



# SPE Liquids-Rich Basins Conference 13 – 14 September 2017 • Midland, TX USA

## ADVERTISING & SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the above-mentioned conference. This will become a binding contract if the sponsor/advertiser 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 the conference. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

**This is a fillable form that needs to be completed electronically and submitted via email.  
Complete the form. | Add a digital signature. | Save the file. | Submit completed form to [rtejada@spe.org](mailto:rtejada@spe.org)**

### CONTACT INFORMATION \*

\* All information that must be filled in completely before submitting.

Company: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone/Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

URL Address: \_\_\_\_\_

Marketing/Agency Contact Name: \_\_\_\_\_

Marketing/Agency Phone: \_\_\_\_\_

Marketing/Agency Email: \_\_\_\_\_

### OPPORTUNITY SELECTED

Advertising: \_\_\_\_\_

Sponsorship(s): \_\_\_\_\_

Additional Details:  
\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT DUE

**Payment accepted in US dollars (USD) only.  
Refer to Payment Policy on Page 5**

Advertising Total: USD \_\_\_\_\_

Sponsorship Total: USD \_\_\_\_\_

**100% due with Contract**

Total Paid with Contract: USD \_\_\_\_\_

### BILLING INFORMATION FOR INVOICING \*

Billing Invoice: Send to: (check one)

Primary Company Contact

Marketing / Agency Contact

Invoice Address:

Street Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_

Zip Code/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I hereby submit this contract for advertising and/or sponsorship for the SPE Liquids-Rich Basins Conference 2017 and agree to abide by the policies and procedures as outlined in this contract.

\_\_\_\_\_  
Authorized Representative Signature

\_\_\_\_\_  
Authorized Representative (Please Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
SPE Representative

\_\_\_\_\_  
Date

### PAYMENT METHOD

\_\_\_ Check Enclosed      Check Number: \_\_\_\_\_

*Please make checks payable to the Society of Petroleum Engineers.*

\_\_\_ \*\* Wire Transfer      \_\_\_ \*\* Credit Card

For Payment by Wire or Credit Card:  
An invoice will be generated and emailed to the billing contact. Payment instructions will be included for Wire Transfers and Credit Card processing.

P.O. Number: \_\_\_\_\_ (if applicable)

### SPE REPRESENTATIVES

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*SPE Internal Use Only*  
List sponsorship benefits such as comp ad, # of comp registrations, etc.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ADVERTISING OPPORTUNITIES

### Conference Program Advertising Opportunities

Inside Front Cover	<b>SOLD</b>
Inside Back Cover	USD 600
Outside Back Cover	USD 600
Full Page	USD 550

(Quantity may be limited)

All ads are 4-color.

**100% of Payment due with contract**

### Online Advertising Opportunities

**Web Banner Ad** USD 800

A maximum of two ad positions are available per page. Pages listed below are subject to availability. Please note page preference ("1" being your first choice):

**Registration Page**

**Travel & Accommodations Page**

Other: \_\_\_\_\_

See advertising and logo specifications for file requirements and email address.

**100% of Payment due with contract.**

### **WEB BANNER AD SPECS**

Dimensions: 468 pixels wide X 60 pixels high

File Size: 30KB limit, regardless of file type

File Types: Flash, GIF, or JPG. Animation is allowed but sound is not.

The advertiser must embed the target URL in a Flash banner before sending it to SPE. Otherwise, the advertiser must specify the target URL when the file is submitted.

Submit Banner Ads to: [SPE.sendmyad.com](http://SPE.sendmyad.com)

## SPONSORSHIP OPPORTUNITIES (ALL PRICING IN US DOLLARS OR USD)

### ALL SPONSORSHIPS RECEIVE:

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- 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

### CONFERENCE SPONSORSHIP — SOLD

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page four-color ad in the conference program (created by sponsoring company, SPE to place ad)
- Company name and logo on the cover of the conference program (provided sponsorship is confirmed before print deadline)

### WEDNESDAY WELCOME RECEPTION — SOLD

- Exclusive 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

### WEDNESDAY NETWORKING LUNCHEON — SOLD

- Exclusive 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)

### THURSDAY KEYNOTE LUNCHEON — USD 4,000 EXCLUSIVE

- Exclusive 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)

### METAL SPONSORSHIPS: TITANIUM — USD 5,200 • PLATINUM — USD 3,700 • GOLD — USD 2,200

- 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

### COFFEE BREAKS — USD 2,000 INDIVIDUAL (4 AVAILABLE) • USD 6,000 EXCLUSIVE

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

### CONFERENCE BAGS — USD 4,000

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

## **CONFERENCE LANYARDS — SOLD**

- 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*)
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards

## **CONFERENCE PENS & PADS — SOLD**

- Company logo printed on pens and pads (provided by sponsor) distributed by SPE on tables in the back of conference session rooms
- Prominent on-site signage displayed at the conference recognizing the sponsorship

## **PATRON OF SPE— USD 1,000**

- Recognition of your company as a patron of SPE on appropriate marketing and communication materials

## **SPE EDITORIAL/ADVERTISING/SPONSORSHIP 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.

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at LRBC 2017. This program includes a variety of sponsorship and advertising opportunities. For complete details, contact the SPE Events Department.

SPE has instituted the following policies for advertising/sponsorship opportunities with the SPE Liquids-Rich Basins Conference (LRBC). Once signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising/sponsorships.

### **ADVERTISING/SPONSORSHIP GUIDELINES**

- **Sponsorship graphics received or sponsorships sold after 15 August will be subject to additional print fees. Call for price quotes**
- **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 advertiser/sponsor to advise the right of renewal and the deadline they must submit their advertising/sponsorship contract payment in order to renew their advertisement/sponsorship.
- Should the previous year's advertiser/sponsor not meet the deadline or should they elect not to renew their advertisement/sponsorship, SPE will then consider this advertisement/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 to adhere to the advertising/sponsorship and logo specifications information.**
- All advertising must be submitted online at: **SPE.sendmyad.com** by no later than **26 July 2017.**
- All logos must be submitted to **logos@spe.org** by no later than **26 July 2017.**

### **PAYMENT POLICY**

- SPE requires 100% payment be submitted with the signed Advertising and Sponsorship Contract in order to secure advertisement or sponsorship.
- Upon receipt of the signed contract and payment, SPE will email an invoice to the advertiser/sponsor. An advertisement or sponsorship will not be acknowledged or promoted until company has submitted the Advertising/Sponsorship Contract and required payment.
- If a sponsorship cancellation occurs 90 days before event, a 20% penalty shall be incurred.
- If a sponsorship cancellation occurs 60-89 days before event, a 30% penalty shall be incurred.
- If a sponsorship cancellation occurs 30-59 days before event, a 50% penalty shall be incurred.
- If a company cancels its sponsorship within 30 days of the conference, a 75% penalty shall be incurred.
- If a company cancels its advertisement after the program has gone to print, a 100% penalty shall be incurred.
- Payment is accepted in US dollars only. SPE accepts credit cards, checks, money orders, and wire transfers.

### **DEADLINES**

- In order for advertising/sponsorship to be promoted in the Conference Preview, the contract, company logo and 100% payment must be received **prior to 3 May 2017.**
- In order for advertising/sponsorship to be promoted in the Conference Program, the contract, company logo, ad, and 100% payment must be received **prior to 19 July 2017.**
- If advertiser/sponsor does not meet the above-published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.