



ATCE EXHIBITOR NEWS

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Colorado Convention Center
700 14th Street
Denver, CO 80202

For more information about the convention center, visit www.denverconvention.com



Expanded Exhibitor Resources Available

WHAT'S NEW

As a reminder, all valuable information can be located on our web site for access 24 hours a day, 7 days a week. From the comfort of your own computer, you can review the Exhibitor Services Manual, register your exhibiting personnel, book your hotel room and more.

Exhibitor Services Manual

The Exhibitor Services Manual is now available for access online at www.spe.org/atce/2008. You will be able to find all the important information, deadlines and direct links to SPE official contractors where available. Before ordering booth supplies and/or furnishings, be sure to check out the Exhibitor-Appointed Contractors list under General Information.

Exhibitor Registration

ATCE 2008 exhibitor registration is now LIVE! To register online, you will need your company number, located on your ATCE invoices. Exhibitors are allotted five (5) complimentary exhibitor registrations per 100 sq ft of contracted exhibit space. Exhibitor registration includes all Technical Sessions. For more than your complimentary allotment, additional registrations may be purchased for USD 175 each and other ATCE events may be purchased at time of registration.

Badge Mailing Request

Deadline to submit your request to have your badges mailed is **18 August**. Remember, you must have your staff registered by **22 August** to receive your badges in advance. Simply submitting the request form does not mean you are registered. Registration must be done separately in addition to submitting the form.

NEW Sponsorships Available

This year ATCE has several exciting and unique sponsorship opportunities available:

- Hyatt Regency TV channel promotion
- Newspaper wraps or stickers around the USA Today delivered to the SPE hotel guests at the Hyatt Regency
- Various Atrium banners for presentation viewing to all attendees traveling through the Atrium area
- Logo projections in Hyatt Regency main lobby in front of registration desk or on escalator landing wall between 3rd and 4th floor meeting space
- Company sponsorship noted on each water station throughout the center
- E&P Partner Program with packages providing combination of recognition and benefits
- Legends of Drilling Sponsorships

Deadline Dates

Many exhibitors find the Coordinator's Checklist very helpful in remembering deadlines. This checklist can be found in the Exhibitor Services Manual under General Information.

Experience the beauty of the Colorado Rockies in the Fall.





2008 Exhibition Schedule

Thursday, 18 September

Exhibitor Registration	0800 to 1700
Exhibitor Move-In	0800 to 1700

Friday, 19 September

Exhibitor Registration	0800 to 1700
Exhibitor Move-In	0800 to 1700

Saturday, 20 September

Exhibitor Registration	0800 to 1700
Exhibitor Move-In	0800 to 1700

Sunday, 21 September

Exhibitor Registration	0800 to 1930
Exhibitor Move-In	0800 to 1000

Welcome Reception 1800 to 2000

Exhibition Opens 1800 to 2000

Monday, 22 September

Registration 0700 to 1700

Exhibition 0900 to 1730

Happy Hour 1600 to 1730

SPE Annual Banquet 1830 to 2300

Tuesday, 23 September

Registration 0730 to 1700

Exhibition 0900 to 1730

Expo Luncheon 1145 to 1400

Expo Reception 1600 to 1730

Wednesday, 24 September

SPE "Run for the Future" 0700 to 0800

Registration 0730 to 1400

Exhibition 0900 to 1400

President's Luncheon 1145 to 1315

Coffee and Desserts 1315 to 1400

Exhibitor Move-Out 1400 to 2200

Thursday, 25 September

Exhibitor Move-Out 0800 to 1700

Friday, 26 September

Exhibitor Move-Out 0800 to 1700

All Exhibits must be set by 1000 on Sunday.

All Freight must be cleared by 1700 on Friday.

Official/Exclusive Service Contractors

As a reminder as ATCE approaches, official service contractors have been appointed by SPE to help exhibitors with their needs for constructing the booths. SPE has supplied no information to any company other than those officially representing SPE. Referring to the Official Service Contractors list, could save you valuable time and money regarding services you may require for ATCE.

NEW for 2008*

Electrical, plumbing, air, gas, internet and telephone will be supplied directly through the Colorado Convention Center. Refer to the Official Service Contractors list on the web site for a direct link to order these services.

ATCE Official Service Contractors

AV & Data Display (Freeman)
Barchfeld Convention Photography
Colorado Convention Center
Convention Plant Creations
Corporate Incentives (promotional items)
Denkeler Security Services
Experient
Freeman (carpet, furnishings, cleaning, labor)
Rentsys
Rogers Worldwide
The Arrangers (Shuttle Bus Transportation)



Exhibitor Deadlines

6 August

Sponsorship Recognition in ATCE *Proceedings* CD
Conference Program Ad Contracts and Materials
Sponsorship Recognition in Conference Program

8 August

Expocard Lead Management Services Discount Form
Deadline (Experient)

11 August

SPE TODAY (Show Daily) Ad Contract

15 August

Housing On-Line Registration

18 August

SPE TODAY (Show Daily) Ad Materials
Badge Mailing Request Form

18 August

Exhibitor Registration Deadline (fax or mail) for Badge Mailing

21 August

Work Authorization Request Form

22 August

Exhibitor Web Registration (if requesting badges be mailed)

28 August

Ocean Freight Arrival Denver CFS (R.E. Rogers)

**BOOK HOTELS
EARLY!**

**Hotels for ATCE are
filling quickly. Act
now and make your
reservations.**

Conference Safety and Security

www.spe.org/atce/2008

SPE has been working closely with the Colorado convention Center and the City of Denver preparing for this year's event. This general security information is provided to keep you abreast of security measures that will be in place. We encourage you to share this information with your colleagues, and let us know if you should have any questions.

- All ATCE participants will be required to provide photo identification when registering or picking up their badge and/or badge holder.
- Only participants with official ATCE conference badges will be allowed access to the exhibit floor and technical sessions during official event hours.
- During move-in and move-out, exhibitors and exhibitor-appointed contractors without official ATCE conference badges will be issued numbered SPE wristbands on a daily basis.
- All ATCE participants must wear their official ATCE conference badge at all times while in the Convention Center.
- SPE and Convention Center security staff will conduct daily tours of the facility during move-in, show days, and move-out.

Emergency Response Plan

If you hear over the PA System in the Convention Center: "Please evacuate the building"...do you have a plan? In today's world, safety and security have moved to the top of the list of concerns for attendees, exhibitors and show management.

SPE has developed an Emergency Response Plan and encourages you, as our exhibitor, to make sure you have a plan for your staff should an emergency situation arise.

Over the next few months, SPE will continue to provide you with information that will help in the development of your own emergency plan.

Below are just a few tips that will prove useful in an emergency situation:

- Develop an overall Emergency Response Plan
- Prepare an on-site evacuation plan
- Identify and confirm the closest exits and stairwells to your exhibit space
- Identify and confirm a meeting place for your staff outside and away from the Convention Center
- Practice your evacuation route
- Prepare an emergency cell phone roster of your staff.



NEW! ATCE 2008 Sponsorship Opportunities



www.spe.org/atce

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

ATCE 2008 Sponsorship Contract
July 2008

SPONSORSHIP CONTRACT

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: _____



ATCE 2008 Special Events and Activities

Welcome Reception

The Welcome Reception opens ATCE's exhibition at 1800 hours on Sunday, 21 September. The reception provides attendees and exhibitors an opportunity to network while enjoying complimentary food and beverages.

Annual Reception & Banquet

The Annual Banquet will be held on Monday evening 22 September and recognizes distinguished SPE members who have made significant contributions to the oil and gas industry. Reception begins at 1830 hours and Banquet will begin at 1900 hours.

SPE Run for the Future

Whether you walk or run, participating in the **SPE 5K Fun Run/Walk** on Wednesday morning directly impacts the careers of future petroleum engineers and helps strengthen the future of SPE. Proceeds from this event benefit the Gus Archie Memorial Scholarship Fund, which provides four-year scholarships to deserving petroleum engineering students. Grab your running shoes and join us for this great opportunity. Run begins at 0700 hours.

President's Luncheon

Symbolizing SPE's heritage of industry leadership, this prestigious event is a long-standing tradition at ATCE and is held on Wednesday. One of the highlights of the luncheon is the **passing of the presidential gavel**. 2008 SPE President, Bill Cobb, will pass the gavel to the **2009 SPE President Leo Roodhart**.

2008 ATCE Tours

What better place than Denver to walk back in time. Visit an historical Gothic Victorian mansion, enjoy some of nature's natural beauty or stand on the step at the capital building that is exactly one mile high.

Sunday morning offers the **Foothills Fandango Tour** which takes you to the beautiful Red Rocks Park and Amphitheater, Lookout Mountain which display artifacts and memorabilia about Buffalo Bill Cody and tours the Molson/Coors Brewery. The view from Lookout Mountain is spectacular. (Proper I.D. required for sampling.)

Monday morning brings the **Phoenix Mine Tour**. Pan for gold, view histori-

cal mining equipment and buildings and visit the historic mining town of Idaho Springs. After lunch you will visit the Tommyknocker Brewery for a tour and samplings. (Proper I.D. required for sampling.)

Tuesday you will have a choice to visit **Colorado Springs and Pikes Peak** or a **tour of the capital** and the Unsinkable Molly Brown's Gothic Victorian Mansion. Then on to Millionaires' Row, Brown Palace Hotel, completed in 1892, and view other historical examples of Modern Gothic architecture.

Wednesday you will also be offered a choice of tours. The first takes you on a **ride through the beautiful Rocky Mountains**. The Trail Ridge Road along the Continental Divide is known for spectacular high-mountain beauty.

The second choice is a **visit to the city of Boulder** where you will have an opportunity to visit one or more of the 30 art galleries. You will then be taken for a Celestial Tea experience where you will tour the factory, art department and R&D labs and see how the tea is made. (No I.D. needed for this sampling!)

SEE YOU IN DENVER!

ATCE Meetings & Exhibits Staff

Contacts

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 DeeDee Bailey, ATCE Meetings Manager
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