



2016 SPE Artificial Lift Conference & Exhibition – North America
25 – 27 October 2016 • The Woodlands, TX USA

ADVERTISING/SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2016 SPE Artificial Lift Conference & Exhibition – North America in The Woodlands, 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 does hereby request to be an advertiser and/or sponsor for SPE Artificial Lift Conference & Exhibition – North America scheduled 25–27 October 2016. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

CONTACT INFORMATION *

**Required: All information must be filled in completely before submitting.*

Company: _____
 Booth Number: _____
 Contact Name: _____
 Title: _____
 Phone: _____
 Cell: _____
 Email: _____
 URL Page Link: _____
 Agency Contact Name: _____
 Agency Phone: _____
 Agency Email: _____

BILLING INFORMATION FOR INVOICING *

**Required: All information must be filled in completely before submitting.*

Company/Agency: _____
 Contact Name: _____
 Street Address: _____

 City/State/Province: _____
 Zip Code/Postal Code: _____
 Country: _____
 Phone: _____
 Cell: _____
 Email: _____

I hereby submit this contract for a sponsorship the 2016 SPE Artificial Lift Conference & Exhibition – North America and agree to abide by the policies and procedures as outlined in this contract.

 Authorized Representative

 Date:

 SPE Representative

 Date:

PAYMENT DUE

Payment accepted in US dollars (USD) only.

Refer to Payment Policy on Page 3

Sponsorship Total:

100% Due with Contract USD _____

Print & Website Advertising

100% Due with Contract USD _____

Total Paid with Contract USD _____

PAYMENT METHOD

Check Enclosed Check Number: _____

Please make checks payable to the Society of Petroleum Engineers.

Wire Transfer*
 Credit Card*
 P.O. Number: _____

*For details on paying by wire transfer or credit card, please contact Denise Startz – dstartz@spe.org

SPE SALES REPRESENTATIVES

SOCIETY OF PETROLEUM ENGINEERS

SPE SALES DEPARTMENT
 222 Palisades Creek Drive
 Richardson, Texas, USA 75080
 Phone: +1.972.952.9393 • Fax: +1.866.491.7171

Jennifer Palladina (A-FL) + 1.713.457.6827 or jpalladina@spe.org
Jason Plotkin (Fm-O) + 1.713.457.6877 or jplotkin@spe.org
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Rudeen Hoffman (Canada) + 1.403.930.5451 or rhoffman@spe.org
Joan Payne + 1.972.952.9356 or jpayne@spe.org

SPE Internal Use Only

Contract Received: _____

Full Payment Received: _____

COMPANY NAME: _____


BOOTH NUMBER: (IF APPLICABLE) _____

2016 SPE Artificial Lift Conference & Exhibition – North America

SPONSORSHIP OPPORTUNITIES

INDIVIDUAL

EXCLUSIVE

Tuesday Night Reception <i>(includes ad)</i>	___ USD 10,000	___ USD 18,000
<input type="checkbox"/> Bar <input type="checkbox"/> Food Station  Close to your booth (please select one)		
Mobile Device Charging Lounge with Video Capability	___ USD 10,000 ea	
Titanium Sponsorship <i>(includes ad)</i>	___ USD 7,500	
Platinum Sponsorship	___ USD 5,000	
Gold Sponsorship	___ USD 3,500	
Keynote Luncheons <i>(includes ad)</i>		___ USD 7,500
___ Tuesday		
___ Wednesday		
Legends of Artificial Lift Luncheon – Thursday, 27 October		___ USD 7,500
Conference Bags — SPE will supply bags. Sponsor to supply logo. Call for details. Qty. 450		___ USD 6,000
Entrance Unit		___ USD 5,000
Hotel Key Cards		
2-Color (850 Qty.).....		___ USD 3,500
4-Color (850 Qty.).....		___ USD 5,500
Window Clings (set of 6)		___ USD 3,500
Coffee Breaks	___ USD 2,500 each	___ USD 12,000
___ Tuesday a.m. ___ Tuesday p.m.		
___ Wednesday a.m. ___ Wednesday p.m.		
___ Thursday a.m. ___ Thursday p.m.		
Escalator Runner		___ USD 2,500
Sky Bridge Window Clings (set of 2) (2 sets available)	___ USD 2,500 each	___ USD 4,000
Conference Lanyards — SPE approved design: dual clip and breakaway. Qty. 500		___ USD 2,000
Conference Pens & Pads — Sponsor will supply pens & pads approved by SPE.		___ USD 2,000
<i>To be placed on tables in the back of the session rooms. Qty. 500</i>		
Hanging Signs (6 available).....	___ USD 1,000 each	___ USD 5,500
Banner call for details		___ USD _____
Other:		___ USD _____

ADVERTISING OPPORTUNITIES

RUN OF BOOK

PREMIUM

Conference Program

Inside Front Cover (IFC—Cover 2)		___ USD 650
Inside Back Cover (IBC—Cover 3)		___ USD 650
Outside Back Cover (OBC—Cover 4)		___ USD 650
Full Page	___ USD 550	

100% of Payment due with Contract

Conference Web Banner — Please note page preference 1 thru 3. Pages subject to availability.
Banner will be posted when received. *Other pages available. (for details.)*

___ Travel & Accommodations Page		___ USD 800
___ Registration Page		___ USD 800

WEB BANNER AD SPECS

Dimensions: 468 pixels wide X 60 pixels high
File Size: 30KB limit, regardless of file type
File Types: GIF or JPG. Animation is allowed but sound is not.
The advertiser must specify the target URL when the file is submitted.
Submit Banner Ads to: SPE.sendmyad.com

100% of Payment due with Contract

••• PLEASE RETURN BOTH PAGES 1 AND 2 TO SPE •••

SPE INITIALS: _____

CLIENT INITIALS: _____

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

2016 SPE Artificial Lift Conference & Exhibition – North America

ADVERTISING/ SPONSORSHIP POLICIES

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at ALCE 2016. This program includes a variety of sponsorship and advertising opportunities. For complete details, please review the included information or contact the SPE Sales Department.

SPE has instituted the following policies for advertising and sponsorship opportunities with the SPE Artificial Lift Conference & Exhibition – North America. Once signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

SPE EDITORIAL AND ADVERTISING POLICY

The Society of Petroleum Engineers encourages open and objective discussion of technical and professional subjects pertinent to the interests of the society in its publications. Society publications shall contain no judgmental remarks or opinions on the technical competence, personal character, or motivations of any individual, company, or group. Any material which, in the publisher's opinion, does not meet the standards for objectivity, pertinence, and professional tone will be returned to the contributor with a request for revision before publication.

SPE accepts advertising (print and electronic) for goods and services that, in the publisher's judgment, address the technical or professional interests of its readers. SPE reserves the right to refuse to publish any advertising it considers to be unacceptable. Advertising that can be construed as discriminating or advocating discrimination on the basis of race, gender, religion, disability, sexual orientation, or national origin will not be accepted. As a global organization, SPE will also reject advertising that, in the publisher's opinion, might be culturally offensive to SPE members.

ADVERTISING GUIDELINES

- **All copy must be submitted and approved by SPE prior to implementation.**
- SPE will contact each previous year's advertiser to advise the right of renewal and the deadline they must submit their advertising contract and deposit in order to renew their advertisement.
- Should the previous year's advertiser not meet the deadline or should they elect not to renew their advertisement, SPE will then consider this advertisement 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 to adhere to the advertising and logo specifications information.**

SPONSORSHIP GUIDELINES

- **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 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.
- **It is the responsibility of the sponsor to adhere to the sponsorship and logo specifications information.**

PAYMENT POLICY

- SPE requires that one hundred percent (100%) payment on all sponsorships and advertising (print & web) be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE official website, until the contract and required deposit has been submitted.
- 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.
- Company representative signature binds the company to the payment and cancellation schedule. If the company cancels participation with money due, the outstanding funds will be due upon cancellation.

2016 ALCE SPONSORSHIP DEADLINES

***In order for sponsorship to be promoted in the 2016 ALCE Conference Preview:**

- Sponsorship Contracts and payment must be received **prior to 15 June 2016.**
- Advertising materials must be received **no later than 22 June 2016**

****In order for sponsorship to be promoted in the 2016 ALCE Conference Program:**

- Sponsorship Contracts and payment must be received **prior to 31 August 2016.**
- Advertising materials must be received **no later than 7 September 2016.**

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

2016 SPE Artificial Lift Conference & Exhibition – North America

ADVERTISING/SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS RECEIVE:

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition in the conference preview (provided sponsorship is confirmed before print deadline)
- Recognition in the conference program (provided sponsorship is confirmed before print deadline)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the conference website, including a link to your company's website

TUESDAY NIGHT RECEPTION — USD 10,000 INDIVIDUAL • USD 18,000 EXCLUSIVE

- Exclusive sponsor will receive five (5) complimentary, full conference registrations for company employees
- Individual sponsor will receive two (2) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during reception

MOBILE DEVICE CHARGING LOUNGE —USD 10,000 EACH

- Recognition of your company while attendees charge their cell phones
- Two (2) advertising components available: an LCD screen capable of slide shows or video with sound, (call for details on internet capabilities)
- Commercial to be loaded onto video screen, 3 minute maximum

METAL SPONSORSHIPS: TITANIUM — USD 7,500 • PLATINUM — USD 5,000 • GOLD — USD 3,500

- Titanium Sponsors will receive three (3) complimentary, full conference registrations for company employees and one full-page ad in the conference program (created by sponsoring company, SPE to place ad)
- Platinum Sponsors will receive two (2) complimentary, full conference registrations for company employees
- Gold Sponsors will receive one (1) complimentary, full conference registration for company employees

KEYNOTE LUNCHEONS — USD 7,500 EACH (2 AVAILABLE)

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

LEGENDS OF ARTIFICIAL LIFT LUNCHEON — USD 7,500

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

CONFERENCE BAGS — USD 6,000

- Company logo printed on one side of the conference bag (one-color) and distributed by SPE at registration, SPE to provide sponsor with bag design for approval.
- Qty. 450

Entrance Unit—USD 5,000

- Prominent visual promotion at exhibit hall entrance
- Must meet deadline of 19 September or additional fees may apply
- Sponsor to get SPE approval on design

HOTEL KEY CARDS — 2-COLOR — \$3,500 — 4-COLOR — \$5,500

- Prominent on-site 2-color/4-color branding displayed to each hotel guest
- Sponsor to get SPE approval on design

Window Clings (Set of 6) — \$ 3,500

- Placed in prominent locations on hotel windows (approved by hotel)
- Sponsor to provide artwork for that meets Freeman artwork guidelines for six (6) 70"x40" clings. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

COFFEE BREAKS — USD 2,500 INDIVIDUAL (6 AVAILABLE) • USD 12,000 EXCLUSIVE

- Sponsor(s) may provide branded cocktail napkins to be used during sponsored break

ESCALATOR RUNNER — USD 2,500

- Sponsor will provide artwork that meets Freeman artwork guidelines for ten (10) 8"x44" runners to be displayed on escalator. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

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SKY BRIDGE WINDOW CLINGS (2 SETS AVAILABLE; SET INCLUDES 2 CLINGS) — USD 2,500 INDIVIDUAL USD 4,000 EXCLUSIVE

- Exclusive Sky Bridge location placement on windows, facing inside
- Sponsor to provide artwork that meets Freeman artwork guidelines for (2) 57-1/2" wide x 45-1/4" tall single-sided window cling. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

CONFERENCE LANYARDS — USD 2,000

- Company logo and/or marketing message printed on lanyards (provided by sponsor) and distributed by SPE at registration
- Sponsor to provide sample for SPE approval (*dual clip and breakaway design*)
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards
- Qty. 500

CONFERENCE PENS & PADS — USD 2,000

- Company logo printed on pens and pads (provided by sponsor) distributed by SPE on tables in the back of conference session rooms
- Sponsor to get SPE approval on design

HANGING SIGN (6 AVAILABLE) — USD 1,000 INDIVIDUAL OR USD 5,500 EXCLUSIVE

- Sponsor to provide artwork that meets the Freeman artwork guidelines for (1) 4' high x 8' wide foam core horizontal hanging sign. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

BANNERS — CALL FOR DETAILS

- Sponsor receives a banner hung in the lobby by the escalator (call SPE for details)
- Sponsor to get SPE approval on design



2016 SPE Artificial Lift Conference & Exhibition—North America

24–26 October 2016 • The Woodlands, Texas, USA

ADVERTISING SPECIFICATIONS

Conference Program Advertising

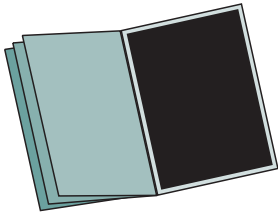
PROGRAM MATERIALS DEADLINE: 7 September 2016

MECHANICAL SPECS FOR CONFERENCE PROGRAM ADS

TRIM SIZE: 6 x 8.5 in. / 152.4 x 215.9 mm
(set document to trim size)

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

Ad specs are for Perfect-bind and Saddle-stitched.



Full Page

Trim:	6 x 8.5 in. 152.4 x 215.9 mm
Bleed:	6.25 x 8.75 in. 158.75 x 222.25 mm
Live (Non-Bleed):	5.5 x 8 in. 139.7 x 203.2 mm

DIGITAL ART REQUIREMENTS

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

- **Preflighted PDF/X-1a files created in InDesign with fonts embedded are preferred.**
- All submissions other than PDF/X-1a **MUST** include all art, support images, files and fonts.

Note: Ads, logos, and/or photos that are submitted as word processing documents (Microsoft Word, Word Perfect, etc.) or PowerPoint file will not be accepted.

4-Color Ads: Supply digital files in CMYK, plus press-accurate color proof. Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

- **Red** (equivalent to PMS 185) – 100 magenta plus 70 yellow
- **Blue** (equivalent to PMS 300) – 100 cyan plus 50 magenta
- **Green** (equivalent to PMS 355) – 100 cyan plus 100 yellow
- **Yellow** – 100 process yellow

Technical Specifications: Images must be in CMYK or grayscale, TIFF or EPS files, with a minimum of 300 dpi at 100%. Please make sure you convert all colors to CMYK, 4-Color process.

(Note: Crop marks, created by using the crop marks feature in applications, are usually "Registration" color.)

***Bleed Ads:** Keep all text, logos, and important graphics a minimum of .375 in. (9.5 mm) inside from the trim. Bleeds should extend .125 in. (3.2 mm) beyond the trim, on the sides that bleed. Please offset crop marks, color bars, and registration marks so they are outside the bleed.

Non-Bleed Ads: Please set up the file to the "Live" specs. If your ad has a white background, please add a hairline rule around the ad (the size of the "Live" specs).

PDF Presets for joboptions file

The SPE_Publications_joboptions file contains PDF settings that when selected, will produce a PDF consistent with the SPE Publications specifications. Using this joboptions file will produce an Adobe PDF suitable for submission to all Society of Petroleum Engineers publications and meetings materials. Available upon request at PrintPublishing@spe.org.

NOTE: All ads will be kept for one year only.



SUBMITTING YOUR PRINT AD OR WEB BANNER AD

Website address: SPE.sendmyad.com

You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.

For all inquiries about the ad portal, email PrintPublishing@spe.org. Please include advertiser and publication name in the subject of the email.

FAQS

InDesign templates of all ad sizes can be downloaded from the SPE Ad Portal. Templates for other programs are available upon request.

Please contact PrintPublishing@spe.org for all print advertising technical production questions.



2016 SPE Artificial Lift Conference & Exhibition—North America
24–26 October 2016 • The Woodlands, Texas, USA

ADVERTISING SPECIFICATIONS

Logos and Web Banner Advertising

LOGOS

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.

Submit Logos to: marketing@spe.org

PLEASE put the year and event, for which the logo is applicable, in the “Subject” of the email.

Electronic Delivery

DO NOT email files exceeding 5MB. When sending a logo or banner ad by email, please state the company name and the meeting name in the subject line. Please include your contact information in the email in case the attachment corrupts during file transfer.

WEB BANNER ADS

Dimensions: 468 pixels wide x 60 pixels high

File size: 30KB limit, regardless of file type

File types: .gif or .jpg. Animation is allowed but sound is not. Maximum limit is 15 seconds.

The advertiser must specify the target URL when the file is sent.

Upload Web Banners to: SPE.sendmyad.com



SUBMITTING YOUR PRINT AD OR WEB BANNER AD

Website address: SPE.sendmyad.com

You will be directed to the company profile page. All contact information must be provided before the ad can be uploaded. Please place your ad in the correct publications folder.

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