



# Subsea Expo Roundup

Statistics and feedback from Subsea Expo



**SUBSEA**  
**EXPO** 2017  
ADAPTING TO THE NEW NORM



# A Strong Performance

Subsea Expo 2017 welcomed  
**4,600+ unique visitors to the show**

With 6,500+ visits total



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# A Global Presence

Visitors from **57 countries** around the world came together for this world-class event

Including Australia, Brazil, USA, Mexico, Nigeria, South Africa, Japan, Singapore, China, Norway and Malaysia.



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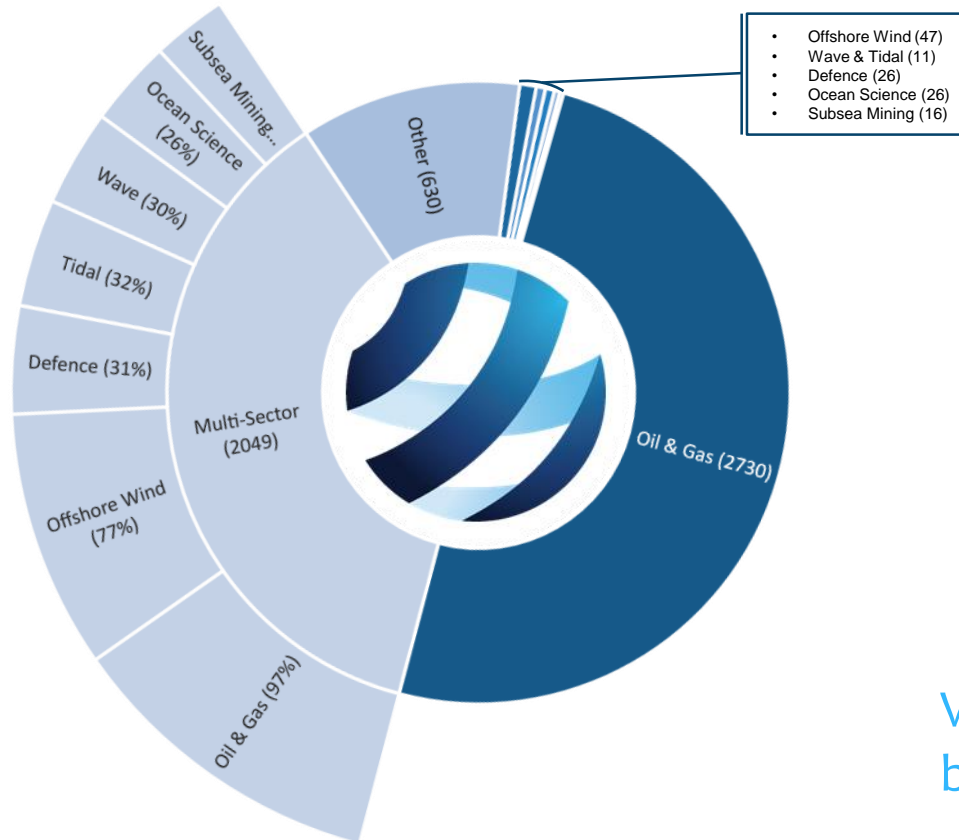
# A Close-knit Community

21% of visitors found out about Subsea Expo via an email or direct invite from an exhibitor

And 31% found out by word of mouth



# A Broad Appeal



# A Good Mix

77% of exhibitors had exhibited  
at Subsea Expo before

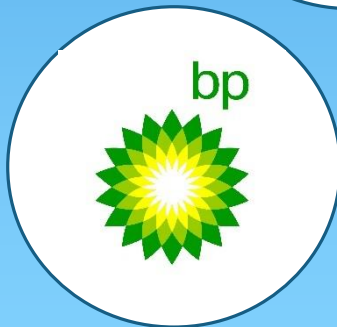
...with over 30 companies  
exhibiting for the first time



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# A Diverse Crowd

## Major Operators Visiting



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# A Diverse Crowd

## Major Manufacturers and SURF Companies Visiting



TechnipFMC



**BIBBY**  
OFFSHORE  
because we love this business™



GE Oil & Gas



**DCF** Subsea



**AkerSolutions**™



subsea 7



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# A Positive Experience

87% of Exhibitors rated their “Success and Satisfaction” with Subsea Expo as “Good” or “Excellent”...

...and three quarters of respondents said they would definitely exhibit again

*based on survey feedback from Subsea Expo 2015*



# A Variety of Events



The Subsea  
UK Awards



DIT Drinks  
Reception



International  
Business  
Exchange



Conference  
Plenary  
Session



Subsea Springboard



Energise  
Your Future



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# A Conscientious Organiser

This year, Subsea UK reduced their waste output by almost 13 tonnes, in part by switching over to the new **Subsea Expo App!**

... users reported that the app was “far more convenient” as well as “simple to use”



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“Subsea Expo 2017 provided a fantastic platform to showcase our range of specialist subsea services and technologies. It was by far the best Subsea Expo we have exhibited at to date.”

“We have participated in Subsea Expo for many years now and always see real value in being part of the event. We consider it an essential platform for the launch of our technologies and services and have always been delighted with the exposure and feedback we have received.”

“As always the organisation was excellent and quality and mix of the visitors was first class. It helped that there was a much more positive atmosphere this year and a good deal of camaraderie amongst the subsea community.”

# Exhibitor Feedback



“Subsea Expo 2017 was our 6<sup>th</sup> time as an exhibitor at the show. It has always been a well-organised event for the Oil and Gas industry and an excellent event to connect with clients and business partners as well as to showcase our capabilities.”

"Subsea Expo again proved to be a crucial and valuable event for the offshore industry, and allowed us to demonstrate our services and reach out to our market in a focused and well attended event."

“Subsea Expo 2017 was definitively a great show: logistics and organisation were simply perfect, the conference sessions were very interesting and attendance was great!”

# Exhibitor Feedback



# Subsea Expo will return 7-9 Feb 2018

If you'd like to exhibit, please send your  
**Note of Interest to:**  
[events@subseauk.com](mailto:events@subseauk.com)

Sponsorship opportunities  
are also available!

