



The 18th Asian Oil, Gas &  
Petrochemical Engineering Exhibition

**7-9 DECEMBER 2021**

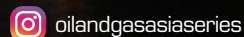
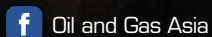
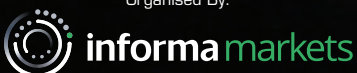
Kuala Lumpur Convention Centre



THE REGION'S  
**NO.1**  
OIL & GAS SHOW

[www.oilandgas-asia.com](http://www.oilandgas-asia.com)

Organised By:





## OVERVIEW

**Oil and Gas Asia (OGA)** has established itself as South East Asia's staple industry event since its inaugural launch in 1987. From the recent OGA 2019, the show concluded with a total of 1,992 participating companies alongside 27,837 unique trade visitors from a total of 55 countries. This is followed by an impressive 8,498 recorded business matches, drawing an estimated transaction value of RM2.2 Billion.

In bringing certainty to a period of uncertainty, Oil and Gas Asia (OGA) will debut as a **Hybrid Event** incorporating both in-person and virtual elements from **7 to 9 December 2021** at **Kuala Lumpur Convention Centre**.

The **"One Event, Two Platforms" hybrid format** will address potential travel restrictions, providing an avenue for the global community to connect seamlessly, network, showcase their brands, establish business contacts, as well as having the access to full content anytime and from anywhere.

## OGA 2021 FACTS AND FIGURES



**10,000**  
sqm, Exhibition  
Space



**1,000**  
Participating  
Companies



**14,500**  
Onsite & Virtual  
Attendees

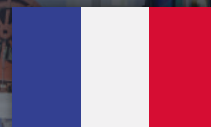


**30**  
Nations / Country



**4,500**  
Business Matchings  
Expected

## INTERNATIONAL COUNTRY / REGIONAL PAVILIONS



# PHYSICAL, HYBRID, AND VIRTUAL DEFINITIONS

## KEY INFORMATION

### PHYSICAL PARTICIPATION

Meet industry professional **face-to-face**, choose from our 3 onsite booth options to conduct successful business-to-business interactions **supplemented by our virtual platform** for seamless interaction with international audiences.

### HYBRID PARTICIPATION

The **'One Event, Two Platform' Hybrid format** guarantees International presence onsite, supported by a Malaysian representative while you are on standby virtually from respective home country.

While the representative manages the stand and serves as your proxy to manage onsite communications; the exhibitor and the representative can also make full use of the virtual OGA 2021 platform, by engaging through virtual meet ups. Choose from our 2 available options: the personalized Hybrid Booth or the Hybrid Lounge.

### VIRTUAL PARTICIPATION

Complementing the physical elements of OGA 2021, the virtual platform enables you to showcase your products, services and technologies at an attractive entry rate.

All registered visitors and hybrid exhibitors are able to reach out to potential leads directly for meetings on your own initiative with the Limitless **AI-Powered Networking** system

## ELEMENTS OF PHYSICAL/ HYBRID/ VIRTUAL

	PHYSICAL	HYBRID	VIRTUAL
Participate Physically	✓	✓	-
Participate Virtually	-	✓	✓
Visitors Attend Physically	✓	✓	-
Visitors Attend Virtually	-	✓	✓
Showcase Products Physically	✓	✓	-
Showcase Products Virtually	-	✓	✓
Face to Face Interactions	✓	✓	-
Interact Virtually (Video Call & Chatting)	-	✓	✓
Business Matching	✓	✓	✓
Conference	✓	✓	✓



# PRICING PACKAGE

## PHYSICAL PARTICIPATION



### SPACE ONLY USD 550 per sqm

Rent a space, appoint a registered contractor to customize your **unique stand design** to match your branding needs. We recommend a minimum of Fifteen (15) Square Meters (m2) for a custom booth build.

Includes:

- ▶ Raw Space

### SHELL SCHEME USD 595 per sqm

Thinking to customize your furniture preference? The Shell Scheme package provides a **built-up dedicated area with minimal furnishings**, allowing you space to select additional items from a provided list to cater your displaying needs within your dedicated area. Recommended for Nine (9) to Eighteen (18) Square Meters build.

Includes:

- ▶ Fluorescent Lighting and 13 Amp Single Phase Power Point
- ▶ Information Desk with Folding Chairs and Wastepaper Baskets
- ▶ Fascia Board with Company Name



### WALK-ON PACKAGE USD 625 per sqm

Take it easy, reduce preparation complications with the WoP package. As the name goes, you need only to 'Walk-on' to your dedicated booth, set-up with **complete furnishings for easy placement of your materials**. Recommended for Nine (9) to Eighteen (18) Square Meters build.

Includes:

- ▶ Fluorescent Lighting and 13 Amp Single Phase Power Point, Carpeted Floor
- ▶ Information Desk with Folding Chairs and Wastepaper Baskets
- ▶ Coffee Table and Easy Armchairs
- ▶ Lockable Cupboards
- ▶ Display Board or Wall Shelving



# PRICING PACKAGE

## HYBRID PARTICIPATION

**HYBRID BOOTH** USD 4,200 per booth



Incorporating both in-person and virtual elements, exhibitors will guarantee their onsite presence via a dedicated stand with the support of onsite, local personnel, while having full range of benefits and outreach as a virtual exhibitor from wherever they are **(refer virtual participation inclusions)**.

The **Hybrid Booth** option provides you dedicated personnel, internet line and space allowing more room for your branding and display items, while giving full focus to your dedicated personnel. With a minimum of 6 companies in a group, we will be able to custom design the pavilion.

The **Hybrid Lounge**, catering to groups of 8 companies per lounge differs via shared personnel, internet line and limited branding space. Groups have the option to custom design the entire area with a minimum of 8 companies.

# PRICING PACKAGE

## HYBRID PARTICIPATION

**HYBRID LOUNGE** USD 3,650 per slot



	Hybrid Booth	Hybrid Lounge
OGA 2021 Virtual Booth	✓	✓
Business Matching Access	✓	✓
Dedicated Space	✓	Open Concept
LED TV (Exhibitor Selected Video)	✓	✓
Laptop	✓	✓
Internet Connection	Dedicated	Shared
Receptionist / Stand Attendant	Dedicated	Shared
Fascia Board with Company Name	✓	-
Information Desk with Logo Printed	✓	-
High Table	-	✓
Folding Chair (x1)	✓	-
Barstool (x2)	✓	✓
Brochure Rack (x1)	✓	✓

# PRICING PACKAGE

## VIRTUAL ONLY PARTICIPATION



Virtual  
Only Booth

USD 2,500  
per booth\*

Participants with virtual booths will be provided an **advanced virtual platform** filled with key features that center mainly on **showcasing your products and services, coupled with AI-Powered business matching capabilities to a non-restricted audience across the globe.**

Virtual exhibitors benefit also from

- ▶ Being highlighted on physical show floor and virtual channels.
- ▶ Able to connect with visitors across the globe via live chat & direct video calling features connected to mobile application.
- ▶ Able to showcase products, arrange meetings, and generate leads for extended period (up to 15-January 2022)

\*Virtual Pricing is subject to 6% SST



### Virtual Booths in Platform include the following:

- ▶ Virtual Access Pass (x6) with AI-Powered Live Networking
- ▶ Live Chat & Direct Video Calling Capabilities
- ▶ Customizable Virtual Booth with personalized branding / designs
- ▶ Automated Lead Retrieval
- ▶ Auto-Play Exhibitor Video / Product Demo
- ▶ Unlimited Document Upload
- ▶ Uploaded Products will be featured in dedicated section, AI-Powered product recommendations
- ▶ Full access to hybrid / streamed on-site content



## VIRTUAL OFFERINGS



### Branding Opportunities

▶ Targeted Banner Ads

Be seen 24/7 on the OGA Virtual Platform! Have your company's advertisement mention this main portal attracting 100,000 traffic from 181 countries & regions annually.

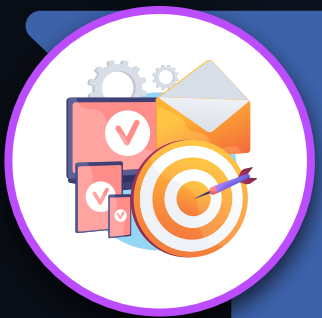
▶ Registration Branding / Sponsorship

With over 8,500 individuals expected to register for the show, placement of your logo on the online registration page, registration emails and multi-registration points around OGA 2021 venue will offer high profile exposure to all OGA 2021 participants globally.

▶ Social Media Shoutout

With over 23,000 followers on social media accounts coupled with an impressive engagement rate, build your social media network by capitalizing on Oil & Gas Asia's followers.

Click for more **branding opportunities** or reach out to us for a custom-tailored package!



### Targeted Audience Outreach

▶ Lead Generation via E-Newsletter

Reach the right audience by pushing targeted messages to the industry specific database developed over the years of successful editions. Each newsletter is blasted on a timed basis, taking advantage of OGA's most notably effective communication tool

- ◆ 3,000 targeted buyers of your choice
- ◆ Newsletter to include your Company Logo and Write-up
- ◆ Feature up to four (4) product photos (in JPEG format)
- ◆ Customize your own Call-To-Action (CTA) link
- ◆ 2 weeks lead collection period with one (1) time follow-up campaign provided to non-respondents
- ◆ Post Campaign Report including Engagement Rates and Contact Details of those interested in the newsletter



### Content Partnership

▶ Webinars, Technical Talks and More!

Allow us to set the stage and draw the audience; Virtual, Physical or Both, to position yourself as a Key Opinion Leader within the oil & gas communities. Keep the relationship and engagement on a high note with this highly interactive solution all the while positioning yourself and the brand you represent as a subject / person of reference.

- ◆ Company logo featured in all promotional campaign for the session
- ◆ Conduct a Welcome Remark, Moderate or Speak during the session with rehearsal and facilitation
- ◆ Promotion of webinar to targeted audiences
- ◆ Post Campaign Reports including details of attendees and leads acquired via promotion

# OGA HAPPENINGS

## OGA INNOVATION AWARDS



The OIA (OGA Innovation Awards) 2021 which will be co-organised by Malaysian Oil & Gas Services Council (MOGSC) is held to recognise and honour companies and individuals at the forefront of innovation. OGA 2021 will serve as a regional platform to spotlight these companies; promoting innovation and ingenuity within the Oil & Gas Service Providers, related industries and academia.

## MATRADE INTERNATIONAL SOURCING PROGRAMME (INSP)

Working together with MATRADE again, OGA 2021 will be arranging the International Sourcing Programme (INSP). MATRADE will be inviting and managing international buyers from around the world to have one-to-one business meetings with the OGA 2021 exhibiting companies.



## INDUSTRY TALKS



Professionals and major players of the Oil & Gas industry will be invited to conduct talks / seminars relating to the challenges, current trends, and situation faced by the industry.

Our collaborative partners include:

- Malaysia External Trade Development Corporation (MATRADE)
- Malaysia Investment Development Authority (MIDA)
- Malaysian Oil & Gas Services Council (MOGSC)
- Malaysia Petroleum Resources Corporation (MPRC)

## TECHNICAL TALKS

Special talk sessions will be arranged for visitors of OGA, working together with the Exhibitors. These talks will be focused on the current and future developments of the industry which includes latest advancement of their own research and technologies.



## BUSINESS MATCHING PROGRAMME (B2B)



The AI-powered networking platform presented through the OGA 2021 Virtual Platform and Mobile Application for exhibitors and trade visitors to have individual meetings during the exhibition days. This easy to use app facilitates business meetings and prepares exhibitors and visitors before the exhibition.

## EXHIBITORS' INDUSTRY NETWORKING NIGHT

Usually held on the first day of the show, this networking night offers exhibitors and hosted buyers a relaxing environment to meet and mingle with their peers in the industry.



## EXHIBITORS' TESTIMONIES

“We've been participating in OGA since 2007 it has been getting better and better and more customers know about us. It has developed to where we are now today. OGA has been bringing us more good news than bad.

**Mr. Kesavan Vadivelu**  
Director,  
Business Star Kriss Services Sdn Bhd

“Keep on being the best Oil & Gas focused event. I think OGA should continue to be the best in the region and should hold on to its position.

**Mr. Fuzz Sufian**  
Group Managing Director  
Essem Group

“OGA is the biggest show for oil & gas industry in Malaysia and it would be a great platform for brand exposure to relevant oil & gas participants.

**Mr. Calvin Lim Tow Wee**  
National Sales Manager  
Cromwelltools Sdn Bhd

“Keep up the good work and professionalism in delivering a good exhibition and organising OGA brilliantly!

**Mr. Adrian Ng**  
Executive Director,  
Goforth Corporation Sdn Bhd

## VISITORS' TESTIMONIES

“There are many exhibitors here at OGA 2019 and every year it's growing. The exhibition also provides various companies locally and from overseas. It's a good opportunity for Malaysian companies.”

**Mr. Nathan Low**

Commercial Manager,  
Hurricane Geo Inspection Survey Sdn Bhd

“As you know the O&G Industry has been facing a tough time, so with OGA 2019 exhibition, it gives us the opportunity to see how we can bounce back and also meet the companies that managed to come out from the turbulence and how they did it.”

**Mr. Azmi Ismail**

General Manager, Project Delivery & Operations  
Vestigo Petroleum

“I visited OGA 2017, 2 years ago and I am back to OGA this year because its always interesting to be able to meet different people from the industry and i am always looking forward for new trends, new suppliers, new customers and new competitor at OGA.”

**Mr. Gilles Longqueu**

Business Development & Technical  
Manager, SPIE Oil & Gas Services

“I like to get updated on the new technologies & products and I chose to visit OGA because this exhibition provides not only local players and buyers, but from all over the world. I'm very pleased with OGA this year.”

**Mr. Hasnol**

Director, Hak Teknik Sdn Bhd

Supported by:



Endorsed by:



### Contact Us:

#### Informa Markets

Suite 5-01, Level 5, Sunway Visio Tower Lingkar SV,  
Sunway Velocity, 55100 Kuala Lumpur

+603 9771 2688 +603 9771 2799 oga-my@informa.com

### For Sales Inquiries:

#### Worldwide

**Mr Derrick Yeow**

Event Manager

+6018 969 1420

Derrick.Yeow@informa.com

#### Americas & Europe

**Ms Susan Lee**

International Sales Office

+44 79 76 887 032

Susan.Lee@informa.com