



SPE Annual Technical Conference and Exhibition  
21-24 September 2008 • Denver, Colorado

ATCE 2008 Advertising Contract  
June 2008

www.spe.org/atce

**ADVERTISING CONTRACT**

This is an Advertising Contract for advertisement space for the 2008 SPE Annual Technical Conference and Exhibition in Denver, Colorado, which will become a binding contract if the advertiser satisfies and agrees to the Advertising Policies as set forth in this contract. The undersigned advertiser does hereby request advertising space for the 2008 SPE Annual Technical Conference and Exhibition, which will be held 21-24 September in Denver, Colorado. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for advertisement space.

**ADVERTISER INFORMATION**

Company: \_\_\_\_\_  
 SPE ATCE 2008 Booth Number: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Province: \_\_\_\_\_  
 Zip Code /Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web Address: \_\_\_\_\_  
 Advertising Agency (if applicable): \_\_\_\_\_  
 Agency Contact: \_\_\_\_\_  
 Agency Phone: \_\_\_\_\_  
 Agency Email: \_\_\_\_\_

**PAYMENT METHOD**

Check Enclosed Check Number: \_\_\_\_\_  
 Please make checks payable to the Society of Petroleum Engineers  
 Wire Transfer\*  
 Credit Card\*

\* For details on paying by wire transfer or credit card, please contact Barbara Katz at bkatz@spe.org

**MAILING ADDRESS**

SOCIETY OF PETROLEUM ENGINEERS  
 SPE SALES DEPARTMENT  
 222 Palisades Creek Drive Richardson, Texas, USA 75080  
 Phone: +1.972.952.9393 Fax: +1.972.952.9397

**SPE Sales Department**

Kirk Colligan +1.972.952.9516 or kcolligan@spe.org  
 Joan Payne +1.972.952.9356 or jpayne@spe.org

**SPE Internal Use Only**

Contract Received: \_\_\_\_\_ Deposit Received: \_\_\_\_\_  
 Confirmation Notice Sent: \_\_\_\_\_ Full Payment Received: \_\_\_\_\_

**ADVERTISING OPPORTUNITIES**

**CONFERENCE PREVIEW**

Inside Front Cover	<b>SOLD</b>
Outside Back Cover	<b>SOLD</b>
1/2 Page Inside Back Cover	<b>SOLD</b>

**CONFERENCE PROGRAM**

Inside Front Cover	<b>SOLD</b>
Inside Back Cover	<b>SOLD</b>
Outside Back Cover	<b>SOLD</b>
Full Page *	<input type="checkbox"/> \$3,000
1/2 Page — Horizontal Only*	<input type="checkbox"/> \$2,000
1/4 Page — Vertical Only	<input type="checkbox"/> \$1,650
Exclusive Product Category** (2X2-in. ads)	<input type="checkbox"/> \$450
Product Logo Stopper**	<input type="checkbox"/> \$300
Company Logo Stopper	<input type="checkbox"/> \$200

\* Premium advertising reservations available for 20% upcharge.  
 \*\* Please list up to 3 categories:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**WEBSITE**

Conference Web Banner	<input type="checkbox"/> \$2,000
A maximum of two ad positions are available per page. Pages listed below are subject to availability. Please note page preference ("1" being your first choice):	
____ Registration Page	____ Accommodations & Travel Page
____ Technical Program Page	____ Events & Activities Page

Advertising Total:	\$ _____
50% Deposit Required:	\$ _____
50% Balance Due:	\$ _____
Total Paid with Contract:	\$ _____
Prices are reflected in US dollars. Payment accepted in US dollars only.	

I hereby submit this contract for advertising space for the 2008 SPE Annual Technical Conference and Exhibition and agree to abide by the policies and procedures as outlined in this contract.

\_\_\_\_\_  
 AUTHORIZED REPRESENTATIVE Date: \_\_\_\_\_

\_\_\_\_\_  
 SPE REPRESENTATIVE Date: \_\_\_\_\_

# 2008 SPE ANNUAL TECHNICAL CONFERENCE AND EXHIBITION

## ADVERTISING POLICIES

SPE has instituted the following policies for advertising with the SPE Annual Technical Conference and Exhibition. The Advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising space.

### SPE ADVERTISING POLICY

- SPE accepts advertising (print and electronic) for goods and services that, in the publisher's judgment, address the technical or professional interests of its readers. SPE reserves the right to refuse to publish any advertising it considers to be unacceptable.
- 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 on the Advertising and Logo Specifications Sheet.

### SPE ADVERTISING PAYMENT POLICY

- SPE requires a fifty percent (50%) deposit on all advertising. This deposit must be submitted with the signed Advertising Contract in order to secure advertising space.
- All premium advertising locations are subject to the right of renewal by the previous year's advertiser. Should the previous year's advertiser elect not to advertise in this premium location, SPE will then consider this location available to all SPE exhibitors and eligible advertisers.
- Upon receipt of a signed Advertising Contract and required deposit, SPE will send the advertiser a Confirmation Notice for Advertising Space. No confirmation will be sent and no advertisement will be published until the advertiser has submitted the Advertising Contract and deposit.
- For advertising space in the SPE Conference Preview and Conference Program, the remaining fifty percent (50%) is due within thirty (30) days of receipt of advertisement tear sheets.
- For all website advertising space, the remaining fifty percent (50%) is due thirty (30) days prior to the event. If an advertiser has confirmed advertising space within thirty (30) days of the event, full payment is required with submittal of Advertising Contract in order to confirm advertising space.
- Payment is accepted in US dollars only. SPE accepts most credit cards, checks, money orders and wire transfers.
- Should an advertiser elect to cancel its confirmed advertisement, the advertiser is not entitled to a refund of monies paid to SPE.

### 2008 SPE PRINT ADVERTISING DEADLINES

#### **To secure advertising space in the SPE Conference Preview:**

- Advertising Contracts, 50% deposit, and advertising materials must be received by **Wednesday, 21 May 2008**.

#### **To secure advertising space in the SPE Conference Program:**

- Advertising Contracts and 50% deposit, and advertising materials must be received by **Wednesday, 6 August 2008**.

It is the advertiser's responsibility to adhere to the guidelines and procedures as outlined on the Advertising and Logo Specifications, which are a part of this contract. If an advertiser does not meet the above published deadlines, SPE cannot guarantee advertising space.