



Sponsorship Opportunities

1-4 May 2006
Reliant Center
Houston, TX USA

The OTC Corporate Advantage Program offers sponsorship opportunities that help you build a comprehensive marketing program at OTC. Review these opportunities and contact your OTC Sales Representative to reserve your sponsorship.

Depending on the receipt date of the signed insertion order, all sponsorships will be acknowledged in the conference preview and program, on the OTC website, on the CD *Proceedings* sponsor page and on a slide show between technical sessions.

Please note: For last year's sponsorships, the prior year's sponsor will have the first opportunity to renew that particular sponsorship. Should that company not renew, the sponsorship will be available on a first-come, first-served basis.

Conference Bags

Bags are distributed to all registrants and are a vital resource to the conference experience.

Sponsorship details:

- Thousands of visitors carry the bag and promote your presence at OTC
- Artwork for bag design must be approved by OTC prior to implementation
- **Exclusive sponsorship value: US \$30,000, plus cost of bags**

CyberCafe

The CyberCafe is a unique area on the exhibition floor which allows conference participants to check their email and search the Internet while at OTC

Sponsorship details:

- Signage at the CyberCafe location
- Company website set as the default homepage
- Screensaver promoting your company
- Sponsoring company provides the screensaver and URL to be approved by OTC prior to implementation
- **Contact an OTC Sales Representative for details**

Escalator Runners

Four sets of escalators provide conference participants with access to the second floor where the technical sessions occur.

Sponsorship details:

- Recurring ads every 4 to 6 feet (depending on artwork) for approximately 75 feet
- Sponsoring company provides the artwork to be approved by OTC prior to implementation
- **Value: US \$4,000 (4 Available)**
- **Exclusive Sponsorship Value: US \$15,000**

To participate in one of these opportunities please contact an OTC Sales Representative:

Jim Klingele, +1.972.952.9387 or jklingele@otcnet.org
Joan Payne, +1.972.952.9356 or jpayne@otcnet.org

Exhibit Entrances

Five entrances lead conference participants from the lobby into the exhibition.

Sponsorship details:

- Landmark recognition within Reliant Center
- Three, four-sided column wraps
- One 6'x10' double-sided lobby banner
- Sponsoring company provides the artwork to be approved by OTC prior to implementation
- **Value: US \$17,500 each (5 Available)**

ExpoCards

ExpoCards are used by each conference participant to track the educational offerings attended and to give exhibitors contact information for the products and services that interest them.

Sponsorship details:

- Company logo and design printed on cards
- Sponsoring company provides the artwork to be approved by OTC prior to implementation
- **Value: US \$25,000**

Lanyards

Lanyards put your company's name around the necks of thousands of attendees.

Sponsorship details:

- OTC will coordinate the on-site distribution of 5,000 lanyards with company logo
- Sponsoring company provides the pre-printed lanyards
- Artwork must be approved by OTC prior to implementation
- **Value: US \$5,000 (4 Available – 5,000 lanyards per sponsor)**
- **Exclusive sponsorship value: US \$20,000**

CD Proceedings

CD *Proceedings* give instant access to all of the technical papers presented at the conference.

Sponsorship details:

- Company logo on CD and case
- Link to company website from CD
- **Exclusive sponsorship value: US \$15,000**

Outdoor Signage

Signage for the conference displayed on the outside of Reliant Center reaches thousands of attendees before they enter the conference and exhibit hall.

Sponsorship details:

- Your message recreated by OTC on magnetic signs
- Many options to available from 12'x 25' to 20'x 100'
- **Contact an OTC Sales Representative for details**

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Press Cocktail Reception

The annual press reception is a private and prestigious event for the media attending OTC.

Sponsorship details:

- Signage at the beverage stations
- **Exclusive sponsorship value: US \$4,500**

Press Room Refreshments

The OTC press room is host to more than 400 local and international media representatives.

Sponsorship details:

- Signage in the OTC press room
- **Value: US \$1,750 (3 Available)**
- **Exclusive sponsorship value: US \$4,500**

Shuttle Bus Advertising

With complimentary shuttle service between Reliant Center and more than 30 official OTC hotels, shuttle bus advertising gets your message to conference attendees as they plan their tour of the exhibit floor. See CMAC flyer.

Speaker Ready Room Refreshments

Each year, more than 300 authors from around the world participate in the technical program and prepare for their presentations in the speaker ready room.

Sponsorship details:

- Signage in the speaker ready room
- **Value: US \$500 each (4 available)**
- **Exclusive sponsorship value: US \$1,500**

Topical Luncheons

Topical luncheons allow attendees to hear presentations by leading experts on management, implementation, research and technology-related fields in the offshore industry.

Sponsorship details:

- One table of 10 at the luncheon
- 40 guest card registrations
- Listing on the OTC website
- Sponsor tent cards at each table
- Topic information: www.otcnet.org/2006/tech_prog/luncheons.html
- **Value: US \$5,000 each (10 available)**

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TV Monitors

Located in the lobby of the Reliant Center, the TV monitors display your newest products and services to the attendees before they reach the exhibit floor and your booth.

Sponsorship details:

- Different time lengths available
- **Contact an OTC Sales Representative for details**

“You Are Here” Locator Displays

Located in the main and 2nd level lobby and on the exhibit floor, these displays provide a quick view of the overall exhibit hall layout and identify locations of various services.

Sponsorship details:

- Company artwork or logo on one panel of the display
- **Exclusive sponsorship value: US \$5,000**



Online Sponsorship Opportunities

1-4 May 2006
Reliant Center
Houston, TX USA

www.otcnet.org/2006

Exhibitor Listing Hyperlink

- Link from the exhibitor list on OTC website to your company's website
- **Value: US \$75/each**

Products & Services Hyperlink

- Link from the various products and services listed on OTC website to your company's website
- Six per exhibiting company available
- **Value: US \$350/each**

Web Banner Advertising

- Banner advertising OTC website
- Limit two banner ads per interior webpage
- **Value: US \$2,000/each**

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