



NORWAY ONE DAY SEMINAR

18th April 2018 | Hotel Edvard Grieg | Bergen, Norway

Align your organisation with the key discussion points facing the Norwegian Continental Shelf

Associate your brand with the highest calibre technical content in the industry

Raise your company's profile through logo placement as part of our targeted pre-event marketing campaign

Network face-to-face with potential and existing clients

www.spe.org/go/18berg



Society of Petroleum Engineers

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About the event

The SPE One Day Seminar has become established as the key annual forum focusing on the main discussion points, industry developments and technical challenges facing upstream oil and gas not only in the Norwegian Continental Shelf but also the wider E&P industry. With it's highly respected technical content, the conference represents a diverse range of oil and gas disciplines and provides an excellent learning experience. As well as being the only dedicated event in Norway addressing well, drilling, completion and intervention issues, it is also the SPE's only event to take place in Norway on a regular basis. The seminar provides scope for networking with industry colleagues as well as an exhibition showcasing some of the leading organisations active within the sector.

2018 marks the event's 25th anniversary year and a number of far-reaching initiatives will be put in place in order to encourage greater engagement from operator companies, broaden participation from the wider NCS, and strengthen its position as the leading event of its type in the industry.

Among the changes for 2018 are:

1. Increased operator participation through
 - more discounted and free places to attend the event
 - wider representation from operator companies on the programme committee including the co-chairs
 - board level engagement between SPE and operator firms to encourage involvement at the event
 - improved support for internal communication within operator firms to promote the event to employees
2. The event will be rebranded as the Norway One Day Seminar to demonstrate its position as a national event
3. A new location in close proximity to Statoil's Bergen office and a larger portion of the industry
4. A streamlined event format with two panel sessions composed of high level industry representatives
5. Simplified sponsorship packages with sponsors being able to nominate representatives from operator companies to attend for free
6. A Young Professionals programme will be developed alongside the main seminar to broaden the event's reach
7. More opportunities for attendees, sponsors and exhibitors to interact

EVENT OVERVIEW

(Based on attendance at the 2017 One Day Seminar in Bergen)

Job Classification



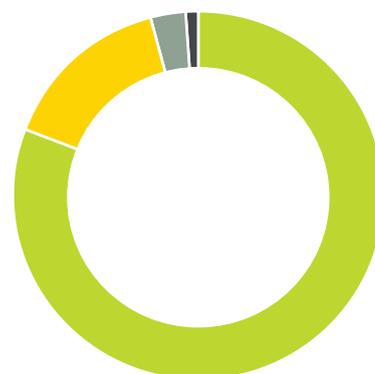
Engineer	37%
Executive	19%
Manager	23%
Academic	10%
Consultant	6%
Scientist	5%

Organisation Type



Oil and Gas service and supply companies	59%
Oil and Gas operators	22%
Universities and Academics	9%
Research	8%
Other	2%

Geographical Region



Norway	81%
Rest of Europe	15%
Americas	3%
Asia	1%

Sponsorship Opportunities



The packages for 2018 have been simplified to cover Principal Sponsorship – exclusively for operator companies – and Gold, Silver and Bronze Sponsorship – each offering varying levels of exposure and complimentary delegate places at the event. **A new feature for this year is that sponsorship will allow you to invite representatives of your choice from operator companies to attend the event for free.**

Principal Sponsorship (Operator companies only)

The package has been developed exclusively for operators and will include the following benefits:

BRANDING

- 1 Acknowledgement as a Principal Sponsor during chairman's opening remarks
- 2 Acknowledgement and recognition as a Principal Sponsor in pre- and post-event promotional materials including news releases, flyers and brochures
- 3 Logo displayed on prominent signage at the conference venue
- 4 Logo displayed on the sponsors' page of the Conference Preview
- 5 Logo displayed on the Conference Programme given to all attendees
- 6 Logo displayed on the event website with a link to sponsor's website
- 7 Logo displayed on the PowerPoint sponsor page displayed between technical sessions and during coffee breaks

ADVERTISING

One page four colour advertisement in the Conference Programme

DELEGATES

Three complimentary delegate registrations to attend the event

10% discount on full conference registrations for employees across all departments to attend the event

EXHIBITION

Option for a 3m x 2m exhibition space within exhibition area or separate distribution point for a piece of company literature at the conference

PRESS AND MARKETING COMMUNICATIONS

SPE to keep the sponsor informed of the schedule of press, PR and marketing communications throughout the planning cycle. The sponsor will be acknowledged as a Principal Sponsor in communication as appropriate.

PRICE:

80,000 NOK

"One of the few showcases truly focusing on technology and innovation. Opportunities to network with the industry don't come better than this."

Giedrė Malinauskaite, Marketing Manager, FourPhase

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Gold, Silver and Bronze Sponsorship

ALL GOLD, SILVER AND BRONZE SPONSORSHIP PACKAGES WILL RECEIVE THE FOLLOWING CORE BENEFITS:

- 1 Logo displayed on prominent signage at the conference venue
- 2 Logo included in the Conference Preview
- 3 Logo included in the Conference Programme given out to all attendees
- 4 Logo on the event website with a link to your company website
- 5 Logo displayed on signs in the registration area
- 6 Logo on the PowerPoint sponsor page displayed between technical sessions and during coffee breaks



Plus additional benefits depending on the sponsorship package

GOLD

67,500 NOK

- 12m2 Exhibition Stand
- Four complimentary full event delegate places for company employees
- Three representatives from an operator company invited to attend for free (selected by the sponsor)

SILVER

45,000 NOK

- 9m2 Exhibition Stand
- Two complimentary full event delegate places for company employees
- Two representatives from an operator company invited to attend for free (selected by the sponsor)

BRONZE

27,500 NOK

- 6m2 Exhibition Stand
- One complimentary full event delegate place for a company employee
- One representative from an operator company invited to attend for free (selected by the sponsor)

A message from the 2018 SPE President

"With an increasingly challenging environment for oil and gas exploration and production, the need for a forum enabling the exchange of high quality technical information has never been more acute. Over the years, the SPE One Day Seminar has established itself as a must-attend annual event providing the highest calibre peer-selected technical papers tackling the key issues facing the Norwegian Continental Shelf and the wider E&P industry. The event format is perfectly suited to providing a concise knowledge sharing experience but also to offering a great networking opportunity for participants from a range of oil and gas backgrounds.

In this it's 25th year, the event will embrace this tradition of excellence while incorporating a series of new and exciting changes that will increase it's visibility and strengthen it's unique position in the marketplace. Whether your goal is to discover new insights, broaden your professional network or showcase your products, the 2018 SPE Norway One Day Seminar offers an unparalleled opportunity. I plan to be in Bergen to take advantage of this opportunity"

Darcy Spady, 2018 President of the Society of Petroleum Engineers

Find out more

To discuss any of these options or bespoke packages or to make a booking, please contact: **Dean Guest, Sales Manager – Events, Europe**
Society of Petroleum Engineers
Tel + 44 (0) 20 7 299 3300 Email: dguest@spe.org



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