



PetroForum

Singapore. 6 - 8 March 2012

bringing business to business



One-to-one meetings with engineering and retail teams from the major oil companies across Asia Pacific and the Middle East

www.openroomevents.com



The preferred choice for oil companies time and time again....

The forum brings together over 45 oil companies and fuel retailers alongside more than 75 international suppliers. It is the most comprehensive gathering in the region delivering business opportunities for oil companies and suppliers time after time.

Invited oil companies are hand picked for their decision making authority:

Managing Director	Operations Director	Retail Director
Procurement Manager	Head of Engineering	Retail Development Manager
General Manager	Head of Automation	Marketing Director
Maintenance Manager	IT Manager	Brand Manager

Participating oil companies include:



Who should attend...

Suppliers of:

- Dispensing Equipment & Technology
- Fuel Monitoring & Vapour Recovery Systems
- Tank Storage
- Pipework Systems
- LED Lighting
- Signage & Canopies
- Forecourt Construction & Maintenance
- Fuel and Alternative Fuel Supply
- Fleet Management Solutions
- Card & Payment Technologies
- Food-to-Go
- Retail Technology
- Shop Fitting
- Design & Branding
- Lighting Equipment
- Digital Signage
- Consumer Goods
- Energy Saving Solutions
- Refrigeration

Agenda

A potent mix of one-to-one appointments, conference sessions and informal networking, brings unlimited opportunities for marketing research, contact making and relationship building.

Tuesday 6th March 2012

- Ongoing Collections from Changi International Airport
- 1230 Registration and Lunch including a buyer-only session
- 1330 Keynote presentation from David Lim who led Singapore's first successful Everest ascent
- Industry Overview
- 2000 Drinks Reception and Welcome dinner

Wednesday 7th March 2012

- 1000 One-to-One Meetings Program
- 1330 Lunch
- 1430 One-to-One Meetings Program
- 1600 Free Time and Optional Leisure Activities
- 2000 Event Dinner with entertainment

Thursday 8th March 2012

- 1000 One-to-One Meetings Program
- 1330 Lunch and Close
- Ongoing Returns to Changi International Airport



Proud to partner with...



As the online leader in market information, we are once again proud to have www.petroplaza.com as the event media partner.



The Australasian Convenience and Petroleum Marketers Association is putting its weight behind the event and is fielding a delegation of 15 of its primary members

Gold Partner



Silver Partner



Silver Partner



Benefits of a Business Meetings Forum

One-to-One Meetings

A program of one-to-one meetings with key decision makers. These are pre-arranged - according to your preferences and the needs of your business.

Networking Opportunities

Exclusive Dinners and Business Lunches provide plenty of opportunity to continue conversations started in meetings.

Limited Competition

There are almost as many retailers as there are suppliers - and by limiting attendance by category and product type, we give you unrivalled exposure to your customers.

Pre-Qualification

No time wasters: our 'invitation-only' policy puts you in direct contact with senior decision makers with budget sign-off.

Airport Transfers

We will arrange to collect you from and drop you back to Changi International Airport.

On-site Accommodation

As a residential event, the PetroForum gives you a captive audience with no distractions of the office. Your package allows for two nights' accommodation at the Rasa Sentosa Resort (6th & 7th March).

Pre-Event Scheduling

A week prior to the event you will receive a draft schedule of meetings so that you can customize each presentation before arriving at the event.

Pre-Event Client List

You will receive valuable company data of all participating delegates prior to the event.

Instant Follow-up

Since everyone will remain onsite you will have the opportunity to follow up straight away at one of the lunches or dinners, or with a casual chat in the hotel lobby.

Hosted Buyer Program

Invite up to 3 of your contacts to the event and show them a little of your hospitality.

Onsite Support

Your personal meetings assistant will be on hand to facilitate introductions.

Delegate Directory

A complete listing of company data, contact details and photographs of everyone attending the forum. It is an invaluable reference tool long after the event. As a supplier you receive a full A5 page for your company profile and logo.

Supplier Packages

All packages include attendance at the opening conference, two nights' accommodation (6th & 7th March) at the Rasa Sentosa, informal social program (lunches, dinners and optional leisure activities), collections and drop-offs to Changi International Airport and a full page company profile in the Delegate Directory.

Gold Partner - Exclusive

SOLD

- Principal partner branding on all pre-event and onsite promotions
- 3 executives to attend for the duration of the event
- Welcoming speech to open the conference
- Display opportunity in breakout area (exclusive to Gold Partner)
- A guaranteed minimum of 18 pre-matched one-to-ones
- Host a lunch table
- 10 minute product presentation at Buyer only session
- Advert (outside back cover) in Delegate Directory
- Option to host a white paper on the forum website

Silver Partner - Max 4 Companies

£10,500 only 2 remaining

- Partner branding on all pre-event and onsite promotions
- 2 executives to attend for the duration of the event
- A guaranteed minimum of 15 pre-matched one-to-ones
- Host a lunch table
- Advert in Delegate Directory

Company Delegate Rate

£3,900

- 1 executive to attend for the duration of the event
- Between 12-14 pre-matched one-to-ones

Additional Delegate Rates

2nd delegate £2,200

3rd delegate £1,800

Advertising Rates

Full page advertising is available in the Delegate Directory from £600

Testimonials

“In terms of productivity, this event is excellent. We have met all the leading suppliers and have been introduced to some interesting new companies. The discussions have been very useful. There is nothing else like it here in Asia.”

Kenneth Teo, Total Asia Pacific

“The forum benefits us in terms of updating on the new technology and meeting new suppliers for future reference.”

Azahan Kadir, BH Petrol

“Congratulations - I certainly left having met my expectations in terms of customer meetings. Again, where you seem to differentiate yourselves from your competition is the level of people that attend the PetroForum – serious people, eager to do business.”

Chris Cooper, Gilbarco Veeder-Root

“A 1st class event and the quality of the delegates meant we walked away quite a bit wiser on a number of key issues.”

Pat McKune, Engen Petroleum

“PetroForum is a hyper-concentration of fueling giants and suppliers which represents an immense opportunity to meet/re-meet colleagues from across the industry in a structured, yet brief session.”

Brett Walls, Dresser Wayne

“This event has been outstanding and incredible value. I have ten proposals to write immediately – and plenty more leads to follow up.”

Reed Leighton, Leighton O'Brien

“Your speed-dating event is a unique and effective format. I got face-to-face time with top decision makers that hadn't answered my calls or e-mails in two years... If I look at the cost per contact ratio then it is half the cost we incur for our main shopfitting fair.”

Markus Ehrich, Bairo Lighting



How to book

To book your place at the 2012 PetroForum, contact +44 20 8222 8837 or email emma@openroomevents.com.

For a great insight into the benefits of the forum, visit www.openroomevents.com for a two-minute clip of the 2010 PetroForum in Kuala Lumpur.



OpenRoom Events produces business forums for the petrol retail, fuel distribution, grocery retail and retail technology sectors.

Attendees are carefully selected to ensure that like-minded businesses are brought together to share experiences and explore solutions in the market.

OpenRoom's proprietary software closely matches the preferences of all participants to ensure that the meetings fit their priorities. Delegates meet with a large number of carefully screened contacts that would otherwise take months to research and organise.

The informal social program – lunches, cocktail receptions, gala dinners and leisure activities - gives participants time to discuss their business objectives in a relaxed atmosphere.

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