



# SHOWCASE YOUR PRODUCTS AND SERVICES AT THE ATCE 2008 EXHIBITOR SHOWCASE

## EXHIBITOR SHOWCASE GUIDELINES

SPE will once again provide the Exhibitor Showcase as a promotional tool for exhibiting companies. There will be one commercial presentation theatre available in the exhibit hall giving exhibitors an additional opportunity to reach conference attendees and industry journalists on a large scale. Participation in the **Exhibitor Showcase** is complimentary and will be on a first-come, first-served basis. SPE has dedicated one exclusive area, **Hall A, Booth #301**, with theatre-type seating for 50-75 conference participants.

- Participation will be offered to all exhibitors.
- Presentations will be scheduled on a first-come, first-served basis and will not be influenced by priority numbers.
- Exhibiting companies must complete the **Exhibitor Showcase Participation Form**. Requests made by telephone will not be accepted.
- Only one presentation will be scheduled per exhibiting company.
- Presentations will be allowed 30 minutes for both presentation and Q&A.
- We recommend exhibitors provide visual aids to enhance their presentations.
- It is the exhibitor's responsibility to provide the presentation to the Audio-visual Staff manning the booth and to arrive on time for the scheduled time slot. Should an exhibitor arrive late, the schedule will remain on time and the exhibitor will not be allowed additional time.
- The presentations are limited to company's products and services, and must not include any type of technical presentation that may be in competition with the ATCE technical sessions.

### SPE WILL PROVIDE THE FOLLOWING:

- Appoint an Exhibitor Showcase Project Manager. It will be the responsibility of the Project Manager to schedule presentations, communicate directly with exhibitors providing them guidelines and details associated with their presentations, and overall responsibility of the project, both pre-show and onsite.
- A computer, LCD projector, screen, lectern, wireless microphone, draping and seating for 50-75 conference participants.
- Promotions on the SPE website, Conference Program, and on-site signage.
- A unique marketing campaign to help promote the exhibitors' participation in the Exhibitor Showcase.

**Act Now to Secure Your Time Slot in our Exhibitor Showcase.**

**Complete and submit the enclosed form today!**

**Time slots are limited and assigned on a first-come, first-served basis.**

**Deadline to receive forms is 21 July!**



**Society of Petroleum Engineers**  
222 Palisades Creek Drive  
Richardson, TX 75080-2040  
+1.972.952.9393 Telephone  
+1.972.952.9435 Facsimile  
[www.spe.org/atce](http://www.spe.org/atce)

2008 Exhibitor Showcase  
Project Manager  
Tina Bavemark  
+1.972.952.9503  
[tbavemark@spe.org](mailto:tbavemark@spe.org)

