



SPE Annual Technical Conference and Exhibition  
4 - 7 October 2009 • New Orleans, Louisiana

ATCE 2009 Show Daily  
Advertising Contract  
June 2009

www.spe.org/atce

**ADVERTISING CONTRACT**

This is an Advertising Contract for advertisement space for the 2009 SPE Annual Technical Conference and Exhibition in New Orleans, Louisiana, 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 2009 SPE Annual Technical Conference and Exhibition, which will be held 4-7 October in New Orleans, Louisiana. 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 2009 Booth Number: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Province: \_\_\_\_\_  
 Zip Code /Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web Address: \_\_\_\_\_  
 Advertising Agency (if applicable): \_\_\_\_\_  
 Production/Agency Contact: \_\_\_\_\_  
 Production/Agency Phone: \_\_\_\_\_  
 Production/Agency Email: \_\_\_\_\_

**ADVERTISING OPPORTUNITIES**

**SPE Today – ATCE Show Daily**

	<b>3-Day</b>
<b>Outside Back Cover</b> (10.25" x 15.75" / 260 x 400 mm)	<input type="checkbox"/> \$16,500
<b>Full Page</b> (10.25" x 15.75" / 260 x 400 mm)	<input type="checkbox"/> \$13,500
<b>Island</b> (7.625" x 12" / 194 x 305 mm)	<input type="checkbox"/> \$9,500
<b>Half Page</b> (10.25" x 7.5" / 260 x 190 mm)	<input type="checkbox"/> \$6,000
<b>Quarter Page</b> (5" x 7.5" / 260 x 190 mm)	<input type="checkbox"/> \$3,000
<b>Front Page/Bottom Banner</b> (10.25" x 4" / 260 x 102 mm)	<input type="checkbox"/> \$8,000
<b>*All pricing is Net</b>	

**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: \_\_\_\_\_

**Additional Information**

Insertion Order.....**25 August 2009**  
 Materials.....**1 September 2009**  
 Mechanical Data and file submission details, as well as production contacts are attached.

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: \_\_\_\_\_

# 2009 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.
- For advertising space in SPE Today – ATCE Show Daily, the remaining fifty percent (50%) is due within thirty (30) days of receipt of advertisement tear sheets.
- For all other 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.

### 2009 SPE PRINT ADVERTISING DEADLINES

#### **To secure advertising space in SPE Today – ATCE Show Daily:**

- Advertising Insertions and 50% deposit must be received by **Tuesday, 25 August 2009.**

#### **To secure advertising space in SPE Today – ATCE Show Daily:**

- Advertising materials must be received by **Tuesday, 1 September 2009.**

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.