Sponsorship Kit

What is the Australia Virtual Petroleum Data Workshop?

The Australia Virtual Data Management Workshop is a new virtual workshop available to anyone around the world, centered in Australia, August 26 & 27, 2020. This workshop features two half days of presentations and discussions and will attract attendees from around Asia Pacific and the rest of the world. We are anticipating more than 100 attendees from a variety of companies including operators, consultants, vendors, government agencies, and more.

About PPDM

The Professional Petroleum Data Management (PPDM) Association is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry. You can learn more about the PPDM Association on our website – www.ppdm.org.

The Process

If your organization is interested in sponsoring, please review this kit and select which sponsorship matches your style and budget. Each sponsorship opportunity comes with options available for you to select benefits that suit your goals. Custom sponsorships are also available upon request. The PPDM Community Development Team is available to work with you on your sponsorship, please feel free to contact them at any time at events@ppdm.org or (1) 587 390 0194. *Please note that all costs listed are in USD.*

Important Information

The deadline for Sponsors is August 14, 2020. The earlier a company agrees to sponsor, the more exposure it will receive in advertising. There are only a total of six sponsor spots available for this event.

Why Sponsor the Australia Virtual Workshop?

PPDM events are designed to bring the data management community together for knowledge sharing, networking and to stay current with the industry. Our events are led by regional leadership teams to ensure they represent the needs of the community, and are designed to cover costs, not to make a profit. Sponsoring this event will get your brand in front of current and potential attendees, and show your dedication and support of the data management community. It also will provide you with opportunities to showcase your products and services to attendees.

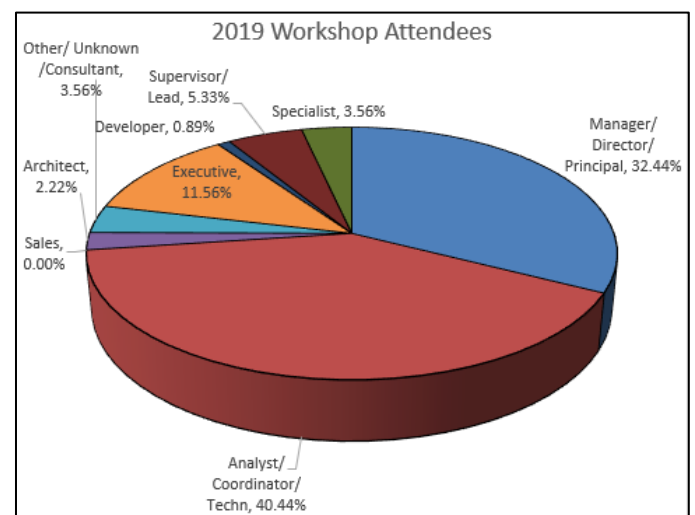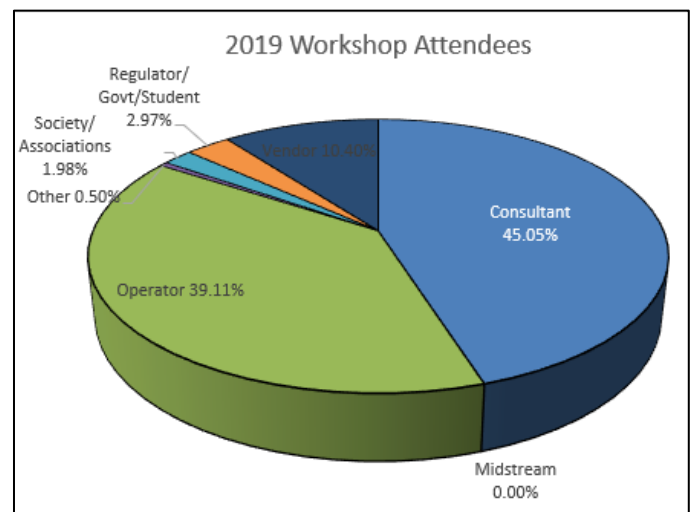## Who Will Attend the Australia Virtual Workshop?

The PPDM Association events are regularly attended by
- ✓ Operating companies
- ✓ Consultants
- ✓ Vendors
- ✓ And a variety of associations, government agencies, midstream operators and regulators.

This event is being designed to reach the entire data management community including:
- ✓ Manager/Director/Principal
- ✓ Analyst/Coordinator/Technician
- ✓ Supervisors/Leads
- ✓ C Level Executives
- ✓ Others including Architects, Consultants, Specialists, Sales and more.

*Through our sponsors, we are keeping our prices as low as possible to drive registrations, we are **anticipating significantly more than 100 attendees** from Asia Pacific and around the world. This invitation will go to **more than 1,400 emails**, along with our social media, website and more.*

2019 Workshop Attendees

- Regulator/Govt/Student 2.97%
- Society/Associations 1.98%
- Other 0.50%
- Vendor 10.40%
- Consultant 45.05%
- Operator 39.11%
- Midstream 0.00%

2019 Workshop Attendees

- Other/Unknown/Consultant, 3.56%
- Supervisor/Lead, 5.33%
- Developer, 0.89%
- Specialist, 3.56%
- Architect, 2.22%
- Executive, 11.56%
- Sales, 0.00%
- Manager/Director/Principal, 32.44%
- Analyst/Coordinator/Techn, 40.44%

Available Sponsorships

Sponsor Type	# Avail	Corporate Member Cost	Non-Member Cost	Benefits
Workshop *Plus* Sponsor *"Extra" Includes a 5 to 10-minute sponsor spotlight in the plenary session	3	$1,250 USD	$1,500 USD	Pick 5 Sponsor Options + "Extra" (Pg 4)
Workshop Sponsor	1	$500 USD	$750 USD	Pick 3 Sponsor Options (Pg 4)
Break Sponsor	2	$500 USD	$750 USD	Pick 3 Sponsor Options (Pg 4)

Custom Sponsorships

Have a set budget or something in mind that you'd like to sponsor? We'd be happy to work with your organization to create a custom sponsorship that works for you! Contact events@ppdm.org or call (1) 587 390 0194. Titanium and Platinum Sponsorships which cover all PPDM Events are also available.

Available Sponsor Options

Please select which options you are interested below in the quantity specified for the sponsorship you selected.

- ☐ Pre/Post Attendance List – Contact details for the attendees who give permission to share their information with our sponsors, in accordance with Canadian Privacy Laws. Additional Privacy and Personal Data Laws based on regional locations may also impact the lists based on the attendees location. Pre-Lists are available upon request.
- ☐ 40% Registration Discount Rate for your employees.
- ☐ Three Free Attendees
- ☐ 250-Word Spotlight Write Up in Agenda on your organization or a topic of your choosing.
- ☐ Company Profile in an email communication – two sentences (15-25 words total) on your company and your logo profiled in one of the event emails leading up to the Workshop. Limited spots available.

Workshop Plus and Platinum/Titanium Sponsors are eligible to receive the following as a part of their sponsorship, availability is on a first come, first served basis:

- ☐ Advertisement in the PDF agenda (half page for Platinum, quarter page for Workshop Plus)
- ☐ Advertisement in the invitation(s)
- ☐ Branding on recorded presentations available after the event. This could either be a logo with a 'thank you,' or a 10 second commercial prepared by the sponsor.

Included is a 10 minute sponsor spotlight presentation to the plenary attendees. Limited spots available. This could be live or pre-recorded.

Branding on event materials will be included in all sponsorship levels, and includes:

- ✓ Invitations and related emails
- ✓ Social Media
- ✓ PPDM Website
- ✓ Event Platform Website (see next page)
- ✓ Agenda
- ✓ Scrolling presentations between speakers

Is there something you are looking for that's not on the list? Contact us at events@ppdm.org to discuss!

About Our Event Platform

PPDM will be using a networking platform called 'Remo' which allows for a single stream of presentations, with networking at virtual tables between sessions. Sponsors will be branded at the bottom of the event, along with special tables designated for each sponsor if they want. There will only be a maximum of six virtual sponsors for this event. At the bottom of the event, each sponsor can have:

- Company Name
- Sponsor Logo (best: 292x120px)
- Ad Media – Youtube or Image Link or Uploaded Image (best: 435x300px)
    o Call to action button label (ie: Visit our website)
    o Call to action link (ie: www.ppdm.org)

Attendees can customize their profile with a photo, LinkedIn link, and meeting program if they have one, or can chat via private, table or all group messages. They will only hear/see what's going on at the table they're sitting at.

At the tables, sponsors and attendees can connect through chat or video/audio connections, along with special features like attachments, whiteboards, and screen sharing. Attendees can chose to drop into tables that interest them. This networking is much more interactive and personable than a large group chat.

When the presentations are running, the networking will not be available, so it will be open during breaks.