



www.spe.org/atce

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

ATCE 2009 Advertising Contract
March 2009

ADVERTISING CONTRACT

This is an Advertising Contract for advertisement space for the 2009 SPE Annual Technical Conference and Exhibition (ATCE) 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 2009 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): _____

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 \$4,800
Outside Back Cover \$7,000
1/2 Page Inside Back Cover \$3,500
All ads are 4-color

CONFERENCE PROGRAM

Inside Front Cover \$3,850
Inside Back Cover \$3,500
Outside Back Cover \$4,800
Full Page * \$3,000
1/2 Page — Horizontal Only* \$2,000
1/4 Page — Vertical Only \$1,650
Exclusive Product Category** \$450
(2X2-in. ads)
Product Logo Stopper** \$300
Company Logo Stopper \$200

* Premium advertising reservations available for 20% upcharge.

** Please list up to 3 categories:

- _____
- _____
- _____

All ads are 4-color

WEBSITE

Conference Web Banner \$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 2009 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.
- 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.
- 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.

2009 SPE PRINT ADVERTISING DEADLINES

To secure advertising space in the SPE Conference Preview:

- Advertising Contracts and 50% deposit must be received by **Monday, 18 May 2009.**
- Advertising Materials must be received by **Monday, 25 May 2009.**

To secure advertising space in the SPE Conference Program:

- Advertising Contracts and 50% deposit must be received by **Monday, 10 August 2009.**
- Advertising Materials must be received by **Monday, 17 August 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.