

Leveraging Content Marketing Efforts Alongside Big Events



www.gulfoilandgas.com

300,000
members

5,000
daily visitors

70,000
résumés

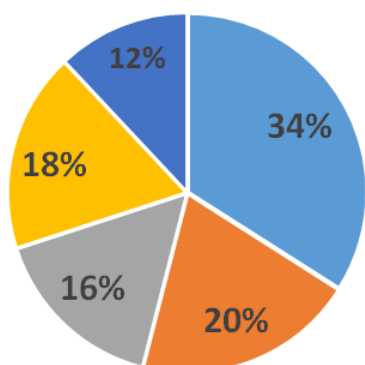
Virtual Exhibition • Email Marketing • Banner Advertising

GULF
OIL & GAS **com** **grow**
your business



300,000+
members

5,000+
daily visitors



■ Asia ■ Middle East
■ Americas ■ Europe
■ Africa

Primary Business

Engineering/Consulting	47%
Contractors and Service Providers	25%
Manufactures and Distributors	14%
Financial Services	4%
Government	4%
Academic	3%
Other	3%

Job Function

Engineers & Consultants	38%
Technical	12%
Operations	10%
Management	10%
Sales & Marketing	7%
Health/Safety/Security	5%
Other	18%

Online since 2003, Gulfoilandgas.com connects Oil and Gas professionals. Every day, buyers from the world's leading companies use our matchmaking service for sourcing goods and services. Our e-marketplace attracts engineers and technical professionals responsible for specifying projects and making purchasing decisions. With a global database exceeding 300,000 members, we are well-positioned to attract qualified leads to your business.

Methodology

If you do not have a content marketing strategy integrated to your marketing mix, your promotion efforts risk drowning in the flood of marketing messages spread by your competitors.



Gulfoilandgas.com “Bridge Marketing” offers a **continuous marketing** strategy that can act as a standalone solution or as an integrated component to support your conventional marketing efforts during trade shows providing a smart way to blend the Face-to-Face marketing experience with a Virtual Experience.

Content marketing allows immediate connection with a large targeted audience. By doing so, big events are able to tap into an already active business community. By taking advantage of a continuous content stream, the message that events are attempting to deliver is accessible by an audience that may not have been exposed to it before.

Our unique content, online platforms and popular newsletters offer the perfect vehicles to attract targeted leads throughout the year. A database and echo system that cannot be matched elsewhere for this market niche.

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Why it is important?

The Center for Exhibition Industry Research (CEIR) indicates that 86% of companies go to trade shows to generate leads. Yet, this same research found that 79% of leads are not followed up mainly because the information obtained was inadequate. The show management can get people to attend the event but is not able to get the best prospects for the exhibitor booth. If the exhibitor just waits for them to walk by randomly, they'll likely miss more than one major business opportunity.

Studies also show that targeted pre-show campaign raises the exhibitors "attraction efficiency" — the quality of the audience they attracted to their booths — by 46%. Similarly, the conversion of booth visitors to qualified leads rose 50% when a targeted pre-show promotion was used.

How we do it?

Gulfoilandgas.com partner with global Oil and Gas trade shows to bring better visibility for suppliers and laser-focused targeting of prospects. Our Virtual Exhibition combined with email marketing and ad products offer businesses a cost-effective solution for: 1) inbound marketing and 2) targeted pre and post show promotion. It is the first place potential buyers can access information about suppliers and their products.

Smart trade show exhibitors are harnessing new content marketing technologies to blend the Face-to-Face marketing experience with a Virtual Experience. Gulfoilandgas.com offers you a Virtual Exhibition Companion to bring your traditional trade show exhibit booth to people who would not be able to experience it otherwise.

By adding a digital companion to the offline trade show, the pre-show promotion program produces an important impact on the ground: suppliers are able to recruit additional quality buyers, optimize face-to-face interactions, and increase the period of lead engagement.

Key Benefits

- ✓ Provide a cost effective online marketing companion to trade shows
- ✓ Extended exposure before, during and after the event
- ✓ Reach out to a captive audience of professionals responsible for specifying projects and making purchasing decisions
- ✓ Recruit additional quality visitors
- ✓ Widen geographical coverage in traditional and emerging markets

Blend the Face-to-Face Marketing Experience with a Virtual Exhibit Booth


Reach the Oil & Gas Buying Audience. Display your products & services in a professional, simple and accessible way by making use of Gulfoilandgas.com online e-catalog.



Exhibition Tracker: When you choose to participate in trade show events, the Virtual Exhibition Companion mirror the trade show participation online to create targeted pre-show promotions that cannot be provided by the show management. The exhibition Tracker accurately reflects the events you choose to join and drive highly targeted visitors to your offline exhibition stand. The tracker is displayed on each and every page of your virtual exhibition as illustrated in the figure. Smart marketers are harnessing this technology to create hybrid events. Combining the live and the virtual experience connects people on the show floor to interested people around the world. Your virtual trade show exhibit booth allows you to bring your booth experience to people who would not be able to experience it otherwise.


Deluge Valve, UL/ULC Listed - Fire certified valves

Deluge Valve Model 100G, UL/ULC Listed, Globe Pattern, Proven Reliable Design. This valve is designed for use in controlling water flow to deluge, pre-action or foam-water type fire protection sprinkler systems. The valve is U.L. listed in "Special Systems Water Control Valves Class I (VLF)". The valve is hydraulically-operated, diaphragm-actuated. It consists of three major components: The body, the cover, and the diaphragm assembly. The only moving part is the diaphragm assembly. Pack less construction and simplicity of design assures long service life and dependable low maintenance for this valve. All ferrous parts are fusion epoxy coated internally and externally for added corrosion resistance, along with a delrin sleeve stem and Teflon coated removable seat. STANDARD MATERIALS: Body & Cover: Ductile iron ASTM A-536 UL (internally & Externally Epoxy Coated), Trim: Bronze ASTM B61, Diaphragm & Disc: Buna-N synthetic rubber. Other optional materials are available upon request. END DETAILS: Ductile iron 150 ANSI B16.42 flanged, Pressure rating: 150 class, 175 psi maximum OR 300 class, 400 psi maximum, Temperature range: Water to 180 F max.




Size - Approval	Shipping Weight	Product #	Price	Add To Cart
DN 080 - 3" - UL/ULC	32 kg		QUOTE	<input type="checkbox"/> Qty: <input type="text" value="1"/>
DN 100 - 4" - UL/ULC	64 kg		QUOTE	<input type="checkbox"/> Qty: <input type="text" value="1"/>

Visit Our Stand in the following Exhibition(s):



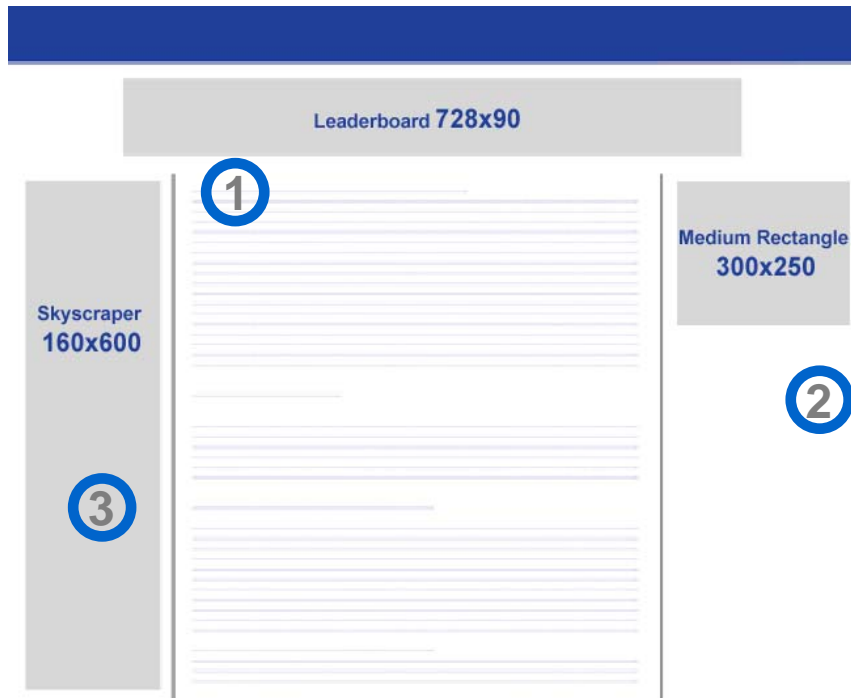
11-14 November 2012
Abu Dhabi - United Arab Emirates



19-21 March 2013
Beijing - China

Exhibition Tracker

Banner Advertising to Drive more traffic to your Virtual Booth



- 1 Run-Of-Site Top Leaderboard**

Place your ad at the top leaderboard of the page where it shall be highly visible, this space is shared with other few advertisers at the key pages of the site allowing you a maximum exposure
- 2 Run-Of-Site Medium Rectangle 300x250**

This Ad provides great value combined with good space for your message this space is shared with other few advertisers at the key pages of the site allowing you a maximum exposure
- 3 Run-Of-Site Wide Skyscraper 160x600**

This generously sized Ad provides great value combined with plenty of space for your message this space is shared with other few advertisers at the key pages of the site allowing you a maximum exposure

E-newsletter Marketing

Gulfoilandgas.com e-newsletters reach 300,000+ Industry Professionals. Gulfoilandgas.com offers sponsorship opportunity for advertising your business through its popular Top 10 weekly Newsletter.

1 Large Text Ad
This Text Ad provides great value combined with good space for your message.

2 Banner 150x50
At the top position of the right hand side column of the e-newsletter.

Gulfoilandgas.com Top 10 Weekly

Home Jobs News Products Tenders Projects Events

Newsletter Vol 11 Issue 13

1 Project Focus: Iran-Pakistan-India Gas Pipeline
GulfOilandGas Projects - Special Report

2 Aker Solutions Wins \$850 Million Moho Contract
Congo - Manifold

3 Middle East Oil Supply - March 2013
Middle East - Oil Market

4 Eni Awarded Five Offshore Blocks in Gulf of Mexico
United States - Acquisitions and Divestitures

5 Perupetro Announces Bidding Round for 9 Offshore Blocks
Peru - Acquisitions and Divestitures

6 Rosneft Consolidates 100% of TNK-BP
Russia - Mergers and Acquisitions

7 Aker Wins \$800 mln Frame Agreement with Petrobras
Brazil - Christmas Tree

Fluidex Positive Displacement Flowmeters
Hot Products - Gulfoilandgas.com E-Marketplace

Brought to you by

April 16-18, 2013
ATYRAU OIL & GAS Atyrau, Kazakhstan

April 10th-12th 2013
COTC 2013 Beijing China
China Oil Trading Conference

UMEC 2013

ACCELERATE OIL & GAS

Global Oil & Gas Crisis Management & Emergency Response
11-12 April 2013, Barcelona, Spain

Oil Market

- World Oil Supply
- World Oil Demand
- Balance of Supply/Demand

Register >>

To continue receiving our newsletter, please make sure you are registered.

To remove your name from our data base please [click here](#).

Email Marketing

The Email List Rental service provides a tool that enables you to send your customized design that will be sent to thousands of subscribers delivering your message straight to the industry members. Gulfoilandgas.com shall send your message to the entire List on your behalf. There is a possibility to segment the list, based on regional or demographic factors, to meet your needs for messages to be sent to a specific group. The list currently exceeds 300,000 records.

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- Emergency & patient services and second opinions
- Comprehensive global travel insurance
- Emergency cash & travel costs
- Physiotherapy & complementary therapies

Pre-event Marketing Products

Feature	Standard	Silver	Gold
Online Company Profile / Logo (1 Year)	✓	✓	✓
Products Posting	15	20	30
Contact details and link to your website	✓	✓	✓
Links to Business Partners	4	4	4
Publishing technical articles	3	3	3
Exhibition Tracking Banner	1	2	3+
Run-Of-Site Advertising banner 10,000 page views per month		1 Month	2 Months
Press Release Pre-event		2	4
Banner in Newsletter (150x50)			✓
Large Text Ad in Newsletter			✓

Event Partners



** A comprehensive list of event partners is available online at Gulfoilandgas.com

For more information, Contact:
marketing@gulfoilandgasmail.com