

# Infield Systems' 2016 - 2017 Oil & Gas Map Media Plan

Infield Systems will be publishing the following regional offshore oil and gas activity wall maps during the course of 2016 and 2017, which will be distributed at all industry events attended by Infield Systems, as well as via the alternative distribution channels featured overleaf:

## 2016

- **US Gulf of Mexico Oil & Gas Infrastructure & Integrity Map to 2021**

Scheduled for launch in May 2016, with its major release at the Offshore Technology Conference 2016 in Houston.

- **Norwegian, Baltic & Barents Seas Oil & Gas Activity Map to 2021**

Scheduled for launch in August 2016, with its initial release at Offshore Northern Seas, Stavanger.

- **Offshore South & East Africa Oil & Gas Activity Map to 2022**

Scheduled for launch in October 2016, with its initial release planned at the 23rd Africa Oil Week in Cape Town. This map is produced and distributed with the support of our media partner, the South African Oil and Gas Alliance.

- **Offshore Asia Pacific Oil & Gas Activity Map to 2021**

Scheduled for launch in November 2016, with its major release planned at Offshore South East Asia 2016 being held in Singapore.

## Coming in 2017

- **The Arctic Frontiers Oil & Gas Map to 2022**

The latest edition of the Arctic Frontiers map will be published in March 2017. This map is a particular industry favourite at OTC Houston.

- **Central Mediterranean & North Africa Oil & Gas Activity Map to 2021**

This map will be launched in March 2017 at the Offshore Mediterranean Conference, in Ravenna, Italy where it will be included in all delegate bags.

- **Offshore Latin America Oil & Gas Activity Map to 2021**

This map will be published in May 2017, with its major release planned at OTC Houston.

- **North Sea Oil & Gas Field & Integrity Map to 2022**

Scheduled for launch in September 2017, with its release planned at Offshore Europe.

- **Offshore West Africa Oil & Gas Activity Map to 2022**

Scheduled for launch in October 2017, with its initial release at the 24th Africa Oil Week in Cape Town, South Africa. This map is also extremely popular at OTC Houston.



# 2016 - 2017 Infield Oil & Gas Map Media Plan

## Advertising Opportunities

Infield Systems' series of published wall maps provide a unique marketing aide for companies to promote their services, facilities, projects and company brand to the global oil and gas industry. With a minimum of two years between each edition; this maximises exposure and 'wall time' lifespan for advertisers as well as making the new edition a substantial update. The rate card advertising package comprises:

- A single 100mm x 100mm or 50mm x 200mm slot costs GBP£2,750 and a 100 x 200mm double slot costs GBP£5,000. It is possible to purchase advertising slots in GBP, USD and EUR. Please check Infield.com for current availability.
- Each advertiser will receive 100 folded maps per single slot of advertising space for their own distribution to clients and suppliers, delivered to your office.
- Each advertiser will receive a copy of the map as a secured electronic file, excluding third party copyrighted satellite imagery, for use in house, subject to our standard terms and conditions of business and Copyright. A single slot advertiser will receive a two user licence, each with three prints and a double slot advertiser will receive a four user licence, each with six prints.

## Map Specifications

- Map dimensions 1505mm (w) x 1055mm (h)
- Minimum print run 5,000
- Smooth coated cartridge paper
- Satellite imagery, Bathymetry depths
- Maps include details of existing and future: oil & gas fields, pipelines, fixed platforms and floating production systems as well as LNG liquefaction and LNG regasification terminals and oil terminals. Each map will also contain other specific, relevant regional information

## Infield Systems' Complete Series of Regional Oil & Gas Wall Maps

- Arctic Frontiers
- Asia Pacific
- Central Mediterranean & North Africa
- Gulf of Mexico
- Latin America
- North Sea
- Norwegian, Baltic & Barents Seas
- South & East Africa
- West Africa

## About Infield Systems

Infield Systems, part of Wood Mackenzie, is a consulting and advisory company for the offshore oil, gas, marine and renewable energy industries as well as being a market leader in the provision of research, project data, market forecasts and GIS mapping. Working with leading global organisations across both the energy and the financial services sectors, Infield Systems is widely acknowledged as the definitive source for information, research and analysis on the offshore energy sector.

## Distribution

Infield Systems attends many high profile oil and gas exhibition and conference events around the world to promote its products and services and to distribute its published oil and gas maps to exhibitors, visitors and delegates. As well as exhibiting, Infield Systems invests in advertising, delegate bag inserts and booth traffic enhancing sponsorship opportunities with the core aim being to drive visitors to the Infield booth to collect maps.

For all events, Infield Systems promotes its attendance on the Infield.com website and these pages are developed with search engine optimisation, to ensure high page rankings in Google, Bing and other major search engines. Infield.com is recognised as a key referral website to industry events,

to the extent that various event organisers collaborate with Infield Systems to promote their events. In addition, Infield Systems sends out regular newsletter, event and product broadcasts to its highly targeted and managed email marketing list.

All maps are also available through the Infield online shop using the Infield Rolled and Folded Map Service. This service enables clients to order multiple copies of maps. There is no charge for folded maps, but handling, packaging and delivery charges apply. Rolled maps are chargeable. Maps can also be collected in person from either our London or Aberdeen offices.

The success of these distribution channels is reflected on many office and conference room walls around the world.

Exhibition	Where	When	Event held
Subsea Expo	Aberdeen	February 2016	annually
OTC Asia	Kuala Lumpur	March 2016	biennially
Offshore Mediterranean Conference	Ravenna	March 2017	biennially
Offshore Technology Conference	Houston	May 2016	annually
Oil & Gas Asia	Kuala Lumpur	June 2017	biennially
Offshore Northern Seas	Stavanger	August 2016	biennially
Offshore Europe	Aberdeen	September 2017	biennially
Decom North Sea Conference	St. Andrews	October 2016	annually
Africa Oil Week	Cape Town	October 2016	annually
Offshore South East Asia	Singapore	December 2016	biennially

\* map launch events may be subject to change

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