

Under the Patronage of

**His Royal Highness Prince Salman bin Hamad Al Khalifa,  
Crown Prince and Prime Minister of the Kingdom of Bahrain**

Society of Petroleum Engineers

**MEOS**

Middle East Oil & Gas Show and Conference

**28 Nov – 1 Dec 2021**

# Shaping the Future of Energy in a Dynamic World

Bahrain International Exhibition & Convention Centre

## Sales Brochure

HOSTED BY



CHAired BY



CO-CHAired BY



EXHIBITION ORGANISERS



CONFERENCE ORGANISERS





# WHY PARTICIPATE AT MEOS

For 40 years, MEOS has been the platform where the region's oil and gas companies gather to learn about the advancements in the industry as well as source services and solutions that will improve their business.

Under the patronage of HRH Prince Khalifa bin Salman Al Khalifa Prime Minister of the Kingdom of Bahrain, hosted by the National Oil and Gas Authority, and chaired by Aramco and co-chaired by Eni, MEOS is uniquely positioned as the most influential oil and gas event in the region.

- Attended by every oil producing state in the region, the exhibition attracts specialised businesses and some of the oil & gas industry's largest corporations
- Organised by the Society of Petroleum Engineers (SPE), the parallel conference is the most respected of its kind in the region - high quality technical presentations focused on Middle East issues ensure that the quality of delegates is exceptional
- Position your company amongst the foremost organisations in the oil and gas sector
- Showcase your products and services to a targeted, high quality audience, maximising brand exposure and potential sales
- Gain access to key industry decision makers and opinion formers, and network with potential partners and customers
- Be part of a community committed to cutting-edge innovation and thought leadership to help grow your business



# MEOS 2019 AT A GLANCE



**6,500+**  
exhibition  
visitors



**2,600+**  
conference  
delegates



**9.8%**  
increase  
from 2017



**52%**  
attendees are  
decision makers  
or influencers

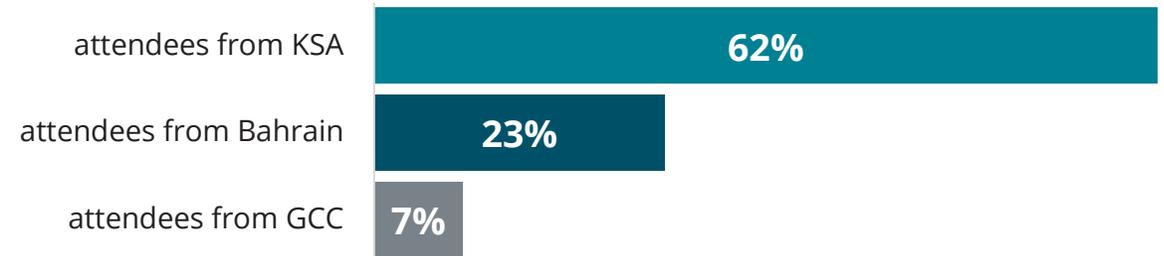
“

MEOS has always been one of the top regional events which industry professionals look forward to participate in.

**Tamer Elsherif**  
Technology Project Manager  
TAQA



# The ideal platform to reach your key markets



## ...and your key audience





## INTERESTED IN EXHIBITING?



### Inside Space

U\$640

Allows the flexibility to build your own stand (min. 18 sqm)



### Space with stand service

U\$755

Comprises exhibit space, carpet, walls, lighting, fascia name panel



### Space with walk-on package

U\$790

Comprises all stand service facilities plus a selection of display items, furniture and electrical socket



### Outside space only

U\$320

Allows the showcase of extra large items such as trucks, vehicles and tools.



# SPONSORSHIP PACKAGES

We offer a range of sponsorship opportunities to maximise your presence at the event. Each level provides a set of core benefits, plus additional benefits of its own.

## CORE BENEFITS:

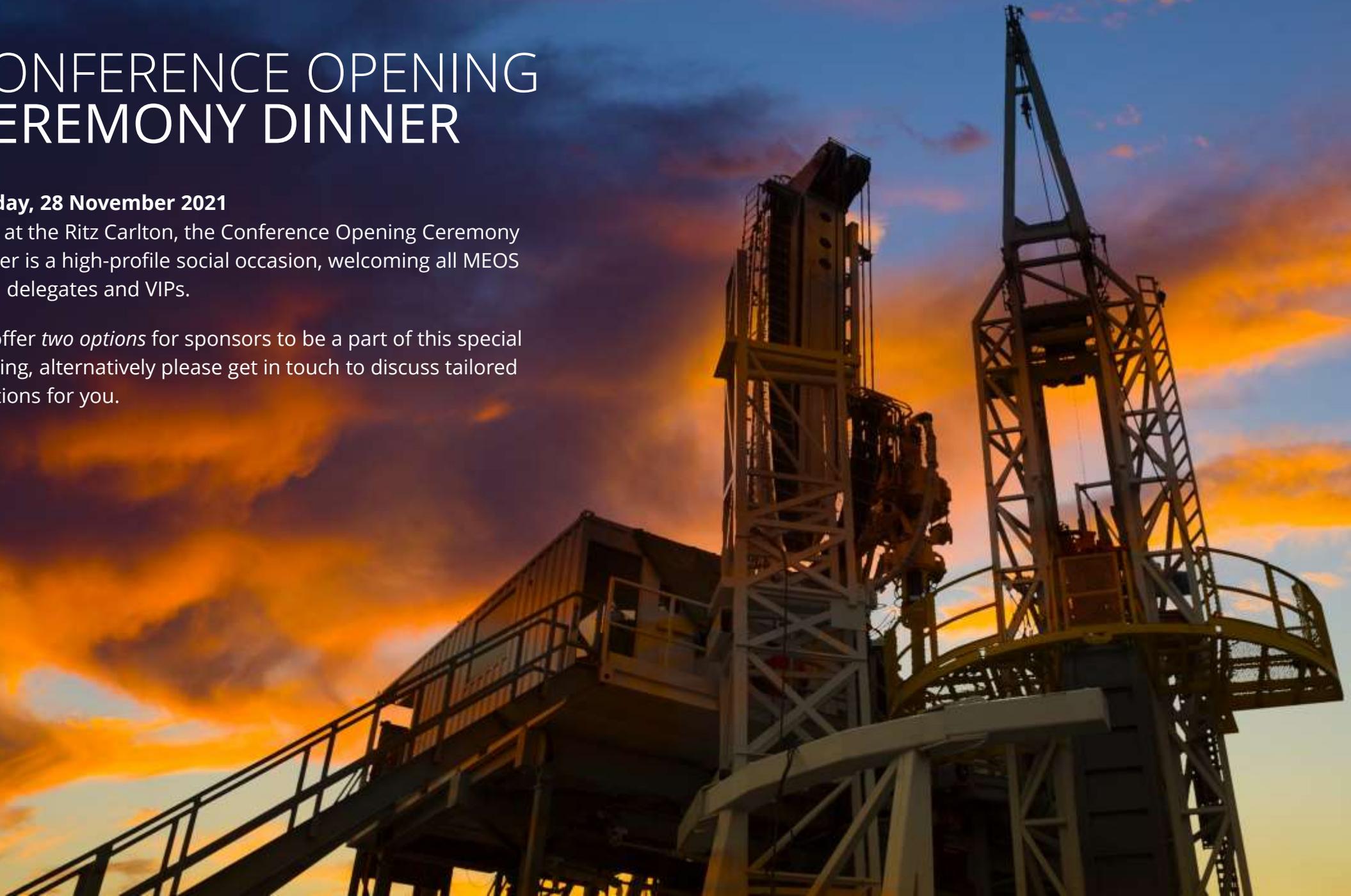
- Company logo listed on the sponsors page of the preliminary and final Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas
- Sponsor's logo and link on the MEOS 2021 website
- Sponsor's logo on the MEOS 2021 mobile app, dedicated event promotions, social media and related online brochures

# CONFERENCE OPENING CEREMONY DINNER

**Sunday, 28 November 2021**

Held at the Ritz Carlton, the Conference Opening Ceremony Dinner is a high-profile social occasion, welcoming all MEOS 2021 delegates and VIPs.

We offer *two options* for sponsors to be a part of this special evening, alternatively please get in touch to discuss tailored solutions for you.



OPTION 1

# Conference Opening Ceremony Dinner **SOLD**

**US\$85,000** Sponsored by Saudi Aramco

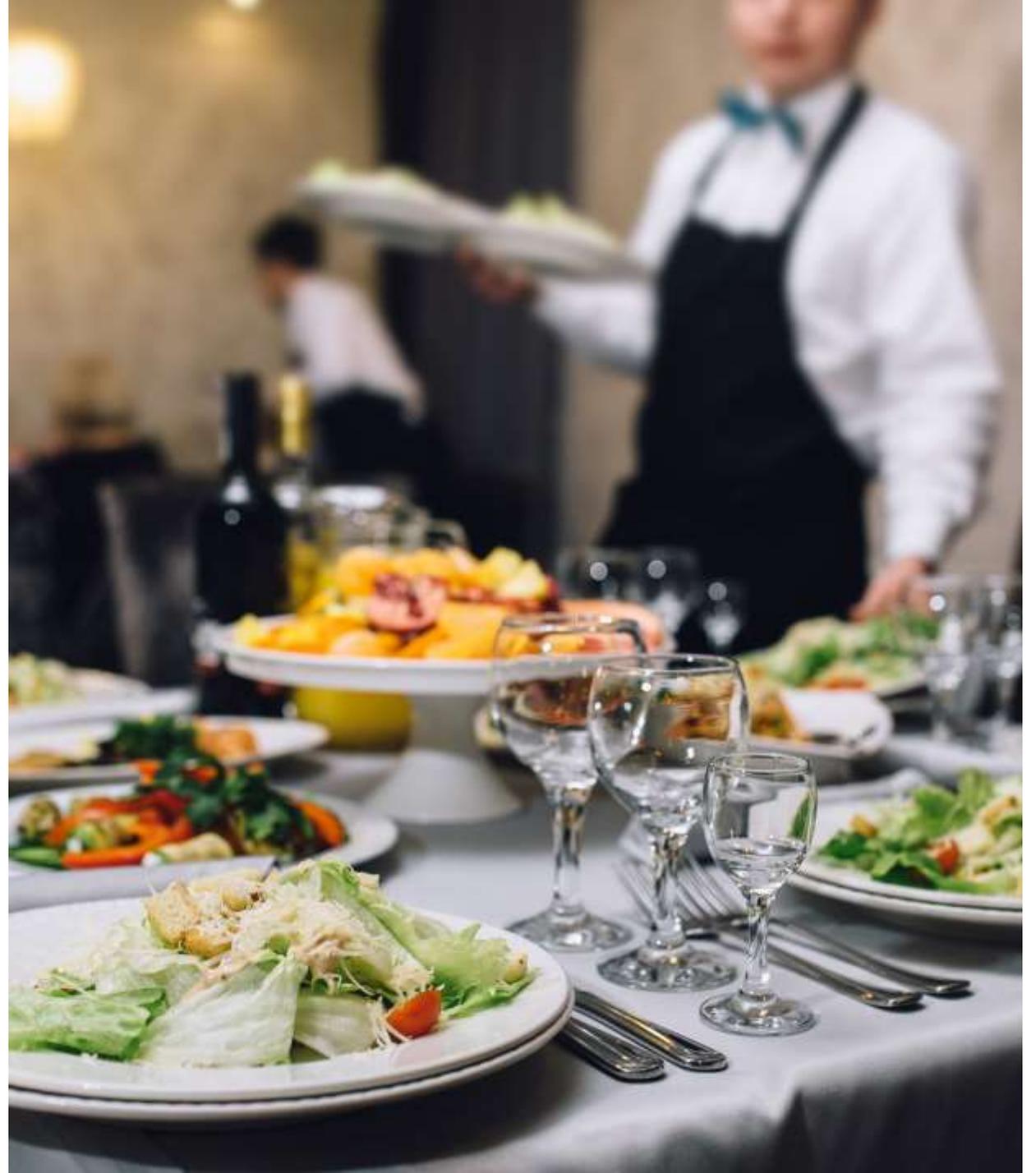
- 3 Reserved tables at the dinner for up to 12 guests
- Onsite signage highlighting your brand at the dinner
- Co-branded digital dinner invitations (your logo combined with the logos for the show and the sponsor of the dinner activities)

OPTION 2

# Opening Ceremony Dinner Entertainment **SOLD**

**US\$60,000** Sponsored by Baker Hughes

- 3 Reserved tables at the dinner for up to 12 guests
- Onsite signage highlighting your brand at the dinner
- Co-branded digital dinner invitations (your logo combined with the logos for the show and the sponsor of the dinner)



# CONFERENCE & EXHIBITION REGISTRATION



# Digital Conference & Exhibition Registration

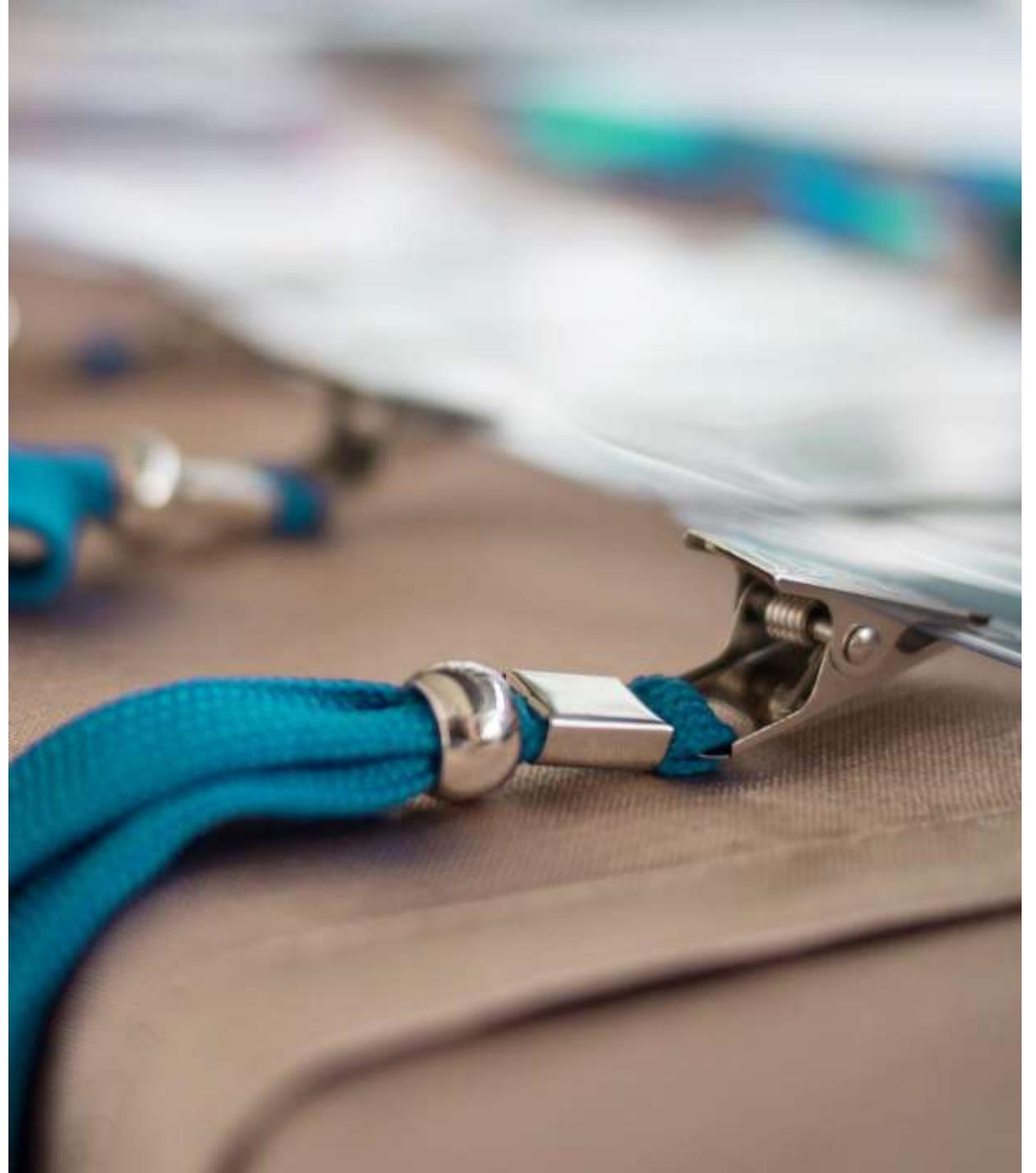
SOLD

US\$40,000 **EXCLUSIVE**

## Sponsored by NESR

With registration for the conference and exhibition opening months in advance on the event website, this opportunity places you front and centre of your target audience. This MEOS we are going completely digital from registration to badging and the registration sponsor will be one of the very few that will be able to be part of this new digital platform.

- Your logo on the MEOS registration website
- Company name and logo included in the confirmation email
- Prominent signage on registration counters at Bahrain Exhibition Centre
- Co-branding with show logos on delegate, exhibitor and visitor Smart Badges



# Delegate Bags

**SOLD**

**US\$125,000**

**Sponsored by Saudi Aramco**

Every conference delegate will receive a branded bag upon registering. This high quality bag will not only be useful to have for the duration of MEOS but you will be able to use it for long after the event.

- Your logo on the bag



# Lanyards

US\$50,000 **EXCLUSIVE**

**SOLD**

## Sponsored by Halliburton Worldwide Limited

Lanyard sponsorship is one of the most impactful and visible opportunities to project your brand at MEOS.

Each conference delegate, exhibitor and visitor must wear their Smart badge, so this is an opportunity to showcase your brand around the necks of every attendee across the three days.

- Co-branded with your logo and the show logos



# Mobile Phone Holder

US\$20,000 **EXCLUSIVE**

This year at MEOS we are implementing a smart badging system where your mobile phone will act as your badge. As such we will be providing delegates, visitors and exhibitors with a mobile phone holder that will clip on the lanyard.

- Branded with your logo



# TECHNICAL SESSIONS



# Poster Sessions

**SOLD**

**US\$33,000** EXCLUSIVE

Sponsored by Saudi Arabian Chevron

As part of the Conference Programme, daily poster presentations will take place on the exhibition floor during coffee breaks.

These sessions will showcase some of the latest research by engineers around the world. A highlight for presenters and delegates alike, this sponsorship shows leadership in the future development of the oil and gas sector.

- Your company logo will be printed on signage around the poster session station



# Digital Conference Programme & Exhibition Catalogue

US\$45,000 **EXCLUSIVE**

This official comprehensive guide contains the conference schedule, session overview and other essential information including detailed exhibitor listings, and is available to all delegates and visitors during MEOS 2021.

The exhibition catalogue is one of the items that lives on long after the four day event. This digital catalogue will feature your branding, and you will also be able to contribute to content within the catalogue.

- Your company logo on the digital catalogue
- Full page advert within the Conference Programme & Exhibition Catalogue



# Digital Conference Proceedings

US\$10,000 per sponsor  
(limited to four sponsors)

The full text for each paper presented at the conference is published and hosted online. All delegates will receive a voucher card with instructions for access.

Sponsorship of this digital content provides an opportunity for a limited number of companies to promote their brand on the portal containing all of the conference proceedings, which will be accessed by delegates in the weeks and months post the event.

- Your logo on the Conference Proceedings site
- Your logo on the digital access card permitting access to the site



# Executive & Technical Committee Awards

US\$40,000 **EXCLUSIVE**

MEOS would not be possible without the help of a dedicated executive and technical programme committee volunteer group, who provide expertise and assistance throughout. In recognition of their efforts, these volunteers will be presented with awards of appreciation.

The executive and technical committees are a powerful group of professionals from various companies that shape the development of MEOS. These include: Aramco, NOGA, Bapco, Tatweer, ENI, PETRONAS, JX Nippon Oil and Gas Exploration Corporation, and PetroChina, amongst others.

- Each award will be co-branded with your company logo and the show logos



# TECHNOLOGY SPONSORS



# Mobile App

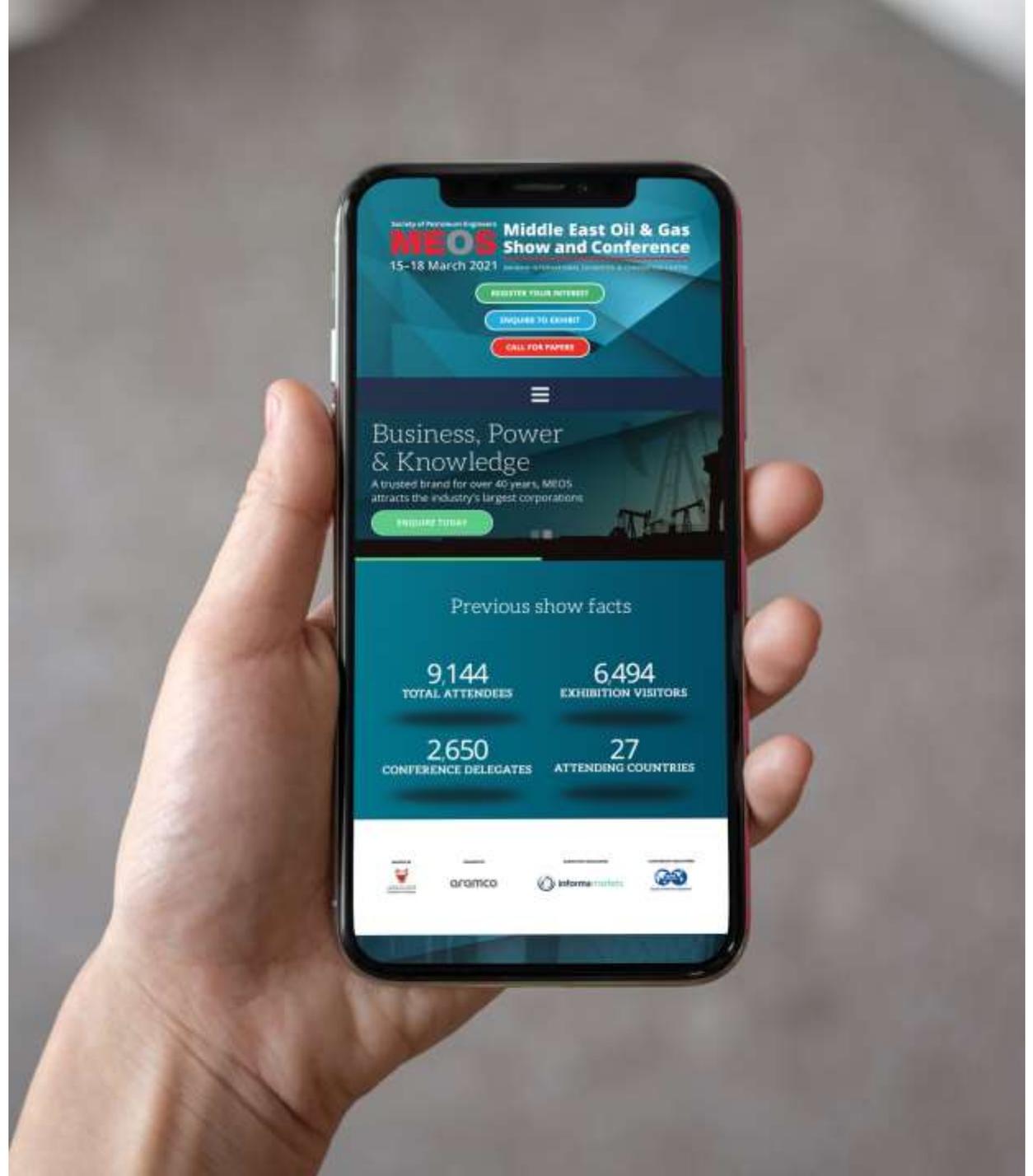
US\$40,000 **EXCLUSIVE**

**SOLD**

Sponsored by Saudi Aramco

The MEOS 2021 mobile app is an interactive tool designed to help attendees plan and maximise their visit. Users can review conference sessions and add them to a personal schedule, locate exhibitors on the interactive floor map, stay in the know with show alerts, connect with fellow attendees and much more. This sponsorship offers you direct access to your target audience before, during and after the event.

- Your logo on the main splash screen
- Banner advertising in-app
- Recognition on all signage advertising Mobile App availability to visitors onsite



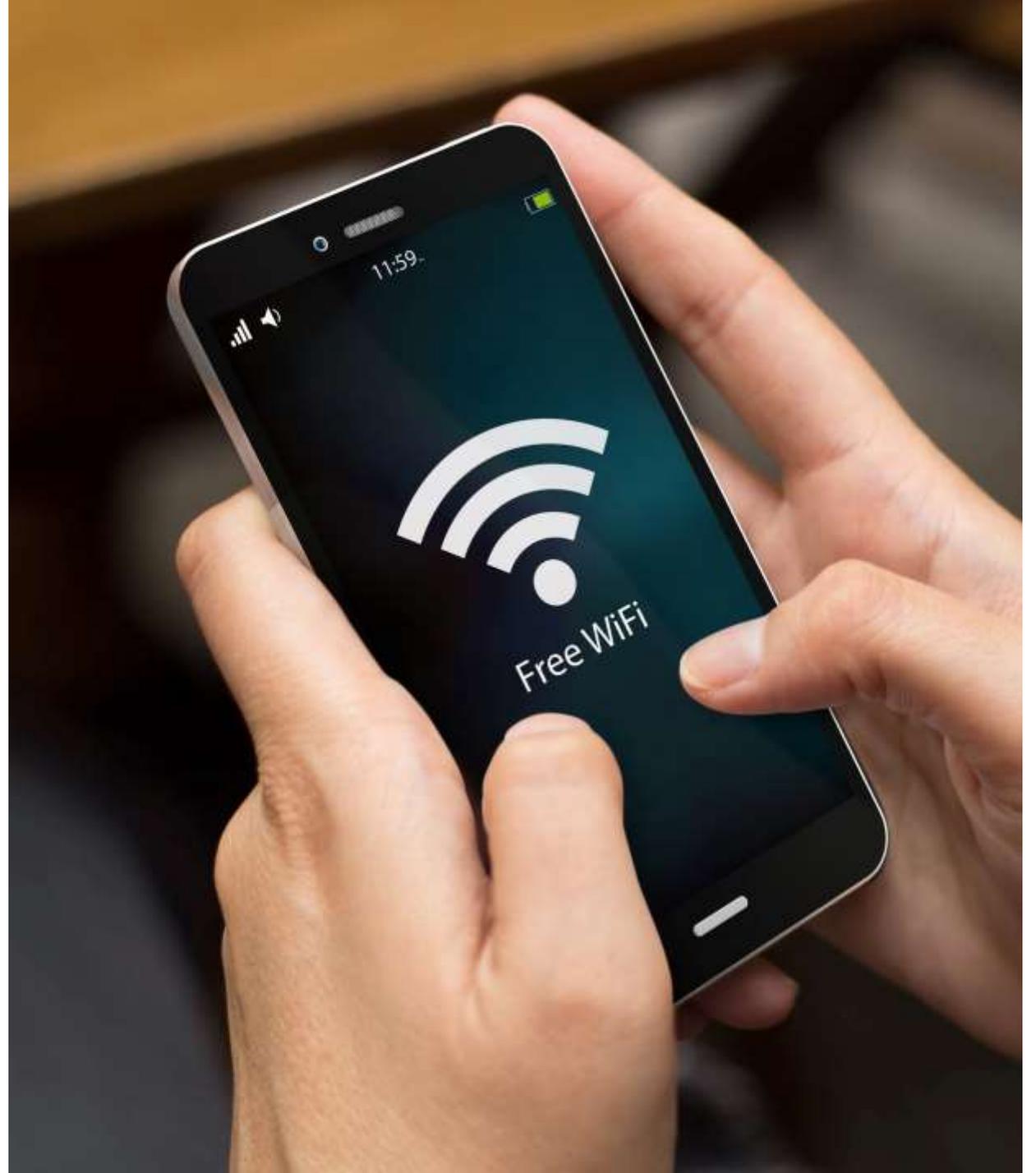
# WiFi

US\$25,000 **EXCLUSIVE**

Keep visitors connected by sponsoring the WiFi connection throughout the event, maximising your brand awareness and visibility onsite.

WiFi is the lifeblood of our modern communication infrastructure, and your logo will be seen by all delegates, VIPs and visitors accessing the MEOS WiFi network.

- Your logo on the WiFi login portal
- Hyperlink to a URL of your choice on the WiFi homescreen
- Customised WiFi network password of your choice
- Recognition on all signage advertising WiFi availability to visitors onsite



# Audio-visual Equipment & Services

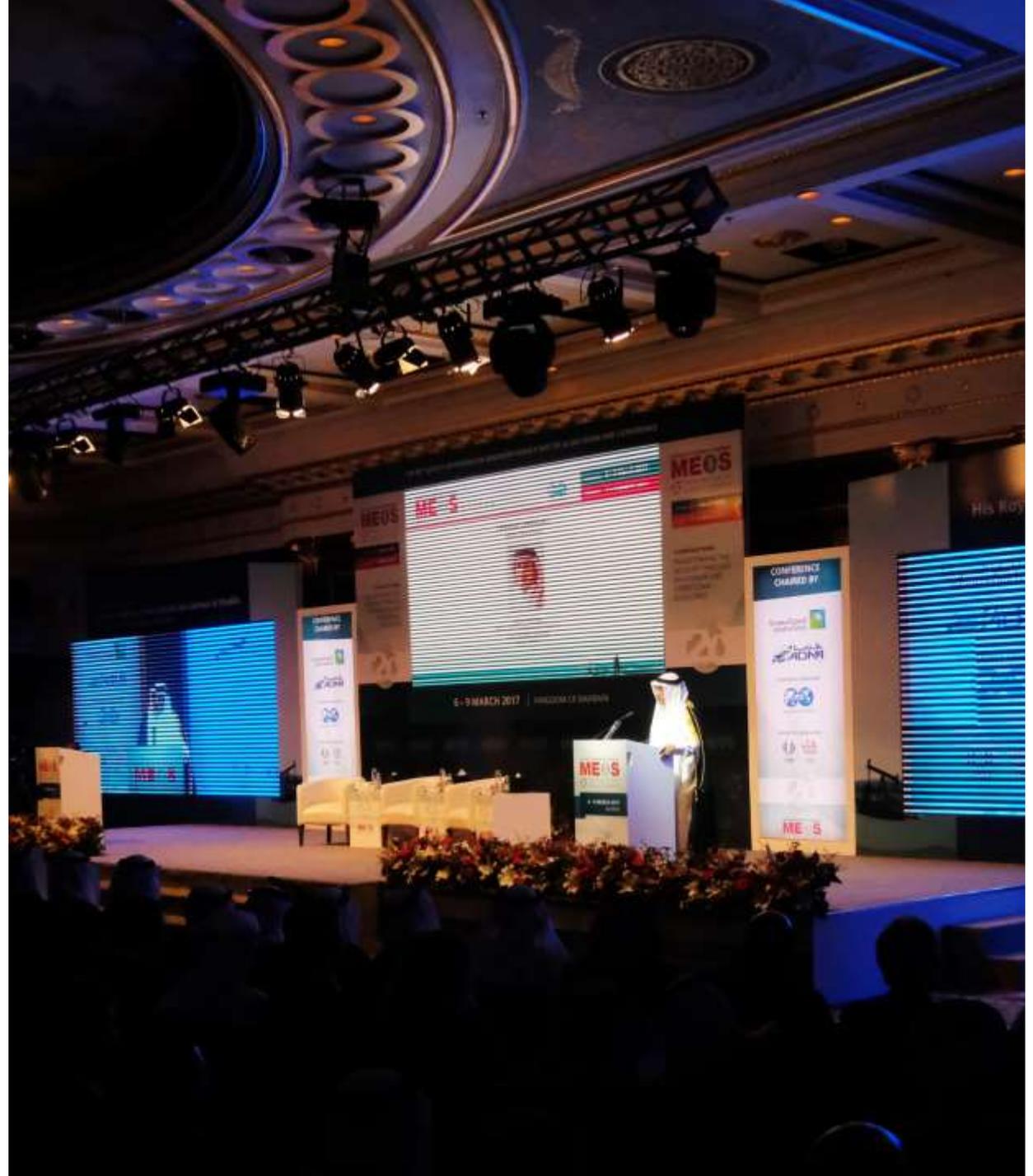
SOLD

US\$20,000 **EXCLUSIVE**

Sponsored by Schlumberger

Cutting-edge presentations require projection/display technology and services. Be part of the action by sponsoring all related audio-visual equipment and services across the show.

- Recognition on holding slides in each conference session hall
- Your branding on audio-visual booths throughout the event



# Power Bank

US\$25,000 **EXCLUSIVE**

There's no good time to run out of battery on your cell phone — and especially during a networking event! Keep attendees charged up by sponsoring the power bank that will be giving to all delegates

- Your branding on the power bank



# EXHIBITION LEARNING ZONE NEW FOR 2021!



# Live Labs

SOLD

US\$20,000 **EXCLUSIVE**

## Sponsored by Big Innovation Centre

The Live Labs speaker series is a brand-new speaker platform on the MEOS 2021 exhibition floor, featuring motivating and inspiring success stories with a personal touch on topics such as digitalisation, cloud-based solutions, artificial intelligence, 3D printing etc. With six Live Labs per day (a total of 18 speakers throughout the show), this is the perfect opportunity to align your brand with the latest thought leadership.

- Opportunity to nominate one speaker from your company to present to attendees
- Your logo on signage within the Live Labs theatre
- Recognition across the event website and social media
- Dedicated Live Labs email campaign

# Speaking in Live Labs

US\$5,000

SOLD

## Sponsored by Schlumberger

This is a great opportunity to share your expertise in the digital transformation of the Oil and Gas industry. You get 30 minutes to present a thought leadership piece on how technology is improving ROI for oil companies.

[meos-expo.com](http://meos-expo.com)



# Genius Talks

US\$30,000 **EXCLUSIVE**

New to the MEOS exhibition floor for 2021, Genius Talks is a dedicated platform for experts to conduct a verbal discussion on any exciting company developments and product innovations. Each time slot is around 30 minutes and will take place during the coffee breaks each day.

- Opportunity to nominate one speaker from your company to present to attendees
- Your logo on signage within the Genius Talks designated meeting area
- Recognition on the event website and social media
- Dedicated Genius Talks email campaign

## Speaking in Genius Talks

US\$5,000

This is a great opportunity to share your expertise with the MEOS participants. This conversational session will provide an opportunity for a deeper engagement with the participants and provide an opportunity to share the challenges that you faced and how you were able to address them.

[meos-expo.com](http://meos-expo.com)

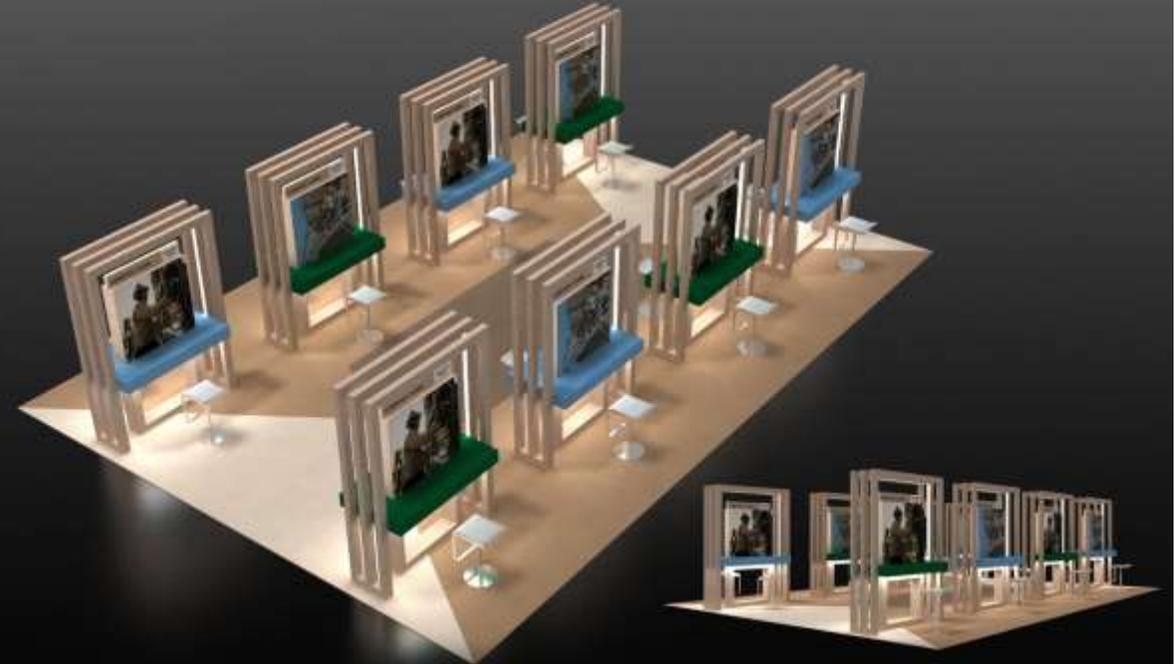


# Start-Up Innovation Zone

US\$25,000 **EXCLUSIVE**

MEOS looks to the future for new ideas and new ways of working smarter, faster and more efficiently. Showcasing brand new businesses whose products and services have the power to transform the oil and gas industry across areas including Digital Transformation, Internet of Things, Big Data, Robotics, Drones, Artificial Intelligence, Blockchain Technology, VR & AR Applications, sponsorship of the Start-Up Innovation Zone aligns your brand with industry innovation.

- Your logo on signage within the Start-Up Innovation Zone
- Recognition across the event website and social media
- Dedicated Start-Up Innovation Zone email campaign



RELAX, RECHARGE &  
**RECONNECT**



# Daily Delegate Lunches

US\$52,500 per day (One sponsor per day)

First Day (29 Nov 21) Sponsored by Tatweer

Complimentary lunches for delegates are offered each day in a special area of the exhibition centre. Under new health and safety guidelines lunch will be served in individual packages with a menu created by famous executive chef Yann Bernard Lejard and his team.

- Your logo will be printed on signage within the designated area
- Your logo on the digital invitations which are distributed to all delegates
- Lunch boxes will be branded with your logo

# Coffee Lounge

US\$40,000 **EXCLUSIVE**

Complimentary tea and coffee will be served to delegates and exhibitors throughout MEOS 2021.

- Your logo will be printed on a banner suspended above the coffee lounge and on wall panels surrounding the area



# Conference Prize Draw & Closing Ceremony

US\$65,000

A Closing Ceremony and Prize Draw for delegates will be held on the last day of MEOS 2021.

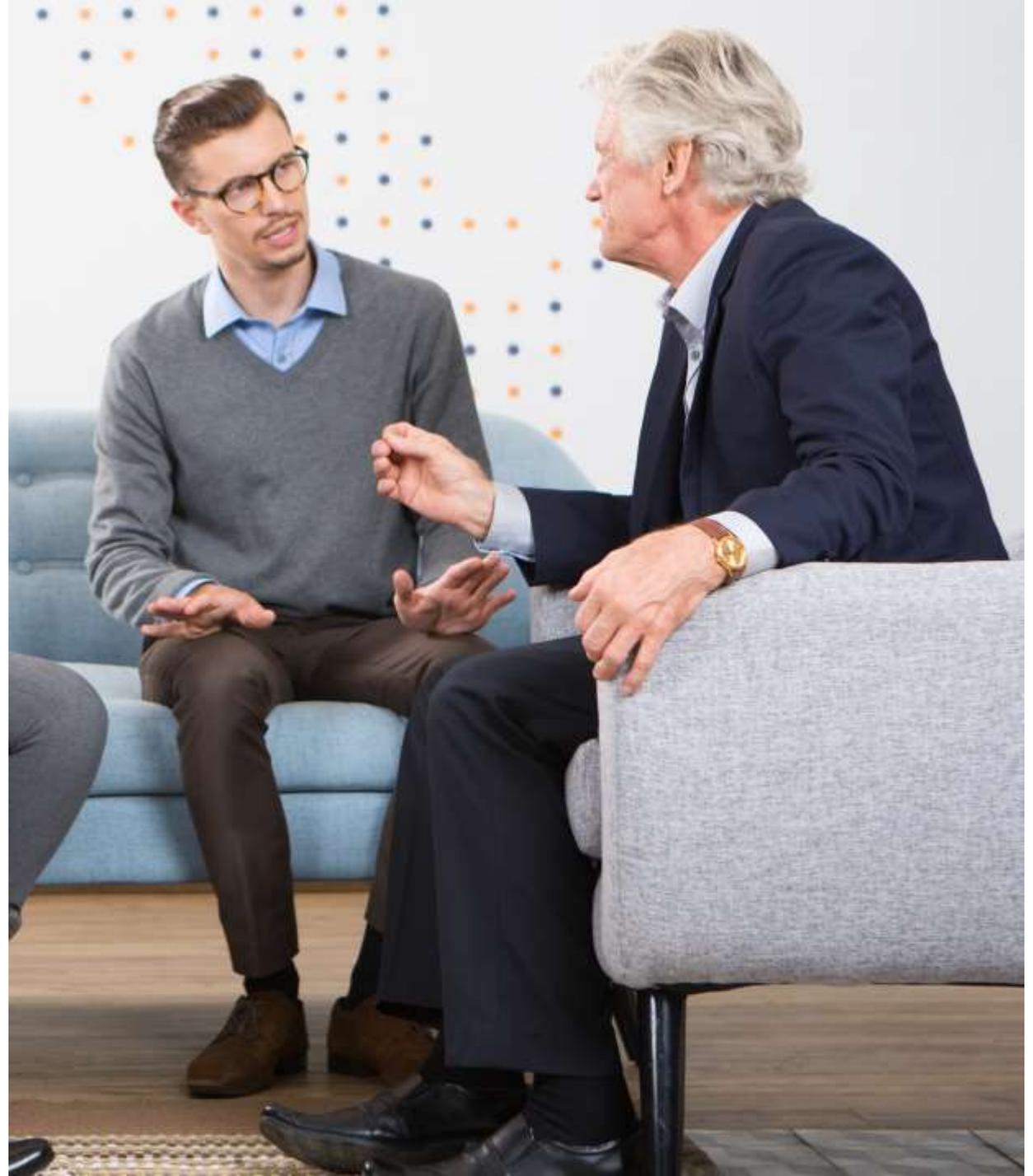
- Your logo branded on prizes for the draw

# Reconnect Lounge

US\$20,000 **EXCLUSIVE**

The Reconnect Lounge is a place to take time out from the show and meet with friends old and new in comfortable surroundings, enjoying complimentary hospitality.

- Your logo will be printed on signage within the Reconnect Lounge area

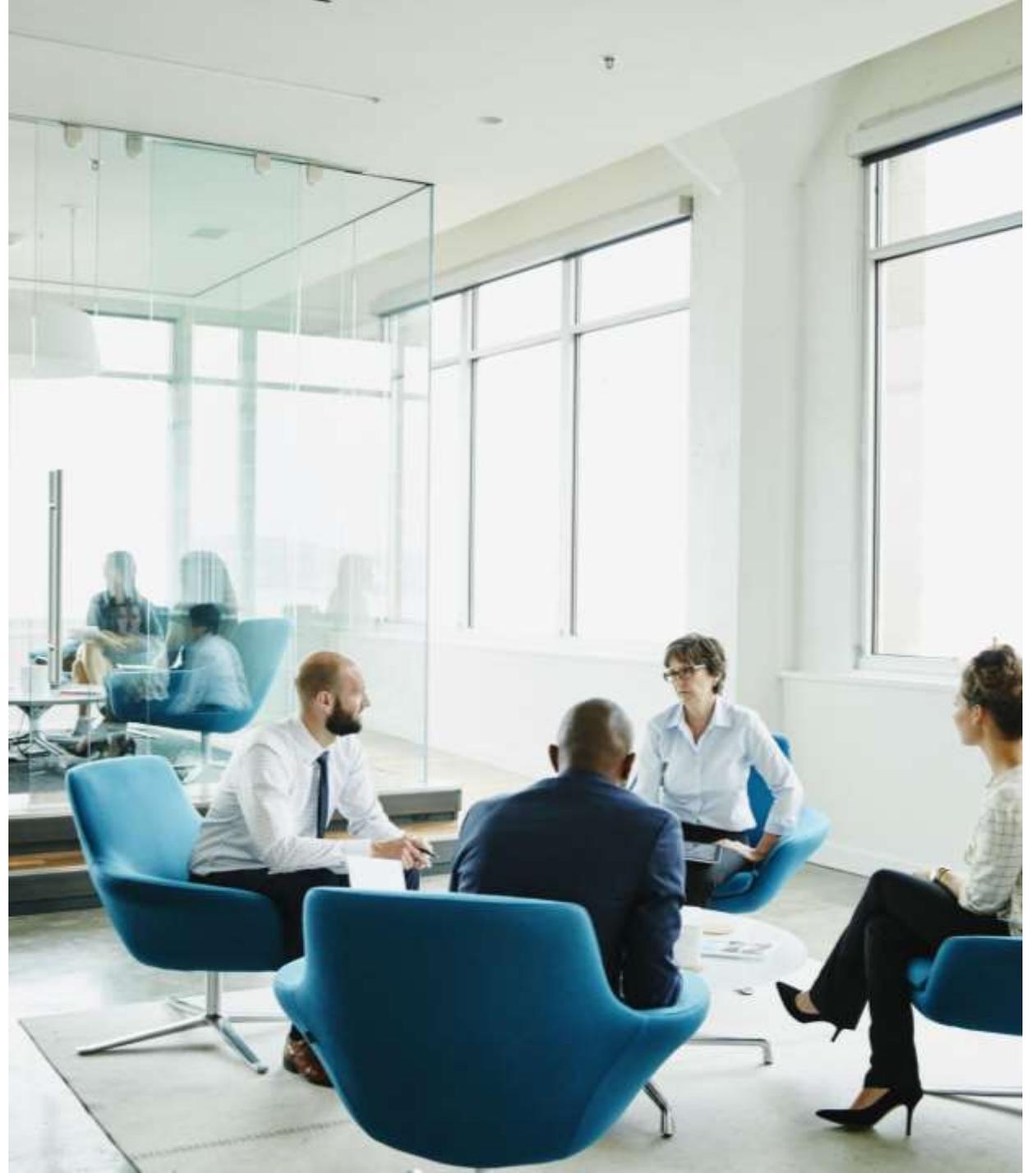


# Friends of MEOS – General Support

From US\$10,000

Oilserv Oilfield Services  
ARO Drilling  
Saudi Geophysical Consulting Office  
Saudi Petroleum Services Polytechnic  
Sawafi Al-Jazeera O&G Co

Become a Friend of the MEOS family and showcase your brand before and during the event.



# ONSITE ADVERTISING VENUE BRANDING



# Hall Directions **SOLD**

US\$20,000 **EXCLUSIVE**

Sponsored by National Oilwell Varco

Directional signage will be set up in the MEOS 2021 exhibition halls to guide attendees. Your company logo will be printed on all directional signs inside the Bahrain International Exhibition and Convention Centre.

# Carpet Tiles

US\$15,000 per advertiser  
(limited to two advertisers)

Lead visitors to your stand with unique carpet tiles that showcase your brand's logo.

- X 4 branded carpet tiles
- Size 1m x 1m
- High visibility within your hall

[meos-expo.com](http://meos-expo.com)



# Hanging Banners

## US\$10,000 per advertiser

One of the most cost-effective options to get your brand noticed throughout the exhibition at MEOS.

This advertising opportunity offers 3 banners suspended in key locations throughout the exhibition. Sponsor to supply artwork. Contact us for sizes and locations.



# Hygiene Kit

US\$40,000

Sponsored by TAQA

SOLD

Informa has designed a number of safety and hygiene measures in order to run events safely during the COVID 19 pandemic. These measures will be put in place in addition to any government guidelines that are set. Participants at all Informa events will be asked to wear a face mask on entry. will be used by participants and staff if appropriate, in line with local government and health authority advice. Visitors and conference delegates will receive a Hygiene Kit branded with the Taqa logo with a face mask and sanitizing spray to be used for the duration of MEOS.

## Hygiene KIT Sponsorship includes the following:

- Face mask with Taqa and show logo
- Hand Sanitizer
- Sealed plastic bag
- Hand Sanitizing Dispenser stations available at key locations around the venue



# CONTACT US FOR BOOKINGS & ENQUIRIES

In addition to existing opportunities, bespoke solutions can be created to adapt to your requirements.

For further information, please contact:

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