



2010 Sponsorship Agreement
 16 - 18 March 2010
 Kuala Lumpur Exhibition Centre
 Kuala Lumpur, Malaysia

Sponsor named below hereby applies for a certain sponsorship for the Event identified above. Enclosed with this form is a deposit for 50% of the total sponsorship fee. By signing below, Sponsor agrees that this deposit is **NONREFUNDABLE**. If the 50% deposit did not accompany submission of this form, Sponsor agrees to pay such deposit within thirty days of invoice. Sponsor also agrees to pay the remaining 50% fee on invoice and not later than **16 December 2009 WITHOUT REFUND** except as otherwise expressly stated in Section 7 on the back of this form.

Company Name (Sponsor): _____
 Physical Address (for shipments) _____
 Mailing Address _____
 City/State/Country/Zip (Postal Code) _____
 Contact _____ Title _____
 Telephone _____ Fax _____ E-mail Address _____

Sponsorship Details

Name of Sponsorship: _____ **Sponsorship Fee:** _____
Sponsorship includes:

Sponsor's signature below signifies that Sponsor has read, understands, and agrees to be bound by all the terms and conditions on the front and on the back of this form (including the SPONSORSHIP RULES, REGULATIONS, AND ADDITIONAL CONDITIONS, which constitute part of this Agreement). Also by signing below, Sponsor acknowledges that if Sponsor has deemed it necessary or desirable, Sponsor has raised and obtained satisfactory answers to any questions about the clarity, legibility, or readability of this form (front and back). *This form must be signed for application to be processed.*

Signer's Full Name _____ Title: _____
 Signature _____ Date: _____

Method of Payment: Check Wire Transfer Credit Card: VISA MasterCard AMEX Discover

Mailing Address for Checks: PennWell Corporation, 21428 NETWORK PLACE, CHICAGO, IL 60673, USA *Please indicate event & invoice*
 Please send US wire transfer payments only to: JPMorgan Chase Bank NA, ABA#021000021, SWIFT Code: CHASUS33, Acct#1009752

Please send non-US wire transfer payments only to: JPMorgan Chase Bank N.A., UK SWIFT Code: CHASGB2L; Account Name: PennWell Corporation US Dollars Account #77033003 – IBAN GB64CHAS60924277033003

Credit Card Number _____ Expiration Date _____
 Full Name (as it appears on card) _____

By signing below, Card Holder acknowledges that he/she has read the front and back of this form, and agrees to be bound by all of its terms and conditions. Card Holder's signature also acknowledges that if Card Holder has felt it necessary or desirable, Card Holder has asked about anything unclear, illegible, or unreadable in this form (front and back), and has obtained answers that Card Holder regards satisfactory. Card Holder authorizes (and agrees not to dispute) charges up to the amount of this agreement at anytime from the date of submission of this form through the closing of this Show.

Card Holder Signature _____ **Date** _____

RETURN THIS COMPLETE DOCUMENT BY PERSONAL DELIVERY OR FIRST CLASS MAIL TO:
Offshore Asia 2010 * 1455 West Loop South, Suite 400, Houston, TX 77027 USA * Fax: +1 (713) 963-6212

For Use by Show Management:

Date Received _____ Amount Received \$ _____ Amount Due \$ _____

Customer #: _____

Accepted for PennWell

By: _____

Printed Name: _____

SPONSORSHIP RULES, REGULATIONS, AND ADDITIONAL CONDITIONS

- 1. Offer and Acceptance.** Sponsor's submission of the 2010 Sponsorship Agreement form, with or without a deposit, shall constitute an offer from Sponsor to enter into such Agreement with PennWell Corporation, acting through its Petroleum Group ("Show Management"). Such offer can only be accepted by Show Management's signing such Agreement at PennWell's place of business in Houston, Texas, USA or Essex, UK. After signing in Houston or Essex, Show Management will send to Sponsor a fully signed copy of the one-page (front and back) Agreement document, which sending shall constitute Show Management's acceptance and cause the Agreement as a whole to become effective.
- 2. Soliciting/Social Functions.** Sponsor is prohibited from distributing (i) items at the Event other than as provided for in the Sponsorship, and (ii) items that are other than Sponsor's own materials; in each case, unless Sponsor has obtained Show Management's prior written approval. These prohibitions apply before, after, or during the Event's official hours. Canvassing at any time during the Event or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid sponsor is strictly forbidden. Sponsor is prohibited from taking photographs of other than Sponsor's exhibit, without Show Management's prior written approval. Provided Sponsor has obtained prior written permission from Show Management, Sponsor may conduct social functions in public areas of the Event venue, the host hotel, or other properties in the vicinity of the Event as long as such functions do not conflict with scheduled Event programs or activities.
- 3. Sponsor's Materials:** Sponsor's materials will not be permitted to interfere with any other sponsorships, the Event itself, or to impede access to Event exhibits or the free use of aisles. All demonstrations and the distribution of Sponsorship promotional materials must be in accordance with this Agreement. Distribution of food or promotional giveaways must be approved in advance of the Event by Show Management. Show Management shall have the right to restrict, alter, or refuse any promotional giveaway which, because of noise, odors, method of operation, or any other reason, becomes objectionable or otherwise detracts from or is out of keeping with the character of the Event, at Show Management's sole discretion. Such restrictions may be applied to persons, things, conduct, or printed materials. No refund shall be due under such circumstances. Sponsor agrees to deliver to Show Management all materials reasonably required for the performance of the Agreement, including but not limited to an electronic copy of Sponsor's logo, in a format and within the deadlines set by Show Management. Sponsor understands and agrees that upon initial proofing of Show Management's use of Sponsor's logo on Sponsor's materials provided by Show Management in accordance with the Agreement and written approval confirmation from Sponsor on such proof, any modification or revision of Sponsor's logo, trade name or trademark in the Sponsorship materials requested by Sponsor is at the sole responsibility and direct cost of Sponsor. Sponsor grants to Show Management a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Sponsor's name, trade names, logos, and product names in any listing of those companies sponsoring the Event and in Event promotional materials. In addition, Sponsor authorizes Show Management to take photographs of Sponsor's exhibit and staff during, before, or after the Event and to use such photographs for any legitimate promotional purpose of Show Management.
- 4. Copyrighted Material.** Sponsor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees. Show Management reserves the right to remove any Sponsor material incorporating copyrighted material for which such Sponsor fails to timely provide sufficient evidence of authorization. Show Management also reserves the right to revoke the Sponsorship as a result of the extent of such copyright infringement.
- 5. Remedies.** If Sponsor fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as defined in the next sentence) after Sponsor has received written notice from Show Management specifying the breach, Show Management shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) revoke the Sponsorship or any portion thereof; (iii) have any of the Agreement's violated provisions specifically enforced; and (iv) exercise any other remedy available by rule of law. By "reasonable time" is meant: (i) immediately, in the case of any breach occurring not more than five (5) days before or during the Event; (ii) 24 hours, in the case of any failed payment; and (iii) 5 days, in the case of any other breach. In addition, Show Management may keep any and all monies received from Sponsor as liquidated damages, it being understood that Show Management's losses and damages from Sponsor's breach of the Agreement are difficult to ascertain and that the agreed liquidated damages are not intended as a penalty. Upon cancellation of the Agreement, Show Management may (without prejudice to any other available remedy) resell the Sponsorship in any other manner as Show Management deems advisable in its sole discretion, without any obligation to Sponsor.
- 6. Liability.** Neither Show Management nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Sponsor or to Sponsor's employees, invitees, licensees, or guests, or Sponsor's property, from any cause whatsoever (including but not limited to errors or omissions in any Event promotional materials). Under no circumstances shall Show Management or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Sponsor acknowledges that the risk allocations of this Section are reasonable based on the understanding that **Sponsor shall obtain, at its own expense, adequate insurance against any such injury, loss, or damage.** Anyone visiting, viewing, or otherwise participating in Sponsor's table or exhibit (when the Sponsorship includes a table or exhibit) is deemed to be the invitee, licensee, or guest of Sponsor, and not the invitee, licensee, or guest of Show Management. Sponsor assumes full responsibility and liability for the actions or omissions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold Show Management, the Event venue, and their respective privies, harmless from and against claims resulting directly or indirectly from such actions or omissions. There is no other agreement or warranty between Sponsor and Show Management except as set forth in this Agreement. The rights of Show Management under the Agreement shall not be deemed waived except through a writing signed by an authorized representative of Show Management.
- 7. Force Majeure.** Show Management shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, terrorist acts, acts of God, or any other cause beyond its control. In case the Event venue is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Show Management to permit Sponsor to fulfill its Sponsorship or benefit from the Sponsorship opportunity in any part or the whole of the Event, then during such circumstances Show Management, the building management, and their respective privies will be released and discharged from the obligation to supply Sponsorship, and Sponsor will be reimbursed a proportionate share of the Sponsorship cost previously received by Show Management from Sponsor.
- 8. Insurance.** For the term of the Agreement and until the Event is completed, Sponsor shall at all times maintain insurance in an amount and scope to be reasonably satisfactory to Show Management and sufficient to cover the liabilities of Sponsor under the Agreement, including Sponsor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. Show Management shall be added as an additional insured to such insurance. Sponsor's insurer shall confirm to Show Management that such insurance cannot be canceled or changed without thirty (30) days prior written notice to Show Management. Sponsor agrees to provide Show Management a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Event.
- 9. Jurisdiction and Attorney Fees.** Should any legal action be commenced to resolve any dispute under the Agreement: (i) Sponsor hereby consents to venue and jurisdiction in the federal or state courts located in Tulsa, Oklahoma, and agrees that no such action may be brought in a forum not located in Tulsa, Oklahoma; and (ii) the prevailing party shall be entitled to an award of litigation expenses, interest, and reasonable attorney fees, in addition to any other remedy obtained.
- 10. Laws, Taxes and Licenses.** Sponsor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of Show Management and the host venue. Sponsor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, at all times in accordance with customary standards of decorum and good taste in the industry. Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Sponsor's activities at or related to the Event. Sponsor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that may become due to any governmental authority concerning Sponsor's activities at or related to the Event.
- 11. Cancellations.** In the event that Sponsor wishes to cancel some or all of its Sponsorship, Sponsor may request and Show Management may grant such cancellation, but only with the following understandings: (i) all cancellations must be requested in writing and addressed to Show Management at the address below; (ii) Show Management is not required to refund any portion of moneys (the 50% deposit, full fee, or otherwise) previously paid by Sponsor; (iii) if Sponsor's cancellation request is received by Show Management after the Agreement has become effective, Sponsor nevertheless agrees to pay the full fee based on the original space requirements, before such cancellation will become effective. Show Management assumes no responsibility for having included the name of Sponsor in the Event catalog, brochures, news releases, or other materials.
- 12. Changes.** If Sponsor requests an increase of its Sponsorship after the Agreement has become effective, Show Management will use reasonable best efforts to accommodate such request, subject to sponsorship availability, additional fee payment, and other circumstances then prevailing. If Sponsor requests a change that leads to a net reduction of sponsorship from original requirements, such request shall be covered by Section 11 above.
- 13. Other Matters.** The Event is owned and managed by PennWell Corporation, acting through its Petroleum Group ("Show Management") whose main office is at 1455 West Loop South, Suite 400, Houston, TX 77027 USA. Sponsor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third party without the prior written permission of Show Management. All matters not expressly covered in the Agreement are subject to the reasonable decision of Show Management, which decision shall be final. By initialing below, Signer signifies that Sponsor has read, understands, and agrees to be bound by all the terms and conditions set forth above.

_____(signer's initials) for _____

_____(Sponsor)