



# DIGITAL PLANT™

• INCORPORATING DARATECHPLANT

## MEDIA KIT

**DIGITAL PLANT is Your Custom Content Marketing  
and O/O & EPC Lead Generation Partner**

Dedicated Emails • E-Newsletters • Online Display Ads • Webinars • White Papers • Custom E-Media



**Over the past two decades,  
DIGITAL PLANT has established  
itself as the world's most influential  
Plant Asset Lifecycle Management  
conference for O/Os and EPCs in the  
power, process and offshore industries  
– leverage this well-established,  
highly-targeted international  
marketing platform to connect with  
YOUR FUTURE CUSTOMERS!**

CHEMICAL/PETROCHEMICAL. OIL & GAS. POWER GENERATION. OFFSHORE.

# Create Awareness, Build Your Brand and Generate New Leads Year-Round through DIGITAL PLANT's Powerful E-Media Opportunities

Supported by TradeFair Group's robust set of global energy media assets that reach more than 195,000 professionals in over 240 countries, including leading trade pubs, POWER magazine and Chemical Engineering, DIGITAL PLANT is uniquely positioned to assist you in connecting with decision makers across the entire design, build, operate, maintain and retire value chain.



## White Paper Promotions

Have a white paper you would like to share with all Plant Asset Lifecycle Professionals in our email database? We'll send out the link to your document via email to our entire database. We'll also showcase your company's document in the white paper library that will be listed on the home page of [www.digitalplantexpo.com](http://www.digitalplantexpo.com). You will be provided with the contact info of anyone who downloads your white paper.



## Monthly E-Newsletter/ E-Attendee Gram Package

This integrated package offers your company...

- » Listing/link in one of the top three spots in the news section of every monthly DIGITAL PLANT e-newsletter.
- » Web button in at least two of the monthly conference e-newsletters prior to DIGITAL PLANT.
- » Headline/link in all four attendee e-grams that are sent to all pre-registered attendees for DIGITAL PLANT (limited to only three advertisers).



# A Full-Suite of Highly-Targeted Digital Media Tools to Grow Your Business from O/Os & EPCs in the Chemical/Petrochemical, Oil & Gas, Power Generation and Offshore Industries



## Custom E-Newsletter Production/Promotion

Let us create and send a custom e-newsletter to our email database based on an educational, solution oriented and timely topic relevant to your target audience, and support this with prominent, integrated banner advertising and brand ID for your company.

## Have an Original E-Media Concept that You Would Like to Execute?

If you have another idea that has worked well for your company, or want to experiment with a new idea, let our cutting-edge marketing and technology teams work with you to deploy a fully customized solution to your specs to reach the DIGITAL PLANT community.

## Webinar Production and/or Promotions

Have an idea for a timely and solution based webinar that would be of interest to the DIGITAL PLANT community? We can provide your company with turnkey production and/or promotion of your webinar. Not only will we assist you in the creation of your presentation and promote it to our email list, your company will get the contact info for all those who signed up to attend. We'll also post your presentation in the webinar library that will be showcased on the main page of [www.digitalplantexpo.com](http://www.digitalplantexpo.com).

Or let us come up with a timely/solution based educational topic that your company can sponsor. We can create an interesting/non-pitch topic that will attract O/Os and EPCs – and your company will get contact info for all those who sign-up for the webinar!

**Already Have Your Own Webinar?** We can promote your webinar to our email list as well as post your e-presentation in the webinar library that will be showcased on the home page of [www.digitalplantexpo.com](http://www.digitalplantexpo.com). Immediately generate highly qualified and targeted leads!

**Start Increasing Your Sales Pipeline Today with Qualified New Leads!**  
Contact Julien DuPont, [juliend@tradefairgroup.com](mailto:juliend@tradefairgroup.com), 214-358-5359

# Access Technology Executives and Managers from Leading U.S. and Foreign O/Os & EPCs

## Titles

Executive (Owner, Partner, President, CEO, COO, CFO, VP, GM, Company Official)

CIO/CTO

VP, Director, Manager of Supply Chain

VP, Director, Manager of Operations

VP, Director, Manager of IT

VP, Director, Manager of Manufacturing

VP, Director, Manager of Engineering

Purchase/Buyer

Director, Manager and Architect of Automation and Enterprise Integrations

Plant Manager and Supervisor

Production Manager and Supervisor

Regulatory/Safety Manager

Sales/Marketing Manager

Consultant

## Company Types

Owner

Operator

Engineering

Procurement

Construction

Technology Provider

Consultant

## Industry Types

Oil/Gas Exploration/Production (Onshore)

Oil/Gas Exploration/Production (Offshore)

Chemical

Petrochemical

Refining

Utility/Power

Ship Building

Pharmaceutical

Government

For More Info on DIGITAL PLANT's E-Media Opportunities  
Contact Julien DuPont, [juliend@tradedfairgroup.com](mailto:juliend@tradedfairgroup.com), 214-358-5359