



SPE 2007 Digital Energy Conference and Exhibition:
Bytes and Barrels

11-12 April 2007 • Houston, Texas

ADVERTISING / SPONSORSHIP CONTRACT

This is a Sponsorship Contract for the 2007 SPE Digital Energy Conference and Exhibition: Bytes and Barrels in Houston, Texas, which will become a binding contract if the sponsor satisfies and agrees to the Sponsorship Policies as set forth in this Contract. The undersigned sponsor does hereby request a sponsorship for the 2007 Digital Energy Conference and Exhibition, scheduled 11-12 April 2007. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the sponsorship.

SPONSOR INFORMATION

Company: _____
 SPE Digital Energy Booth Number: _____
 Name: _____
 Title: _____
 Mailing Address: _____
 City/State/Province: _____
 Zip Code/Postal Code: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____
 URL Address: _____

PAYMENT METHOD

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

American Express Diners Club MasterCard
 Visa

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

 Signature: _____
 Date: _____ Authorized 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 Representatives

Jim Klingele +1.972.952.9387 or jklingele@spe.org
Joan Payne +1.972.952.9356 or jpayne@spe.org

SPE Internal Use Only

Contract Received: _____ Deposit Received: _____
 Confirmation Notice Sent: _____ Full Payment Received: _____

SPONSORSHIP OPPORTUNITIES

	<u>Multiple</u>	<u>Exclusive</u>
CD Proceedings		<input type="checkbox"/> \$5,000
Coffee Breaks (four)	<input type="checkbox"/> \$2,000	
Conference Bags**		<input type="checkbox"/> \$5,000
Continental Breakfasts (two)	<input type="checkbox"/> \$3,000	
Keynote Luncheon (Wednesday)		<input type="checkbox"/> \$7,500
Exhibitor Demo Showcase	<input type="checkbox"/> \$1,000	
Lunch and Learn	<input type="checkbox"/> \$2,500	
Name Badge Lanyards*		<input type="checkbox"/> \$1,000
Networking Reception (Wednesday)	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$10,000
Pens and Pads*		<input type="checkbox"/> \$1,500
Prize Sponsors	<input type="checkbox"/> \$750	
Speaker's Breakfasts (two)	<input type="checkbox"/> \$1,000	
Wireless Experience/Cyber Café		<input type="checkbox"/> \$2,500
Titanium Sponsorship	<input type="checkbox"/> \$10,000	
Platinum Sponsorship	<input type="checkbox"/> \$7,500	
Gold Sponsorship	<input type="checkbox"/> \$5,000	
Silver Sponsorship	<input type="checkbox"/> \$2,500	
Bronze Sponsorship	<input type="checkbox"/> \$1,000	

*Sponsor will supply lanyards and/or pens and pads and will send sample to SPE for approval. Call to discuss quantity.
 **Bags will be provided and distributed by SPE.

SPONSORSHIP DATES

Continental Breakfasts	\$3,000 each
Wednesday, 11 April	_____
Thursday, 12 April	_____
Lunch and Learn	\$2,500 each
A – Emergency Preparedness – What companies can do to preserve business operations when disaster strikes	
Thursday, 12 April	_____
B – Predictive Analytics – Going beyond “real time”	
Thursday, 12 April	_____
C – Business Risk Management – Technologies and practice to help overall management of business risk	
Thursday, 12 April	_____
D – Technology and Reserves Reporting – Applying digital technologies to improve reserves reporting	
Thursday, 12 April	_____

Coffee Breaks	\$2,000 each
Wednesday, 11 April	a.m. _____ p.m. _____
Thursday, 12 April	a.m. _____ p.m. _____

Speaker's Breakfasts	\$1,000 each
Wednesday, 11 April	_____
Thursday, 12 April	_____

Conference Program Advertising	
Inside Front Cover	<input type="checkbox"/> \$500
Inside Back Cover	<input type="checkbox"/> \$500
Outside Back Cover	<input type="checkbox"/> \$500
Full Page	<input type="checkbox"/> \$400

All sponsors should email company logos to mtouchstone@spe.org. See advertising and logo specifications for file requirements.

Sponsorship/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 sponsorship opportunities for the 2007 SPE Digital Energy Conference and Exhibition and agree to abide by the policies and procedures as outlined in this contract.

_____ Date: _____
 AUTHORIZED REPRESENTATIVE
 _____ Date: _____
 SPE REPRESENTATIVE

2007 SPE DIGITAL ENERGY CONFERENCE AND EXHIBITION: BYTES AND BARRELS

SPONSORSHIP POLICIES

SPE has instituted the following policies for sponsorship opportunities with the SPE 2007 Digital Energy Conference and Exhibition: Bytes and Barrels. The Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

SPE SPONSORSHIP GUIDELINES

The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards.

The pens and pads sponsor is responsible for providing the required quantity of sponsored pens and pads.

All copy and/or promotional gifts and items must be submitted to and approved by SPE prior to implementation.

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

SPE SPONSORSHIP PAYMENT POLICY

SPE requires a 50% deposit on all sponsorships. This deposit must be submitted with the signed Sponsorship Contract in order to secure a sponsorship.

Upon receipt of a signed Sponsorship Contract and required deposit, SPE 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 and required deposit.

The remaining 50% of all SPE sponsorships is due 30 days prior to the event. If a participant has contracted a sponsorship within 30 days of the event, full payment is required with submittal of Sponsorship Contract in order to confirm the sponsorship.

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

Should a sponsor elect to cancel its confirmed sponsorship, the sponsor is not entitled to a refund of money paid to SPE.

2007 SPONSORSHIP DEADLINES

In order for sponsorship to be promoted in the SPE Digital Energy Conference Preview: Sponsorship contracts and 50% deposit must be received prior to 20 December 2006 unless otherwise noted.

In order for sponsorship to be promoted in the SPE Digital Energy Conference Program: Sponsorship Contracts and 50% deposit must be received prior to 12 March 2007 unless otherwise noted.

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

2007 SPE DIGITAL ENERGY CONFERENCE AND EXHIBITION: BYTES AND BARRELS

SPONSORSHIP BENEFITS

CD PROCEEDINGS

- Prominent on-site signage.
- Company logo printed on the *Proceedings* CD Cover.
- Complimentary ad position on the inside jacket cover of the *Proceedings* CD.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

COFFEE BREAKS

- Prominent on-site signage including signage in the Exhibit Hall during the event.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

CONFERENCE BAGS (provided and distributed by SPE)

- Company logo printed on conference bags that SPE will distribute to conference attendees at registration.
- Prominent on-site signage.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

CONTINENTAL BREAKFASTS

- Prominent on-site signage including signage recognizing your company as the event sponsor during the event.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

EXHIBITOR DEMO SHOWCASE

- The purpose of this forum is to allow your company one – thirty minute speaking opportunity for a commercial presentation of your company's products and services.
- Consider the Exhibitor Showcases an extension of your exhibit space and reach attendees and industry journalists on a larger scale.
- Prominent on-site signage including signage recognizing your company as the event sponsor during the event. Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

KEYNOTE LUNCHEON

- One full-page, 4-color ad in the conference program (created by sponsoring company).
- Prominent on-site signage including signage recognizing your company as the event sponsor during the event.
- One reserved table of eight to use at your company's discretion, plus eight tickets to the luncheon.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

LUNCH AND LEARN

- SPE-created, four-color advertisement in the conference program publicizing the event and using your company logo to recognize your company as the event sponsor.
- Prominent on-site signage including signage recognizing your company as the event sponsor during the event.
- Four tickets to the luncheon to use at your company's discretion.
- Three – five minute speaking opportunity, addressing how your company relates to the topic of the luncheon being sponsored.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.

- Recognition on the conference website, including a link to your company's website.

NAME BADGE LANYARDS (provided by sponsor, distributed by SPE)

- Company logo and/or marketing message printed on lanyards and distributed by SPE at Registration.
- Prominent on-site signage.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

NETWORKING RECEPTION

- One full-page, 4-color ad in the conference program (created by sponsoring company).
- Prominent on-site signage including signage recognizing your company as the event sponsor during the event.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the Conference website, including a link to your company's website.

PENS AND PADS (provided by sponsor, distributed by SPE)

- Company logo printed on pens and pads that SPE will distribute to conference attendees in the technical session rooms.
- Prominent on-site signage.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

PRIZE SPONSORS

- Prominent on-site signage, including Exhibit Hall signage displaying your company logo and recognizing your company as prize sponsor.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the Conference website, including a link to your company's website.

SPEAKER'S BREAKFASTS

- Prominent on-site signage, including exhibit hall signage displaying your company logo.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint Sponsor Page displayed between technical sessions.
- Recognition on the Conference website, including a link to your company's website.

WIRELESS EXPERIENCE/CYBER CAFE

- Prominent on-site signage during the conference.
- Ability to provide a branded login screen for all wireless deployment for wireless devices.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

2007 SPE DIGITAL ENERGY CONFERENCE AND EXHIBITION: BYTES AND BARRELS

CONFERENCE SPONSORSHIPS

The conference sponsorships are a unique element of the 2007 Digital Energy Conference. SPE offers the Titanium, Platinum, Gold and Silver levels of sponsorship. Each of these sponsorship opportunities offers benefits to showcase your company as a sponsor of the 2007 Digital Energy Conference. These sponsorship opportunities are available to exhibitors and qualified corporate sponsors. Contact your SPE sales representative for qualification information.

TITANIUM SPONSOR—\$10,000

- Signage with all Titanium Sponsor company logos displayed throughout the conference at Registration and other high-traffic areas.
- Six full attendee conference registrations.
- One reserved table of eight, plus eight tickets to the Keynote Luncheon, to use at your company's discretion.
- Two items inserted in the conference bag (items must be approved by SPE).
- One full-page, 4-color ad in the conference program (created by sponsoring company).
- Recognition in the Conference Preview. *
- Recognition in the Conference Program, including your company logo. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

PLATINUM SPONSOR—\$7,500

- Signage with all Platinum Sponsor company logos displayed throughout the conference at Registration and other high-traffic areas.
- Five full attendee conference registrations.
- One item inserted in the conference bag (item must be approved by SPE).
- One full-page, 4-color ad in the conference program (created by sponsoring company).
- Recognition in the Conference Preview. *
- Recognition in the Conference Program, including your company logo. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

GOLD SPONSOR—\$5,000

- Signage with all Gold Sponsor company logos displayed throughout the conference at Registration and other high-traffic areas.
- Four full attendee conference registrations.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program, including your company logo. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

SILVER SPONSOR—\$2,500

- Signage with all Silver Sponsor company logos displayed throughout the conference at Registration and other high-traffic areas.
- Three full attendee conference registrations.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program, including your company logo. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

BRONZE SPONSOR—\$1,000

- Signage with all Silver Sponsor company logos displayed throughout the conference at Registration and other high-traffic areas.
- Two full attendee conference registrations.
- Recognition in the Conference Preview. *
- Recognition in the Conference Program, including your company logo. **
- Recognition on the PowerPoint sponsor page displayed between technical sessions.
- Recognition on the conference website, including a link to your company's website.

***Must meet 20 December 2006 deadline to be included in the Conference Preview.**

****Must meet 12 March 2007 deadline to be included in the Conference Program.**

ADVERTISING AND LOGO SPECIFICATIONS

Conference Program

- Conference Program is four-color with a trim size of 4.125" x 5.75"
- Full-page ad with bleed: 4.375" x 6"
- Full-page ad with no bleed: 3.875" x 5.5"
- Live area - All type, product and other critical information should be a minimum of .125" (3.175 mm) from trim
- Unless specifically noted, all ad materials should be submitted in CMYK color, preferably with all additional colors eliminated from the files. No effort will be made to match colors on advertising unless a contract quality digital proof is supplied – Matchprint, Approval, Chromalin, etc.
- All submissions **MUST** include all art, support images, files and fonts; unless you are submitting a PDF as your file.
- We also accept files created in any of the following software packages:
 - PDF-X1a
 - Adobe InDesign (CS or lower)
 - QuarkXpress (6 or lower)
 - Adobe Illustrator (CS or lower)
 - Adobe Photoshop (CS or lower)
- Art created in InDesign or Quark should be packaged or collected for output.
- Ads must be accompanied by a four-color proof.
- Ads, logos and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint files will not be accepted.

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, TIF or high-quality JPG 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.

• For Website

- Logos for use on the website must be supplied as 72 dpi or greater in EPS, JPG or TIF format.
- Logos submitted for web use without a URL link will not be posted.

Art Submission

Ship Ad Materials To:

Society of Petroleum Engineers
Attn: Mary Jane Touchstone - DEC07
222 Palisades Creek Drive
Richardson, Texas USA 75080-2040
T: +1.972.952.9351

File Transfer Requirements to FTP Files

Via Internet Browser (PC):

- Type in [ftp://prodftp.spe.org](http://prodftp.spe.org)
- Click on the 07DEC folder/link
- Go to "File" and then "Login as"
- Enter User Name: prod
- Enter Password: spe

Via Fetch (Mac):

- Host: prodftp.spe.org
- User ID: prod
- Password: spe

Place in the folder labeled 07DEC. Once the file has uploaded completely, please email mtouchstone@spe.org to let Mary Jane know that the file is available.

Electronic Delivery

DO NOT email files exceeding 3 MB. 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.