

Sponsorship, Advertisement, and  
Exhibition Opportunities



## International Symposium on Oilfield Chemistry

13-15 April 2015 | The Woodlands, Texas, USA  
The Woodlands Waterway Marriott Hotel & Convention Center  
[www.spe.org/events/ocs](http://www.spe.org/events/ocs)



Society of Petroleum Engineers

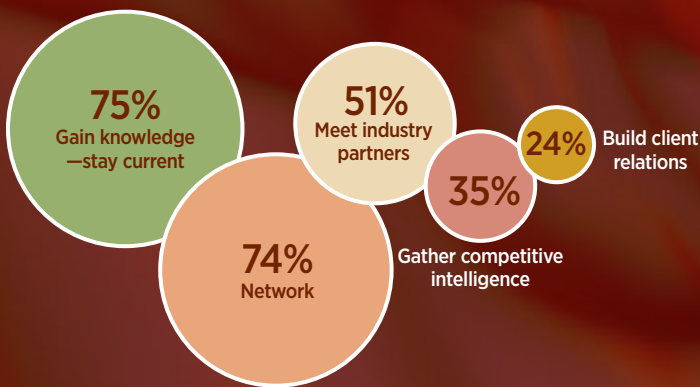
# About the Conference

Chemistry and chemicals, as well as the engineering design of their applications, are critical in all phases of oil and gas operations. The 2015 SPE International Symposium on Oilfield Chemistry will focus on new and emerging chemical technologies and design for their application with papers that cover laboratory studies, simulations, and field applications.

## What Attendees Say About the Event\*

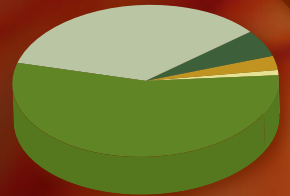
- **95%** rated the networking experience favorably
- **95%** rated the exhibition favorably
- **93%** would recommend the event to their peers and colleagues
- **98%** visited the exhibition during the conference

Here are some of the reasons E&P professionals chose to attend this event:



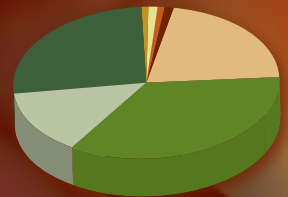
### Primary Area of Technical Interest\*

Production and Operations	55%
Drilling and Completions	35%
Reservoir Description and Dynamics	6%
Health, Safety, Security, Environment, and Social Responsibility	3%
Management and Information	1%



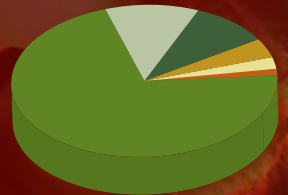
### Job Classification

Manager	35%
Executive	14%
Engineer	26%
Consultant	1%
Geologist or Geophysicist	1%
Educator	1%
Student	1%
Other	21%



### Geographic Region\*

United States	71%
Canada	10%
UK/Europe	11%
North Africa	4%
Asia	3%
Sub-Saharan and Africa	1%



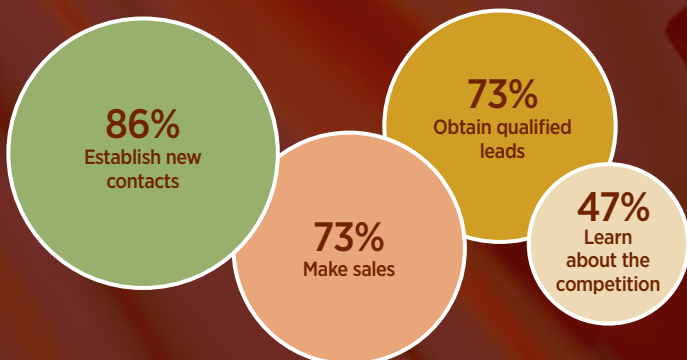
\* Statistics based on the attendee survey results from the 2013 SPE International Symposium on Oilfield Chemistry

## What Exhibitors Say About the Event\*

### About the Exhibitors

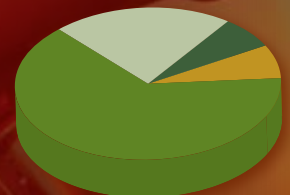
- **73.3%** were very satisfied with the exhibition attendance
- **64.3%** were very satisfied with the visibility of the company

Here are the main reasons they chose to exhibit at this event:



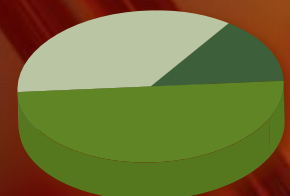
### Exhibitors' Geographic Region\*

United States	64%
UK/Europe	22%
North Africa	7%
Canada	7%



### Company Category

Service/Manufacturing/Contractor	50%
Other	36%
Consulting	14%



\* Statistics based on the exhibitor survey results from the 2013 SPE International Symposium on Oilfield Chemistry

## Exhibiting Opportunities

The 2015 SPE International Symposium on Oilfield Chemistry will focus on new and emerging chemical technologies with papers that cover laboratory studies and field applications.

Don't miss out on the opportunity to showcase your company's products and services to the industry professionals and leaders in attendance.

To book your exhibition space in this event, follow these three easy steps:

- Review all exhibit information carefully.
- Select three (3) preferred booth locations.
- Complete and return the Exhibit Space Agreement with full payment.

### What You Will Receive

- Exhibit space is equally priced at USD 19 per square foot for indoor space (minimum reservation 80 square feet).
- 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. Exhibit space is carpeted; electricity is not included in the cost of the exhibit space.

- Two (2) complimentary full-conference registrations per 80 square feet of exhibit space including admittance to Plenary and Technical Sessions, Reception, Coffee Breaks, Keynote Luncheons, and one copy of the Proceedings that will be sent to the contact person after the event.
- Two (2) Complimentary Exhibits Only One-Day Guest Cards per 80 square feet of exhibit space for distribution to your clients.
- Company listing in official Conference Program and Proceedings.

### Reserve Your Exhibit Space

Exhibit space is assigned on a first-come, first-served basis. SPE shall assign the exhibit space for the period of the 2015 exhibition only and does not imply that the same or similar space will be held or offered for future shows. SPE reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.

## Sponsorship Opportunities

With an array of unique sponsorship and promotional opportunities, SPE can help you design the perfect program to enhance your company's visibility at the 2015 SPE International Symposium on Oilfield Chemistry.

### All Sponsorships Include

- Recognition in the Conference Preview\*
- Recognition in the Conference Program\*\*
- Recognition in the Proceedings
- Prominent on-site signage
- Recognition on the Sponsor page displayed between technical sessions
- Recognition on the conference website, including a link to your company's website

### Additional Benefits For

#### Conference Sponsor

USD 14,000

- One full-page, 4-color ad in the Conference Program (ad created by sponsoring company, SPE to place ad)
- Four (4) complimentary full-conference registrations for company employees
- Company logo printed on the Conference Preview cover\*
- Company logo printed on the Conference Program cover\*\*

#### Welcome Reception (Monday)

USD 11,000

- One full-page, 4-color ad in the Conference Program (created by sponsoring company, SPE to place ad)\*\*
- Your company logo on the napkins (napkins provided by Sponsor)\*
- Three (3) complimentary, full-conference registrations for company employees

#### Coffee Breaks (Individual and Exclusive Options; Monday–Wednesday)

USD 8,000

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

#### Luncheons

USD 8,000

- Exclusive Sponsor will receive two (2) complimentary full-conference registrations for company employees
- One full-page, 4-color ad in the Conference Program (ad created by sponsoring company, SPE to place ad)\*\*

#### Metal Sponsorships

##### Titanium

USD 6,000

##### Platinum

USD 4,000

##### Gold

USD 2,000

- Titanium Sponsors will receive three (3) complimentary, full-conference registrations for company employees and one full-page, 4-color ad in the Conference Program\*\*
- Platinum Sponsors will receive two (2) complimentary full-conference registrations for company employees
- Gold Sponsors will receive one (1) complimentary, full-conference registration for a company employee

#### Go Charger

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

#### Name Badge Lanyards

(provided by Sponsor, distributed by SPE)

USD 2,500

- Company logo and/or marketing message printed on lanyards and distributed by SPE at Registration. Lanyards are to be dual clip and breakaway.

#### Conference Pens and Pads

(Sponsor will supply pens and pads approved by SPE)

USD 2,500

- Company logo printed on pens and pads (provided by sponsor) for SPE to distribute in the session rooms

#### Conference Wi-Fi

- Web page ad on landing page
- One (1) complimentary, full-conference registration for a company employee

## Advertising Opportunities

The event offers opportunities for online and print advertising.

### Online Advertising

Conference Web Banner: USD 850

- Registration Page
- Housing Page
- Technical Program Page

*N.B.: Subject to availability. Please note page preference 1-3.  
Pages subject to availability. Banner will be posted when received.*

### Print Advertising

Conference Program Advertising\*

- Inside Front Cover: USD 700
- Inside Back Cover: USD 700
- Outside Back Cover: USD 800
- Full Page: USD 600

*N.B.: Payment due 30 days after invoice and tear sheet receipt.  
See advertising and logo specifications for file requirements.*

## Sponsorship/Advertising Guidelines, Policies, and Benefits

SPE has instituted the following policies for sponsorship opportunities with the 2015 SPE International Symposium on Oilfield Chemistry. The Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

### SPE Sponsorship Guidelines

- The lanyard Sponsor is responsible for providing the required quantity of sponsored lanyards.
- Quantities included in food and beverage function sponsorships are determined by SPE. Any additional food or beverage ordered by the Sponsor will be billed directly to them by the venue.
- All copy and/or promotional gifts and items must be submitted to and approved by SPE prior to implementation.
- It is the responsibility of the Sponsor to adhere to the advertising and logo specifications information, because it specifically relates to submittal of company logos to be used in promotion of the sponsorship.

### SPE Sponsorship Payment Policy

- SPE requires a 50% deposit on all sponsorships. This deposit must be submitted with the signed Sponsorship Contract in order to secure a sponsorship.
- Upon receipt of a signed Sponsorship Contract and required deposit, SPE will send the Sponsor a Confirmation Notice for Sponsorship. No confirmation will be sent and no sponsorship will be acknowledged or promoted, either in print or on the SPE official website, until the Sponsor has submitted the Sponsorship Contract and required deposit.
- The remaining 50% of all SPE sponsorships is due 30 days prior to the event. If a participant has contracted a sponsorship within 30 days of the event, full payment is required with submittal of Sponsorship Contract in order to confirm the sponsorship.
- Payment is accepted in US dollars only. SPE accepts most credit cards, checks, money orders, and wire transfers.
- Should a Sponsor elect to cancel its confirmed sponsorship, the Sponsor is not entitled to a refund of money paid to SPE.

### 2015 Sponsorship Deadlines

\* In order for sponsorship to be promoted in the 2015 SPE International Symposium on Oilfield Chemistry Preview:

- Advertising/Sponsorship contracts must be received prior to **7 November 2014**.

\*\* In order for sponsorship to be promoted in the 2015 SPE International Symposium on Oilfield Chemistry Program:

- Advertising/Sponsorship Contracts must be received prior to **18 February 2015**.
- Advertising materials must be received prior to **25 February 2015**.

\*\*\* In order for sponsorship to be promoted in the 2015 SPE International Symposium on Oilfield Chemistry Proceedings:

- Advertising/Sponsorship Contracts must be received prior to **18 February 2015**.
- Advertising materials must be received prior to **25 February 2015**.

For more information, contact the SPE Sales Department or visit [www.spe.org/events/ocs](http://www.spe.org/events/ocs):

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