



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

www.spe.org/atce

This is a Sponsorship Contract for the 2008 SPE Annual Technical Conference and Exhibition (ATCE) in Denver, Colorado, which will become a binding contract if the sponsor satisfies and agrees to the Sponsorship Policies as set forth in this Contract. The undersigned sponsor does hereby request a sponsorship for the 2008 SPE Annual Technical Conference and Exhibition, scheduled 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 the sponsorship.

SPONSOR INFORMATION

Company: _____
SPE ATCE 2008 Booth Number: _____
Contact: _____
Title: _____
Mailing Address: _____
City/State/Province: _____
Zip Code/Postal Code: _____
Country: _____
Phone: _____
Fax: _____
Email: _____
Web Address: _____

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: _____

NEW SPONSORSHIP OPPORTUNITIES

Hyatt Regency TV Channel
****per min \$500 @ ___ \$ _____

Conference Bags confirmed by July 29 \$25,000

Newspaper Wraps/Stickers \$10,000

Gobo Lighting at the Hyatt Regency (2 locations)
Exclusive – 2 locations \$12,500 One Location \$7,500

Exhibit Hall Atrium Banners Call for Details

Wells Fargo Theatre Lobby Banners Call for Details

D-Concourse Banners Call for Details

Bus Drop Window Signage Call for Details

Column Wraps Call for Details

Water Station Wraps \$12,000

Program Belly Band Wrap \$7,500
Call for Specs & Deadline

E&P Partner Program Support Levels

E&P Diamond Partner \$30,000

E&P Emerald Partner \$25,000

E&P Ruby Partner \$20,000

"Legends of Drilling" Sponsorship \$20,000

Other: _____ \$ _____

Sponsorship 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 sponsorship opportunities 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 CONFERENCE AND EXHIBITION

SPONSORSHIP POLICIES

SPE has instituted the following policies for sponsorship opportunities with the SPE Annual Technical Conference and Exhibition. 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

- 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 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.
- **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 fifty percent (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. 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 fifty percent (50%) of all SPE sponsorships 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 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 monies paid to SPE.

2008 SPONSORSHIP DEADLINES

- In order for sponsorship to be promoted in the ATCE *Proceedings* CD, sponsorship contracts, 50% deposit and company logo must be received **prior to Wednesday, 6 August 2008.**
- In order for sponsorship to be promoted in the ATCE Conference Program, sponsorship contracts, 50% deposit and company logo must be received **prior to Wednesday, 6 August 2008.**
- Artwork deadlines apply for most sponsorship opportunities. Please contact your sales person for details. Late submission of artwork may result in additional charges.
- If a sponsor does not meet the above published deadlines, SPE cannot guarantee promotion of sponsorship.
- Send company logo to Dana Otilio at dotillio@spe.org by the deadlines mentioned above. The preferred logo format is Adobe Illustrator EPS. For best results, supplied logo should be vector art.

2008 SPE ANNUAL TECHNICAL CONFERENCE AND EXHIBITION NEW SPONSORSHIP BENEFITS AND REQUIREMENTS

HYATT REGENCY TV CHANNEL

- Promotion on hotel channel for the time purchased
- Must have required number of participating companies ****
- Must provide to SPE a video by September 2, 2008
- Presentation will run from Saturday prior to the event through Wednesday p.m.

Newspaper Wraps/Stickers - USA Today at the Hyatt Regency

- Three Days of the Event – Monday, Tuesday, and Wednesday
- Delivered to the SPE Hotel Guest
- Available in the newspaper stands located at the elevator bank
- Wrap or Sticker must be provided to Hotel by September 12, 2008

Exhibit Hall Level – Atrium Banners – samples below – other options

- UNIQUE LOCATIONS – CALL FOR PRICING
- PRESENTATION VIEWING TO ALL TRAVELING THROUGH THE ATRIUM AREA
- ART WORK DEADLINE – AUGUST 28, 2008
- LATE SUBMISSION - PENALTIES WILL APPLY – CALL FOR PENALTY COSTS



Wells Fargo Theatre Lobby Banners – sample below

- **UNIQUE LOCATIONS – CALL FOR PRICING**
- **PRESENTATION VIEWING TO ALL TRAVELING THROUGH THE ATRIUM AREA**
- **ART WORK DEADLINE – AUGUST 28, 2008**
- **LATE SUBMISSION - PENALTIES WILL APPLY – CALL FOR PENALTY COSTS**



D Concourse Banners – sample below

- **UNIQUE LOCATIONS – CALL FOR PRICING**
- **PRESENTATION VIEWING TO ALL TRAVELING THROUGH THE ATRIUM AREA**
- **ART WORK DEADLINE – AUGUST 28, 2008**
- **LATE SUBMISSION - PENALTIES WILL APPLY – CALL FOR PENALTY COSTS**



BUS DROP WINDOW/DOOR SIGNAGE

- **UNIQUE LOCATIONS – CALL FOR PRICING**
- **PRESENTATION VIEWING TO ALL TRAVELING THROUGH THE ATRIUM AREA**
- **ART WORK DEADLINE – AUGUST 28, 2008**
- **LATE SUBMISSION - PENALTIES WILL APPLY – CALL FOR PENALTY COSTS**



GOBO LIGHTING IN THE HYATT REGENCY

- **LOGO PROJECTIONS DATES: SATURDAY – WEDNESDAY**
- **(1) LOGO PROJECTED IN HOTEL'S MAIN LOBBY IN FRONT OF REGISTRATION DESK**
- **(1) LOGO PROJECTED ON ESCALATOR LANDING WALL BETWEEN 3RD AND 4TH FLOOR MEETING SPACE AREA**
- **LOGO GRAPHIC TO BE PROVIDED BY SPONSOR – GLASS OR METAL CUTOUT TO BE APPROVED BY HOTEL**
- **LOGO TEMPLATE MUST BE PROVIDED TO SPE BY SEPTEMBER 9, 2008**

WATER STATION BOTTLE WRAPS

- **COMPANY SPONSORSHIP NOTED ON TEN WATER STATIONS TO BE LOCATED STRATEGICALLY THROUGHOUT THE EVENT AREA IN THE CONVENTION CENTER**
- ****Must meet 6 August deadline to be included in the CD *Proceedings*.**
- *****Must meet 6 August deadline to be included in the Conference Program**
- **ARTWORK MUST BE PROVIDED TO SPE BY AUGUST 11, 2008**

****Must have signed contract by 6 August to be included in the CD *Proceedings*.**

*****Must have signed contract by 6 August to be included in the Conference Program.**

*****MUST HAVE MINIMUM OF 5 COMPANIES PARTICIPATING**

E&P Partner Program

Diamond Partner receives

- Co-Sponsor recognition of the Student Recruiting Fair
Includes a booth at the recruiting fair
- ***Full Page Ad in the Conference Program
- Web Banner where available – will be posted upon receipt
- Signage with company logo in high traffic areas – Artwork Deadline August 22, 2008
- Individual PowerPoint presentation slide with company logo displayed between Sessions
- 6 Full Attendee Registrations

Emerald Partner receives

- Co-Sponsor recognition of the Student Recruiting Fair
- ***1/2 Page Ad in the Conference Program
- Web Banner where available – will be posted upon receipt
- Signage with company logo in high traffic areas – Artwork Deadline August 22, 2008
- Individual PowerPoint presentation slide with company logo displayed between Sessions
- 4 Full Attendee Registrations

Ruby Partner receives

- Co-Sponsor recognition of the Student Recruiting Fair
- ***1/4 Page Ad in the Conference Program
- Web Banner where available – will be posted upon receipt
- Signage with company logo in high traffic areas – Artwork Deadline August 22, 2008
- Individual PowerPoint presentation slide with company logo displayed between Sessions
- 2 Full Attendee Registrations

Legends of Drilling Sponsorship

- Support noted on the SPE created ad promoting the event
- **Sponsor recognition on the sponsorship page of the CD *Proceedings*
- Company name and logo on the PowerPoint presentation between sessions
- 4 Full Conference Registrations
- ***Recognition on the ATCE Conference website and logo included in Conference Program
- Acknowledgement in the Journal of Petroleum Technology, SPE's flagship publication
- Acknowledgement during the Legends of Drilling Reception
- Signage at the Legends of Drilling Reception

**Must have signed contract by 6 August to be included in the CD *Proceedings*.

***Must have signed contract by 6 August to be included in the Conference Program.