



IADC/SPE Drilling Conference and Exhibition
 4-6 March 2008
 Caribe Royale • Orlando, Florida, USA



Advertising Contract
 February '07

ADVERTISING CONTRACT

This is an Advertising Contract for advertisement space for the 2008 IADC/SPE Drilling Conference in Orlando, Florida, which will become a binding contract if the advertiser satisfies and agrees to the Advertising Policies as set forth in this Contract. The undersigned advertiser does hereby request advertising space for the 2008 IADC/SPE Drilling Conference, which will be held 4-6 March 2008 in Orlando, Florida. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for advertisement space.

ADVERTISER INFORMATION

Company: _____
 IADC/SPE 2008 Booth Number: _____
 Name: _____
 Title: _____
 Mailing Address: _____
 City/State: _____
 Zip Code/Postal Code: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____

PAYMENT METHOD

Check Enclosed -- Check Number: _____
 Please make checks payable to the Society of Petroleum Engineers

MasterCard Visa Diners Club
 American Express

Account #: _____ Exp: _____
 Account Holder: _____
 Billing Address of Card: _____

 Signature: _____ Date: _____
 Amount Authorized to Charge: \$ _____

MAILING ADDRESS

SOCIETY OF PETROLEUM ENGINEERS
 SPE SALES DEPARTMENT
 222 Palisades Creek Drive – Richardson, TX 75080 USA
 Phone: +1.972.952.9393 Fax: +1.972.952.9397

SPE Sales Department Contacts

Joan Payne +1.972.952.9356 or jpayne@spe.org
 Jim Klingele +1.713.779.4216 ext. 612 or jklingele@spe.org

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM

Inside Front Cover \$1,750
 Inside Back Cover \$1,500
 Outside Back Cover \$2,000
 Full Page \$ 900
 (Quantity may be limited)
 Half Page—Horizontal Only \$ 500

All ads are 4-color.

WEBSITE ADVERTISING

Hot Link to Web \$50/each
 Exhibitor Listing/Logo Stopper \$250/each
 Banner Ad (2 per page) \$500/each
 Exhibitor Listing Section only
 Banner Ad (2 per page) \$750/each
 Internal Pages on Conference Site

URL address: _____

Advertising Total: \$ _____
 50% Deposit Required: \$ _____
 50% Balance Due: \$ _____
 Total Paid with Contract: \$ _____

Prices are reflected in US dollars. Payment accepted in US dollars only.

I hereby submit this contract for advertising space for the 2008 IADC/SPE Drilling Conference and agree to abide by the policies and procedures as outlined in this contract.

 AUTHORIZED REPRESENTATIVE Date: _____

 SPE REPRESENTATIVE Date: _____

SPE Internal Use Only

Contract Received: _____ Deposit Received: _____

Confirmation Notice Sent: _____ Full Payment Received: _____

2008 IADC/SPE DRILLING CONFERENCE AND EXHIBITION

ADVERTISING POLICIES

The IADC/SPE Drilling Conference has instituted the following policies for advertising with the IADC/SPE Drilling Conference. The Advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising space.

IADC/SPE ADVERTISING POLICY

Advertising will not be accepted that in any way is considered by IADC/SPE to be inappropriate to IADC/SPE's image.

Advertising will not be accepted if it includes politically controversial terms.

Advertising is accepted by IADC/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, IADC/SPE provides no guarantees that such advertising will result in revenues for the advertiser.

The final decision on advertising format and terminology rests with IADC/SPE and is provided on the Advertising Specification Sheet.

IADC/SPE ADVERTISING PAYMENT POLICY

IADC/SPE requires a fifty percent (50%) deposit on all advertising. This deposit must be submitted with the signed Advertising Contract in order to secure advertising space.

All premium advertising locations are subject to the right of renewal by the previous year's advertiser. Should the previous year's advertiser elect not to advertise in this premium location, IADC/SPE will then consider this location available to all IADC/SPE exhibitors and eligible advertisers.

Upon receipt of a signed Advertising Contract and required deposit, IADC/SPE will send the advertiser a Confirmation Notice for Advertising Space. No confirmation will be sent and no advertisement will be published until the advertiser has submitted the Advertising Contract and deposit.

For advertising space in the IADC/SPE Conference Program, the remaining fifty percent (50%) is due within thirty (30) days of receipt of advertisement tear sheets.

For all other advertising space, the remaining fifty percent (50%) is due thirty (30) days prior to the event. If an advertiser is confirmed advertising space within thirty (30) days of the event, full payment is required with submittal of Advertising Contract in order to confirm advertising space.

Payment is accepted in US dollars only. IADC/SPE accepts credit cards, checks, money orders and wire transfers.

Should an advertiser elect to cancel their confirmed advertisement, the advertiser is not entitled to a refund of monies paid to IADC/SPE.

2008 IADC/SPE PRINT ADVERTISING DEADLINES

To secure advertising space in the IADC/SPE Conference Program:

- Advertising Contracts and 50% deposit must be received by **28 January 2008**.
- Advertising Materials must be received by **4 February 2008**.

It is the advertiser's responsibility to adhere to the guidelines and procedures as outlined on the Advertising and Logo Specifications, which are a part of this contract. If an advertiser does not meet the above published deadlines, IADC/SPE cannot guarantee advertising space.



2008 IADC/SPE Drilling Conference and Exhibition

4-6 March 2008 • Orlando, Florida, USA



ADVERTISING & LOGO REQUIREMENTS

MECHANICAL SPECS for Conference Program Ads

PROGRAM MATERIALS DEADLINE: 4 February 2008

Trim Size:

6" x 8.5" / 152.4 x 215.9 mm

Live Area: All type, images, and other critical information must be a minimum of .25" / 6.5 mm inside the trim on all sides.

Full Page Non-bleed 5 1/2 x 8 in. 139.7 x 203.2 mm	Full Page with bleed 6 1/4 x 8 3/4 in. 158.75 x 222.25 mm	1/2 Horizontal Non-bleed 5 1/2 x 3 7/8 in. 139.7 x 98.43 mm	1/2 Horizontal with bleed 5 3/4 x 4 1/8 in. 146.1 x 104.78 mm
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Full Page Ad Size (Non-Bleed)
5.5" x 8" / 139.7 x 203.2 mm

Full Page Bleed Ad Size
6.25" x 8.75" / 158.75 x 222.25 mm

1/2 Page Horizontal Ad Size (Non-Bleed)
5.5" x 3.875" / 139.7 x 98.43 mm

1/2 Page Horizontal Bleed Ad Size
5.75" x 4.125" / 146.1 x 104.78 mm

CONFERENCE PROCEEDINGS CD AD

The Conference Proceedings ad is a sponsorship only ad. This ad will be printed in 4-color (CMYK).

CD AD MATERIALS DEADLINE: 4 February 2008

Trim Size:

4.75" x 4.75" / 120.65 x 120.65 mm

Live Area: All type, images, and other critical information must be a minimum of .25" / 6.5 mm inside the trim on all sides.

Full Page Non-bleed 4 1/4 x 4 1/4 in. 107.95 x 107.95 mm	Full Page with bleed 5 x 5 in. 127 x 127 mm
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(Jewel case)

Full Page Ad Size (Non-Bleed)
4.25" x 4.25" / 107.95 x 107.95 mm

Full Page Bleed Ad Size
5" x 5" / 127 x 127 mm

DIGITAL ART REQUIREMENTS

Unless specifically noted, all ad materials should be submitted in CMYK or grayscale, preferably with all additional colors eliminated from the files.

- Preflighted PDF/X-1a files created in QuarkXPress or InDesign with fonts embedded are preferred.
- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.
- A low-resolution PDF proof is required for all ads unless you are already submitting a high-resolution PDF.
- We also accept files created in any of the following software packages:
 - o Adobe InDesign
 - o QuarkXpress
 - o Adobe Illustrator
 - o Adobe Photoshop
- Art created in InDesign or Quark should be packaged or collected for output.
- Files must be stuffed or zipped into an archive file (.sit or .zip) before your ad is forwarded to the FTP site.
- Acceptable Media
 - o CD
 - o DVD
- Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.

Technical Specifications: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Keep all text, logos, and important graphics a minimum of 1/4 in. (6 mm) inside from the trim. Bleeds should extend 1/8 in. (3 mm) beyond the trim.

LOGOS

For Printed Materials

The preferred format for logos is Adobe Illustrator EPS. For best results, supplied logos should be vector art. Bitmap logos must be supplied at 600 dpi or greater as an EPS file. A color or black and white proof must accompany the disk. **DO NOT** send logos that are embedded in word processing documents or PowerPoint files.

Electronic Delivery

DO NOT email files exceeding 3MB. When sending a logo or ad by email, state in the email exactly what the attachment is and include your contact information, in case the attachment corrupts during file transfer.

FILE TRANSFER REQUIREMENTS TO FTP FILES

Via Internet Browser (PC):

- Type in <ftp://prodftp.spe.org>
- Click on the 08DC folder/link
- Go to "File" and then "Login as"
- **Enter User Name:** prod
- **Enter Password:** spe222!

Via Fetch (Mac):

Host: prodftp.spe.org
User ID: prod
Password: spe222!

Place in the folder labeled 08DC. Once the file has been uploaded completely, please contact Mary Jane Touchstone with your filename.

ART SUBMISSION

Submit Ad Materials To:

Society of Petroleum Engineers
Attn: Mary Jane Touchstone, – 08DC
Publishing Services Advertising Manager
222 Palisades Creek Drive
Richardson, Texas 75080-2040, USA
Tel: +1.972.952.9351
Fax: +1.972.952.9358
Email: mtouchstone@spe.org or marketing@spe.org