

## OGGN CONFERENCE SERVICES

# Booth Traffic on Demand. Live on the OGGN Network.

The Energy Tradeshaw Podcast brings OGGN's production team and millions of global listeners directly to your conference booth - turning your exhibit space into the most active, highest-traffic destination on the floor.

**4M+**

global listeners

**29+**

weekly shows

**3 - 4X**

avg. conference ROI lift

Most companies spend \$15,000 to \$500,000 to exhibit at energy conferences and walk away without a clear answer on whether it was worth it. No system. No engagement strategy. No content to show for it.

The Energy Tradeshaw Podcast changes that. OGGN's production team records live at your booth, turning every interview into published content distributed to millions of oil and gas professionals worldwide.

Most booths struggle to prove ROI. Yours won't - not when pre-qualified buyers are showing up inside your booth, ready to meet your team.

### WHY IT WORKS

#### **More booth traffic**

A live recording creates visible, active energy. People stop for cameras and microphones. Your booth becomes the destination on the floor.

#### **Higher quality traffic**

Invite top prospects as podcast guests before the show. They come to you pre-framed and ready - not cold leads wandering the aisles.

#### **Reach beyond the floor**

Every conversation becomes a published episode distributed to millions of oil and gas professionals worldwide - long after the conference closes.

#### **Content for months**

Clips, show notes, backlinks, full episodes. Your marketing team walks away with a full content library from a single conference.

## HOW IT WORKS

### 01

We build your guest list together - and your team uses podcast invites to bring the right buyers to your booth before the show opens. Or for an additional fee, we can do it for you.

### 02

OGGN promotes the live recording across our network before the show, driving listeners and followers to your booth location.

### 03

Our production team sets up at your booth and records live - 3 to 6 interviews per day, drawing a crowd the entire time.

### 04

Episodes, clips, show notes, and graphics are delivered within two weeks - a full content library your team can use for months.

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*“70 - 75% of trade show leads are never followed up on. The companies generating 3 - 4X ROI aren't luckier - they have a system. The Energy Tradeshow Podcast is that system.”*

— Mark LaCour, Editor-in-Chief, OGGN

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## WHAT'S INCLUDED

- Live on-location podcast recording at your booth
- Fully produced and published OGGN episodes
- Short-form video clips for LinkedIn and social
- Written show notes and backlinks
- Pre-show OGGN network promotion
- Guest scheduling and outreach support
- In person, “warm” Introductions of prospects to your sales team
- All raw audio and video master files

## SIMPLE, TRANSPARENT PRICING

No complicated packages. No guessing. Two-line items:

**\$3,400**

**per conference day**

Full production: OGGN host, recording equipment, 3–6 live interviews, real-time social clips, and all post-show deliverables.

**+ \$800**

**per day for travel**

Only applies when the conference is more than 2 hours from Houston. No travel fee for Houston-area events.

**Example: 2-day conference in Houston**

2 days × \$3,400 = \$6,800 total (no travel fee as Houston is home base)

**Example: 2-day conference in Abu Dhabi**

2 days × \$3,400 + 4 days travel @ \$800 = \$10,000 total

**Ready to make your next conference booth actually work?**

Let's talk about your upcoming shows and put a plan together.

[marketing@oggn.com](mailto:marketing@oggn.com)

**Oil and Gas Global Network (OGGN)** - The World's Largest Oil & Gas Podcast Network  
[oggn.com](http://oggn.com)