

2018 IADC/SPE DRILLING CONFERENCE AND EXHIBITION

ADVERTISING/SPONSORSHIP POLICIES

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

SPE has instituted the following policies for advertising and sponsorship opportunities for all SPE events. Once your contract is signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure an advertisement/sponsorship.

SPE EDITORIAL AND ADVERTISING POLICY

SPE encourages open and objective discussion of technical and professional subjects pertinent to the interests of SPE in its publications. SPE 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 SPE'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 SPE'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 SPE'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 SPE's advertising and logo specifications information.**
- All advertising must be submitted online at <https://SPE.sendmyad.com> by the stated deadline.

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 SPE's sponsorship and logo specifications information.**
- All logos must be submitted to logos@spe.org by no later than the stated deadline.

PAYMENT POLICY

- SPE requires that one hundred percent (100%) of payment for all sponsorships and advertising space (print and/or 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 signed contract and required payment has been submitted.
- Payment is accepted in US dollars only. SPE also accepts most credit cards, checks, money orders, and wire transfers.
- If an invoice is required before payment, it can be accessed in the system using the company password.

CANCELLATION

- If an advertisement/sponsorship cancellation occurs 90 days before event, a 30% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs 60-89 days before event, a 40% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs 30-59 days before event, a 60% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs less than 30 days before event, a 75% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs after the program has gone to print, a 100% penalty shall be incurred.

A company representative's 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.

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DEADLINES

SPONSORSHIP

- In order for sponsorship to be promoted in the **conference preview**, the contract, company logo, and payment must be received **prior to 1 November 2017**.
- In order for sponsorship to be promoted in the **conference program**, the contract, company logo, and payment must be received **prior to 17 JANUARY 2018**.
- All sponsor logo items must be delivered to SPE onsite at the Fort Worth Convention Center by 1200 on 5 MARCH 2018.

ADVERTISING

- To secure advertising space in the **conference program**:
 - Advertising Contracts and payment must be received by **10 JANUARY 2018**.
 - Advertising Materials must be received by **17 JANUARY 2018**.
- 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.