



## ADVERTISING/SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2015 SPE E&P Health, Safety, Security, and Environmental Conference - Americas (HSSE) in Denver, Colorado, 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 2015 SPE HSSE which will be held 16-18 March 2015. 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: \_\_\_\_\_  
 Agency Contact Name: \_\_\_\_\_  
 Agency Phone: \_\_\_\_\_  
 Agency Email: \_\_\_\_\_

### BILLING INFORMATION FOR INVOICING \*

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

Company/Agency: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City/State/Province: \_\_\_\_\_  
 Zip Code/Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Cell: \_\_\_\_\_  
 Email: \_\_\_\_\_

I hereby submit this contract for a sponsorship the 2015 SPE HSSE 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 3*

#### Sponsorship Total:

50% Deposit Required: Deposit      USD \_\_\_\_\_  
 50% Balance Due: Balance              USD \_\_\_\_\_

**Print Advertising Total: Balance**      USD \_\_\_\_\_

**Website Advertising Total: Balance**      USD \_\_\_\_\_

**Total Due with Contract**                      USD \_\_\_\_\_

*(If left blank, full amount will be processed.)*

### PAYMENT METHOD

Check Enclosed                      Check Number: \_\_\_\_\_

*Please make checks payable to the Society of Petroleum Engineers.*

Wire Transfer\*  
 Credit Card\*  
 P.O. Number: \_\_\_\_\_

\*For details on paying by wire transfer or credit card, please contact Denise Startz at [dstartz@spe.org](mailto:dstartz@spe.org).

### SPE SALES REPRESENTATIVES

#### SOCIETY OF PETROLEUM ENGINEERS

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#### *SPE Internal Use Only*

Contract Received: \_\_\_\_\_

Deposit Received: \_\_\_\_\_

Confirmation Notice Sent: \_\_\_\_\_

Full Payment Received: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

BOOTH NUMBER: (IF APPLICABLE) \_\_\_\_\_

**2015 SPE HSSE**

**SPONSORSHIP OPPORTUNITIES**

**INDIVIDUAL**

**EXCLUSIVE**

Conference Sponsor (includes ad) .....		<b>SOLD</b>
Welcome Reception - Monday (includes ad) .....		<b>SOLD</b>
Keynote Luncheons (includes ad)		
Monday, 16 March.....	<b>SOLD</b>	
Tuesday, 17 March.....	__ USD 7,000	
HSSE Student Challenge - Tuesday (Exclusive includes ad) .....		<b>SOLD</b>
Special Event: Industry Film & Reception - Tuesday (includes ad) .....		<b>SOLD</b>
<b>Metal Sponsorships</b>		
Titanium (includes ad).....	__ USD 7,000	
Platinum (includes ad).....	__ USD 5,000	
Gold .....	__ USD 3,000	
Proceedings .....		__ USD 5,000
Name Badge Lanyards SPE approved design: dual clip and breakaway .....		<b>SOLD</b>
Coffee Breaks .....	__ USD 2,000 each	
<b>SOLD</b> Monday a.m..      __ Monday p.m.		
<b>SOLD</b> Tuesday a.m. <b>SOLD</b> Tuesday p.m.		
__ Wednesday a.m.		
<b>Revitalization (infused water) Station</b>		
Monday, 16 March.....		<b>SOLD</b>
Tuesday, 17 March .....	__ USD 2,000	
Wednesday, 18 March .....	__ USD 2,000	
Other: .....		__ USD _____

**ADVERTISING OPPORTUNITIES**

**RUN OF BOOK**

**PREMIUM**

**Conference Program**

Inside Front Cover (IFC—Cover 2) .....		__ USD 600
Inside Back Cover (IBC—Cover 3) .....		__ USD 600
Outside Back Cover (OBC—Cover 4) .....		<b>SOLD</b>
Full Page .....	__ USD 500	

**Payment due 30 days after invoice and tearsheet receipt.**

**Conference Web Banner** — Please note page preference 1 thru 3. Pages subject to availability. Banner will be posted when received. Other pages available. (for details.)

__ Housing Page .....		__ USD 750
__ Registration Page .....		__ USD 750
__ Schedule of Events .....		__ USD 750

**WEB BANNER AD SPECS**

Dimensions: 468 pixels wide X 60 pixels high

File Size: 30KB limit, regardless of file type

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

The advertiser must embed the target URL in a Flash banner before sending it to SPE. Otherwise, the advertiser must specify the target URL when the file is submitted.

Submit Banner Ads to: [SPE.sendmyad.com](http://SPE.sendmyad.com)

**100% of Payment due with Contract**

**••• PLEASE RETURN BOTH PAGES 1 AND 2 TO SPE •••**

**SPE INITIALS:** \_\_\_\_\_

**CLIENT INITIALS:** \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

BOOTH NUMBER: (IF APPLICABLE) \_\_\_\_\_

## 2015 SPE HSSE

### 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 the 2015 SPE HSSE. 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 2015 SPE HSSE. 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 a fifty percent (50%) deposit on all sponsorships 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.
- The remaining fifty percent (50%) of the sponsorship is due thirty (30) days prior to the event. If a participant has contracted a sponsorship within thirty (30) days of the event, full payment is required with submittal of contract.
- 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.
- Full payment for all advertisements is due 30 days after receipt of tear sheets.

### DEADLINES

- In order for sponsorship to be promoted in the conference preview, the contract, company logo and 50% deposit must be received **prior to 5 October 2014.**
- In order for sponsorship to be promoted in the conference program and proceedings, the contract, company logo and 50% deposit must be received **prior to 21 January 2015.**
- To secure advertising space in the conference program:
  - Advertising Contracts must be received **prior to 21 January 2015.**
  - Advertising Materials must be received **prior to 28 January 2015.**
- If advertiser or sponsor does not meet the above published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.

COMPANY NAME: \_\_\_\_\_

BOOTH NUMBER: (IF APPLICABLE) \_\_\_\_\_

2015 SPE HSSE

## 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
- Recognition in the Proceedings

### CONFERENCE SPONSORSHIP — USD 11,000 EXCLUSIVE **SOLD**

- Exclusive sponsor will receive four (4) complimentary, full conference registrations for company employees
- One full page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Company logo printed on Conference Preview cover (provided sponsorship is confirmed before print deadline)
- Company logo printed on Conference Program cover (provided sponsorship is confirmed before print deadline)

### WELCOME RECEPTION — USD 10,000 EXCLUSIVE **SOLD**

- One full page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)

### KEYNOTE LUNCHEONS (2 AVAILABLE) — USD 7,000 EACH

- One full page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)

### HSSE STUDENT CHALLENGE — USD 10,000 EXCLUSIVE, USD 6,000 INDIVIDUAL **SOLD**

- Exclusive Sponsor will receive two (2) complimentary, full conference registrations for company employees and one full page, 4-color ad in the Conference Program
- Individual Sponsor will receive one (1) complimentary, full conference registration for company employee and one full page, 4-color ad in the Conference Program

### SPECIAL EVENT: INDUSTRY FILM & RECEPTION — USD 6,000 EXCLUSIVE **SOLD**

- One full page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)

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

- **Titanium Sponsors** will receive three (3) complimentary, full conference registrations for company employees and one full-page, 4-color 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 and one full-page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)
- **Gold Sponsors** will receive one (1) complimentary, full conference registration for company employee

### PROCEEDINGS — USD 5,000 EXCLUSIVE

- Company logo printed on the Proceedings Cover
- Complimentary ad position on the inside jacket cover of the Proceedings

### NAME BADGE LANYARDS — USD 2,500 EXCLUSIVE **SOLD**

- SPE approved design: dual clip and breakaway
- Company logo and/or marketing message printed on lanyards. Provided by sponsor and distributed by SPE near Registration

### COFFEE BREAKS (5 AVAILABLE) — USD 2,000 EACH

- Sponsor may provide branded cocktail napkins to be used during the break

### REVITALIZATION (INFUSED WATER) STATION (3 AVAILABLE) — USD 2,000 EACH

- Sponsor may provide branded cocktail napkins and logo'd table drape to be used during the daily two-hour refreshment offering.