

## The EIC Pavilion at Offshore Europe 2017

The Overseas Events Team are proud to be organising and managing the EIC Group at Offshore Europe taking place from 5<sup>th</sup> – 8<sup>th</sup> September 2017, in Aberdeen.

### The benefits of exhibiting through the EIC Group are:

- ☑ Prime location for the EIC Group in Hall 3
- ☑ Innovative EIC branded stand design to draw visitors to the Group
- ☑ Your own equipped stand within the pavilion
- ☑ The use of a private lounge and consumables
- ☑ Promotion of the Group through various publications/press releases
- ☑ Entry for each exhibitor in the Guide to EIC Group Brochure
- ☑ Networking Drinks Reception
- ☑ Opportunity to hire the EIC lounge for a private Drinks Reception for up to 75 guests
- ☑ Experienced staff to assist prior to and onsite at the show
- ☑ Dedicated stand contractor and freight personnel for the group



### About Offshore Europe

Attending SPE Offshore Europe, recognised by offshore E&P professionals as Europe's leading E&P exhibition and conference, will ensure you are up to date with the most significant and innovative technologies and can benefit from connecting with a global network of over 56,000 attendees.

Engage directly with the technical experts from more than 1,500+ suppliers on the exhibition floor, from international market leaders to new and innovative technology companies, to source and compare effective solutions.

For all queries about EIC Group at Offshore Europe 2017, please contact:

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The EIC, 89 Albert Embankment, London SE1 7TP  
Tel: +44 (0)20 7091 8600



### **Why exhibit as part of the EIC Group?**

The majority of Offshore Europe's stand space sells out at least 12 months in advance due to its unrivalled reputation as the 'place to be seen'. Many new potential exhibitors find it hard to book a good location independently.

The EIC has secured its 2015 space for 2017, occupying a prominent and well known position in Hall 3. The EIC at Offshore Europe is widely recognized as the UK Pavilion and attracts record numbers who are drawn to the group of leading UK companies showcasing new products and services.

Exhibiting with the EIC is particularly good for companies that are looking for maximum exposure as part of a collective group. Other fantastic benefits include:

- Promotional activities through the press, EIC website and targeted marketing campaign
- Listing in the 'Guide to the EIC Group' circulated throughout the show
- Modular stand design with upgraded features and high level branding to draw visitors to the group
- Well-equipped individual stands includes upgraded furniture package, lighting and power compared to independent 'shell scheme' exhibitors
- Drinks Reception in the EIC Lounge for group exhibitors to attend
- Exclusive use of an 80sq.m. lounge, centrally located:-
  - Pre-order lunches for you and your guests to save queuing in the show's crowded restaurants\*
  - Complimentary hot & cold drinks available throughout
  - Fantastic networking opportunities
- Opportunity to hire the EIC lounge for a private Drinks Reception for up to 75 guests
- Experienced Stand Contractor on site throughout the show
- Dedicated Freight Company appointed for the group
- Well located and good choice of stand sizes available on a first come first served basis

\*Exhibitors will be sent the Exhibitor Manual in early 2017 to plan their attendance.

### **Exhibitor Package**

- 2 x 1.5 lighting soffit per 9sq.m area and 1 x 500w socket outlet
- 1 x table and 3 x chairs
- 1 x lockable counter with logo panel to the front and 1 x waste bin
- 1 x company name per side in white vinyl lettering
- 1 x bank of literature pockets fixed to the wall or freestanding literature rack
- Flush walling
- Carpeting (grey)

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### Breakdown of Participation Costs

There are various cost elements involved, as detailed below:-

(i) Space

The cost of space is £475/sqm.

(ii) Facilities Charge including Upgraded Shell Scheme

In addition to walls, carpeting and company/EIC identification the stand package will also provide power, lighting, display aids and furniture.

Facilities include stand cleaning, an EIC Group Lounge facility, an EIC Group brochure, public relations, project management, organiser's costs, EIC Group branding, hanging banners and lounge consumables.

The above will be charged at a rate of £230/sqm. There are no facilities to book a free build stand within the group.

(iii) Management Fee

The EIC management fee for the work undertaken in organising, administering and supporting the EIC group at Offshore Europe 2017:

EIC Member - £725.00 (ex. VAT)

Non Member - £975.00 (ex. VAT)

(iv) Corner fee

There will be a £400.00 surcharge for each corner location. If you take more than one stand you will need to pay the corner fee per stand

The provision of space, arrangements for design and construction of stands and the administration and co-ordination of the EIC group are referred to in EIC's Terms and Conditions as the 'Services'.

Example breakdown of stand costs:

| Available Stand Sizes   | 9m <sup>2</sup> | 10.5m <sup>2</sup> | 12m <sup>2</sup> | 15m <sup>2</sup> | 16m <sup>2</sup> | 18m <sup>2</sup> | 20.25m <sup>2</sup> |
|-------------------------|-----------------|--------------------|------------------|------------------|------------------|------------------|---------------------|
| Space @ £475/sqm        | £4,275          | £4,987.50          | £5,700           | £7,125           | £7,600           | £8,550           | £9,618.75           |
| Construction @ £230/sqm | £2,070          | £2,415.00          | £2,760           | £3,450           | £3,680           | £4,140           | £4,657.50           |
| Management Fee*         | £725            | £725.00            | £725             | £725             | £725             | £725             | £725.00             |
| Registration Fee        | £325            | £325.00            | £325             | £325             | £325             | £325             | £325.00             |
| Corner Stand Fee        | £400            | £400.00            | £400             | £400             | £400             | £400             | £400.00             |
| Participation Cost      | £7,395          | £8,452.50          | £9,510           | £11,625          | £12,330          | £13,740          | £15,326.25          |
|                         | +VAT            | +VAT               | +VAT             | +VAT             | +VAT             | +VAT             | +VAT                |

**\*Add £250 for a non-member**

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## APPLICATION TO PARTICIPATE:

We wish to participate in the EIC Group and confirm that we accept the Terms and Conditions issued by The EIC and the organisers Reed Exhibitions (available on request).

Signature: \_\_\_\_\_

Name (in caps): \_\_\_\_\_ Date: \_\_\_\_\_

|                  |               |
|------------------|---------------|
| Company Name:    | Today's date: |
| Invoice Address: |               |
| Telephone:       | Fax:          |
| Main Contact:    | Job Title:    |
| Email:           | Mobile:       |

| SPACE RESERVATION   | PRICE £             | TOTAL £ |
|---|---------------------|---------|
| We wish to apply for ____ m <sup>2</sup> of space. State preferred stand ____ or ____ or ____   |                     |         |
| Space Costs   | £475 per sq.m       |         |
| Facilities Fee (including Stand Build)  | £230 per sq.m       |         |
| EIC Member / Non Member Management Fee (per stand)  | £725 / £975         |         |
| Registration Fee (per stand)  | £325                |         |
| Corner Stand Fee (per stand)  | £400                |         |
| Advert in Event Programme   | £500                |         |
| <ul style="list-style-type: none"> <li>A <b>25% non refundable deposit is payable upon receipt of invoice</b> and due no later than 1<sup>st</sup> June 2016</li> <li>50% of invoice due no later than 1<sup>st</sup> September 2016</li> <li>100% of invoice due no later than 1<sup>st</sup> February 2017</li> </ul> <p><u>NB Outstanding payments will result in your space being released.</u></p> | SUB TOTAL           |         |
|   | VAT @ 20%           |         |
|   | TOTAL CHARGES       |         |
|   | 25% Deposit Payment |         |

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