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Profession guides benefits

Brand creates value

**SIPPE 2010 Shanghai 5th International Petroleum Petrochemical Natural Gas
Technology Equipment Exhibition****SIOTE 2010 Shanghai 5th International Oil and Gas Transportation&Storage
Technology Equipment Exhibition**

Cotemporaneous:

SIOOE2010 Shanghai International Offshore Oil& Gas Equipment Exhibition**Time: 25—27th Nov. 2010 Venue: Shanghai New International Exhibition Center (SNIEC)****Approved by**

Shanghai Municipal Commission of Commerce

Hosted by

Shanghai Petroleum Society

China Council for the Promotion of International Trade (CCPIT) Pudong Sub-Council

CCPIT Petrochemical Branch

Petroleum Storage & Transportation Committee of China Petroleum Society

Shanghai Pudong International Exhibition Corporation

Supporters

China Petrochemical Corporation

China National Offshore Oil Corporation

China National Petroleum Corporation

America Petroleum Society

Russian Federation Chamber of Commerce and Industry

Organizer

Shanghai AiExpo Exhibition Service Co., Ltd

SIPPE **《Schedule》**

Registration: Shanghai New International Exhibition Center (SNIEC) (Longyang Road No.2345)

Registration time: 23-24 Nov., 2010 Move-in time: 23-24 Nov., 2010

Exhibition dates: 25-27 Nov., 2010 Move-out time: 27 Nov., 2010 (14:00-17:30)

SIPPE **《2009 Review》**

SIPPE 2009 Shanghai 4th International Petroleum Petrochemical Natural Gas Technology Equipment Exhibition, stood out among many contemporaneous exhibitions with great support of organizing committee and industrial society, attracting totally over 400 enterprises from 28 countries and districts.

Top names from China includes: China National Petroleum Corporation, China Petrochemical Corporation, China National Offshore Oil Corporation, Zhenhua Heavy Industry, BaoSteel, Honghua Group, ShaSteel Group, Rontech, Serva Software, Zhongman Group, Zhongtian Technology, Hebei Huayou Yiji, Hongtai Petrochemical, Baoji Petroleum Machinery Co., Ltd, Bohai Petroleum Equipment,

Beijing Petroleum Machinery Co., Ltd, Fangzheng Valve, Jinguang Group, Devon, Nantong Navigation Machinery Group, Tianming Group, Qiaofang Safety Tools, Tengen Electrical, NeuMek, Jiangsu Sinopetro Superskill Machine Co., Ltd, Nanyang Explosion Prevention Group, Ocean King, Tianhe Petroleum, Alptec Safety Equipment, Novaeastern International Mesh, WXFLD Petroleum, MicroPowers and so on.

Over 40 companies from USA, e.g.: GE, MSP/DRILEX, Tuthill, Hanowell, Pentair, American Industry Valve Group Inc., T.D.Williamson, Actuant, Ashcroft, PCC, Colfax Corp, SJE-Rhombus, L.A. Turbine Corporation, Furmanite, Electrochem Solutions Inc, Jordan Technologies and so on.

Other top names came from Italy, Singapore, Germany, UK, France, Switzerland, Norway, Sweden, India, Saudi Arabia, United Arab Emirates, Spain, the Netherlands, Canada, Korea, Australia, Indonesia, Kazakhstan, Hungary, Turkey, Russia, Japan and China Taiwan etc. 20 countries and districts. For instance, Converteam, Cyclotech, TECTUBI, BPS, EST, ERICO, Metallic, Kobelt Canada, Werma, PRONAL, GEA, Greens Power, WAGroup, TEKFLOW SAS, STRAUB WERKE AG, Sulzer, WAAREE, VK Bogos Corporation, OIL&GAS DOWNSTREAM DIRECTORATE, Hydro-Lek Ltd, MACIS Pte Ltd, Fisher-Klosterman, Schneider, Knipex, Hi-force Hydraulic, Jotun and so on.

Around 300 VIP purchasing agents arrived as invitation, professional audience over 15820. Companies like CNPC, Sinopec, CNOOC, AMOCO, Gasprom, Perupetro, PTT and Saudi Aramco brought projects searching for cooperation, the business volume at exhibition scene reached nearly 300 million RMB.

SIPPE 【2010 Preview】

We have chosen to stage SIPPE 2010 at world-renowned Shanghai New International Exhibition Center (SNIEC), aiming to provide a best presentation and communication platform for exhibitors and industrial players with brand new appearance and dynamic modes. On the basis of all for customers and industrial development, we will build SIPPE to be of great influence in petroleum industry worldwide.

SIPPE 【Strengths and Highlights】

- ✧ Government Support: The event enjoys great support from Shanghai municipal government, China Council for the Promotion of International Trade, CNPC, Sinopec, CNOOC and other domestic and foreign Petroleum Societies.
- ✧ History: SIPPE has held 4 times successfully, becoming one of the most influential events in Asia Petroleum industry.
- ✧ Industry Forum: During the exhibition there are industry forums, inviting experts on discussion about latest technology in Petroleum, Petrochemical and Gas Equipment and market perspective, in order to spread branch name and attract more professionals.
- ✧ Strong Cooperation: Authorized by city government, CCPIT Shanghai Pudong Sub-Council, Shanghai Pudong International Exhibition Co., Ltd, Shanghai AiExpo Co., Ltd, exhibition scale, quality and publicity will be greatly enhanced.

SIPPE 【Cooperation and Propaganda】

- ✧ Broadcast through main Media like CCTV 2, CCTV 4 and AABTV.
- ✧ Sippe2010 sets up strategic cooperation for primary propaganda with Iranian IOGPE, USA OTC exhibition, Doha Natural Gas Exhibition, UK OE exhibition, Turkey International Pipe Expo, Russia International Pipeline Expo, Russia International Oil & Gas Expo and Syria International Oil & Gas Expo.
- ✧ News Release Conferences before exhibition to highlight the event and attract wide attention.
- ✧ Promotion of the exhibition through official committee website www.sippe.org.cn, with updated

industry news and improvement of online propaganda and expansion of publicity attention.

- ✧ Close collaboration with American Petroleum Institute (API), Russian Federation Chamber of Commerce and Industry, Africa Petroleum Organization, UAE Petroleum Industrial Association and every provincial and municipal Petroleum Industrial institute, technology and research, trade institutes in China.
- ✧ Close collaboration with overseas business organizations in China, diplomatic missions, Chinese overseas business organizations and so on.
- ✧ Cooperation with over 100 domestic and foreign media such as websites, magazines, newspapers and TVs.

SIPPE 【Organizing Audiences】

- ✧ With the help and support of overseas organizations of CCPIT, we will publicize and promote petroleum industry, and utilize our strong networks worldwide to investigate demand of purchasing agents and set up business match with exhibitors, widen the invitation range to invite more professional purchasers to the exhibition presentation.
- ✧ Using various forms e.g. post, fax, emails and telephone to send out invitation to purchasing agents and dealers.
- ✧ Promote SIPPE through foreign related media to attract overseas purchasers.
- ✧ Massive posting of visiting tickets and exhibition previews before the event.
- ✧ Sending out minimum 200 thousand booklets when participating in domestic and international top events and industry exhibitions.
- ✧ To ensure the exhibition quality, the organizing committee continue provides subsidies to VIP purchasers from professional corporation in oilfield, petroleum, petrochemical and natural gas at home and overseas.

SIPPE 【Advertising Promotion Plan】

Nov. 2009-Dec. 2009: Links to the site logo / homepage in professional and related websites
Feb. 2010-April 2010: Placement of advertising in professional media
May. 2010-Oct. 2010: 5 editions of SIPPE newsletter - direct mailing / 10,000 print run;
E-newsletter, to be mailed to our mailing list of 50,000
May. 2010-Oct. 2010: 3 periods of admission - direct mailing / 20,000 print run
90,000 admissions to collaborating media
Oct. 2010: 10,000 copies of invitation letter mailed direct to invited purchasers
1,500 VIP purchasers

SIPPE 【Scope of Exhibits】

- Oil and gas exploration, development and production equipment
- Geophysical surveying and drilling technology and equipment-on-and off-shore
- Petroleum, petrochemical and natural gas equipment manufacturing
- Worker protection and industrial safety suppliers, fire alarm equipment
- Automated technology, equipment and instruments
- Oil and gas pipeline construction engineering technology and equipment
- Generators and power equipment
- Industrial explosion-proof and mine-blasting products
- IEC electrical equipment, wire and cable products
- Petroleum and petrochemical technology research and laboratory equipment
- Petroleum refining process and technology
- Equipment overhaul, maintenance and management
- Fluid pumps, valves and compressors technology equipment
- DCS、PLC control systems and field bus

- Industrial cleaning and surface treatment technology anti-corrosion material and equipment
- Communications and information systems management, e-commerce
- ✧ Pipeline steel, steel storage tanks, PE/PVC/CPVE pipes
- ✧ Seaborne oil and gas technology and equipment
- ✧ Fluid machinery, pumps, valves, meters and other measuring equipment
- ✧ Oil and gas extraction, storage and transportation technology and equipment
- ✧ Pipeline inspection, leak detection, cleaning equipment and non-excavation technology equipment
- ✧ Welding, cutting and sealing technology and equipment
- ✧ Various pipeline production machinery and auxiliary equipment
- ✧ Steel oil storage tanks and related technology
- ✧ Industrial products and mine-blasting
- ✧ Insulation, fire alarm, fire equipment and material
- ✧ Communication cables
- ✧ Anti-corrosion material and anti-fouling projects

【Exhibition Fees】

1. Shell Stand (3 x 3m): US\$ 3,200 Open Space: (Minimum: 36 m²) \$ 320 / m²

Shell stand includes: one reception desk, two chairs, spotlights, panels, one fascia board with company name, carpet, one socket (220V/1kW), wastepaper basket, cleaning and security service.

2. Cost of Advertisement in Exhibition Catalogue

Front Cover: US\$ 4,000

Inside Front Cover: US\$ 2,000

Back Cover: US\$ 3,000

Head Page: US\$ 2,500

Inside Back Cover: US\$ 2,000

Color Insert: US\$ 1,000

3. Cost of Advertisement on Exhibition Site:

Arch: US\$ 4,000

Name Badge: US\$ 3,500

Hanging Rope for Name Badge : US\$ 5,000

Handbag: US\$ 2,000/2000 pieces

Balloon: US\$ 3,000

Visitor Tickets: US\$ 3,200

For conference sponsors and outdoor advertising, please contact the Organizing Committee.

【Participation Procedures】

Fill out the application form carefully and send (after being officially stamped by your company) to the organizing committee by fax or E-mail. Either the total sum or 50% of the amount due as deposit should be paid to the organizing committee bank account within 5 days of signing the contract as confirmation. A deposit must be paid to secure the booth reservation. The balance should be paid before 31 August, 2010.

Exhibitors should fax or mail a copy of the remittance note to the organizing committee. Invoices will be issued at the site of the exhibition or can be sent immediately on request.

【Liaison Department】

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