



**ADVERTISING / SPONSORSHIP CONTRACT**

This is a Sponsorship Contract for the 2008 SPE Unconventional Reservoirs Conference in Keystone, Colorado, 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 2008 SPE Unconventional Reservoirs Conference, scheduled 10-12 February 2008. 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 Unconventional Reservoirs Conference 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**

**Joan Payne** +1.972.952.9356 or [jpayne@spe.org](mailto:jpayne@spe.org)  
**Kirk Colligan** +1.972.952.9516 or [kcolligan@spe.org](mailto:kcolligan@spe.org)

**SPE Internal Use Only**

Contract Received: \_\_\_\_\_ Deposit Received: \_\_\_\_\_  
 Confirmation Notice Sent: \_\_\_\_\_ Full Payment Received: \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**

**All Prices are in US dollars (USD)**

	<b>Exclusive</b>
<b>Corporate Sponsor</b>	<input type="checkbox"/> 10,000
<b>CD Proceedings</b>	<input type="checkbox"/> 5,000
<b>Daily Coffee Breaks</b>	<input type="checkbox"/> 3,500
<b>Conference Bags*</b>	<input type="checkbox"/> 5,000
<b>Monday Luncheon</b>	<input type="checkbox"/> 7,500
<b>Tuesday Luncheon</b>	<input type="checkbox"/> 7,500
<b>Name Badge Lanyards**</b>	<input type="checkbox"/> 1,000
<b>Monday Reception</b>	<input type="checkbox"/> 10,000
<b>Tuesday Reception</b>	<input type="checkbox"/> 10,000

\*Bags will be provided and distributed by SPE.

\*\*Sponsor will supply lanyards and will send sample to SPE for approval. Call to discuss quantity. SPE will distribute.

**SPONSORSHIP DATES**

	<b>Package</b>
<b><u>Receptions</u></b>	17,500 both
Sunday, 10 February	_____ days
Monday, 11 February	_____
<b><u>Luncheons</u></b>	12,000 both
Monday, 11 February	_____ days
Tuesday, 12 February	_____
<b><u>Coffee Breaks</u></b>	6,000 both
Monday, 11 February	_____ days
Tuesday, 12 February	_____

**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](mailto:mtouchstone@spe.org).**

**See advertising and logo specifications for file requirements.**

**Payment accepted in US dollars (USD) only.**

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

I hereby submit this contract for sponsorship opportunities for the 2008 SPE Unconventional Reservoirs Conference and agree to abide by the policies and procedures as outlined in this contract.

\_\_\_\_\_  
 AUTHORIZED REPRESENTATIVE Date: \_\_\_\_\_  
 \_\_\_\_\_  
 SPE REPRESENTATIVE Date: \_\_\_\_\_

# **2008 SPE UNCONVENTIONAL RESERVOIRS CONFERENCE**

## **SPONSORSHIP POLICIES**

SPE has instituted the following policies for sponsorship opportunities with the SPE 2008 Unconventional Reservoirs Conference. 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.

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.

### **2008 SPONSORSHIP DEADLINES**

**\*In order for sponsorship to be promoted in the SPE Unconventional Reservoirs Conference Preview:** Sponsorship contracts and 50% deposit must be received **prior to 17 September 2007 unless otherwise noted.**

**\*\*In order for sponsorship to be promoted in the SPE Unconventional Reservoirs Conference Program:** Sponsorship Contracts and 50% deposit must be received **prior to 30 November 2007 unless otherwise noted.**

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

# 2008 SPE UNCONVENTIONAL RESERVOIRS CONFERENCE

## SPONSORSHIP BENEFITS

### **CORPORATE SPONSOR**

- One full-page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Prominent on-site signage
- Company logo printed on the Conference Preview cover
- Company logo printed on the Conference Program cover
- 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
- Four full conference registrations

### **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

### **LUNCHEONS**

- One full-page, 4-color ad in the conference program (created by sponsoring company, SPE to place ad)
- 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
- Welcome announcement (brief) at lunch by Sponsor with announcement of prizes (supplied by sponsor) under 1 chair/plate at each table

### **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 RECEPTIONS**

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

SPECS ATTACHED FOR YOUR REFERENCE



# 2008 Unconventional Reservoirs Conference

10–12 February 2008 • Keystone, Colorado

## ADVERTISING & LOGO REQUIREMENTS

### MECHANICAL SPECS for Conference Preview and Conference Program Ads

**PREVIEW MATERIALS DEADLINE: 17 September 2007**  
**PROGRAM MATERIALS DEADLINE: 14 January 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
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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

### CONFERENCE PROCEEDINGS CD AD

The Conference Proceedings ad will be 4C.

**CD AD MATERIALS DEADLINE: 18 January 2008**

#### Trim Size:

4.75" x 3.375" / 120.65 x 85.725 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 except the bottom.

Full Page Non-bleed 4 1/4 x 3 1/8 in. 107.95 x 79.375 mm	Full Page with bleed 5 x 3 1/2 in. 127 x 88.9 mm
(Slim-Line case)	CD Instructions...

#### Full Page Ad Size (Non-Bleed)

4.25" x 3.125" / 107.95 x 79.375 mm

#### Full Page Bleed Ad Size (Bleeds top, right, and left)

5" x 3.5" / 127 x 88.9 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
  - o 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 08URC 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 08URC. 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, – 08URC  
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](mailto:mtouchstone@spe.org)  
[marketing@spe.org](mailto:marketing@spe.org)