

# **SPE Annual Technical Conference & Exhibition**

**SPE SECRETS TO  
EXHIBITING SUCCESS**



# **WHAT'S INCLUDED**

**WELCOME TO SPE**

**SPE AT A GLANCE**

**SPE MISSION STATEMENT**

**SPE/ATCE STAFF CONTACT LIST**

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# **WHAT'S INCLUDED**

## **SPE SECRETS TO EXHIBITING SUCCESS**

**Key Features To Success**

**Show Planning & Preparation**

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# WELCOME TO SPE

SPE appreciates the continued support of our exhibitors and looks forward to working with each of you on a successful event.

With that in mind, we hope you will benefit from the new  
**SPE Secrets to Exhibiting Success.**

# **SPE AT A GLANCE**

The Society of Petroleum Engineers (SPE) is a not-for-profit professional association whose members are engaged in energy resources development and production.

SPE serves 69,000-plus members in 112 countries worldwide.

# **SPE MISSION STATEMENT**

To collect, disseminate and exchange technical knowledge concerning the exploration, development and production of oil and gas resources, and related technologies for the public benefit; and to provide opportunities for professionals to enhance their technical and professional competence.

# **SPE/ATCE STAFF CONTACT LIST**

**Stephen Graham, Director Operations Dallas**

**+1.972.952.9409**

**[sgraham@spe.org](mailto:sgraham@spe.org)**

**Sally Goldesberry, Senior Manager Meetings & Exhibitions**

**+1.972.952.9380**

**[sgoldesberry@spe.org](mailto:sgoldesberry@spe.org)**

**Gina Patrick, Meetings Manager**

**+1.972.952.9325**

**[gpatrick@spe.org](mailto:gpatrick@spe.org)**

**Deena Walters, Exhibits Manager**

**+1.972.952.9317**

**[dwalters@spe.org](mailto:dwalters@spe.org)**

**Barbara Katz, Exhibit Services Administrator**

**+1.972.952.9326**

**[bkatz@spe.org](mailto:bkatz@spe.org)**

**Paul Thone, Senior Sales Manager**

**+1.713.779.9595, ext. 612**

**[pthone@spe.org](mailto:pthone@spe.org)**

**Jim Klingele, Sales Representative**

**+1.972.952.9387**

**[jklingele@spe.org](mailto:jklingele@spe.org)**

**Joan Payne, Sales Representative**

**+1.972.952.9356**

**[jpayne@spe.org](mailto:jpayne@spe.org)**

**Dana Otilio, Marketing/PR Specialist**

**+1.972.952.9471**

**[marketing@spe.org](mailto:marketing@spe.org)**

# **SPE ADDRESS**

**Society of Petroleum Engineers**

222 Palisades Creek Drive

Richardson, TX 75080-2040 USA

+1.972.952.9393 – Telephone

+1.972.952.9435 – Fax

*[www.spe.org/atce](http://www.spe.org/atce)*

# **SPE Annual Technical Conference and Exhibition**

**KEY FEATURES TO  
SUCCESS**

# KEY FEATURES TO SUCCESS

## Advertising & Sponsorship Opportunities

SPE offers a unique and comprehensive program that includes a variety of advertising and sponsorship opportunities to fit every budget and to maximize your exhibiting experience.

Consult with a SPE Sales Representative for available options!

# KEY FEATURES TO SUCCESS

## Advertising Opportunities

Conference Program

Logo Stoppers/Exclusive Product  
Categories

Additional Program Listings

Web Banners

Shuttle Bus Opportunities

# KEY FEATURES TO SUCCESS

## Sponsorship Opportunities

CD Preview/Proceedings

ExpoCards

Lanyards

Pens and Pads

Welcome Reception

Chairman's Luncheon

Traffic Building Game

# KEY FEATURES TO SUCCESS

## Sponsorship Opportunities

Annual Reception and Banquet

Expo Luncheon

Expo Reception

Fun Run/Walk

President's Luncheon

Escalator Runners

...and more...

# KEY FEATURES TO SUCCESS

## Conference Program Listing

All exhibitors are responsible for submitting their Conference Program listing as well as their appropriate Products & Services Codes.

SPE is not responsible for the accuracy of Conference Program listings of exhibiting companies who do not complete and submit their information.

For convenience, this information can be entered online at [www.spe.org/atce](http://www.spe.org/atce).

# KEY FEATURES TO SUCCESS

## Marketing Resources

- Pre-Registration List available for purchase
- SPE's Guide to Publicity
- Press Room available for the working press
- Opportunity to distribute company press kits in the Press Room
- Schedule a Press Conference
- Electronic Guest Card Program
- Contact the SPE Public Relations Department for assistance

# KEY FEATURES TO SUCCESS

## Education

More than 400 technical presentations  
from industry experts

Opening General/Panel Sessions

Young Professionals Session

Student Paper Contest

PetroBowl

Alumni Activities

# **SPE Annual Technical Conference and Exhibition**

**SHOW PLANNING &  
PREPARATION**

# SHOW PLANNING & PREPARATION

## Strategy and Focus

Identify your target customers

Determine your message

Show Success = Clear message to your  
target audience

# SHOW PLANNING & PREPARATION

## Set Goals and Accomplishments

Build an image

Recruit people

Network

Acquire new leads

Introduce a new product

Attend a technical presentation

Check out the competition

# SHOW PLANNING & PREPARATION

## Develop a Show Budget

You must develop a comprehensive show budget to cover all aspects of your participation in SPE so that you are not caught off guard for any expense.

Your budget should include booth and services expenses, staff, travel and housing, transportation of your goods, food and beverage, promotional items, labor, and more.

# SHOW PLANNING & PREPARATION

## Hospitality Suite...Is It For You?

Determine if hosting a hospitality event is consistent with your show strategy and is within your show budget.

Determine the location, size of the event and potential attendees.

Reserve a hospitality suite at a local hotel – remember to not schedule your event during official SPE hours or events.

# SHOW PLANNING & PREPARATION

Get To The Attendees In Advance

## Develop a Plan of Action

SPE Electronic Guest Card Program

Pre-Registration List

Letters or Postcards

Personal calls

Advance Give-Away Promotions

Drawing or Contest

# **SHOW PLANNING & PREPARATION**

## Your Company Literature

Identify your show strategy and message.

Determine if you need special  
show literature.

Does your existing literature effectively  
communicate your show message?

Develop an on-site literature  
distribution strategy.

# **SHOW PLANNING & PREPARATION**

## Incentives and Promotional Items

Make sure they are consistent with your show strategy.

Make sure the quality reflects your business image and show message.

Use a follow up strategy.

# SHOW PLANNING & PREPARATION

## How Many People Can You Contact?

Rule of Thumb: 10-12 contacts per hour  
at peak (with discussion)

Create your own event to boost traffic.

Make adjustments for events and  
traffic flow patterns.

Gather and track contact data with  
business cards or a lead retrieval system.

# SHOW PLANNING & PREPARATION

## Select and Prepare Your Staff

Communicate your show strategy

Schedule a pre-show on-site meeting to communicate goals and responsibilities

Develop customer contact goals

Attire and appearance

Purpose and roles

Product knowledge

Customer and prospect knowledge

Schedules and Breaks

# SHOW PLANNING & PREPARATION

## It's All in the Details

Booth layout, labor, special rigging requirements, set up, carpet, furniture, plants, promotional items, telephone, power, computer rentals, audio visual needs, photography, parking passes, cleaning, internet, booth security, signage, lead retrieval system, advertising literature, hostess, staff, premiums, press kits, hospitality suites, travel and housing, special events, VIP transportation

# SHOW PLANNING & PREPARATION

## Complimentary Services Provided by SPE

As part of your exhibit package, SPE offers unique complimentary services:

Complimentary material handling (drayage)  
saving you \$\$\$\$\$

Nightly vacuuming for all booths

For additional complimentary services, please refer to your Contract and Manual.

# SHOW PLANNING & PREPARATION

## Exhibitor Badges

SPE Exhibitor Badges shall NOT be reproduced, transferred or resold and are valid for the current year only.

SPE badges are the property of SPE and may be revoked by show management at any time for any reason.

Badges must be worn at all times while on show site.

# SHOW PLANNING & PREPARATION

## Exhibitor Services Manual

The Exhibitor Services Manual is one of the most important things you must read. It contains valuable information contributing to your exhibiting success. For convenience, this information is available online at [www.spe.org/atce](http://www.spe.org/atce).

Carefully read the SPE Exhibit Rules and Regulations.

Use the Coordinator's Checklist to keep up with important deadlines.

# SHOW PLANNING & PREPARATION

## Exclusive Contractors

Depending on the facility, an Exclusive Contractor must be used for certain services for your exhibit.

Refer to the Exclusive Contractors information provided in your Manual.

Take advantage of discount dates offered.

# SHOW PLANNING & PREPARATION

## Official SPE Service Contractors

SPE appoints Official Service Contractors to provide services you may require.

Refer to the SPE Official Service Contractors List for official companies.

If you are contacted by a company claiming to represent SPE, please refer to the SPE Official Service Contractors List.

Take advantage of discount dates offered.

# SHOW PLANNING & PREPARATION

## Exhibitor-Appointed Contractors

Exhibitors are permitted to appoint contractors (EAC), excluding SPE Contractors, for services they may require.

It is the exhibitor's responsibility to notify SPE of such companies.

Each EAC must meet certain criteria or they will not be allowed access to the show floor.

Specific EAC requirements are located in the Exhibitor Services Manual.

# SHOW PLANNING & PREPARATION

## Insurance

Currently, SPE does not require exhibitors to provide proof of insurance.

It is the exhibitor's responsibility to ensure their company insurance includes coverage outside of company premises, including theft, public liability and property damage coverage.

Insurance coverage should be in place for all phases of move-in, show days and move-out.

# SHOW PLANNING & PREPARATION

## Excessive Freight

Exhibitors must notify the Official Freight Handling Contractor in advance of any freight or equipment that requires special handling by cranes, forklifts, etc.

This will ensure that the appropriate equipment is available and that move-in of your equipment runs smoothly.

# SHOW PLANNING & PREPARATION

## Booth Design Basics

Remain within the guidelines of your type of exhibit space.

Keep messages high.

Avoid aisle clogs.

Avoid barriers.

Use color, motion, plants and lighting.

Do not block your neighbors.

# SHOW PLANNING & PREPARATION

## Shipping Guidelines

Shipping cartons should not identify contents.

Use color coded labels.

Pay special attention to prototypes, irreplaceable and highly valuable items.

Bring copies of your shipping information with you on-site.

# **SHOW PLANNING & PREPARATION**

## **International Shipping Guidelines**

International exhibitors are encouraged to utilize the services of the SPE Official Freight Forwarder and Customs Broker to ensure their shipments arrive in a timely basis and clear customs.

Should you utilize an alternate service and encounter problems, SPE cannot provide assistance.

# **SHOW PLANNING & PREPARATION**

## **Develop an Emergency Plan**

Emergency situations can happen at any time...you must be prepared.

SPE has implemented an Emergency Response Plan and all exhibitors are encouraged to develop a similar plan.

# **SHOW PLANNING & PREPARATION**

## **Key Points of an Emergency Plan**

Locate the nearest exit and fire extinguisher to your booth.

Develop an evacuation plan.

Determine a meeting place away from the facility for your staff.

Develop a cell phone roster.

# SHOW PLANNING & PREPARATION

## Key Points of an Emergency Plan

When on-site, practice your evacuation plan to see if changes are needed.

Be alert.

Follow the instructions of SPE or the facility and/or security staff.

Report any suspicious activities to SPE Show Management.

# SHOW PLANNING & PREPARATION

## Before You Leave For Show Site

Reconfirm your scheduled move-in date.

Reconfirm all services ordered directly  
with the contractor.

Put copies of all services ordered in your  
briefcase, not in your luggage.

Reconfirm travel and housing arrangements.

Bring your Exhibitor Services Manual  
for easy reference.

# SHOW PLANNING & PREPARATION

## When You Arrive At Show Site

Locate your booth space.

Locate the Exhibitor Services Center.

Confirm your freight has arrived.

Reconfirm all services ordered are  
working properly.

Locate the Exhibit Management Office.

Pick up your SPE Exhibitor Badge.

# SHOW PLANNING & PREPARATION

## During Set-Up

Remember it is a construction zone.

Think and plan for safety.

Be prepared.

Be alert.

Arrive early and stay late.

Note the day and time when your booth must be set.

Be courteous.

Keep freight aisles clear.

Use "Empty" Labels as soon as possible.

# SHOW PLANNING & PREPARATION

## Security Precautions

SPE provides a comprehensive security program during all phases of SPE.

Wear your SPE conference badge or SPE official wristband at all times.

Do not leave valuable merchandise and equipment unattended.

Hire your own booth security if you have valuables you cannot secure or store safely.

# **SPE Annual Technical Conference and Exhibition**

**IT'S SHOW TIME!**

# IT'S SHOW TIME!

## From Chaos to Show Opening

Arrive early and be ready for the show.

No sitting, eating or drinking.

No reading, talking or  
talking on the telephone.

Always face the aisle and smile.

Open posture – no crossed arms.

Operate in shifts and rotate breaks.

Wear comfortable shoes.

# IT'S SHOW TIME!

## From Chaos to Show Opening

Remember why you are at the show.

Change your game plan if it's not working.

Reinforce what is working.

Secure your valuables before you leave.

Get plenty of rest.

Drink plenty of fluids to prevent dehydration.

Be ready for the next day.

# IT'S SHOW TIME!

## Attendee Preparation

Prepare two to five “killer” questions ahead of time.

Smile and make eye contact.

Look at their badge and call them by their first name.

Make a friend, then start talking.

# IT'S SHOW TIME!

## Qualify Your Contacts

Ask them questions.

Identify level of authority, influence,  
budget, needs and wants.

Scan their badge.

Get a business card.

# IT'S SHOW TIME!

## Determine a Ranking System

"A" Prospects receive full information.

"B" Prospects receive brochure.

"C" Prospects receive information  
after the event.

"D" Prospects are added to your  
database for future follow up.

# IT'S SHOW TIME!

## Onsite Promotional Items

Use as a Thank You for visiting your booth.

Determine whether to give items to qualified leads only.

Use as a disengagement tool.

Develop possibilities for future follow up.

# IT'S SHOW TIME!

## Build a Line and Work It

Route attendees through your booth and do not let them just stand there.

Greet and engage them in conversation.

Talk to them and qualify them.

Leave them with a positive memory of you and your products and services.

Do not let a visitor to your booth get away without speaking to them.

# IT'S SHOW TIME!

## Networking

### It's All About Networking

Always network and meet new people.

Talk to people you do not know.

Do not talk to people you do know  
without your show strategy.

Remember...it's not who you know...  
but who knows you.

# IT'S SHOW TIME!

## Exhibitor Survey

Exhibitor Surveys are distributed to all exhibitors on evening before the last day of the event.

Please make sure you complete and return to the Exhibit Management Office and receive a special gift.

We value the input and feedback from our exhibitors...let us hear from you to see how we can make your exhibiting experience more successful.

# **SPE Annual Technical Conference and Exhibition**

## **TEAR DOWN GUIDELINES**

# TEAR DOWN GUIDELINES

## Reminders

Exhibitors are NOT permitted to begin tear down before the official close of the show.

Exhibitors who get an early start on tear down are subject to penalties which will effect future participation.

Theft is most prevalent during move-out.

Empty containers will be delivered as soon as possible after all aisle carpet has been removed.

# TEAR DOWN GUIDELINES

## Reminders

Remain in your booth at all times.

Remove and/or secure your valuables.

Confirm and/or arrange for  
outbound shipping.

Do not leave your exhibit  
materials unattended.

# TEAR DOWN GUIDELINES

## Reminders

Make sure you leave your exhibit materials within the confines of your exhibit space.

If you provided your own floor covering, you are responsible for its removal.

Pay all invoices for services rendered from vendors and obtain receipts.

# **SPE Annual Technical Conference and Exhibition**

## **POST SHOW GUIDELINES**

# POST SHOW GUIDELINES

## Lead Evaluation

Consolidate leads and contacts.

Debrief with staff.

Organize into your ranking system.

Immediately contact your "A" prospects.

Within 1-2 weeks, contact your "B" prospects.

Develop plan for contacting your "C" and "D" prospects.

# POST SHOW GUIDELINES

## Measure Your ROI

Review what worked and what did not work.

What would you change and what would you keep the same?

How would you attract more attendees?

What did you learn from competitors?

Review staff performance.

Plan NOW for next year's goals.

# POST SHOW GUIDELINES

## Survey Results

### Use the Information Provided in the Survey Results

SPE provides all exhibitors with the results of the attendee, student and exhibitor surveys.

Review carefully to see if any adjustments are needed in your show strategy for the following year.

# POST SHOW GUIDELINES

## Registration List

### Keep in Contact with Attendees After the Show

Exhibitors have the opportunity to purchase the Official Registration List.

You can reach all registered participants or a select group.

Contact SPE directly for details.

# **SPE Annual Technical Conference and Exhibition**

**FUTURE  
PARTICIPATION**

# FUTURE PARTICIPATION

## Exhibitor Prospectus

The following year's Exhibitor Prospectus is delivered to all exhibitors on-site.

In addition, the Exhibitor Prospectus is mailed to all exhibitors after the event.

Carefully review all materials and deadlines.

Visit the SPE Sales Office to submit your application for the next year's show.

# **FUTURE PARTICIPATION**

## **Exhibit Space Assignments**

Exhibit space is assigned based on the SPE Priority Number System, and then on a first-come, first-served basis.

Submit your Contract and required deposit prior to the Priority Deadline.

Mark your calendars for the initial space assignment dates to make sure you or a company representative will be available.

# **SPE Annual Technical Conference and Exhibition**

**THANK YOU FOR YOUR  
CONTINUED SUPPORT**