



2018 SPE Artificial Lift Conference & Exhibition – Americas
28 – 30 August 2018 • The Woodlands, TX USA

ADVERTISING/SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2018 SPE Artificial Lift Conference & Exhibition – Americas in The Woodlands, Texas which will become a binding contract if the sponsor satisfies and agrees to the Advertising and Sponsorship Policies as set forth in this Contract. The undersigned does hereby request to be an advertiser and/or sponsor for SPE Artificial Lift Conference & Exhibition – Americas scheduled 28 – 30 August 2018. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

CONTACT INFORMATION *

*Required: All information must be filled in completely before submitting.

Company: _____

Booth Number: _____

Contact Name: _____

Title: _____

Phone: _____

Cell: _____

Email: _____

URL Page Link: _____

Marketing/Agency Contact Name: _____

Marketing/Agency Phone: _____

Marketing/Agency Email: _____

BILLING INFORMATION FOR INVOICING *

*Required: All information must be filled in completely before submitting.

Billing Invoice: Send to: (check one)

Primary Company Contact

Marketing/Agency Contact

Invoice Address:

Street Address: _____

City/State/Province: _____

Zip Code/Postal Code: _____ Country: _____

Phone: _____ Email: _____

I hereby submit this contract for a sponsorship the 2018 SPE Artificial Lift Conference & Exhibition – Americas and agree to abide by the policies and procedures as outlined in this contract.

Authorized Representative

Date:

SPE Representative

Date:

PAYMENT DUE

Payment accepted in US dollars (USD) only.

Refer to Payment Policy on Page 4

Sponsorship Total:

100% Due with Contract USD _____

Print & Website Advertising

100% Due with Contract USD _____

Total Paid with Contract USD _____

PAYMENT METHOD

For payment by check:

___ Check Enclosed Check Number: _____
Please make checks payable to the Society of Petroleum Engineers.

For Payment by Wire or Credit Card:

An invoice will be generated and emailed to the billing contact. Payment instructions will be included for Wire Transfers and Credit Card processing.

P.O. Number: _____ (if required)

SPE SALES REPRESENTATIVES

SOCIETY OF PETROLEUM ENGINEERS

SPE SALES DEPARTMENT

222 Palisades Creek Drive

Richardson, Texas, USA 75080

Phone: +1.972.952.9393 • Fax: +1.866.491.7171

Jennifer Palladina (A-FL) + 1.713.457.6827 or jpalladina@spe.org

Jason Plotkin (Fm-O) + 1.713.457.6877 or jplotkin@spe.org

Kirk Colligan (P-Z) + 1.972.952.9516 or kcolligan@spe.org

SPE Sales Internal Use Only

List Sponsorship benefits, such as comp ad, # of comp registration, etc.

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

2018 SPE Artificial Lift Conference & Exhibition – Americas

ADVERTISING/SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS RECEIVE:

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition in the conference preview (provided sponsorship is confirmed before print deadline)
- Recognition in the conference program (provided sponsorship is confirmed before print deadline)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the conference website, including a link to your company's website

TUESDAY NIGHT RECEPTION — USD 10,000 INDIVIDUAL • USD 18,000 EXCLUSIVE

- Exclusive sponsor will receive five (5) complimentary, full conference registrations for company employees
- Individual sponsor will receive two (2) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during reception

MOBILE DEVICE CHARGING STATION — USD 10,000 EACH QTY _____

- Recognition of your company while attendees charge their cell phones
- Two (2) advertising components available: an LCD screen capable of slide shows or video with sound, (call for details on internet capabilities)
- Commercial to be loaded onto video screen, 3 minute maximum

METAL SPONSORSHIPS: TITANIUM — USD 7,500 • PLATINUM — USD 5,000 • GOLD — USD 3,500

- Titanium Sponsors will receive three (3) complimentary, full conference registrations for company employees and one full-page ad in the conference program (created by sponsoring company, SPE to place ad)
- Platinum Sponsors will receive two (2) complimentary, full conference registrations for company employees
- Gold Sponsors will receive one (1) complimentary, full conference registration for company employees

KEYNOTE LUNCHEONS — USD 7,500 EACH TUESDAY WEDNESDAY

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

LEGENDS OF ARTIFICIAL LIFT LUNCHEON — USD 7,500 THURSDAY

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

CONFERENCE BAGS — USD 6,000

- Company logo printed on one side of the conference bag (one-color) and distributed by SPE at registration, SPE to provide sponsor with bag design for approval.
- Qty. 400

Entrance Unit— USD 5,000

- Prominent visual promotion at exhibit hall entrance
- Must meet deadline of 15 July or additional fees may apply
- Sponsor to get SPE approval on design

HOTEL KEY CARDS — 2-COLOR – \$3,500 4-COLOR – \$5,500

- Prominent on-site 2-color/4-color branding displayed to each hotel guest
- Sponsor to get SPE approval on design

Window Clings (Set of 6) — \$ 3,500

- Placed in prominent locations on hotel windows (approved by hotel)
- Sponsor to provide artwork for that meets Freeman artwork guidelines for six (6) 70"x40" clings. See PLANTOUR for details.
- Must meet deadline of 15 July, or additional fees may apply
- Sponsor to get SPE approval on design

COFFEE BREAKS — USD 2,500 INDIVIDUAL (6 AVAILABLE) • USD 12,000 EXCLUSIVE QTY _____

- Sponsor(s) may provide branded cocktail napkins to be used during sponsored break(s)

ESCALATOR RUNNER — USD 2,500

- Sponsor will provide artwork that meets Freeman artwork guidelines for ten (10) 8"x44" runners to be displayed on escalator. See PLANTOUR for details.
- Must meet deadline of 15 July, or additional fees may apply
- Sponsor to get SPE approval on design

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

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SKY BRIDGE WINDOW CLINGS (2 SETS AVAILABLE; SET INCLUDES 2 CLINGS) — USD 2,500 INDIVIDUAL USD 4,000 EXCLUSIVE

- Exclusive Sky Bridge location placement on windows, facing inside
- Sponsor to provide artwork that meets Freeman artwork guidelines for (2) 57-1/2" wide x 45-1/4" tall single-sided window cling. See PLANTOUR for details.
- Must meet deadline of 15 July, or additional fees may apply
- Sponsor to get SPE approval on design

CONFERENCE LANYARDS — USD 2,000

- Company logo and/or marketing message printed on lanyards (provided by sponsor) and distributed by SPE at registration
- Sponsor to provide sample for SPE approval (*dual clip and breakaway design*)
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards
- Qty. 400

CONFERENCE PENS & PADS — USD 2,000

- Company logo printed on pens and pads (provided by sponsor) distributed by SPE on tables in the back of conference session rooms
- Sponsor to get SPE approval on design

HANGING SIGN (6 AVAILABLE) — USD 1,000 INDIVIDUAL USD 5,500 EXCLUSIVE QTY _____

- Sponsor to provide artwork that meets the Freeman artwork guidelines for (1) 4' high x 8' wide foam core horizontal hanging sign. See PLANTOUR for details.
- Must meet deadline of 15 July, or additional fees may apply
- Sponsor to get SPE approval on design

BANNERS — CALL FOR DETAILS

- Sponsor receives a banner hung in the lobby by the escalator (call SPE for details)
- Sponsor to get SPE approval on design

OTHER _____

ADVERTISING OPPORTUNITIES

RUN OF BOOK

PREMIUM

Conference Program

Inside Front Cover (IFC—Cover 2)	___ USD 650
Inside Back Cover (IBC—Cover 3)	___ USD 650
Outside Back Cover (OBC—Cover 4)	___ USD 650
Full Page	___ USD 550

100% of Payment due with Contract

Conference Web Banner — Please note page preference 1 thru 2. Pages subject to availability.

Banner will be posted when received. Other pages available. (Call for details.)

___ Travel & Accommodations Page	___ USD 800
___ Registration Page	___ USD 800

WEB BANNER AD SPECS

Dimensions: 468 pixels wide X 60 pixels high

File Size: 30KB limit, regardless of file type

File Types: GIF or JPG. Animation is allowed but sound is not.

The advertiser must specify the target URL when the file is submitted.

Submit Banner Ads to: SPE.sendmyad.com

100% of Payment due with Contract

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

2018 SPE Artificial Lift Conference & Exhibition – Americas

ADVERTISING/ SPONSORSHIP POLICIES

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at ALCE 2018. This program includes a variety of sponsorship and advertising opportunities. For complete details, please review the included information or contact the SPE Sales Department.

SPE has instituted the following policies for advertising and sponsorship opportunities with the SPE Artificial Lift Conference & Exhibition – Americas. Once signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

SPE EDITORIAL AND ADVERTISING POLICY

The Society of Petroleum Engineers encourages open and objective discussion of technical and professional subjects pertinent to the interests of the society in its publications. Society publications shall contain no judgmental remarks or opinions on the technical competence, personal character, or motivations of any individual, company, or group. Any material which, in the publisher's opinion, does not meet the standards for objectivity, pertinence, and professional tone will be returned to the contributor with a request for revision before publication.

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 that can be construed as discriminating or advocating discrimination on the basis of race, gender, religion, disability, sexual orientation, or national origin will not be accepted. As a global organization, SPE will also reject advertising that, in the publisher's opinion, might be culturally offensive to SPE members.

ADVERTISING GUIDELINES

- **All copy must be submitted and approved by SPE prior to implementation.**
- SPE will contact each previous year's advertiser to advise the right of renewal and the deadline they must submit their advertising contract and deposit in order to renew their advertisement.
- Should the previous year's advertiser not meet the deadline or should they elect not to renew their advertisement, SPE will then consider this advertisement available to all SPE exhibitors.
- Advertising will not be accepted that is considered by SPE in any way to be inappropriate to SPE's image.
- Advertising will not be accepted if it includes politically controversial terms.
- 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 in the advertising specifications.
- **It is the responsibility of the advertiser to adhere to the advertising and logo specifications information.**

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 sponsorship and logo specifications information.**

PAYMENT POLICY

- SPE requires that one hundred percent (100%) payment on all sponsorships and advertising (print & web) be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE official website, until the contract and required deposit has been submitted.
- Payment is accepted in US dollars only. SPE also accepts most credit cards, checks, money orders and wire transfers.
- Should a sponsor or advertiser elect to cancel a confirmed sponsorship or advertisement, SPE is not entitled to refund the monies paid to SPE.
- Company representative signature binds the company to the payment and cancellation schedule. If the company cancels participation with money due, the outstanding funds will be due upon cancellation.

2018 ALCE SPONSORSHIP DEADLINES

***In order for sponsorship to be promoted in the 2018 ALCE Conference Preview:**

- Sponsorship Contracts and payment must be received **prior to 19 February 2018.**
- Advertising materials must be received **no later than 26 February 2018.**

****In order for sponsorship to be promoted in the 2018 ALCE Conference Program:**

- Sponsorship Contracts and payment must be received **prior to 17 July 2018.**
- Advertising materials must be received **no later than 23 July 2018.**

If a sponsor does not meet the published deadlines, we cannot guarantee promotion of sponsorship.