



**OIL & GAS INDIA
CONFERENCE
AND EXHIBITION**

28–30 March 2012
Mumbai, India

Exhibitor Prospectus

**SPE Oil and Gas India
Conference and Exhibition (OGIC)**

28–30 March 2012

Renaissance Mumbai Hotel, India



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The 2012 SPE Oil and Gas India Conference and Exhibition (OGIC), taking place 28–30 March in Mumbai, will incorporate a high quality, multi-disciplinary technical conference with an exhibition showcasing state-of-the-art, fit-to-purpose and innovative technologies. OGIC is renowned for its comprehensive technical agendas and enticing exhibitions, hosting some of the most desirable companies in the oil and gas industry in India.

Previous editions of this event have been highly successful. Over 1000 professionals attended OGIC 2010, making OGIC the largest SPE event in India, providing excellent face-to-face opportunities to interact and network with professionals and experts of the highest esteem.

An event dedicated to the Indian oil and gas industry has never been more fundamental. The oil and gas industry has been influential in stimulating India's economic growth; the petroleum and natural gas sector constitutes approximately 15% of the country's GDP. With the Indian economy expected to continue to demonstrate robust growth going forward, there is an emphasised need for wider and more intensive exploration for new finds, as well as more efficient and effective recovery.

Why Exhibit at OGIC?

Exhibiting at OGIC offers you the opportunity to demonstrate your company's advanced technologies and expertise, increase your company's brand awareness and reinforce its recognition in the India market. In addition, you will:

- Connect with some of the world's most renowned figures in the industry
- Promote your technologies, services and products to the right audience
- Forge new business relationships and reinforce previous ones
- Monitor the latest technologies introduced by other industry giants to the market
- Benefit from the marketing and PR campaign for the show
- Showcase your company's products and services
- Meet international and regional experts, researchers and industry professionals
- Close deals on the spot
- Showcase your company's expertise with a focused international audience of professionals
- Engage with visionary leaders within the industry



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Exhibitor Benefits

The floor plan has been designed to ensure maximum traffic to the exhibition area:

- Higher traffic and networking opportunities promoted by hosting all events under one roof (the exhibition, the conference, the registration and all additional social functions, including coffee breaks and luncheons)
- Free listing in the on-site conference programme, plus a chance to advertise at a discounted rate. The programme will be distributed to all conference attendees and business visitors
- Fifty (50) complimentary invitations for each exhibitor's customers, suppliers and contacts to attend the exhibition

Who Will Attend OGIC?

OGIC is a multi-disciplinary conference and exhibition aimed at covering most aspects of the oil and gas industry. Oil and gas professionals of all technical backgrounds and expertise are encouraged to attend, including:

- Senior decision makers who seek information about optimising their operations
- Industry leaders from operating companies who are on a lookout for new technological advancements that will help them in redeveloping existing fields
- Operators, drilling, reservoir and management professionals and personnel involved in oil and gas development projects
- Consultants that advise clients on current industry standards in oil and gas developments
- Suppliers who provide equipment and business development managers who would look at pursuing oil and gas business opportunities

How Can Your Organisation Exhibit at OGIC?

To ensure your participation at the event, and to secure your ideal location, please submit the application form for exhibit space as soon as possible. Space is allocated on a first-come, first-serve basis.

Once your company has decided to participate, simply follow these two simple steps:

1. Select three (3) preferred booth locations from the exhibit floor plan
2. Complete and return your Exhibitor Application Form as well as the Exhibitor Terms and Conditions Form to Sween Rajan, Sponsorship and Exhibits Specialist at srajan@spe.org or fax to **+971.4.457.3164**

Approximately two (2) months prior to the exhibition, you will receive an Exhibitor Services Manual. You will also receive shipping, travel and hotel information.



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TERMS AND CONDITIONS FOR EXHIBIT SPACE

Please print in capital letters and return to Sween Rajan at srajan@spe.org or fax to +971.4.457.3164.

1. PARTIES

The parties to this contract are SPE Middle East DMCC (hereinafter "SPE") and the named company that has applied for and been accepted as an exhibitor at the SPE Oil and Gas India Conference and Exhibition (OGIC) to be held in Mumbai, India (hereinafter "the Exhibitor").

2. CONTRACT

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

3. CHARACTER

OGIC is undertaken primarily for the technical education of its attendees. To provide the best possible atmosphere to discuss the technical application of the equipment and services displayed, the Exhibitor agrees as follows:

- To exhibit only products that it manufactures, represents, or distributes, which comprise materials, equipment, apparatus, systems, services and other component products applicable to advancing the engineering and scientific knowledge and development of energy resources
- To display such products or services in a tasteful manner so as to describe and depict the advantages of using such products or services

4. PAYMENT/CANCELLATION/SPACE REDUCTION

- Applications for exhibit space will be invoiced at 100% and are payable in full on receipt of invoice.
- Space applications will not be assigned without payment. No exhibitor will be allowed to begin move-in operations until full payment and a duly executed contract have been received by SPE.
- After space has been confirmed and accepted, 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.
- Should the Exhibitor submit a cancellation from the exhibition, the following will apply:
 - If the Exhibitor submits a cancellation **60 days or more before the event**, the Exhibitor will receive a 50% refund less a USD 100 (INR 4,472) processing fee.
 - If the Exhibitor submits a cancellation **within 60 days of the event**, the Exhibitor will be assessed for a cancellation fee equal to 100% of the total cost of the contracted exhibit.
- No cancellation shall be acknowledged by SPE unless it is received in writing. The date on which the notice of cancellation is received shall apply as the official date of cancellation.
- Upon receipt by SPE of the Exhibitor's notification of cancellation, SPE has the right to resell the space vacated.
- No-show ruling: If the Exhibitor fails to utilise the exhibit space and/or the space is vacant at 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 void.

5. EXHIBIT SPACE ASSIGNMENTS

- Space is assigned on a first-come, first-serve basis.
- Upon official space assignment, the Exhibitor will receive a Booth Confirmation Notice. Space assigned will be deemed acceptable by the Exhibitor unless reflected in writing to SPE.

6. SUBLETTING SPACE

The Exhibitor shall not assign, sublet or apportion the whole or any part of the allotted space or exhibit therein, nor permit any other person or party to exhibit therein any other goods, apparatus, etc. not manufactured or distributed by the Exhibitor in the regular course of business, except upon prior written consent from SPE.

7. ITEMS INCLUDED IN THE COST OF THE EXHIBIT SPACE

The standard booth package includes

- Walls of white laminated partitioning, fascia board with company name and booth number, lights, electric socket, and booth furniture—one (1) table, counter system, and trash bin; and two (2) stackable chairs
- Nightly vacuuming of the exhibit booth
- Listing on the OGIC website
- Listing in the onsite conference programme
- 15% discount on advertising rates in conference programme
- One (1) complimentary booth personnel registration per 9 sq metres of exhibit space, with admittance to the exhibition, luncheons, coffee breaks, opening and closing ceremony
- One (1) complimentary conference registration per 9 sq metres of exhibit space, with admittance conference and exhibition, welcome reception, luncheons, coffee breaks, opening and closing ceremony
- Invitations to suppliers, customers and clients to the exhibition only

8. CHANGE OF FLOOR PLAN OR SPACE ASSIGNMENT

SPE reserves the right to change the floor plan design without notice. SPE may also move the Exhibitor to another location prior to or during the show, if such change is deemed to be in the best interest of the exhibition by SPE.

9. INSURANCE

The Exhibitor, at its own expense, must take out insurance for fire, property, public liability and theft. The insurance must cover the full period of occupancy of the premises by the Exhibitor and its agents and employees.

10. EXHIBITOR SERVICES MANUAL

Approximately 2 months before the exhibition, SPE will send an Exhibitor Services Manual to the Exhibitor's primary contact as listed on the Exhibitor Application Form. Only fully paid exhibitors will receive this manual. The Exhibitor Services Manual will include information relating to participation at the exhibition, including additional exhibitor rules and regulations, official contractor forms, registration forms, exhibitor display rules, additional furniture order forms, etc.

11. AMENDMENTS

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. These matters 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.

Signed and approved on behalf of

Exhibitor _____

Full Name _____

Title _____

Date _____



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APPLICATION/CONTRACT FOR EXHIBIT SPACE

Please print in capital letters and return to Sween Rajan at srajan@spe.org or fax to +971.4.457.3164.

Contact Details

Primary Contact: _____ Secondary Contact: _____
 Organisation: _____ Booth Number: _____
 Name: _____ Title: _____
 Address: _____
 City/State: _____ Postal Code: _____
 Country: _____ Phone: _____
 Fax: _____ Email: _____

Space-Only Rate and Benefits

Domestic Bookings: INR 11,000 per sqm
International Bookings: USD 325 per sqm

- Minimum space to be booked is 18 sq metres
- Nightly vacuuming of the exhibit booth
- Listing on the OGIC website
- Listing in the onsite conference programme
- 15% discount on advertising rates in OGIC conference programme
- One (1) complimentary booth personnel registration per 9 sq metres of exhibit space, with admittance to the exhibition, luncheons, coffee breaks, opening and closing ceremony
- One (1) complimentary conference registration per 9 sq metres of exhibit space, with admittance to conference and exhibition, welcome reception, luncheons, coffee breaks, opening and closing ceremony
- Invitations to suppliers, customers and clients to the exhibition only

Shell-Scheme Rate and Benefits

Domestic Bookings: INR 14,000 per sqm
International Bookings: USD 375 per sqm

- Minimum space to be booked is 9 sq metres
- Walls of white laminated partitioning, fascia board with company name and booth number, lights, electric socket, and booth furniture—one (1) table, counter system, and trash bin; and two (2) stackable chairs
- Nightly vacuuming of the exhibit booth
- Listing on the OGIC website
- Listing in the onsite conference programme
- 15% discount on advertising rates in conference programme
- One (1) complimentary booth personnel registration per 9 sq metres of exhibit space, with admittance to the exhibition, luncheons, coffee breaks, opening and closing ceremony
- One (1) complimentary conference registration per 9 sq metres of exhibit space, with admittance conference and exhibition, welcome reception, luncheons, coffee breaks, opening and closing ceremony
- Invitations to suppliers, customers and clients to the exhibition only

Booth Preference

1st Preference Booth Number _____ **2nd Preference** Booth Number _____ **3rd Preference** Booth Number _____

Check Exhibit Floor Plan and chose your first, second and third preferences for both locations. Standard booth size is 9 sq metres. Booths will be allocated on a first come, first serve basis.

Credit Card Details

MasterCard Visa American Express
 Card Number: _____
 Exp: _____ Account Holder: _____
 Billing Address of Card: _____
 Signature: _____ Date: _____
 Amount Authorised to Charge: USD _____

Payment by Bank Transfer

Bank Details
 Bank: HSBC Middle East
 Branch: Jebel Ali
 PO Box 66, Dubai UAE
 SWIFT Code: BBMEAEAD
 A/C Name: SPE Middle East DMCC
 USD A/C No.: 036-217131-100
IMPORTANT: TRANSFER REFERENCE MUST QUOTE '12OGIC' AND ORGANISATION'S NAME

All SPE rates are net of taxes. The exhibition booking rates in this form do not include any local or withholding taxes. All such taxes will be added to the invoice.

Application Process

Upon receipt of this Application for Exhibit Space and the signed Exhibitor Terms and Conditions Form, SPE Middle East will notify you of you assigned booth number. Unless we receive a written objection to your booth location within 7 days of that notice, SPE Middle East will consider this to be a binding agreement. Any cancellation thereafter will be subject to SPE's cancellation policy as outlined in section 4 of the Terms and Conditions Form.

For internal use only

SPE Staff: _____ Signature: _____
 M.A: _____ Date: _____



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ADVERTISING CONTRACT

Please print in capital letters and return by email to Sween Rajan at srajan@spe.org. For any inquiries call +971.4.457.5800.

This Advertising Contract for advertisement space for the SPE Oil and Gas India Conference and Exhibition (OGIC) will become a binding contract if the advertiser satisfies and agrees to the policies as set forth in this contract. The undersigned advertiser does hereby request advertising space for OGIC, which will be held during March in Mumbai, India. The individual signing this agreement warrants that he/she has the authority to contractually bind the organisation contracting for advertisement space.

Advertiser Information

Organisation: _____ Booth Number: _____
Name: _____ Title: _____
Address: _____
City/State: _____ Postal Code: _____ Country: _____
Tel: _____ Fax: _____
Email: _____

Onsite Programme

For non-exhibiting organisations: Full Page
Domestic Bookings: INR 26,000
International Bookings: USD 600

For exhibiting organisations: Full Page
Domestic Bookings: INR 22,000
International Bookings: USD 500

Advertising Total: USD _____

50% Deposit Required: USD _____

50% Balance Due: USD _____

Total Paid With Contract: USD _____

- Limited quantity
- All ads will be in colour
- Prices are in US dollars and payment is accepted in US dollars only

Deadlines

To secure advertising space in the SPE Oil and Gas India Conference and Exhibition (OGIC) onsite conference programme and exhibit guide

- The Advertising Contract and 100% payment must be received on receipt of invoice
- Advertising materials must be received by 1 February 2011
- High-resolution logos (EPS format) should be submitted with the signed contract

Ad Specifications

- Ads should be sized as follows:
 - Trim size: 10 cm (wide) x 21 cm (tall)
 - Live/type area: 1.27 cm inside from trim (anything outside of this area will be trimmed off)
 - Nonbleed size: 7.46 cm (wide) x 18.46 cm (tall)
 - Bleed size: 10.635 cm (wide) x 21.636 cm (tall)
- For ads that bleed, set up your document to 10 cm (wide) x 21.636 cm (tall), and extend your artwork out 1.27 cm from that
- Ads should be high resolution, in Adobe Illustrator or Adobe Photoshop

Terms and Conditions

- Advertising will not be accepted that in any way is considered by SPE 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 the advertising format and terminology as provided in this Advertising Contract rests with SPE

I hereby submit this contract for advertising space for the SPE Oil and Gas India Conference and Exhibition (OGIC) and agree to abide by the policies and procedures as outlined in this contract.

Signature

Date: _____
Authorised Representative

Date: _____
SPE Representative

Payment Method

MasterCard **Visa** **American Express**
Card Number: _____ Exp: _____
Account Holder: _____
Billing Address of Card: _____
Signature: _____ Date: _____
Amount Authorised to Charge: USD _____

All SPE rates are net of taxes. The advertising rates in this form do not include any local or withholding taxes. All such taxes will be added to the invoice.

For internal use only

SPE Staff: _____ Signature: _____
M.A: _____ Date: _____