

Under the patronage of His Excellency Bakheet S. Al-Rashidi,  
Minister of Oil and Minister of Electricity and Water, State of Kuwait

# SPE International Heavy Oil Conference and Exhibition

Cost Optimisation: The Key to Unlocking Heavy Oil Success

10–12 December 2018

American University of the Middle East  
Kuwait

[www.spe.org/events/hoce](http://www.spe.org/events/hoce)

## Sponsorship and Exhibition Opportunities





Dear Esteemed Colleagues,

As chairperson of the 2018 SPE International Heavy Oil Conference and Exhibition, it is my honour and pleasure to invite you to participate in this specialised event that will be held on 10–12 December 2018 in Kuwait.

The development and recovery of the worldwide vast reserves of heavy oil will involve a number of environmental and economic challenges, where cost optimisation and management will be key success factors. This conference will be dedicated to this crucial topic, under the theme “Cost Optimisation: The Key to Unlocking Heavy Oil Success.”

The State of Kuwait is propelling one of the most important investments in the world in heavy oil—to develop the reserves of the country—in alignment with the 2040 strategy of Kuwait Petroleum Corporation. This level of activity and investment is attracting the interest and attention of regional and international technology providers, operators, oilfield service companies, consultants, drilling, and construction companies, as well as national and international oil companies. This event will be at the centre of this vibrant development nestled in Kuwait, in what will constitute the fourth edition of a bi-annual encounter of top industry leaders, specialists, technologists, and professionals of all disciplines, who will share their insights and progress relevant to heavy oil developments from all over the world.

The event will bring a variety of top industry leaders and specialists to Kuwait, making Kuwait an instant hub for heavy oil knowledge and technology exchange. More than 1,000 international registrants who share a common interest for economic optimisation in heavy oil, and technical and business experiences in exploration, development, production, processing, and marketing of this resource are expected to gather to gain new knowledge and widen their network in this stimulating environment.

The conference includes an exhibition of more than 500 square meters of companies that will showcase the latest hardware, equipment, instrumentation, software, and services relevant to heavy oil.

It is my pleasure to invite you to be a part of this thrilling three-day conference and exhibition. I am certain that you will find your participation a worthwhile experience, may you be a panelist, speaker, author, exhibitor, or a keen participant.

SPE International Heavy Oil Conference and Exhibition will be an extraordinary opportunity to advance your knowledge, connections, and insights about the present and future of heavy oil. Do not miss it!

Sincerely,

Nayef A. Al-Anezi  
Conference Chairperson  
Deputy CEO, North Kuwait Assets  
**Kuwait Oil Company**



## About the Conference

Themed **Cost Optimisation: The Key to Unlocking Heavy Oil Success**, the conference will focus on the development and recovery of worldwide vast reserves of heavy oil in the world and will discuss a number of environmental and economic challenges, where cost optimisation and management will be key success factors. An exhibition of more than 500 square meters will take place alongside the conference, where companies will showcase the latest hardware, software, and services relevant to heavy oil in general and to cost optimisation of heavy oil in particular, which will add more value to the event and provide further networking opportunities.

### Executive Committee

Nayef Al-Anezi  
Conference Chairperson  
**Kuwait Oil Company**

Ealian Al-Anzi  
Executive Co-Chairperson  
**Kuwait Oil Company**

Ibrahim Al-Sammak  
Executive Co-Chairperson  
**Kuwait Oil Company**

### Members

Emad Al-Ajmi, **Baker Hughes, a GE company**

Abdullah Al-Awadhi, **KIPIC**

Khalid Al-Begain,  
**Kuwait College of Science and Technology**

Hamad Al-Dalali,  
**Baker Hughes, a GE company**

Abdul Hamid Al-Hashim, **KISR**

Bader Al-Matar, **KUFPEC**

Walid Al Nader, **Shell Kuwait**

Salim Al Salmi, **Occidental Petroleum**

Hassan Al-Shammari, **Kuwait Oil Company**

Mohammed Al-Shatti,  
**Kuwait Petroleum Corporation**

Faisal Ayesh, **Alkhorayef Kuwait**

Wafik Beydoun, **Total E&P**

Maria A. Capello, **Kuwait Oil Company**

Heba Filobbos, **Halliburton**

Junaid Ghulam,  
**Petroleum Development Oman**

Issam Hallal, **WorleyParsons**

David Hicks, **CMG**

John Hornbrook,  
**DeGolyer and MacNaughton**

Abd Malik Jaffar,  
**PETRONAS Subsidiaries Middle East**

Adel Malallah, **Kuwait University**

Hussam Ali Marafie, **GOFSCO**

Mohamad Mourad, **Weatherford**

Noha Najem, **Kuwait Oil Company**

Mohamed Abdulsalam Ali Omar,  
**Australian College of Kuwait**

Shaima Salmeen, **Schlumberger**

Hussain Shehab, **GlassPoint**

### Programme Committee

Maria A. Capello  
Programme Chairperson  
**Kuwait Oil Company**

Eisa Al-Maraghi  
Programme Co-Chairperson  
**Kuwait Oil Company**

Khalid Harami  
Programme Co-Chairperson  
**Schlumberger**

### Members

Fatma Ahmad, **Kuwait Oil Company**

Faisal Aladwani, **Kuwait University**

Mohammed Al-Arfaj, **Saudi Aramco**

Waleed Al-Bazzaz, **KISR**

Jassim Al-Kandari, **Kuwait Oil Company**

Mohammad Al-Matrook,  
**Kuwait Oil Company**

Rifaat Al Mujaini,  
**Petroleum Development Oman**

Anwar Al Mutlaq, **Shell**

Khalid Al-Nuaimi, **Saudi Aramco**

Faisal Al-Otaibi, **Kuwait Oil Company**

Bader Al-Qahtani, **Kuwait Oil Company**

Abdullah Al-Rabah, **Kuwait Oil Company**

AbdulAziz AlShoail, **Halliburton**

May Al Zanki, **GlassPoint**

Ali Ameen, **Kuwait Oil Company**

Amr Dahy, **Alkhorayef Kuwait**

Carmen Hinds, **Ecopetrol**

Ahmad Mohammad, **KUFPEC**

Malvika Nagarkoti,  
**Baker Hughes, a GE company**

Herminio Passalacqua,  
**Australian College of Kuwait (ACK)**

Patrick Rigolot, **Total**

Dale Riley, **CMG**

Nader Shehata,  
**Kuwait College of Science and Technology**

Maher Taha, **GOFSCO**

Jeffrey Wingard,  
**DeGolyer and MacNaughton**

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## Why Participate

The event presents a great opportunity for all oil and gas professionals to learn more about the dynamic sector of heavy oil. It offers attendees in-depth knowledge and helps them understand the key drivers and risks involved in developing and producing heavy oil.

### What's Planned for 2018

- Opening, plenary, and panel sessions where industry leaders will provide strategic insights on key issues shaping the oil and gas industry.
- Technical sessions where subject-matter experts will share practical and applied knowledge on all aspects of heavy oil.
- Two seminars to keep your skills up-to-date, improve expertise, or learn new techniques.
- University student programme to give students a clear insight into the petroleum industry, to work together on a joint technical project, and to provide opportunities for students to extend their network.
- Energy4me teacher workshop where educators will receive comprehensive and objective information about the scientific concepts of energy and its importance.

### Why Exhibit

- Share your company's expertise with a targeted group of experts.
- Showcase your advanced technologies, valuable services and unique expertise.
- Personally interact with potential and current customers.
- Acquire valuable sales leads and customer feedback.
- Expand your markets by identifying new potential customers, suppliers and partners.

### Why Sponsor

- Give your organisation maximum exposure to an audience of top decision makers.
- Sponsorships geared to driving sales and expanding visibility can be an extremely powerful promotional tool.
- All sponsors receive a number of core benefits to maintain high-visibility throughout the event promotions and on-site.

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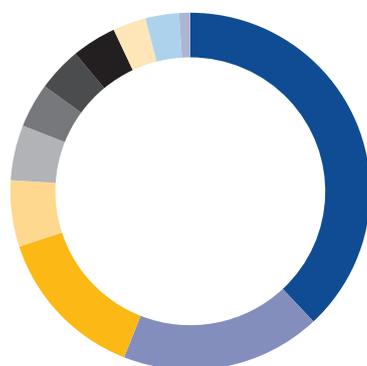
## 2016 Attendee Statistics

The 2016 SPE International Heavy Oil Conference and Exhibition was attended by 835 professionals representing 141 companies and 26 countries.



### Technical Interests

Reservoir Description and Dynamics	25%
Completions	22%
Drilling	18%
Production and Operations	17%
Projects Facilities and Construction	9%
Management and Information	5%
HSE	4%



### Job Classifications

Engineer	38%
Geologist or Geophysicist	18%
Student	14%
Manager	6%
Sales and Marketing	5%
Consultant	4%
Educator	4%
Executive	4%
Business Operations	3%
Research and Development	3%
Other	1%



96%

would possibly to definitely recommend this event to others in their field



92%

rated the exhibition good to excellent



95%

rated the networking as good to excellent



92%

rated the technical content as good to excellent

All the above information is based on the attendee survey report from the 2016 edition of this event.

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## Sponsorship Opportunities

Our sponsorship packages have been carefully designed to align with different marketing objectives and to suit a range of budgets.

Sponsorships are proven to give your company immediate visibility and impact. In addition to increased brand exposure, specific sponsorship packages can help you influence a targeted technical or demographic group.

### Sponsorship Summary

Sponsorship Item	Value (USD)
Principal Sponsor (2 packages available)	50,000
Platinum Sponsor (4 packages available)	35,000
Gold Sponsor (6 packages available)	25,000
Silver Sponsor	20,000
Conference Gala Dinner Sponsor (exclusive)	25,000
Conference Lunch Day 1 Sponsor (includes VIP seating)	15,000
Conference Topical Lunch Sponsor (exclusive)	10,000
Coffee Breaks Sponsor (exclusive)	12,500
Conference Delegate Bags Sponsor (exclusive)	25,000
Lanyards Sponsor (exclusive)	20,000
Mobile App Sponsor (exclusive)	20,000
Badge Sponsor (exclusive)	15,000
Conference Programme* Sponsor (exclusive)	15,000
Knowledge Sharing ePoster Station Sponsor (exclusive)	15,000
Conference Proceedings Sponsor (exclusive)	10,000
Conference Stationery Sponsor (exclusive)	10,000
Speaker Appreciation Sponsor (exclusive)	8,000

\*subject to deadline dates

### Core Benefits

All sponsors receive the following core benefits:

- Logo and sponsorship title on the event website with a link to the sponsor company's website
- Logo and sponsorship title in the sponsor section of the Conference Preview\*
- Logo and sponsorship title in the sponsor section of the Conference Programme\* (downloadable pdf)
- Verbal acknowledgement at the Conference Opening and Closing Ceremonies
- Logo and sponsorship title on the PowerPoint slides displayed between technical sessions
- Logo and sponsorship title on all-sponsor signage displayed in high traffic areas
- Acknowledgement in all press releases for the conference
- Sponsor appreciation certificate

**For further information about sponsorship or exhibiting at the SPE International Heavy Oil Conference and Exhibition, contact:**

- Taghreed Khallaf, Sales Manager, +971.4.457.5850, +971.56.406.7027, tkhallaf@spe.org

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## Sponsor Packages

### Principal Sponsor (2 packages available)

**USD 50,000**

This premium sponsorship option will be offered exclusively to two global industry leaders recognised for their effective and long-standing commitment to maintaining the best and most innovative methods in heavy oil, focused on sustaining the oil and gas industry. The principal sponsors will have the opportunity to work in close proximity with the Host Organisation, which includes shaping the conference programme and the inclusion of senior executives and technical experts in the committees' leadership roles.

#### Package includes all core benefits plus:

- 36 sqm exhibition booth (space only) in a prime location
- Logo prominently displayed on the stage backdrops (printed or digital) during the Opening Ceremony, Executive Plenary Session, Conference Gala Dinner, Panel Sessions, and Closing Ceremony
- Verbal acknowledgement during the above-mentioned functions
- Logo and sponsorship title on all emails\* for the event to potential delegates
- Logo and sponsorship title on press invitations
- Logo and sponsorship title on the registration form and exhibition application form
- Priority to access the accredited press/media/PR representatives on-site
- One full-page colour advertisement in the Conference Programme\*
- Logo on all event advertisements\* (print and digital, where space permits)
- One reserved table at the VIP Lunch function on Day 1
- One reserved table at the Conference Gala Dinner
- Ten complimentary invitations to the Conference Networking Reception (if applicable)
- Two complimentary full-conference registrations
- Eight complimentary one-day conference registrations
- Special group registration rates

### Platinum Sponsor (4 packages available)

**USD 35,000**

#### Package includes all core benefits plus:

- Logo and sponsorship title on all emails\* for the event to potential delegates
- Half-page colour advertisement in the Conference Programme\*
- Eight complimentary invitations to the Conference Gala Dinner
- Eight complimentary invitations to the Conference Networking Reception (if applicable)
- Eight complimentary full-conference registrations
- Eight complimentary one-day conference registrations
- Special registration rates for additional delegates

### Gold Sponsor (6 packages available)

**USD 25,000**

#### Package includes all core benefits plus:

- Half-page colour advertisement in the Conference Programme\*
- Six complimentary invitations to the Conference Gala Dinner
- Six complimentary invitations to the Conference Networking Reception (if applicable)
- Six complimentary full-conference registrations
- Six complimentary one-day conference registrations
- Special registration rates for additional delegates

### Silver Sponsor

**USD 20,000**

#### Package includes all core benefits plus:

- Five complimentary invitations to the Conference Gala Dinner
- Five complimentary invitations to the Conference Networking Reception (if applicable)
- Five complimentary full-conference registrations
- Five complimentary one-day conference registrations
- Special registration rates for additional delegates

\*subject to deadline dates

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**Conference Gala Dinner Sponsor****USD 25,000**

The Gala Dinner is a highly anticipated event and is the perfect close to the first day of the conference. The dinner will be attended by distinguished guests, VIPs, and delegates, offering an amazing experience, array of cultural activities, and a taste of the renowned Arabian hospitality.

**Package includes all core benefits plus:**

- Verbal acknowledgement at the opening of the Gala Dinner
- Sponsor's welcome speech (up to 5 minutes long) and short corporate video played in a continuous loop while guests are being seated
- Logo and sponsorship title on exclusive signage for the Gala Dinner
- One full-page colour advertisement in the Conference Programme\*
- Two reserved tables for eight at the Gala Dinner (VIP seating area)
- Ten complimentary invitations to the Gala Dinner
- Logo and sponsorship title on all table tent cards for the Gala Dinner
- Logo and sponsorship title on all menu cards for the Gala Dinner
- Logo and sponsorship title on napkin sleeves at the Gala Dinner (optional, produced by SPE)
- One corporate gift at entrance (optional, provided by sponsor, distributed by SPE)

**Conference Lunch Day 1 Sponsor (includes VIP seating)****USD 15,000**

Five-star buffet lunch will be offered to VIP guests, speakers, committee members, delegates and exhibitors.

**Package includes all core benefits plus:**

- Sponsor's welcome speech (up to 5 minutes long) and company video played in a continuous loop
- Logo and sponsorship title displayed on tent cards on dining tables
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Half-page colour advertisement in the Conference Programme\*
- Two reserved tables for eight at the VIP seating area
- Additional ten lunch tickets for the day

**Conference Topical Lunch Sponsor****USD 10,000**

This unique opportunity offers technical (or strategic) industry talks at lunch for the day. Topics must be relevant to the conference programme and will be subject to committee approval.

**Package includes all core benefits plus:**

- Sponsor's welcome speech (up to 2 minutes long)
- Fifteen minutes presentation on the selected topic
- Logo and sponsorship title displayed on tent cards on dining tables
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Two reserved tables in the front row for the day

**Coffee Breaks Sponsor****USD 12,500**

Six coffee breaks will be served on the exhibition floor during the course of the event (mid-morning and mid-afternoon). This sought-after function offers attendees a meeting place to interact and recharge.

**Package includes all core benefits plus:**

- Logo and sponsorship title on tent cards in each coffee break area
- Logo and sponsorship title on exclusive signage for the function
- Logo and sponsorship title on coffee mugs (optional, provided by sponsor)

**Conference Delegate Bags Sponsor****USD 25,000**

All delegates will receive a branded conference bag (either backpack or laptop bag) with a copy of the Conference Programme\*, sponsor's promotional item, stationery (if sponsored), and other general handouts.

**Package includes all core benefits plus:**

- Sponsor's logo and event branding printed on the official conference bag
- Logo on the distribution counter located in the main registration area
- One item inserted into the conference bag (provided by sponsor)
- Half-page colour advertisement in the Conference Programme\*

\*subject to deadline dates

**Showcase Your Brand—Become a Sponsor or Exhibitor**

**Lanyards Sponsor****USD 20,000**

All attendees will wear the conference lanyard at all times, providing maximum visibility on-site.

**Package includes all core benefits plus:**

- Logo on lanyards for delegate badges (provided by SPE)

**Mobile App Sponsor****USD 20,000**

The Mobile App will provide attendees with all they need to know before, during, and after the event, in the palm of their hand.

**Package includes all core benefits plus:**

- One rotating banner on top of the screen
- A full screen advertisement on the splash page when the App is launched
- One push message each day of the conference
- Logo on the App flyers distributed across the venue
- Two complimentary full-conference registrations
- Two complimentary one-day conference registrations
- One full-page colour advertisement in the Conference Programme\*

**Badge Sponsor****USD 15,000**

All attendees will wear the conference badge at all times. This item has proven time and again to be an effective marketing tool to promote your organisation. The badges will be printed and distributed at all registration terminals.

**Package includes all core benefits plus:**

- Logo printed on the badge along with the SPE logo
- Two complimentary full-conference registrations

**Conference Programme\* Sponsor****USD 15,000**

This comprehensive tool will include daily overviews with all conference sessions, timings and locations, floor plans, highlights, and general information.

**Package includes all core benefits plus:**

- Logo and sponsorship title on the cover page of the Conference Programme\*
- One full-page colour advertisement in the Conference Programme\*
- One full-page company profile of the sponsor in the Conference Programme\*

\*subject to deadline dates

**Knowledge Sharing ePoster Station Sponsor****USD 15,000**

ePoster sessions are electronic versions of the traditional technical posters and are presented on a flat screen monitor, offering added benefits of animation, an enhanced audio and video experience, and deeper engagement between attendees and subject matter experts.

**Package includes all core benefits plus:**

- Logo on the screensaver of each ePoster station
- Logo on the fascia board of each ePoster station
- Logo on the counter of each ePoster station
- One dedicated station to play corporate video in loop (optional, subject to availability)
- Two brochure racks to display promotional literature (optional)

**Conference Proceedings Sponsor****USD 10,000**

Conference Proceedings contain manuscripts of all the papers presented at the conference and will be made available to full-conference delegates.

**Package includes all core benefits plus:**

- Logo and sponsorship title printed on the cover of the card containing the access code to the Proceedings
- Logo and sponsorship title on exclusive signage
- Two complimentary full-conference registrations

**Conference Stationery Sponsor****USD 10,000**

Conference stationery will be inserted into the conference bags.

**Package includes all core benefits plus:**

- Logo on notepads and pens (provided by sponsor)

**Speaker Appreciation Sponsor****USD 8,000**

All conference speakers will receive a token of appreciation for their participation in and contribution to the conference.

**Package includes all core benefits plus:**

- Verbal acknowledgement before presentation of gifts
- Sponsor logo along with SPE logo on speaker gifts or gift boxes (provided by SPE)
- Logo and sponsorship title featured on a 'With Compliments' card presented with gifts



## Exhibition Opportunities

Exhibiting at the SPE International Heavy Oil Conference and Exhibition will enable you to demonstrate your company's advanced technologies and expertise in developing heavy oil resources, increase your brand awareness and reinforce its recognition with a highly selected audience, gathered to attend the event from around the globe.

### How to Exhibit

- 1 Review the exhibition information carefully.
- 2 Select two preferred booth locations from the exhibit floor plan (For the latest floor plan, please contact Taghreed Khallaf).
- 3 Complete and return your Exhibitor Application Form and Exhibitor Terms and Conditions Contract to Taghreed Khallaf.

### Packages

Space only: **USD 600 per sqm**

Basic Shell Scheme: **USD 650 per sqm**

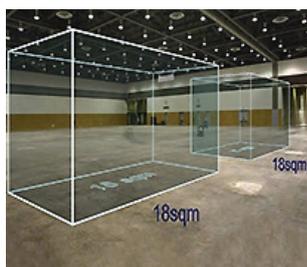
Walk-in Package: **USD 700 per sqm**

**Customised shell packages available. Contact Taghreed Khallaf, tkhallaf@spe.org, for more details.**

### Exhibitor Benefits

Take advantage of this opportunity to promote new and existing products and services to key professionals in the industry.

- Share your company's expertise with a targeted group of experts.
- Showcase your advanced technologies, valuable services and unique expertise.
- Acquire valuable sales leads and customer feedback.
- Personally interact with potential and current customers.



#### Space Only

**USD 600 per sqm**

##### Benefits:

- 4 exhibitor passes\* for 18 sqm
- 100 visitor invitations for 18 sqm

##### Technical Specifications:

- Only marked-up space provided
- Minimum space to be booked is 18 sqm
- Construction of a modular stand is not included
- Electrical power supply needs to be ordered additionally

#### Basic Shell Scheme

**USD 650 per sqm**

##### Benefits:

- 2 exhibitor passes\* for 9 sqm
- 50 visitor invitations for 9 sqm

##### Technical Specifications:

- Modular aluminium system structure with white infill panels 2.5 meter high
- Blue fascia board with exhibitor name and stand number
- Wall-to-wall standard carpet
- 3 spotlights
- 1 single square socket (3 pins)

#### Walk-in Package

**USD 700 per sqm**

##### Benefits:

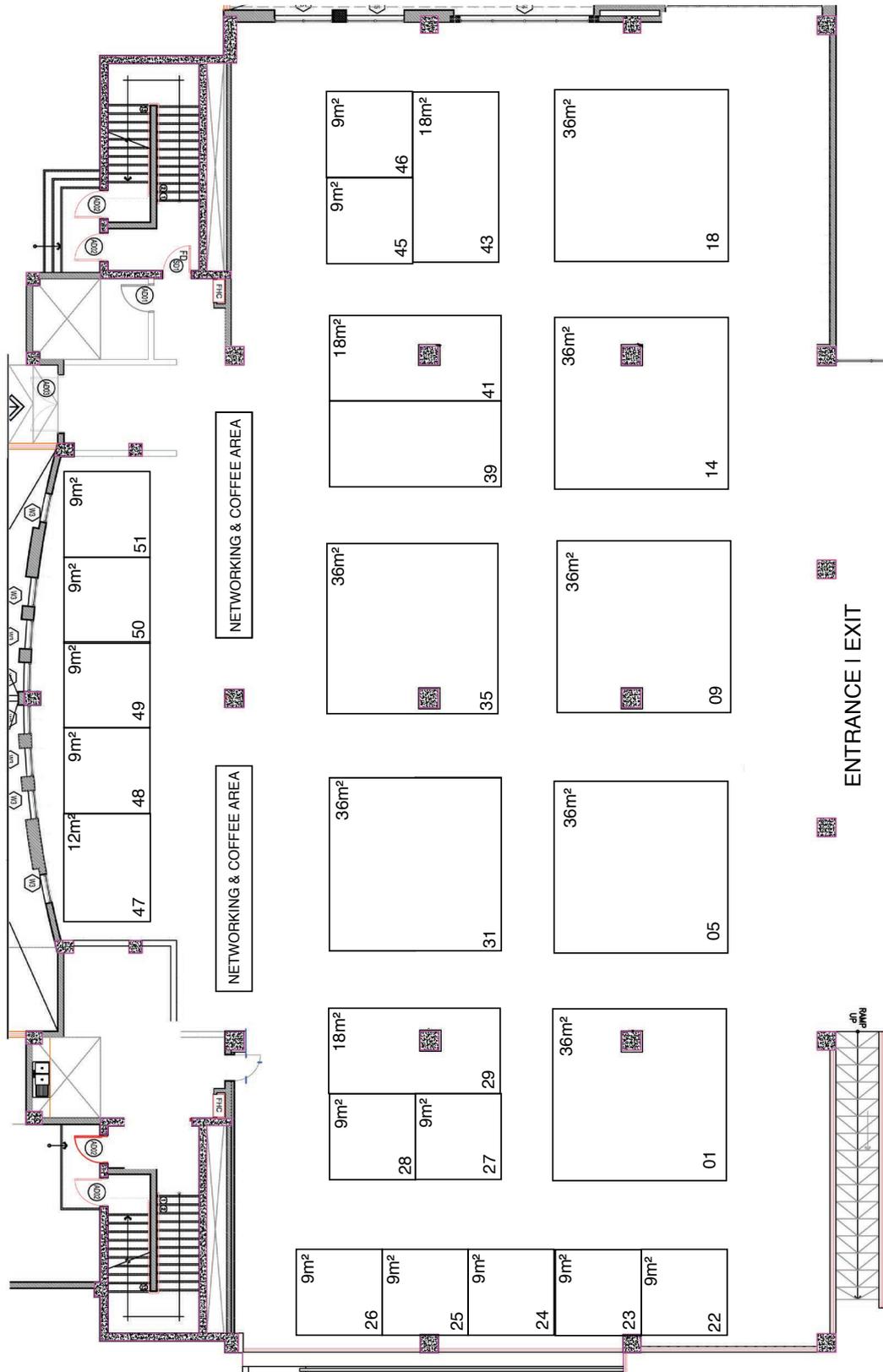
- 3 exhibitor passes\* for 9 sqm
- 100 visitor invitations for 9 sqm

##### Technical Specifications:

- Free standing octanorm structure with white infill panels 2.5 meter high
- 3 meter high custom pylon with vinyl graphics
- Blue fascia board with exhibitor name and stand number
- Wall-to-wall standard carpet
- 1 curved counter with graphics, 1 brochure rack, 1 meeting table, 2 chairs, 1 waste bin, 3 spotlights, 1 single square socket (3 pins)

\*Exhibitor pass includes access to the exhibition, Opening Ceremony, Executive Plenary Session, ePoster Sessions, Lunches, Welcome Reception (if applicable), Coffee Breaks, and all Networking Activities on-site.





For the latest floor plan, please email [thahlaif@spc.org](mailto:thahlaif@spc.org)



## Past Exhibitors and Sponsors

Past exhibitors and sponsors from the 2016 SPE International Heavy Oil Conference and Exhibition include:

Alkhorayef Company

Azure Global

Baker Hughes

BitCan

GE Oil & Gas

GlassPoint Solar

Halliburton Overseas

Kuwait Institute for Scientific Research (KISR)

Kuwait Oil Company

Kuwait Petroleum Corporation

Novomet

Oman Cement Company

Petro-king

RGL Reservoir Management

Schlumberger

Shandong Kerui Oilfield Service Group

Shell

Specialities Energy Company

SPETCO

STARSE Energy

Steamtech

SUNCNIM

Weatherford

WorleyParsons

ZED Solar



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