AOG 2014
POST SHOW REPORT

Australasian Oil and Gas Exhibition & Conference (AOG) is the first major industry event of the International oil and gas calendar each year, providing a unique opportunity to see what's new and build business connections with industry leaders. Bringing together 605 exhibitors from across 20 countries, AOG has become Australia's largest oil and gas event and the only exhibition of its kind, also incorporating a conference series and multiple networking events.

Name: Australasian Oil and Gas Exhibition & Conference (AOG)
Date: 19th-21st February 2014
Location: Perth Exhibition and Convention Centre
Number of attendees: 14,563 (11,895 unique visitors)
Show profile: The Australasian Oil & Gas Exhibition & Conference (AOG) is the first major industry event of the International oil and gas calendar each year, providing a unique opportunity to see what’s new and build business connections with industry leaders. Bringing together 605 exhibitors from across 20 countries, AOG has become Australia’s largest oil and gas event and the only exhibition of its kind, also incorporating a conference series and multiple networking events.
Website: www.aogexpo.com.au
KEY STATISTICS
The continued growth and success of AOG is a testament to the increasing interest in the local industry and its importance to the Australian economy.

- 89% Satisfied with visitor quantity
- 91% Satisfied with visitor quality
- AVERAGE VALUE OF SALES LEADS $543K
- AVERAGE OF 25 LEADS GENERATED AT SHOW

- AVERAGE OF 46 NETWORK CONTACTS MADE AT SHOW
- OVER 80% said they achieved an increase in brand recognition
- OVERALL SATISFACTION 9 OUT OF 10 EXHIBITORS SATISFIED

VISITOR PROFILE
- ANNUAL SPEND $7.7 BILLION
- 75% likely to buy or recommend product
- OVERALL SATISFACTION 9 OUT OF 10 VISITORS SATISFIED

“It was a fantastic event, very well planned and executed”
- AOG 2014 Visitor
SPONSORS & SUPPORTERS

THE SHOW FLOOR

The AOG show floor featured 602 exhibitors covering the full spectrum of the oil & gas industry. In 2014, we expanded to offer three brand new zones; the Australian Industry Zone, Non-destructive Testing and Condition Monitoring Zone and the Instrumentation Control and Automation Zone.

“Can’t wait to attend next year’s bigger and better AOGII”
- AOG 2014 Visitor

NEW EXHIBITOR ZONES

NON-DESTRUCTIVE TESTING & CONDITION MONITORING ZONE
Maintenance and quality assurance plays a critical role within the oil and gas industry, and for the first time the AOG show floor hosted a specialised area for this niche industry sector.

INSTRUMENTATION CONTROL AND AUTOMATION ZONE
Senior project and procurement managers caught up on the latest process, control, instrumentation and automation innovations at the new Instrumentation Control and Automation Zone.

AUSTRALIAN INDUSTRY ZONE
Supported by the State and Federal Governments, this new initiative showcased 14 Australian oil and gas industry suppliers. The Australian Industry Zone is a platform for Australia’s oil and gas manufacturers and service companies to display their latest technology and services.
THE SHOW FLOOR

"The show is still getting better each year"
- AOG 2014 Visitor

SUBSEA ZONE
The Subsea Zone returned as the largest zone at AOG 2014. An extensive range of subsea technology was exhibited including Remotely Operated Underwater Vehicles, offshore support, production and processing equipment and many more.

HEALTH, SAFETY & ENVIRONMENT ZONE
The Health, Safety & Environment Zone once again threw the spotlight on the importance of health and safety in the oil and gas world.

EDUCATION, RESEARCH & TRAINING ZONE
Leading education, research and training organisations came together in the Education, Research and Training Zone to inform the industry about a range of educational and research programs that can help further research and development.

INTERNATIONAL PAVILIONS
With international suppliers seeking to break into the lucrative Australian market, AOG 2014 hosted a record number of international participants with exhibitors from 20 countries.

AOG EVENTS

SUBSEA WELCOME DRINKS
The Subsea Welcome Drinks provided an opportunity to meet and network with Subsea industry colleagues.
SPONSORED BY HARKAND

AOG OPENING PARTY
An evening of great food, drinks and entertainments once again kicked off AOG in style.
SPONSORED BY AKER SOLUTIONS

OFFICIAL DINNER
Once again, the official dinner was a highlight on the AOG calendar.

NETWORKING OPPORTUNITIES
A host of networking opportunities that strengthened business relationships and allowed fellow colleagues in the oil and gas industry to meet.

AOG CONFERENCE
Held over two days, the AOG Conference provided an analysis of the key trends affecting the industry. The 2014 program included over 150 speakers covering 15 different conference streams.

AOG WOMEN
The AOG Women’s High Tea provided the perfect place for connecting women in the oil and gas industry.
SPONSORED BY INPEX

THE DEN
Visitors relaxed in the Den while enjoying free entertainment, food and beverages and many networking opportunities.
SPONSORED BY WARTSILA

GRADUATE CAREERS DAY
Graduates Careers Day welcomed tertiary students and recent graduates seeking a greater understanding of career opportunities in the oil and gas industry.
The Subsea Australasia Conference and Australasian Oil & Gas Conference merged at AOG 2014 for the first time, offering more content and a greater range of sessions than ever before. There were over 150 speakers covering 15 different conference streams in an extensive and comprehensive program, run over two days.
GRADUATE CAREERS DAY

Once again, the AOG graduate careers day proved a massive success, providing an opportunity for tertiary students and recent graduates to get a greater understanding of career opportunities in the oil and gas industry. Graduates were given the opportunity to meet face to face with employers and learn more about their career options.

“It provided opportunities for us all to gain more knowledge on technology used for the Oil & Gas industries”
- AOG 2014 Visitor

TOTAL CAREERS DAY ATTENDEES:
826

THE DEN
EST. 2014

2014 saw the introduction of an exciting new networking zone at AOG, The Den. Over three days, over $30,000 in prizes were given away, to some very happy winners! On Friday afternoon, major prize sponsor Wartsila gave away $10,000 to a very lucky entrant!

The Den provided entertainment, free ice-cream and coffee, Wi-Fi and charging outlets which proved to be very popular amongst visitors.

“Looked funky and good chill out zone!”
- AOG 2014 Visitor

“The Den area was absolutely fantastic!”
- AOG 2014 Visitor
AOG WOMEN

AOG Women ran for the first time in 2014. The event brought together leading women from across the industry over high tea. The event provided an afternoon of keynote speakers and panels debating the issues women face in oil and gas. Speakers included Michelle Cowan, Alan Cransberg, Janet Hann, Katrina Bukauskas and Russell Woolf.

TOTAL ATTENDEES:
502

“The event was fantastic, I really enjoyed the speakers & the panel”
— AOG 2014 Visitor

“AOG OPENING PARTY

The annual AOG Opening Party, returned again in 2014- uniting exhibitors, visitors and conference delegates for an evening of great food, drinks and entertainment to mark a successful first day at AOG 2014.

TOTAL PARTY ATTENDEES:
1,119

“It was an amazing time down at the AOG Opening Party - would not have missed it for the world!”
— AOG 2014 Visitor
AOG OFFICIAL DINNER

The gala networking dinner was once again a highlight during AOG. Held in the stunning BelleVue Ballroom of the Perth Exhibition and Convention Centre, guests enjoyed a delicious three course meal complimented by fine wine and entertainment from MC Vince Sorrenti.

VIP Guests included The Hon. Michael Mischin, Attorney General Minister for Commerce, The Right Honorable the Lord Mayor Lisa Scaffidi, The Honourable Phil Edman MLA, Chairman, Western Trade Coast Industries Committee, Senator Chris Back, His Excellency Mr. Jean-Luc Bodson, Ambassador of Belgium, Dr. Casta Tungaraza, Tanzania’s Good will Ambassador.

“The Gala Dinner is a great place to network”
- AOG 2014 Visitor

DON’T MISS AOG 2015

11 – 13 MARCH

AOG
Australasian Oil & Gas Exhibition & Conference
Perth Convention Exhibition Centre

THE AOG TEAM

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