



# **The 14th China Shale Oil & Gas Summit**

**September 11-12, 2025      Chengdu, China**



## **SPONSORSHIP PACKAGE**

**Annual Exchange Event for  
China's Shale Oil and Gas Industry**

[shalegas.zhenweievents.com/cn](http://shalegas.zhenweievents.com/cn)

## ORGANIZATIONS

### SUPPORT UNITS

China National Petroleum Corporation (CNPC)  
 China Petrochemical Corporation (SINOPEC)  
 China National Offshore Oil Corporation (CNOOC)  
 SHAANXI YANCHANG PETROLEUM(GROUP)CO.,LTD

### HOSTS

China Petroleum Society·Unconventional Oil &  
 Gas Professional Committee  
 CNPC Engineering Technology R&D Company Limited  
 SINOPEC OILFIELD SERVICE CORPORATION  
 SINOPEC Research institute of Petroleum Engineering Co., Ltd  
 CNOOC Research Institute Co., Ltd.  
 China University of Petroleum (Beijing)

### ORGANIZERS

Beijing Zhenwei Exhibition Co., Ltd.  
 College of Petroleum Engineering, China University of Petroleum  
 (Beijing)  
 Unconventional Petroleum Research Institute, China University of  
 Petroleum (Beijing)  
 All-media Platform of Petroleum & Equipment

### WEBSITE

shalegas.zhenweievents.com

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## CO-ORGANIZERS

PetroChina Southwest Oil and Gas Field Company  
 CNPC CHANGQING OILFIELD  
 CNPC DAQING OILFIELD  
 CNPC DAGANG OILFIELD  
 CNPC XINJIANG OILFIELD  
 CNPC TUHA OILFIELD  
 PETROCHINACOALBED METHANE COMPANY LIMITED  
 RESEARCH INSTITUTE OF PETROLEUM EXPLORATION &  
 DEVELOPMENT  
 CNPC Chuanqing Drilling Engineering Company Limited  
 SINOPEC SHENGLI OILFIELD  
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 SINOPEC JIANGHAN OILFIELD  
 SINOPEC EAST CHINA OIL & GAS COMPANY  
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 Sinopec Shengli Petroleum Engineering Co., Ltd.  
 Sinopec Petroleum Engineering Jianghan Co., Ltd.  
 Sinopec Petroleum Engineering Design Jianghan Co., Ltd.  
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 SouthWest Petroleum University  
 Chengdu University of Technology  
 Northeast Petroleum University  
 Xi'an Shiyou University  
 Chongqing University of Science and Technology  
 Chongqing Institute of Geology and Mineral Resources

### MEDIAS

Natural Gas Industry  
 Oil Drilling & Production Technology  
 Petroleum Drilling Techniques  
 China Petroleum Machinery  
 China Offshore Oil and Gas  
 Fault-Block Oil & Gas Field  
 Petroleum & Equipment  
 CubeOil  
 Oil mates  
 Shale Oil and Gas



## GOLD SPONSORSHIP PACKAGES

### ( — ) PRINCIPLE SPONSORSHIP

**Exclusive, RMB 300,000**

It's the most powerful and influential market promotion opportunity with comprehensive and prior payback service. Your company brand will get highly effective promotion via the Summit.

#### During Event

- ★ Acknowledged as co-organizer of the summit in all marketing materials.
- ★ 6 full complimentary passes to the summit, and 2 will be provided with luncheon, seats at head table of banquet, and the privilege to talk with the VIP guests separately.
- ★ 2 guests enjoy group photos with VIP guests.
- ★ 3-min opening speech at opening ceremony, and 25-min presentation in relevant session.
- ★ Enjoy preferential treatment, and 2 deluxe Suites (2 days) at the designated hotel of the summit.
- ★ A booth with superior position (size to be determined).
- ★ Company LOGO prominently appear on summit backboard.
- ★ Company LOGO appear on Delegate Bags, with promotional materials or gifts inside to distribute to all participants.
- ★ Full-page ad on the back of Delegate Badges.
- ★ Play company promotion video during break on Day One (loop broadcast).
- ★ 2 roll up banners at the tea-break area.

#### Pre & Post Event

- ★ Acknowledgement on summit website with company name, LOGO and hyperlink.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Back Cover -Color Ad.
- ★ 4 special releases during the media reports after the summit (send to the regular customers).

#### Media

- ★ All-round coverage and publicity by authoritative medias and industry medias before the summit;
- ★ During the summit, organize mainstream financial medias, network medias, local medias and industrial medias to make interviews and in-depth report.
- ★ An interview with Petroleum & Equipment, which will be published on Petroleum & Equipment. And will provide you with a set of internal industry files for the whole year.
- ★ Convene an on-site promotion press, and conduct media releases (details to be discussed).

Considering that Principle Sponsorship is the top-level sponsorship of the summit, the sponsoring unit will enjoy the highest privileges. Above services could be adjusted according to your market strategy and needs.



## (二) BANQUET SPONSORSHIP

### Exclusive, RMB150,000

The banquet will be named after your company, as "XXX (company name) Night". About 200 industry guests will attend the banquet, including VIP guests, guest speakers, summit attendees, and relevant government representatives, etc. It will provide an efficient way for brand exposure and promotion.

#### During Event

- ★ Acknowledged as Banquet Sponsor, name the banquet as "XXX (company name) Night" and display on backboard with company LOGO.
- ★ Enjoy 1 seat at head table of the banquet, and one VIP guest table specifically provided for you and your clients.
- ★ 10-min opening speech on banquet.
- ★ 4 full complimentary passes to the Summit, and one will be provided with luncheon, seat at head table of banquet, and the privilege to talk with the VIP guests separately.
- ★ 1 guest enjoy group photos with VIP guests.
- ★ Enjoy preferential treatment, and 2 deluxe Suites (2 days) at the designated hotel of the summit.
- ★ Company promotion video before banquet.
- ★ Banquet table cards printed with your company name, LOGO and product images.
- ★ 2 roll up banners on the banquet.
- ★ Company promotional materials or gifts placed in banquet bags .
- ★ Company LOGO prominently appear on the summit backboard.
- ★ A booth with superior position (size to be determined).

#### Pre & Post Event

- ★ Acknowledgement on summit website, with company name, LOGO and hyperlink.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.
- ★ 2 special releases during the media reports after the summit (send to the regular customers).

#### Media

- ★ All-round coverage and publicity by authoritative medias and industry medias before the summit;
- ★ Convene an on-site promotion press, and conduct media releases.



## ( 三 ) PRESENTATION SPONSORSHIP

### 3 Available, RMB100,000 RMB80,000 RMB60,000

Presentation Sponsorship could directly present the company's brand, strength, and technology to onsite guests and attendees, making it one of the most efficient ways for enterprises to convey information.

#### During Event

- ★ Acknowledged as Presentation Sponsor in summit marketing materials.
- ★ Enjoy the following services according to the sponsorship level:

#### A: For RMB100,000

- ★ 20-min presentation and 5-min Q&A communication;
- ★ 3 full complimentary passes to the summit, and the speaker will be provided with luncheon, seat at head table of banquet, and the privilege to talk with the VIP guests separately.
- ★ Speaker enjoys group photos with VIP guests.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ Company promotion video during tea break of your speech session.
- ★ Company materials placed in Delegate Bags.
- ★ 2 roll up banners at the tea-break area

#### B: For RMB80,000

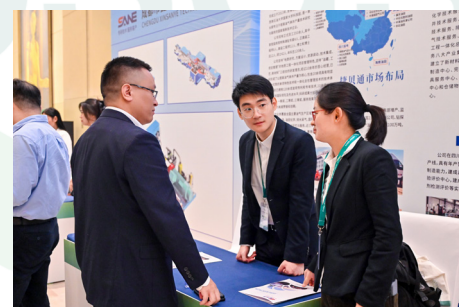
- ★ 15-min presentation and 5-min Q&A communication
- ★ 2 full complimentary passes to the summit, and the speaker will be provided with luncheon, seat at head table of banquet, and the privilege to talk with the VIP guests separately.
- ★ Speaker enjoys group photos with VIP guests.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ Company materials placed in Delegate Bags.
- ★ 2 roll up banners at the tea-break area.

#### C: For RMB60,000

- ★ 10-min presentation and 5-min Q&A communication;
- ★ 1 full complimentary pass to the summit, and the speaker will be provided with luncheon, seat at head table of banquet, and the privilege to talk with the VIP guests separately.
- ★ Speaker enjoys group photos with VIP guests.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ 1 roll up banner at the tea-break area.

#### Pre & Post Event

- ★ All-round coverage and publicity by authoritative medias and industry medias.
- ★ Acknowledgement on summit website, with company name, LOGO and hyperlink.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.





## ( 四 ) LIVE-STREAMING SPONSORSHIP

### 3 Available, RMB80,000 RMB60,000

During the live-streaming of the summit, your company logo or slogan will be delivered to the guests, attendees and online audiences in a striking and direct way. Live-streaming sponsorship is the most effective way for promotion integrates online and offline channels.

#### During Event

- ★ Enjoy the following services according to the sponsorship level:

##### A: For RMB80,000 (exclusive)

- ★ 15-min presentation (afternoon of Day One) .
- ★ 2 full complimentary passes to the summit.
- ★ Company LOGO or slogan exclusively displayed at a prominent position of the live-streaming platform.
- ★ Company information appear at the summit introduction and interactive sections of the live-streaming platform.
- ★ Company promotion video play in the live-streaming platform during breaks.

##### B: For RMB60,000

- ★ 1 full complimentary pass to the summit.
- ★ Company LOGO or slogan exclusively displayed at a prominent position of the live-streaming platform.
- ★ Company information appear at the summit introduction and interactive sections of the live-streaming platform.
- ★ Company promotion video play in the live-streaming platform during breaks.

#### Pre & Post Event

- ★ Coverage and publicity by industry medias.
- ★ Acknowledgement on summit website, with company name, LOGO and hyperlink.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.



## ONSITE SPONSORSHIP OPPORTUNITIES

### ( — ) LUNCHEON SPONSORSHIP

**Exclusive, RMB60,000**

#### During Event

- ★ Acknowledged as Luncheon Sponsor, and displayed on the backboard of the lunch area with Company Name and LOGO, Company Logo prominently appear on the summit backboard.
- ★ Opening speech before luncheon.
- ★ 1 guest enjoys group photos with VIP guests.
- ★ 2 full complimentary passes to the summit.
- ★ Luncheon table cards printed with your company name and LOGO, and company promotional materials placed on-site of the Summit.
- ★ Company name and LOGO displayed on the luncheon sign board.
- ★ 2 roll up banners at the lunch area
- ★ Play company promotion video during the lunch break.



#### Pre & Post Event

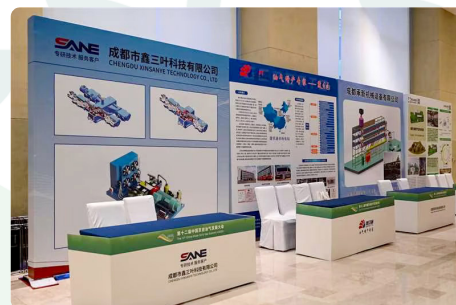
- ★ Company name and LOGO printed on the Luncheon Invitation, and full page ad on the back side.
- ★ Acknowledgement on summit website, with company name, LOGO and hyperlink.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.

### ( 二 ) SUPERIOR BOOTH SPONSORSHIP

**RMB50,000**

#### Payback

- ★ Booth backboard size is 4mx2.5m and is subject to adjustment.
- ★ Enjoy the priority to be placed at front of the entrance gate to the Summit conference room.
- ★ Booth will be equipped with tables and chairs, where company promotion materials could be placed.
- ★ 3 full complimentary passes to the summit.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ 2 roll up banners at tea-break area.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.



## ( 三 ) TEA BREAK SPONSORSHIP

**RMB40,000**

### Payback

- ★ Company promotion videos play on the TV in the tea break area (videos/pictures to be provided by the sponsor). The amount and location of TV is subject to adjustment.
- ★ Company name and LOGO appear on the table in tea-break area.
- ★ One display stand set up in the tea break area, with 2 roll up banners.
- ★ 2 full complimentary pass to the summit.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.



## ( 四 ) REGISTRATION CENTER SPONSORSHIP

**Exclusive, RMB40,000**

### Payback

- ★ Registration center backboard will be designed based on your company advert (Including Company name, LOGO, Promotion image, etc.) Size: 4m (W) \* 2.5m (H) (to be adjusted according to actual conditions)
- ★ 2 full complimentary passes to the summit.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ 2 roll up banners at tea-break area.
- ★ Display area for your marketing promotion next to the registration center.
- ★ Acknowledgement on summit website, with company name, LOGO and hyperlink.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page -Color Ad.



## ( 五 ) SUMMIT BROCHURE SPONSORSHIP

**RMB10,000**

### Payback

- ★ Company LOGO placed on the header or footer of Summit Brochure pages.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with full-page color ad of the 1st Spread Page.
- ★ Acknowledgement on summit website with company name, LOGO and hyperlink.

CSGS 第十三届中国页岩油气发展大会  
The 13th China Shale Oil & Gas Summit  
2024年9月12-13日 中国·成都



中国页岩油气产业年度交流大会



## ( 六 ) DELEGATE BAGS SPONSORSHIP

**RMB30,000**

### Payback

- ★ With company LOGO printed on the cover, and company's promotional materials included in, the USB flash drives will be distributed to all participants.
- ★ 2 full complimentary passes to the summit.
- ★ Acknowledgement on summit website with company name, LOGO and hyperlink.



## ( 七 ) DELEGATE BAGS SPONSORSHIP

**RMB30,000**

### Payback

- ★ Company name and LOGO printed on the Delegate Bags (amount: 400), with promotion materials inside to distribute to all participants.
- ★ 1 full complimentary pass to the summit.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ 2 roll up banners at tea-break area.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page-Color Ad.



## ( 八 ) GIFT SPONSORSHIP

**RMB20,000 or VIK**

### Payback

- ★ Your company LOGO appear on the gifts which will be distributed to all participants.
- ★ 1 full complimentary pass to the summit.
- ★ 2 roll up banners at tea-break area.
- ★ Company LOGO prominently appear on the summit backboard.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page-Color Ad.



## ( 九 ) LANYARD SPONSORSHIP

**Exclusive, RMB20,000**

### Payback

- ★ Company LOGO appear on the front of Delegate Badges.
- ★ Ad on the back of Delegate Badges.
- ★ Company LOGO and Name appear on the lanyards of Delegate Badges.



## ( + ) SIGN BOARD SPONSORSHIP

**RMB12,000 for one piece**

### Payback

- ★ Company advert printed on the Sign Board.
- ★ At least 2 Sign Boards.
- ★ Size: 2.2mx1.2m, to be adjusted according to the actual situation.
- ★ Acknowledgement in Summit Brochure with company name and LOGO, along with Inside Page-Color Ad.



Note: For more sponsorship opportunities or packages, please contact the organizing committee.