



www.spe.org/hftc07

2007 Hydraulic Fracturing Technology Conference 29 – 31 January 2007 • College Station, Texas, USA

ADVERTISING / SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2007 Hydraulic Fracturing Technology Conference (HFTC 2007) in College Station, Texas, 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 sponsor does hereby request a sponsorship and/or advertising for the 2007 Hydraulic Fracturing Technology Conference, scheduled 29-31 January 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 HFTC 2007 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, Texas, USA 75080
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: _____

ADVERTISING / SPONSORSHIP OPPORTUNITIES

	<u>Multiple</u>	<u>Exclusive</u>
Conference Sponsorship	<input type="checkbox"/>	<input type="checkbox"/> \$10,000
Reception @ Bush Library		<input type="checkbox"/> \$7,500
Titanium Sponsorship	<input type="checkbox"/> \$5,000	
Platinum Sponsorship	<input type="checkbox"/> \$3,500	
Gold Sponsorship	<input type="checkbox"/> \$2,000	
<i>Proceedings CD</i>		<input type="checkbox"/> \$5,000
Luncheons	<input type="checkbox"/> \$4,000	
_____ Monday _____ Tuesday		
Conference Bags		<input type="checkbox"/> \$3,500
Coffee Break	<input type="checkbox"/> \$1,250	
_____ Monday a.m. _____ Monday p.m. _____ Tuesday a.m.		
_____ Tuesday p.m. _____ Wednesday a.m.		
Conference Lanyards		<input type="checkbox"/> \$1,000
Sponsor will supply lanyards approved by SPE. Call to discuss quantity.		
Conference Pens & Pads		<input type="checkbox"/> \$1,000
Sponsor will supply pens & pads approved by SPE. Call to discuss quantity.		
Advertising		
Conference Program – Inside Front Cover	<input type="checkbox"/>	\$500
Conference Program – Inside Back Cover	<input type="checkbox"/>	\$500
Conference Program – Outside Back Cover	<input type="checkbox"/>	\$500
Conference Program – Full Page	<input type="checkbox"/>	\$400
Company Description in CD <i>Proceedings</i>	<input type="checkbox"/>	\$ 50
With Company Logo & Web Link		
Other: _____		
<i>Sponsors must email company logos to mtouchstone@spe.org. See advertising and logo specifications for file requirements.</i>		

I hereby submit this contract for sponsorship opportunities for the 2007 SPE Hydraulic Fracturing Technology Conference and agree to abide by the policies and procedures as outlined in this contract.

AUTHORIZED REPRESENTATIVE Date: _____

SPE REPRESENTATIVE Date: _____

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

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

2007 HYDRAULIC FRACTURING TECHNOLOGY CONFERENCE

CORPORATE ADVANTAGE PROGRAM

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at HFTC 2007. The Corporate Advantage Program exposes attendees and businesses to your company and promotes your presence within the industry. This program includes a variety of sponsorship venues and high-impact advertising opportunities. For complete details, please review the included information or contact the SPE Sales Department at +1.972.952.9393.

Note: All sponsors will be recognized in the conference preview assuming that the contract, deposit and company logo are received by **2 October 2006**.

Note: All sponsors will be recognized in the conference program and *Proceedings* CD if the contract, deposit and company logo are received by **18 December 2006**

CONFERENCE SPONSORSHIP

- Exclusive sponsor will receive five complimentary, full conference registrations for company employees
- Prominent on-site signage displayed at the conference recognizing the sponsorship
- One banner advertisement on conference website
- One full-color ad in the conference program
- Company name & logo on the cover of the conference preview
- Company name and logo on the cover of the conference program
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD
- Two promotional items included in the conference bag

RECEPTION AT THE BUSH LIBRARY

- 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 displayed at the conference recognizing the sponsorship
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the conference website, including a link to your company's website
- Recognition and website link on the sponsor page or the *Proceedings* CD
- Tickets for the museum tour will be provided to all full conference registrants

METAL SPONSORSHIPS

- Titanium Sponsors will receive three complimentary, full conference registrations for company employees and one full-page ad in the conference program
- Platinum Sponsors will receive two complimentary, full conference registrations for company employees and one full-page ad in the conference program
- Gold Sponsors will receive one complimentary, full conference registration for company employees
- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD

PROCEEDINGS CD SPONSORSHIP

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Sponsor logo printed on the *Proceedings* CD cover
- Complimentary ad position on the inside jacket cover of the *Proceedings* CD
- Recognition and website link on the sponsor page of the *Proceedings* CD

LUNCHEONS SPONSORSHIP (2 AVAILABLE)

- 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 displayed at the conference recognizing the sponsorship
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD

CONFERENCE BAG SPONSORSHIP (BAGS PROVIDED BY SPE)

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD
- Sponsor logo printed on the conference bags

SPEAKER GIFT SPONSORSHIP

- Sponsor name/logo on the acknowledgement card accompanying the gift
- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD

COFFEE BREAKS SPONSORSHIP (5 AVAILABLE)

- Prominent on-site signage displayed at the conference recognizing event sponsor(s)
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD

CONFERENCE LANYARD SPONSORSHIP (LANYARDS PROVIDED BY SPONSOR)

- Company logo and/or marketing message printed on lanyards and distributed by SPE at registration
- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition on the conference website, including a link to your company's website
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD

CONFERENCE PENS & PADS SPONSORSHIP (PENS AND PADS PROVIDED BY SPONSOR)

- Company logo printed on pens and pads that SPE will distribute to attendees in the conference bag
- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition and website link on the sponsor page of the *Proceedings* CD

2007 HYDRAULIC FRACTURING TECHNOLOGY CONFERENCE

ADVERTISING / SPONSORSHIP POLICIES

SPE has instituted the following policies for advertising and sponsorship opportunities with the SPE Hydraulic Fracturing Technology Conference. The Advertiser / Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

GUIDELINES

- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards.
- 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 advertising / 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.
- 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 / sponsor to adhere to the advertising and logo specifications information.**

PAYMENT POLICY

- SPE requires that a fifty percent (50%) deposit on all advertisements and sponsorships be submitted with the signed contract.
- Upon receipt of a signed contract and required deposit, SPE will send a confirmation notice. No confirmation will be sent and no advertisement or 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 advertisement or sponsorship is due thirty (30) days prior to the event. If a participant has contracted a sponsorship or advertisement 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.

DEADLINES

- In order for sponsorship to be promoted in the conference preview, the contract, company logo and 50% deposit must be received **prior to 2 October 2006.**
- In order for sponsorship to be promoted in the conference program and *Proceedings* CD, the contract, company logo and 50% deposit must be received **prior to 18 December 2006.**
- To secure advertising space in the conference program:
 - Advertising Contracts and 50% deposit must be received by **18 December 2006.**
 - Advertising Materials must be received by **20 December 2006.**
- 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.

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 JPG or GIF 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: HFTC 2007 Mary Jane Touchstone
222 Palisades Creek Drive
Richardson, Texas USA 75080-2040
T: +1.972.952.9393

File Transfer Requirements to FTP Files

Via Internet Browser (PC):

- Type in <ftp://prodftp.spe.org>
- Click on the 07HTFC 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 07HTFC. 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.