

# 2018 SPE/ICoTA COILED TUBING AND WELL INTERVENTION CONFERENCE AND EXHIBITION ADVERTISING/SPONSORSHIP POLICIES AND GUIDELINES

## SPE EDITORIAL/ADVERTISING/SPONSORSHIP 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.

With an array of unique promotional opportunities, SPE/ICoTA can help you design the perfect program to enhance your company's experience at CTWI 2017. This program includes a variety of sponsorship opportunities. For complete details, please review the included information or contact the Sales Department listed on the first page of this contract.

SPE/ICoTA has instituted the following policies for sponsorship opportunities with the SPE/ICoTA Coiled Tubing & Well Intervention Conference & Exhibition. Once signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising and/or a sponsorship.

## ADVERTISING/SPONSORSHIP GUIDELINES

- **All copy must be submitted and approved by SPE prior to implementation.**
- SPE/ICoTA will contact each previous year's advertiser/sponsor to advise the right of renewal and the deadline they must submit their advertising/sponsorship contract and deposit in order to renew their advertisement/sponsorship.
- Should the previous year's advertiser/sponsor not meet the deadline or should they elect not to renew their advertisement/sponsorship, SPE/ICoTA will then consider this advertisement/sponsorship available to all SPE exhibitors.
- Advertising will not be accepted that is considered by SPE/ICoTA 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/ICoTA 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/ICoTA 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/sponsorship and logo specifications information.
- All advertising must be submitted online at <https://SPE.sendmyad.com> by the stated deadline.

## PAYMENT POLICY

- SPE/ICoTA requires that a one-hundred (100%) deposit on all sponsorships and advertising space (print and/or web) be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE/ICoTA official website, until the signed contract and required payment has been submitted.
- Payment is accepted in US dollars only. SPE/ICoTA also accepts most credit cards, checks, money orders and wire transfers.
- Should a sponsor elect to cancel confirmed sponsorship, SPE/ICoTA is not entitled to refund the monies paid to SPE/ICoTA.
- A company representative's 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.
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## DEADLINES

To secure advertising space or sponsorship promotion in the Conference Program:

- Advertising/Sponsorship Contracts and payment must be received **prior to 31 January 2018.**
- Advertising Materials must be received **no later than 7 February 2018.**

See separate document for Advertising and Logo specifications.

*\*If a sponsor does not meet the published deadlines, SPE/ICoTA cannot guarantee promotion of sponsorship and reserves the right to invoke penalties for late submissions.\**