



Society of Petroleum Engineers

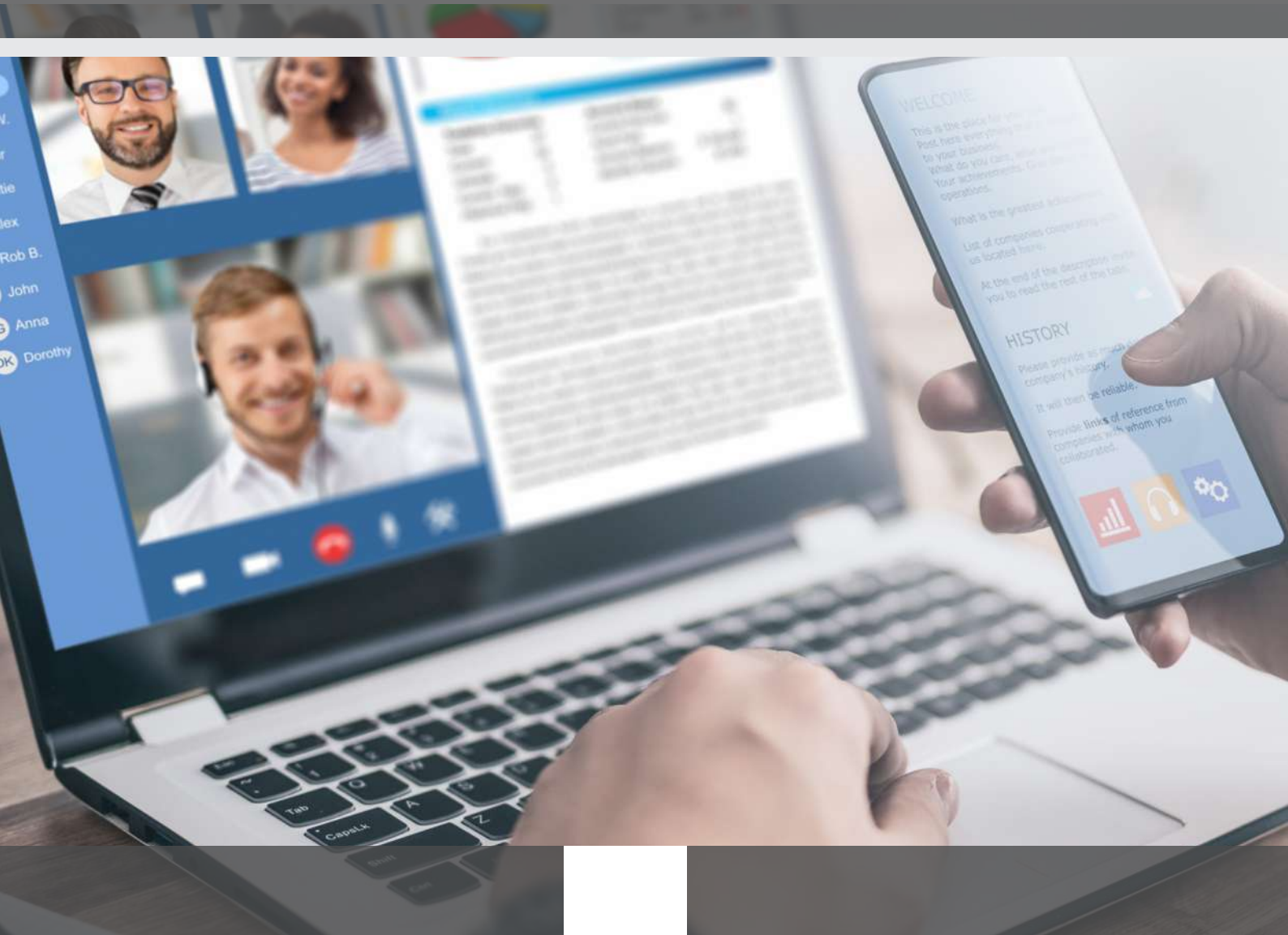
SPE Virtual Norway Subsurface Conference

2-3 November 2020

Virtual Conference

go.spe.org/virtual-subsurface

Sponsorship





Welcome to the SPE Virtual Norway Subsurface Conference

Norway's only dedicated event addressing well, drilling, completion and intervention issues is going virtual!

Formerly known as the Society of Petroleum Engineers' Norway One Day Seminar, this event has established itself as the key annual forum focusing on the main discussion points, industry developments and technical challenges facing upstream oil and gas in the Norwegian Continental Shelf and the wider E&P industry.

The technical content is internationally renowned and focuses on innovation and technology as well as operational challenges and solutions within drilling, reservoir management and production.

For the first time in its almost 30 year history, the event will take place as a virtual conference with a range of sessions, practical case studies and interactive discussions.

The online event will provide an opportunity for organisations active within the field to showcase their expertise through sponsorship and a virtual exhibition allowing them to engage with attendees across the World.

With an attendee profile comprised of senior professionals from both the operator and supply side, the event acts as an ideal backdrop to associate your company with the key themes driving this marketplace and to raise its profile.

This brochure will give you an outline of who will attend and the range of ways in which you can make your company's expertise known to them.

However you choose to take part, you are certain to find your involvement rewarding.

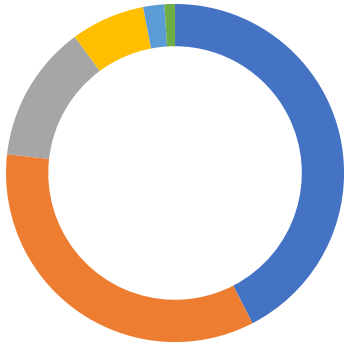
Sponsoring this leading international event allows you to:

- Align your organisation with the main discussion points facing the Norwegian Continental Shelf
- Associate your brand with the highest calibre of technical content in the industry
- Raise your company's profile through logo placement as part of the pre-event marketing campaign
- Network with potential and existing clients



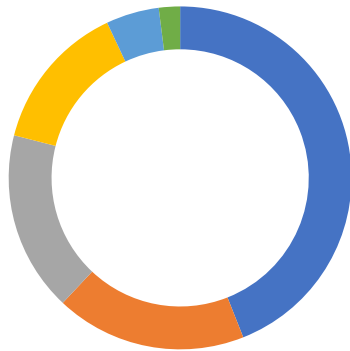
Attendee Statistics

Based on attendees from the 2019 SPE Norway One Day Seminar



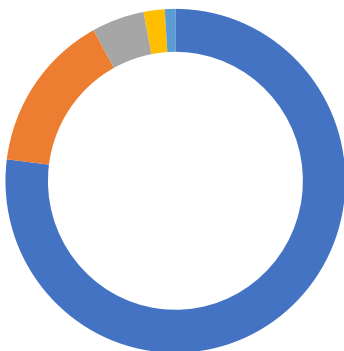
Organisation Type

■	Oil and Gas service and supply companies	42%
■	Oil and Gas operators	35%
■	Universities and academics	13%
■	Research	7%
■	Consultancies	2%
■	Government/regulator	1%



Job Classification

■	Engineer	44%
■	Executive	18%
■	Manager	17%
■	Academic	14%
■	Scientist	5%
■	Consultant	2%



Geographic Region

■	Norway	77%
■	Rest of Europe	15%
■	Americas	5%
■	Africa	2%
■	Asia	1%



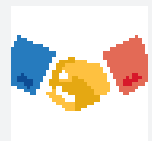
85%

rated the technical papers and conference content favourably



82%

would recommend this conference to their peers



84%

of exhibitors rated their experience favourably





Why Participate

With a virtual event, attendees take part in secure, online experiences from the comfort and convenience of their home or office.

Registered attendees can access the event by logging in via a PC, tablet or mobile device where they will have access to the full technical programme and be able to take part in live chats, panel discussions, learn more about sponsors and make valuable new connections.

Each attendee has their own event bag to store content including contact details, brochures, white papers, videos and links that have been collected on their event journey.

The event remains online for a month after the conference dates with sessions and exhibitor and sponsor information available on-demand.

Benefits of a Virtual Conference

- A global audience with no financial or scheduling barriers to delegate attendance
- Significantly higher attendance than in-person events gaining you more exposure
- Cost and time savings for sponsors and attendees alike
- Online events provide the immediacy of content customisation and enhanced live user interaction
- Attend at your convenience with a full technical programme, keynote sessions and live interactive elements including Q&A
- The length of online engagement for sponsors is proven to be longer than with in-person events
- A longer life-span for potential exposure through the use of on-demand engagement tools after the event

How Will Traffic be Driven to the Conference and Exhibition

- Email marketing campaigns promoting the high calibre technical content and speakers
- Social media – sponsored content across all platforms
- SPE e-Newsletters
- PR – virtual event announcements to relevant trade media
- Online banners across SPE websites
- Committee and SPE Sections leveraging their networks via emails and LinkedIn articles
- Click-throughs generated by high visibility for exhibitors and sponsors at the virtual conference
- In-event announcements scrolled across the top of all event pages to encourage visitors to individual virtual exhibitor and sponsor stands
- In-event emails – using the conference's internal notification system to deliver a sponsor's message directly to all attendees



Virtual Exhibition

The dedicated virtual exhibition stand for sponsors on the event platform provides live interaction and engagement with visitors. The stand can be branded quickly and easily to your requirements

Sponsors will have 24/7 access to manage their page allowing sponsors the ability to change the content as often as required. The page can be run unattended during on-demand phases and then switched into 'live' mode when required during the actual event.

Delegates visiting your page can download information to their event bag as well as have a live web-chat conversation with the sponsor representatives, watch your videos, engage with social media and post comments on your discussion wall.

All sponsors will have access to data capture information on visitors to their page.

In addition, sponsors will also benefit from pre-event branding to targeted professionals active in the Norwegian Continental Shelf, and access to attendee information from click-throughs on in-event branding and promotional emails.

Benefits of Sponsoring and the Virtual Exhibition

- Wider global audience reach giving sponsors the potential of accessing new markets
- Time and cost savings for sponsors and attendees
- Important content is more accessible with a longer shelf life and improved distribution
- Immediate and controlled communication with potential audience
- Accessibility to budget holders, who either do not normally choose to travel, or are unable due to costs
- Cost per lead is significantly lower than a conventional event
- Excellent opportunities for showing brand presence
- Easy-to-manage data capture and analysis allowing 100% measurability



With innovation in mind, the new format will provide a series of interactive technical content, collaboration experiences including live speaker Q&A, 1:1 chats and a group networking lounge, along with a sponsor showcase.

Phil Chandler
Society of Petroleum Engineers



Sponsorship

ALL Gold, Silver and Bronze Sponsorship packages will receive the following core benefits:

- Dedicated virtual exhibition stand on the conference platform for full delegate engagement
- Logo displayed on sponsor page to access dedicated interactive virtual stand
- Analytics – data on visitors to virtual stand and metrics of all actions on the stand
- Live 1-to-1 chat function for visitors to virtual stand to engage with a member of the sponsor's staff
- Access to meeting appointment system for delegates
- Content upload facility for promotional brochures, videos, documents, weblinks and website
- One content item inserted in all delegate virtual conference bags
- Logo displayed on event website with a link to the sponsor's website
- Logo displayed on conference lobby/landing page
- 3 x In-event announcements (1 per day) scrolled across the top of all event pages to encourage visitors to the sponsor's virtual stand
- Logo included in pre-event email marketing shots to oil and gas professionals active in the NCS and beyond

Additional benefits depending on the sponsorship packages below:

Gold Sponsor

NOK 60,000

- Acknowledgement on branding as a Gold Sponsor
- Ten complimentary delegate registrations to attend the conference and 50% discount for additional attendees
- Exclusive logo and sponsorship status displayed on mandatory-view welcome video when delegates first log on to the platform
- 3 x in-event emails (1 per day) - using the conference's internal notification system to deliver sponsor's message to all attendees

Silver Sponsor

NOK 40,000

- Acknowledgement on branding as a Silver Sponsor
- Five complimentary delegate registrations to attend the conference and 30% discount for additional attendees
- 1 x in-event email - using the conference's internal notification system to deliver sponsor's message to all attendees

Bronze Sponsor

NOK 25,000

- Acknowledgement on branding as a Bronze Sponsor
- Three complimentary delegate registrations to attend the conference and 20% discount for additional attendees

To discuss any of these options or bespoke packages or to make a booking, please contact:

Dean Guest, Sales Manager – Events, Society of Petroleum Engineers

Tel + 44 (0) 20 8078 6711 Email dguest@spe.org



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