





## SPONSORSHIP POLICIES

The SPE/IADC Drilling Conference has instituted the following policies for sponsorship opportunities. The Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

### SPE/IADC Sponsorship Guidelines

#### Individual / Exclusive Sponsorships

Individual / Exclusive sponsorships are subject to the right of renewal of the previous year's sponsor. SPE/IADC will contact each previous year's sponsor to advise them of the right of renewal and the deadline they must submit their Sponsorship Contract in order to renew their sponsorship. The deadline for confirmation of renewed sponsorship must be received in writing by no later than 16 August 2010. Should the previous year's sponsor not meet the deadline or decline the renewal opportunity, SPE/IADC will then consider this sponsorship available to all SPE/IADC exhibitors.

#### Logo Specification

It is the responsibility of the sponsor to adhere to the advertising and logo specifications information, as it specifically relates to submittal of company logos to be used in promotion of the sponsorship.

#### Lanyards / Conference Bags

The lanyards / conference bags sponsor is responsible for providing the required quantity of sponsored materials. All copy must be submitted and approved by SPE/IADC prior to implementation. The deadline of submittal is 24 January 2011. Please note the lanyards / conference bags should be shipped to the event venue and arrive by Thursday 24 February 2011.

### SPE/IADC Sponsorship Payment Policy

SPE/IADC requires 100% payment on or before 30 days of the invoice date or if card details have been provided, the card will be debited once sponsorship has been agreed. If a participant has contracted a sponsorship within 30 days of the first day of the event, full payment is required with submittal of the Sponsorship Contract prior to the first day of the event in order to confirm sponsorship.

Upon receipt of a signed Sponsorship Contract, SPE/IADC will send the sponsor a Confirmation Notice for Sponsorship. No confirmation will be sent and no sponsorship will be acknowledged or promoted, either in print or on the SPE official website, until the sponsor has submitted the Sponsorship Contract.

Payment is accepted in GBP (£) only. SPE/IADC accepts credit cards, cheques, money orders and wire transfers.

### Cancellation Policy

1. Cancellation must be submitted in writing
2. SPE will refund payments if notification is received in writing on or before **15 July 2010** (100 percent minus an administration charge of GBP 40.00 + VAT@19%); between 15 July and 15 October 2010 (50 percent). No refunds will be made for sponsorship cancelled after 15 October 2010.

### Sponsorship Deadlines

In order for sponsorship to be promoted in the SPE/IADC Drilling Conference Preview:

Sponsorship Contracts, and a high resolution company colour logo (at least 300dpi) must be received prior to **15 September 2010**. If you have taken a sponsorship item that includes an ad in the Conference Preview, please also submit this prior to **15 September 2010**.

In order for sponsorship to be promoted in the Conference Programme and Exhibit Guide:

Sponsorship contracts and a high resolution company colour logo (at least 300dpi) must be received prior to **14 December 2010**. If you have taken a sponsorship item that includes an ad in the Conference Programme and Exhibit Guide, please also submit this prior to **14 December 2010**.

Please submit logos relating to the above to:

Katie Breslin  
Marketing Manager  
Society of Petroleum Engineers  
kbreslin@spe.org  
Tel: +44(0) 207 299 3300

If a sponsor does not meet the above published deadlines, SPE/IADC cannot guarantee promotion of sponsorship.