreement will apply, save that the liability of the Organiser for breach of any such implied term will be limited to the fullest extent permissible under law including the ACL, at the option of the Organiser, to any one or more of the following:

- a the replacement of goods or re-supply of services to which the breach relates or the supply of equivalent goods or services
- b the repair of such goods
- c the payment of the cost of replacing the goods or of acquiring equivalent goods or having the services supplied again, or
- d the payment of the cost of having the goods repaired.

17 INTELLECTUAL PROPERTY

17.1 The Sponsor shall indemnify the Organiser from and against all claims, liabilities, losses (including fines and penalties), damages and reasonable costs arising from any claim, suit or action (including legal costs and expenses) arising from reliance on information provided by the Sponsor for use by the Organiser or for any breaches of third party intellectual property.

18 EMPLOYEES, AGENTS AND CONTRACTORS OF PARTICIPANT

18.1 Any breach of this Agreement by any employee, contractor, licensee or invitee of the Sponsor constitutes a breach of this Agreement by the Sponsor.

19 GENERAL

19.1 Each Party covenants to, upon request of any other Party to this Agreement, give any consent, do anything or act and execute any document as may be reasonably necessary to give full effect to this Agreement and it is hereby agreed that none of the covenants or warranties contained in this Agreement shall merge on completion.

20 NOTICES

20.1 A notice or other communication including, but not limited to, a request, demand, consent or approval to be made or given to or by a party to this Agreement:

- a must be in writing unless expressly specified otherwise
- b must be legible and in English
- c must be signed by an authorised officer of the party giving or making it, or (on its behalf) by any solicitor, director, secretary or authorised agent of that party
 - i must be delivered by hand (including courier delivery) or posted by prepaid post to the address of the addressee, sent by facsimile to the facsimile number of the addressee, or emailed to the email address of the addressee as notified by that party to the other parties from time to time
- d is deemed to be duly given or made:
 - i in the case of a prepaid posted letter, on the third (or fifth, if posted to or from a place outside Australia) Business Day after posting
 - ii in the case of a facsimile sent on a Business Day, on production of a transmission report by the machine from which the facsimile was sent which indicates that the facsimile was sent in its entirety to the facsimile number of the recipient
 - iii in the case of delivery by hand on a Business Day, on delivery, and
 - iv in the case of email on a Business Day, at the time it was sent unless a failed transmission report is received by the sender
 - v but, if delivery or receipt is on a day other than a Business Day or is later than 5:00 pm (local time) in the place of receipt, it will be deemed to have been duly given or made at 9.00 am on the next succeeding Business Day in that place, and
 - vi in the case of a facsimile transmission, is regarded as legible unless the addressee telephones the sender within two hours after the transmission is deemed to be received and informs the sender that it is not legible.

21 BAR TO PROCEEDINGS

21.1 The Organiser may plead this Agreement in bar to any claim, action, proceeding or suit brought by the Sponsor against the Organiser for any matter, circumstance or thing, concerning or in any way relating to the Event.

22 JURISDICTION

- 22.1 This Agreement shall be construed in accordance with and governed by the laws of the Australian Capital Territory and the Commonwealth of Australia and the parties submit to the jurisdiction of the courts of the Australian Capital Territory and the Commonwealth of Australia.
- 22.2 If any doubt, difficulty or dispute shall arise in respect of the interpretation meaning or effect of this Agreement or any part thereof or of the respective rights and duties of the parties to the Agreement then the dispute shall be submitted to arbitration under the provisions of the *Commercial Arbitration Act 2017* (ACT), save that the parties shall be entitled to legal representation.

23 ENTIRE AGREEMENT

23.1 This Agreement embodies the entire understanding of the parties and no representation, promise or term shall be deemed to form part of the agreement between the parties save to the extent that the same is embodied in this Agreement.

24 VARIATIONS

24.1 No agreement as between the parties varying or amending this Agreement shall have any force or effect unless it is committed to writing and signed by the parties.

25 RELATIONSHIP

25.1 The parties agree that nothing in this Agreement shall constitute a partnership, agency, employer/employee relationship or joint venture arrangement between them.

26 SEVERABILITY

26.1 If any clause or part thereof in this Agreement becomes invalid or is rendered unenforceable or prohibited then such clause(s), or part thereof, will be severable without invalidating or affecting the validity of the remainder of this Agreement, which shall continue in full force and effect.

27 SURVIVAL ON TERMINATION

27.1 All indemnities survive termination of this Agreement.

APPEA PRIVACY POLICY

APPEA is concerned with the protection of your privacy. We acknowledge and abide by our obligations under the Australian Privacy Principles contained in the *Privacy Act 1988* (Cth) as amended. APPEA collects and stores your personal information for the purposes of providing registration and delegate services, education and training programs, and improving and promoting products and services, and membership status in various ways. To view full details of APPEA's privacy policy please visit our website at www.appea.com.au/privacy-policy.

Subject at all times to its obligations under law and under APPEA's privacy policy, by registering for this event, each individual applicant consents to having relevant details and personal information stored on a secure database held by APPEA. Each applicant further consents to the provision of a delegate list to all event participants which will include personal information including name, position and organisation, and to the release of such certain personal information to parties directly related to the event including selected sponsors. APPEA may use information collected from the event to advise applicants of any future APPEA events and services. You may request access to personal information held by APPEA by providing a written request to APPEA's privacy manager, or to have it corrected or updated.