



**SPE/IADC Drilling Conference**  
**1-3 March 2011 • RAI Congress Centre, Amsterdam, The Netherlands**



**APPLICATION/CONTRACT FOR EXHIBIT SPACE**

**Priority number deadline for space assignments: 7 May 2010**

This is an application for exhibit space at the 2011 SPE/IADC Drilling Conference which will become a binding contract if the potential Exhibitor satisfies SPE Exhibitor requirements and if such application is accepted by SPE. The undersigned company (the "Exhibitor") does hereby make application to participate as an Exhibitor in the 2011 SPE/IADC Drilling Conference. We request SPE to reserve exhibit space for our use at this Exhibition. We understand that specific booths will be assigned, to the extent available, based on the existing Priority Number System, and then on a first-come, first-served basis.

Preferred Booth Locations	Space Requirements (Minimum 9sqm) Please complete one of the following options
<p>All 5 preferred booth locations must be completed. If all 5 locations are not complete, Exhibitor forfeits the right to be contacted if selections are no longer available. In such cases, SPE reserves the right to place the Exhibitor in a like configuration in the best available location.</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p>	<p>Space only stand: Depth _____ x Frontage _____ = Total sqm</p> <p>Stand Package Stand: Depth _____ x Frontage _____ = Total sqm</p> <p>100% Due On or Before 30 days from invoice date = GBP £ _____ + 19% VAT</p>
	<p>Space only stand: Depth <u>3</u> x Frontage <u>3</u> = <u>9</u> Total sqm</p> <p>Stand Package Stand: Depth <u>3</u> x Frontage <u>3</u> = <u>9</u> Total sqm</p> <p>100% Due On or Before 30 days from invoice date = GBP £ <u>2970</u> + 19% VAT</p>
	<p><b>Booth Type</b> Please tick your preferred booth type below: (See Exhibitor Brochure for explanations of booth types)</p> <p><input type="checkbox"/> Space Only Stand: Cost = GBP 330.00 per m<sup>2</sup> excluding VAT @ 19%</p> <p><input type="checkbox"/> Stand Package: Cost = GBP 410.00 per m<sup>2</sup> excluding VAT @ 19%</p>

Exhibitor Information		
EXHIBITING COMPANY (this will appear in all marketing material and the stand fascia board if the Stand Package option was selected above)		
MAILING ADDRESS	CITY/STATE/PROVINCE	ZIP/POSTAL CODE
COMPANY PHONE NUMBER	COMPANY FAX NUMBER	COMPANY WEB ADDRESS
PRIMARY CONTACT (will receive show mailings)	PHONE NUMBER	
EMAIL ADDRESS		
MARKETING CONTACT (if different from person named above)	PHONE NUMBER	
EMAIL ADDRESS		

Dutch VAT Registration
If your company is registered for Dutch VAT, please provide below your Dutch VAT registration number. If you do not include your Dutch VAT registration number, SPE will assume your company is not registered for Dutch VAT and will add 19% VAT to your invoice.
Dutch VAT registration number: <u>NL</u>

Provisions
By signing the below, the Exhibitor agrees to the full terms and conditions overleaf.
<p>A. The individual signing this agreement warrants that he/she has the authority to bind contractually the organisation applying for exhibit space. The individual signing this agreement also warrants that the product sought to be exhibited qualifies for the exhibition. If SPE later determines that such product in fact does not qualify for the exhibition, SPE can cancel the space and contract without any refunds.</p> <p>B. SPE may be held liable for loss, injury, or damages sustained by Exhibitor or Exhibitor's personnel (i.e. Exhibitor's agents, servants, invitees, guests or employees) only to the extent such loss, injury or damages are solely caused by the negligence or willful misconduct of SPE or its agents or employees, and not otherwise.</p> <p>C. SPE shall not be responsible for any loss of business, loss of profits, injury, damage or expense, of whatever nature that the Exhibitor may suffer due to event cancellation as a result of conditions that render the event impracticable. Causes of impracticability include, but without limitation: casualty, explosion, fire, lightning, utility interruption, flood, weather, epidemic, hurricane, tornado, earthquake or other Acts of God, or any law, ordinance, rule or regulation, acts of public enemies, strikes, riots or civil disturbances.</p> <p>D. The Exhibitor hereby agrees to defend, indemnify, and hold harmless SPE and its agents and employees with respect to any claims, suits, damages, liabilities, losses, expenses, and costs (including reasonable attorney fees) which SPE and its agents or employees may suffer or be subject to, and which are in any way connected with the Agreement or the presence by the Exhibitor, Exhibitor's personnel or any Exhibitor Appointed Contractor; provided, however, that the Exhibitor's duty to indemnify and hold harmless shall not extend to such claims, suits, damages, liabilities, losses, expenses, and costs (including any of the foregoing resulting from SPE's own negligence, including reasonable attorney fees) as are solely caused by the negligence or willful misconduct of SPE, its agents or employees. The terms of this provision shall survive the termination or expiration of this Agreement.</p>
Signature _____ Date _____

Payment by cheque:	Payment by bank transfer:	SPE Contact
Make cheques payable to SPE Ventures and mail to:	Include the name of the event, company and invoice number as reference for the transfer.	
Society of Petroleum Engineers 1st Floor, Threeways House 40-44 Clipstone Street London, W1W 5DW, UK	<p><b>Account Number:</b> 10359483</p> <p><b>Name of Account:</b> SPE Ventures Ltd.</p> <p><b>IBAN NUMBER:</b> GB10 BARC 2067 5910 3594 83 <b>SWIFTBIC:</b> BARCGB22</p> <p><b>Sort Code:</b> 20-67-59</p> <p>Barclays Bank, 50 Pall Mall, London SW1A 1QA, UK</p>	<p><b>Rob Tomblin</b> Email: rtomblin@spe.org</p> <p>Business Development Executive Tel: +44(0)207 299 3300</p> <p>First Floor, Threeways House Fax: +44(0)207 299 3309</p> <p>40-44 Clipstone Street, London, W1W 5DW, UK</p>

Payment by credit card				
Please note that the credit card details provided below will be used by SPE once your space has been agreed and assigned.				
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	CREDIT CARD NUMBER	EXP. DATE	VALID FROM DATE
<input type="checkbox"/> American Express	<input type="checkbox"/> Diners Club			AMT. OF CHARGE GBP £
3 DIGIT SECURITY NUMBER ON BACK OF CARD (or 4 digit security number on front of Amex)		NAME AS IT APPEARS ON CARD	AUTHORIZED SIGNATURE	

# 2011 SPE/IADC Drilling Conference

## Conference and Exhibition Terms and Conditions

### 1. CONTRACT

The following provisions, plus any additions and amendments (including Exhibit Regulations and the Exhibitor Services Manual) thereto that may hereafter be established by SPE, become binding upon acceptance of this contract between the Exhibitor, its employees and agents, and SPE.

### 2. CHARACTER OF EXHIBIT

The 2011 SPE/IADC Drilling Conference is undertaken primarily for the technical education of its members. To provide the best possible atmosphere to discuss the technical application of the equipment and services displayed, each exhibit agrees as follows:

- A. To exhibit only products which it manufactures, represents or distributes, which comprise of materials, equipment, apparatus, systems, services, and other component products applicable to advancing the engineering and scientific knowledge and development of the drilling industry.
- B. To exhibit such products or services in a tasteful manner so as to describe and depict the advantages of using such products or services.
- C. Exhibit space must be maintained in a neat and orderly manner throughout the event, and no dismantling may begin before the official closing time on the final day of the event.

### 3. EXHIBIT SPACE COSTS AND PAYMENT

Space is equally priced at £330 per square metre for space only; £410 for space and organisers' stand package plus VAT @19%. Payment in full for space is due upon receipt of invoice or for card payments, cards will be debited once space has been agreed and assigned. SPE reserves the right to cancel any booth space(s) if payment is not received within 30 days of invoicing. No participant will be allowed to move in their exhibit until payment in full has been received. By signing this contract, and once SPE has confirmed the space, the Exhibitor agrees to the payment terms.

### 4. SUBLETTING SPACE

No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to him nor exhibit therein nor permit any other person or party to exhibit therein any other goods apparatus etc not manufactured or distributed by Exhibitor in the regular course of his business except upon prior written consent from SPE.

### 5. EXHIBIT

To ensure the continuation of a smooth installation, dismantling, and operation during the event, Official Contractors will be appointed. Participants are urged to obtain required labour and services from SPE Official Contractors.

### 6. EXHIBIT SPACE ASSIGNMENTS

- A. Exhibit space is assigned based on the SPE Priority Point System, then a first-come, first-served basis. SPE shall assign the exhibit space for the period of the 2011 Exhibition only and does not imply that the same or similar space will be held or offered for future shows. SPE reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.
- B. Upon official space assignment, exhibitor will receive a Booth Confirmation Notice. Exhibit space assigned shall be deemed accepted by the exhibitor unless reflected in writing to SPE.

### 7. HOSPITALITY EVENTS

Exhibitors are encouraged to hold hospitality events during the event. However, exhibitors are prohibited from holding these events (whether on-site or off-site) during official show hours or official show events. Official show events include, but are not limited to, the Tuesday Welcome Reception. A complete listing of official show events is available on the event website.

### 8. PAYMENT/CANCELLATION/SPACE REDUCTION

- A. Once the Exhibitor application has been received by SPE, after 7 May SPE will send confirmation of acceptance together with an invoice, requesting the Exhibitor to pay the invoice in full by no later than 30 days following the invoice date or for card payments, cards will be debited once space has been agreed and assigned. If however the Exhibitor applies for an exhibit space less than 30 days prior to the first day of the event, payment must be submitted by no later than Thursday 24th February 2011.
- B. SPE reserves the right to cancel and reassign any exhibit space for which an invoice remains unpaid for more than 30 days after the invoice date. No Exhibitor will be allowed to begin move-in operations or be listed as an Exhibitor in the Conference Programme until full payment and a duly executed contract has been received by SPE.
- C. After space has been confirmed and accepted by SPE, a reduction in space is considered a cancellation and will be governed by the same policies as outlined below. Reduction in space can result in relocation of exhibit space at the discretion of SPE.
- D. Should the Exhibitor cancel from the exhibition (after exhibit space has been confirmed and accepted and the contract has been signed), the following will apply:
  1. If the Exhibitor cancels between the time of application and the initial May 2010 space assignment date, the Exhibitor will receive a full refund.
  2. If the Exhibitor cancels/reduces their space between the initial May 2010 space assignment date and 21 September 2010, the Exhibitor will forfeit 25% of the total cost of the cancelled/returned exhibit space.
  3. If the Exhibitor cancels after 21 September 2010, the Exhibitor will be assessed for a cancellation fee equal to 100% of the total cost of the cancelled/returned exhibit space.
  4. If an Exhibitor cancels/reduces after 21 September 2010 with an outstanding balance due, the Exhibitor remains responsible for the entire balance due, plus reasonable attorneys fees to collect. Exhibitor will not be permitted to participate in future SPE events until all outstanding balances are collected.
  5. No refunds will be processed after 21 September 2010.
- E. No cancellation shall be acknowledged unless received in writing by SPE. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.
- F. Upon Exhibitor notification of cancellation, SPE has the right to resell the space vacated.
- G. No-Show Ruling: If the Exhibitor fails to utilise the exhibit space and/or the space is vacant at the time of the published deadline for completion of installation, SPE reserves the right to consider the space to be cancelled and vacated. All requests for installations beyond the published installation completion deadline must be submitted to SPE in writing. Approval of late installation requests is at the discretion of SPE. Should SPE not be notified in writing, SPE reserves the right to resell the cancelled space and the contract will become null and void.

### 9. INSURANCE

Insurance for fire, property, public liability and theft must be taken out by each exhibiting company at its own expense. The insurance is to cover the full period of occupancy of the premises by the Exhibitor, its agents and employees.

### 10. EXHIBIT SERVICE MANUAL

Approximately 4 months from the Exhibition, the Exhibit Service Manual will be available on the event website. The Exhibit Service Manual will include information integral to participation at the Exhibition, including, but not limited to: additional Exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, etc.

### 11. AMENDMENTS

Any and all matters and questions not specifically covered by the articles in this Contract or in the official Exhibit Regulations shall be subject to the decision of SPE and may be amended at any time by SPE in the overall best interest of the Exhibition and notice thereof shall be binding on the Exhibitors equally with the foregoing in this Contract.