



SPE DIGITAL ENERGY CONFERENCE | 2015 AND EXHIBITION

3-5 MARCH 2015

THE WOODLANDS, TEXAS, USA

THE WOODLANDS WATERWAY MARRIOTT
HOTEL AND CONVENTION CENTER

www.spe.org/events/dec

**Sponsorship, Advertisement,
and Exhibition Opportunities**



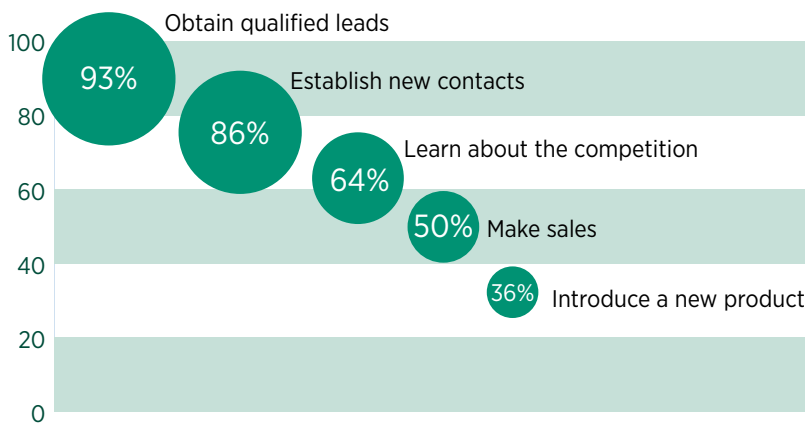
Society of Petroleum Engineers

With the support of the
SPE Digital Energy Technical Section
and the SPE Gulf Coast Section

About the Conference

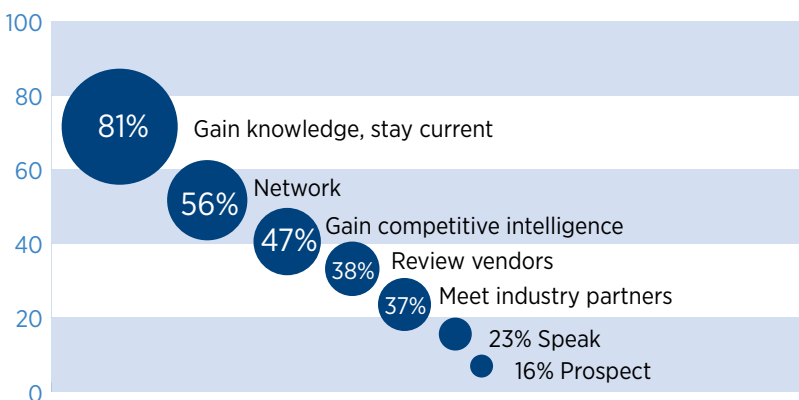
The SPE Digital Energy Conference and Exhibition is an international event that addresses the key aspects of digital oilfield developments. Themed “Information to Insight,” Digital Energy 2015 will present the leading innovations that are moving our industry forward and provide a forum for collaboration among innovators, implementers, and end users.

All exhibitors in 2013 were from the United States (92%) and Europe (8%). They exhibited to be able to:*



93.3% of the Exhibitors rated the value of their participation favorably
93.3% of the Exhibitors were satisfied with their visibility at the event

Attendees in 2013 came from around the globe to:*

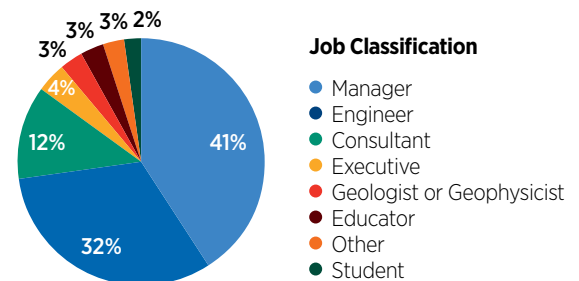


100% rated the exhibition favorably
97% rated the networking experience favorably
97% rated the technical sessions favorably
91% would recommend this conference to others in their field

Access your target audience with minimal investment. Participate in this event and:

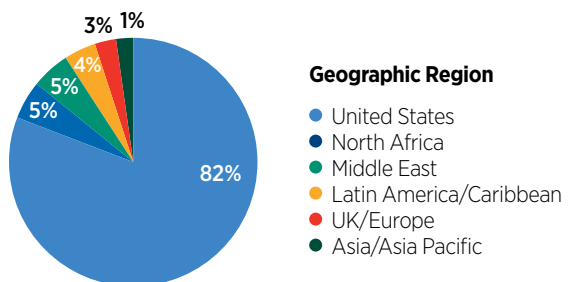
- Meet professionals in the oil and gas industry from around the globe
- Showcase your latest digital technologies in person to decision makers from North America and other regions
- Understand the latest market dynamics and trends
- Discover the latest advancements in the digital world of the oil and gas industry

Attendee demographics*



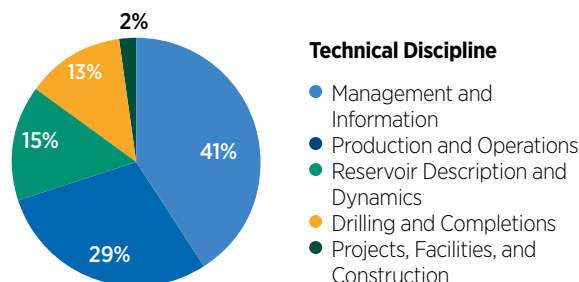
Job Classification

- Manager
- Engineer
- Consultant
- Executive
- Geologist or Geophysicist
- Educator
- Other
- Student



Geographic Region

- United States
- North Africa
- Middle East
- Latin America/Caribbean
- UK/Europe
- Asia/Asia Pacific



Technical Discipline

- Management and Information
- Production and Operations
- Reservoir Description and Dynamics
- Drilling and Completions
- Projects, Facilities, and Construction

* Statistics based on survey results from the 2013 SPE Digital Energy Conference

Exhibition Opportunities

Plan on exhibiting, and don't miss out on meeting your target audience directly.

Simply follow these two easy steps:

- Review exhibit information carefully
- Complete and return the Application/Contract for Exhibit Space with full payment

Space is assigned on a first-come, first-served basis, so make plans now.

What You Will Receive:

- Standard booth draping (8-ft. high back wall and 3-ft. side rails) and identification sign (7 in. x 44 in.) listing company name and booth number will be provided to all linear booths
Any additional draping used must comply with show color scheme and the published fire safety regulations
- Two (2) complimentary full-conference registrations per 100 sq. ft. of exhibit space
- Three (3) complimentary exhibits-only one-day guest cards per 100 sq. ft. of exhibit space to distribute to your clients
- Company listing in official conference program

What It Will Cost:

- All booths in increments of 10 ft. x 10 ft.
- Exhibit space is USD 26 per square foot for indoor space (with a minimum reservation of 100 square feet). Exhibit space configuration must be acceptable to SPE.

Sponsorship Opportunities

Receive prominent exposure by investing in a Conference Sponsorship. Below is a list of Sponsorship opportunities available.

All Sponsors Receive:

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition in the conference preview (provided sponsorship is confirmed before print deadline)
- Recognition in the conference program (provided sponsorship is confirmed before print deadline)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the conference website, including a link to your company's website
- Recognition in the Proceedings

Additional Sponsor Benefits:

Tuesday Night Reception

USD 12,000 exclusive

- Four (4) complimentary, full-conference registrations for company employees
- One full-page ad in the conference program (ad created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during reception

Conference Sponsorship—USD 12,000

- Four (4) complimentary, full-conference registrations for company employees
- One banner advertisement on conference website
- One full-page, four-color ad in the conference program (ad created by sponsoring company, SPE to place ad)
- Company name and logo on the cover of the conference preview (ad provided sponsorship is confirmed before print deadline)
- Company name and logo on the cover of the conference program (provided sponsorship is confirmed before print deadline)
- One web banner on the conference website placed by SPE based on availability

Metal Sponsorships

• Titanium Sponsors—USD 6,000

- Three (3) complimentary, full-conference registrations for company employees
- One full-page ad in the conference program (ad created by sponsoring company, SPE to place ad)

• Platinum Sponsors—USD 4,500

- Two (2) complimentary, full-conference registrations for company employees

• Gold Sponsors—USD 3,500

- One (1) complimentary, full-conference registration for company employee

Banners—USD 3,000 (two available)

- Sponsor to provide artwork that meets the Freeman artwork guidelines for (1) 4 ft. high x 8 ft. wide horizontal banner located on wall next to escalators leading from exhibit floor to session rooms
- Must meet deadline of 11 February, or additional fees may apply

Cell Phone Charging Station—USD 5,000

- Recognition of your company while attendees charge their cell phones
- Two (2) advertising components: an LCD screen capable of slide shows and video with sound, and an exterior company-branded vinyl wrap
- Commercial to be loaded onto video screen of each station, 3-minute maximum
- Must meet deadline of 11 February, or additional fees may apply

Coffee Breaks Sponsorship (5 Available)—USD 3,000 individual; USD 15,000 exclusive

- Sponsor may provide branded cocktail napkins to be used during sponsored break

Conference Bags—USD 2,500

- Sponsor to supply bags. SPE to approve artwork (must include conference name)

Conference Lanyards Sponsorship USD 2,500

- Company logo and/or marketing message printed on lanyards (provided by Sponsor) and distributed by SPE at registration
- Sponsor to provide sample for SPE approval (dual-clip and breakaway)
- The lanyard Sponsor is responsible for providing the required quantity of sponsored lanyards (SPE recommends 800 for a conference this size)

Conference Pens and Pads—USD 2,500

- Company logo printed on pens and pads (provided by Sponsor) distributed by SPE on tables in the back of conference session rooms (SPE recommends 1,000 for distribution)
- Prominent on-site signage displayed at the conference recognizing the sponsorship

Hanging Signs—USD 4,000

- Sponsor to provide artwork that meets Freeman artwork guidelines for (6) individual hanging signs to be located on windows above external exit doors in the Town Center Foyer
- Must meet deadline of 11 February, or additional fees may apply

Hotel Key Cards: 2-Color—USD 3,500; 4-Color—USD 5,000

- Prominent on-site 2-color/4-color branding displayed to each hotel guest
- Prominent on-site signage displayed at the conference in high-traffic areas
- Must meet deadline of 9 February, or additional fees may apply

Networking Luncheon (2 Available) USD 6,000

- One full-page ad in the conference program (ad created by sponsoring company, SPE to place ad)
- Multiple Sponsors receive two (2) complimentary full-conference registrations
- Exclusive Sponsor receives three (3) complimentary full-conference registrations

Window Clings—USD 4,000

- Placed in prominent locations on hotel windows (approved by hotel)
- Artwork is produced by Freeman
- Must meet deadline of 11 February, or additional fees may apply for producing artwork

Advertising Opportunities

Conference Web Banner (Online)

- Registration Page—USD 900
- Schedule of Events Page—USD 900
- Housing Page—USD 900

Please note page preference one through three. Banner placement is subject to page availability. Banner will be posted when received. Other pages are available. Call for details.

Conference Program Advertising (Print)

- Inside Front Cover—USD 650
- Inside Back Cover—USD 650
- Outside Back Cover—USD 650
- Full Page—USD 550

Payment due thirty (30) days after invoice and tear sheet receipt. See advertising and logo specifications for file requirements.

Sponsorship and Advertising Policies 2015 SPE Digital Energy Conference and Exhibition

SPE has instituted the following policies for advertising and sponsorship opportunities with the SPE Digital Energy Conference and Exhibition. The Sponsor/Advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

- All copy must be submitted and approved by SPE prior to implementation.
- All individual and exclusive sponsorships are subject to the right of renewal of the previous year's sponsor.
- SPE will contact each previous year's sponsor to advise the right of renewal and the deadline they must submit their sponsorship/advertising contract and deposit in order to renew their sponsorship.
- Should the previous year's sponsor not meet the deadline or should they elect not to renew their sponsorship, SPE will then consider this sponsorship available to all SPE exhibitors.
- Advertising will not be accepted that is considered by SPE in any way to be inappropriate for SPE's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by SPE with the understanding that the advertiser is ultimately responsible and liable for full payment to SPE of any outstanding charges for advertising space.
- In accepting advertising, SPE provides no guarantees that such advertising will result in revenues for the advertiser.
- The final decision on advertising format and terminology rests with SPE and is provided in the advertising specifications.
- It is the responsibility of the advertiser/sponsor to adhere to SPE's advertising and logo specifications.

Payment Policy

- SPE requires that a fifty percent (50%) deposit on all sponsorships be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE official website, until the contract and required deposit have been submitted.
- The remaining fifty percent (50%) of the sponsorship is due thirty (30) days prior to the event. If a participant has contracted a sponsorship within thirty (30) days of the event, full payment is required with submittal of contract.
- Payment is accepted in US dollars only. SPE also accepts most credit cards, checks, money orders, and wire transfers.
- Should a sponsor or advertiser elect to cancel a confirmed sponsorship or advertisement, SPE is not entitled to refund the monies paid to SPE.
- Full payment for all advertisements is due 30 days after receipt of tear sheets.

Deadlines

- In order for sponsorship to be promoted in the conference preview, the contract, company logo, and 50% deposit must be received **prior to 15 September 2014**.
- In order for sponsorship to be promoted in the conference program and proceedings, the contract, company logo, and 50% deposit must be received **prior to 20 January 2015**.
- To secure advertising space in the conference program:
 - Advertising Contracts must be received by **20 January 2015**.
 - Advertising Materials must be received by **27 January 2015**.
- If advertiser or sponsor does not meet the above published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.

Visit www.spe.org/events/dec or contact our sales team today to discuss the exhibiting options available to you.

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