



Marketing IN THE Oilfield

C O N F E R E N C E

Gulf Publishing, along with its oil and gas publication *World Oil*, will host the tenth installment of the Marketing in the Oilfield Conference in Houston, Texas USA on 13 August 2009.

The Marketing in the Oilfield Conference will provide an environment to learn new ideas and strategies in addition to numerous opportunities to network with fellow colleagues. The conference will include featured keynote experts and presentations relevant to the topic in focus.

The topic will address: **Making an Impact in Challenging Times**. Marketers within the energy industry face numerous challenges as budgets and staff are being reduced, returns are expected to increase while upper management questions the value of it all. We will focus on these challenges and provide realistic solutions to marketing professionals in overcoming obstacles and emphasizing value in the role of marketing. Some highlights include:

- Bringing two brands together
- Integrated marketing
- International/global marketing
- Transforming technical content that resonates with customers

Sponsoring companies benefit in a number of ways:

- Recognition as a thought leader addressing issues that are critical to the future of our industry
- Opportunities to promote your company's brand and knowledge to customers and prospects through a multitude of communication vehicles (PR, print, web, onsite)
- Opportunities to meet and network with leaders in the industry by being a part of the Advisory Board and speaking agenda

We invite you to sponsor this tremendous event. We also appreciate your feedback in improving our sponsorship package offerings to ensure you get the most value possible out of this agreement. Thank you for your consideration.

Regards,



Gwen Hood
Events Manager
Gulf Publishing



PARTNERSHIP OPPORTUNITIES

Conference Sponsor – US\$~~5,000~~ \$2600

- Co- Sponsorship of a conference refreshment break
- Two (2) delegate passes to the event
- 10x10 booth space in a highly trafficked area
- Recognition in all conference marketing materials, including conference advertisements in *World Oil*, promotional brochure, e-mails and web site (sponsor logo and link), and onsite program guide
- Corporate giveaway in conference bag

Exhibition Sponsor – US \$~~1500~~ \$1200

- Booth or table-top display at event
- Opportunity to participate in a panel discussion
- One complimentary delegate pass

Other Sponsorship –Varies

- Customized sponsorship packages at any price point are available. Please call +1-713-520-4402 for details.

The undersigned is confirmed as a sponsor of the Marketing in the Oilfield Conference as indicated above. Payment may be made by check within 30 days of receipt of invoice. This also provides Gulf Publishing permission to use your logo to market this event.

First right of refusal in 2010 if signed by 15 March 2009.

Name: _____ Company: _____

Telephone: _____ Billing Address: _____

Signature: _____ Date: ____/____/____

Please sign & return to: Gwen Hood, Gulf Publishing Company at Events@GulfPub.com or FAX: +1-713-520-4433.

