



## EXHIBITION &amp; CONFERENCE

# NEWSFLASH OFFSHORE ENERGY

OFFSHORE OIL & GAS | TRANSPORT & STORAGE | MARITIME SERVICES | OFFSHORE WIND  
OFFSHORE SUPPLY | OFFSHORE CONTRACTING | OFFSHORE VESSELS

23 & 24 OCTOBER 2012

AMSTERDAM RAI | THE NETHERLANDS

WWW.OFFSHORE-ENERGY.BIZ

WELCOME TO THE LATEST EDITION OF THE OFFSHORE ENERGY NEWSFLASH, KEEPING YOU IN THE KNOW!

### ■ CONFERENCE PREVIEW

OE2012 returns with a conference program addressing key solutions surrounding the offshore community. Read more on page 2.

### ■ NEW: OFFSHORE WIND ZONE

Introducing the Offshore Wind Zone. Curious? Find out more on page 2.

### ■ SPONSORSHIP OPPORTUNITIES

Like to see your company's name up on the big screen? Read more about OE2012 sponsorship and advertisement opportunities on page 3.

## OFFSHORE ENERGY 2012 EXPECTATIONS FOR 5TH EDITION ARE HIGH!

On 23 and 24 October, the fifth edition of Offshore Energy will take place once again in the Amsterdam RAI, the Netherlands. Based on the success of last year's edition, and participation numbers to date, expectations for this year's fifth edition are high!

### Double the size

The two-day concept, which proved to be highly successful in 2011, will be repeated in 2012. Visitors will have the opportunity to meet over 400 offshore companies in a **12,000 m<sup>2</sup> exhibition hall**. Compared to last year, this is already an increase in floor space of 4,000 m<sup>2</sup>. As an added bonus, the exhibition area can be extended to another, immediately adjoining, hall of 4,000 m<sup>2</sup> (hall 9). Around 100 exhibitors have already reserved their booth space and the average booth size, along with the number of exhibitors that choose to build their own booths, is steadily growing. This means that Offshore Energy 2012 could very well double in size compared to the 2011 edition.

### Leader firms

Offshore Energy is the fastest growing business-to-business offshore event in Europe. Not only is the **number of exhibitors expected to grow by almost 33%** compared to last year's edition, but the companies expected to book their space and participate in the conference program are among the leading firms in the industry. Key reasons for exhibiting at Offshore Energy are the spacious set-up, professional atmosphere and the variety and drive of the visitors. A number of internationally operating companies have confirmed their participation. New corporate exhibitors at Offshore Energy 2012 are Lloyd's Register, Bosch Rexroth and Swire Oil Field Services. Additionally, Offshore Energy 2012 will once again welcome leader firms that have exhibited at Offshore Energy in past years. For example Damen, the international shipyards group, will 'set up shop' at Offshore Energy for 5th time. "Offshore Energy," says Arnout Damen, CEO of Damen Shipyards Group, "is an excellent event with high-quality visitors. The move to Amsterdam has clearly led to more international attendance. Damen recognizes Offshore Energy's potential to become Europe's premier offshore event and we will, therefore, definitely participate." Other giants who will once again participate in Offshore Energy are Van Oord, DNV, Heerema Group and Fugro.



### Encompassing, international scope

Offshore Energy is an event that covers the entire offshore industry, and welcomes key players in the offshore oil & gas sector. In the past four years, the offshore wind sector has also built up a presence at Offshore Energy. In fact, OE2012 is expected to attract even more offshore wind companies by introducing the **Offshore Wind Zone** (see also page 2). But we don't stop there. The conference program also covers the oil, gas and renewable offshore energy sectors, and investigates the mutual opportunities and challenges that these companies constantly come up against in the offshore industry. For the first time in 2012, Offshore Energy will feature Country Pavilions. Moreover, the Den Helder Pavilion will return to Offshore Energy and the Maritime by Holland Pavilion is expected to double in size this year.

### Platform for the future

Offshore Energy is the business platform for the offshore industry. Offshore Energy is expected to attract over 6,500 professionals from the offshore energy sector, which is almost **1/3 more visitors than in 2011**. On the exhibition floor, whether it be during the conference program or the extensive social program, offshore professionals can network, engage new connections and exchange ideas. The 5th edition of Offshore Energy in October 2012 is likely to meet all expectations - and then some!



### OFFSHORE ENERGY SPONSOR SPE NETHERLANDS BLACK TIE DINNER

Offshore Energy sponsored the 2012 SPE Netherlands Black Tie Dinner Dance and invited valued guests from Wärtsilä, Gusto MSC, Iv-Oil & Gas, Smit Subsea and NOGPA to join them during this annual SPE Netherlands dinner. The well organized evening by the SPE, attended by over 300 operators and service providers, was a great success.

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# NEWSFLASH

## CONFERENCE PREVIEW OFFSHORE ENERGY 2012

EXHIBITION & CONFERENCE

### NEW: OFFSHORE WIND ZONE

Offshore Wind has grown into its very own industry. Wind energy now delivers a fundamental part of our global power generation. By 2030, the offshore capacity is expected to exceed the capacity of onshore



wind operations, leading the industry to invest €400 billion between now and 2050. The 2012 edition of Offshore Energy will put the offshore wind industry in the spotlight; the exhibition will feature a clearly defined Offshore Wind Zone totally devoted to offshore wind supply chain companies. Also, the two-day conference program, which again runs parallel to the exhibition, will highlight several sessions on strategies for successful offshore wind farm development.

Companies servicing multiple offshore industries who wish to highlight their activities in Offshore Wind can participate in the Offshore Wind Route, which will once again meander throughout the entire exhibition floor.

#### In cooperation with Offshore WIND

Exhibitors in both the Offshore Wind Zone and Offshore Wind Route can benefit from Offshore Energy's all inclusive participation options as well as attractive advertising extras with media partners OffshoreWind.biz and Offshore WIND magazine, the media authority on offshore wind.

Interested in exhibiting in the Offshore Wind Zone, or you would like to receive more information about our Offshore Wind Route? Contact us and find out how Offshore Energy 2012 can work for your business!

OE2012 is back with a conference program tackling key solutions to the offshore community. Conveniently running parallel to the Offshore Energy exhibition, the conference program offers separately bookable sessions featuring a well-rounded list of international speakers. Sessions will focus on developments in European waters as well as in frontier areas.

The number of delegates participating in the 2011 conference went well beyond 300, representing the entire oil and gas value chain from operators to epc and drilling contractors, and from offshore service providers to key stakeholders. The 2012 conference is expected to attract twice as many participants as in 2011.

#### North Sea oil and gas

Discussions about the maturing North Sea are far from over, which is why the Offshore Energy 2012 conference will present an outlook for new E&P opportunities in Northwest Europe. Invited expert speakers will talk about new development plans in the Norwegian, UK and Dutch continental shelf along with the latest technologies to extend the operational life of oil and gas fields.

#### Pushing boundaries in the frontiers

The oil and gas industry is continuously evolving, inventing new ways and means to explore all of the earth's potential resources. Will today's frontiers become tomorrow's heartlands? Fact is that strong business cases for both oil and gas allow oil companies to invest heavily in increasingly complex projects, such as floating LNG and ever deeper drilling activities. Offshore

Energy 2012 offers an outlook for frontier E&P including Australia, Brazil and parts of Asia.

#### Renewable offshore energy: wind, wave and tidal

Next to developments in oil and gas, a growing number of companies are increasingly eyeing what's happening in other forms of 'blue energy'. Although the lion's share of electric energy is generated from hydrocarbon resources, investments in renewable power generation are rising, including offshore wind, wave and tidal energy. The Offshore Energy 2012 conference will go over developments in some of the world's biggest offshore wind producing countries including the UK, China and Germany, along with updating participants on the latest state of play in wave and tidal energy.

#### Stay informed

Conference program details and updates on those speaking are posted on [www.offshore-energy.biz](http://www.offshore-energy.biz). The conference brochure will be available in Spring 2012. Would you like to have the brochure delivered directly to your inbox? Simply send an email to Femke Hoogeveen, OE Conference Manager, at [fh@navingo.com](mailto:fh@navingo.com) and type 'Brochure Request' in the subject line.



Bart van de Leemput, Director NAM B.V. & VP Non-Operated Ventures Shell Upstream International Europe, OE2011 Conference Speaker

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# OFFSHORE ENERGY

## OFFSHORE ENERGY: POWERFUL SPONSORSHIP AT WORK

Offshore Energy creates the perfect opportunity in the Netherlands for like companies to connect during a singular event, which plays host to some of the most concentrated groups of decision makers and industry players from over 30 different nationalities.

Last year companies such as Heerema, Huisman, Wärtsilä and Baker Hughes had the chance to experience the benefits of sponsoring Offshore Energy. This year's edition is no exception. Companies can take advantage of multiple opportunities to get the most out of their presence at Offshore Energy. Several companies have already committed their name to Offshore Energy by becoming an event sponsor. For example, Bluestream, specialized in the provision of Diving, ROV and Rope Access Services, has decided to sponsor the exhibition visitor keycards.

### Sponsorship opportunities for every budget

Offshore Energy offers a wide variety of sponsorship solutions to choose from, perfectly suited to any company's goals or budget. Not only is it possible to select different profile-enhancing promotional opportunities during the event, Offshore Energy also offers several pre- and post-event marketing tools.

### Platinum, Gold & Silver Sponsorships

Companies interested in full package sponsorship opportunities can choose from Platinum, Gold or Silver packages. These packages include pre-event benefits such as inclusion of a company's logo in all pre-event marketing material and email messages. On-site, sponsors can benefit from various VIP services. For example, a Meeting Room will be at the sponsor's disposal and includes full catering services. And, most

importantly, visibility throughout the event venue will be ensured.

### A la carte sponsorship opportunities

Companies that like to become a sponsor but don't want to choose a full package deal can also pick and choose individual items. A la carte opportunities include sponsoring a social drink or co-hosting the official Offshore Energy Networking Event. Likewise, specific promotional items can be sponsored such as the event floor plan or advertising in the event catalogue. It's also possible to simply participate in the Offshore Wind Route or the Job Route, which includes valuable exposure in the Offshore WIND magazine and the Maritime & Offshore Career Paper, both very successful Navigo publications.

### Offshore Energy Sponsorship Prospectus

The complete overview of all Offshore Energy sponsorship opportunities can be found in the Offshore Energy Sponsorship Prospectus. Feel free to download this publication online at [offshore-energy.biz](http://offshore-energy.biz). Still need more information? The Offshore Energy sales team is happy to advise you on which possibilities are best suited to your company's goals and budget. Please contact Laurens Kuiper, [lk@navingo.com](mailto:lk@navingo.com) or +31 10 209 2649.



## KEY STATISTICS OF OFFSHORE ENERGY 2011:

- 100% of the exhibitors will definitely, or probably, participate again in 2012
- 93% of the exhibitors achieved their goal(s) during Offshore Energy 2011
- 98% of the exhibitors found Offshore Energy as good as, or better than, other offshore energy related exhibitions and events
- 97% of the visitors will definitely visit Offshore Energy again in 2012
- 25% of the visitors are considering exhibitor participation in 2012
- Exhibitors give Offshore Energy an overall rating of 8!

## THE FOLLOWING COMPANIES SPONSORED OE2011



## FOR MORE INFORMATION ABOUT OFFSHORE ENERGY, PLEASE CONTACT:



**Organization**  
Ms. Annemieke den Otter  
Exhibition Manager  
T +31 (0)10 209 2606  
E [ao@navingo.com](mailto:ao@navingo.com)

Ms. Ashley Hofmann  
Event Organization Coordinator  
T +31 (0)10 209 2646  
E [ah@navingo.com](mailto:ah@navingo.com)



**Marketing**  
Ms. Tessa van Hees  
Marketing Manager Events  
T +31 (0)10 209 2635  
E [tvh@navingo.com](mailto:tvh@navingo.com)

Ms. Anouk Montagne  
Int. Marketing Coordinator  
T +31 (0)10 209 2671  
E [am@navingo.com](mailto:am@navingo.com)



**Sales**  
Mr. Laurens Kuiper  
Sales Manager  
T +31 (0)10 209 2649  
E [lk@navingo.com](mailto:lk@navingo.com)

Mr. Stephan van Plateringen  
Account Manager  
T +31 (0)10 209 2604  
E [sp@navingo.com](mailto:sp@navingo.com)



**Conference**  
Mrs. Femke Hooegeveen  
Conference Manager  
T +31 (0)10 209 2634  
E [fh@navingo.com](mailto:fh@navingo.com)

Ms. Lisa Stegers  
Conference Organization Assistant  
T +31 (0)10 209 2675  
E [ls@navingo.com](mailto:ls@navingo.com)



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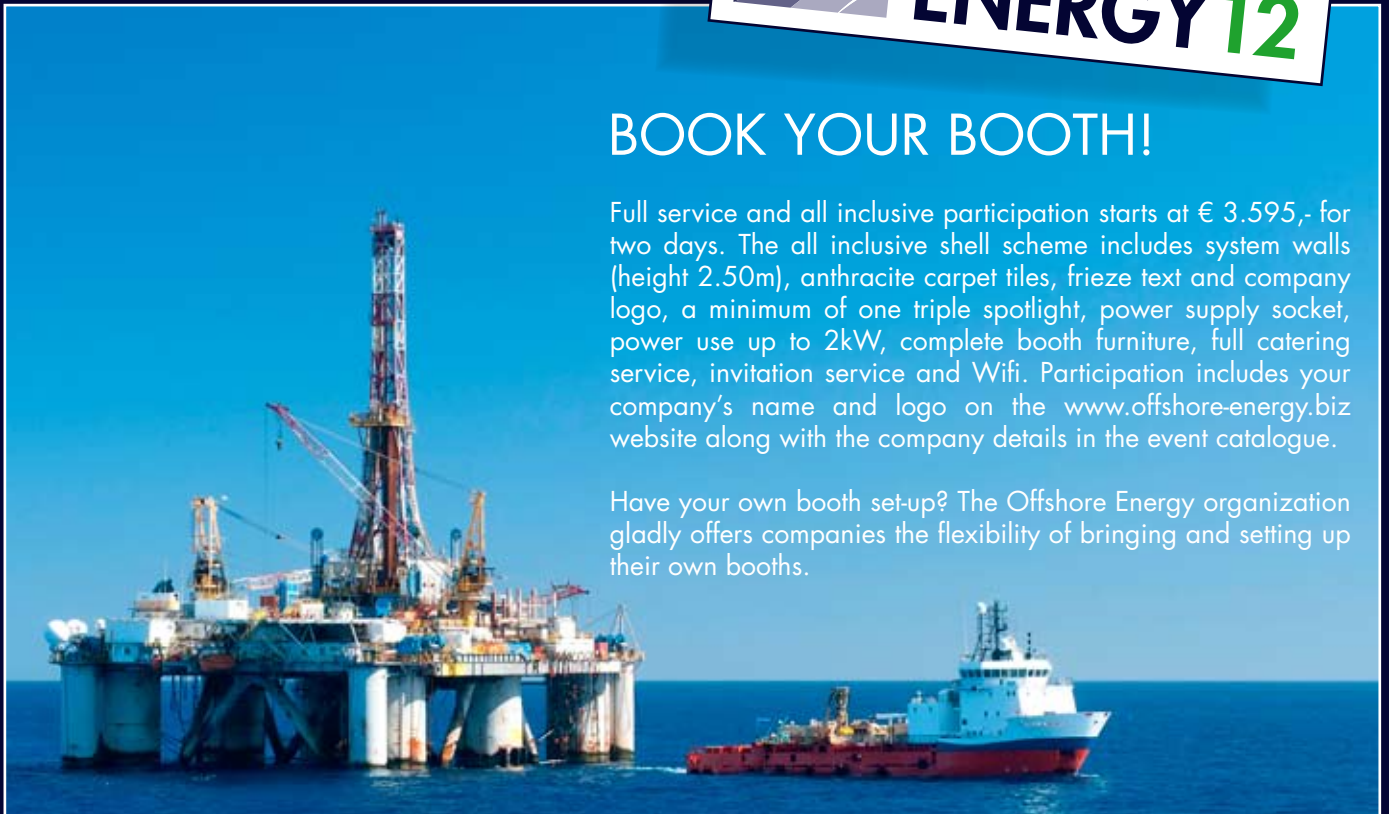
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## BOOK YOUR BOOTH!

Full service and all inclusive participation starts at € 3.595,- for two days. The all inclusive shell scheme includes system walls (height 2.50m), anthracite carpet tiles, frieze text and company logo, a minimum of one triple spotlight, power supply socket, power use up to 2kW, complete booth furniture, full catering service, invitation service and Wifi. Participation includes your company's name and logo on the [www.offshore-energy.biz](http://www.offshore-energy.biz) website along with the company details in the event catalogue.

Have your own booth set-up? The Offshore Energy organization gladly offers companies the flexibility of bringing and setting up their own booths.



**TUESDAY 23 OCTOBER & WEDNESDAY 24 OCTOBER 2012**  
**HALL 8 | AMSTERDAM RAI, THE NETHERLANDS**

12,000m<sup>2</sup> exhibition space | Expected number of exhibitors > 400 | Expected number of visitors > 6,500  
Country pavilions | Conference program covering key topics in offshore energy | Social program

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Westerlaan 1, 3016 CK Rotterdam, The Netherlands, t +31 10 2092600, e [ao@navingo.com](mailto:ao@navingo.com), i [www.offshore-energy.biz](http://www.offshore-energy.biz)