



Society of Petroleum Engineers

SPE International Virtual Upstream Finance and Investments Conference

Resilience and Transformation -The Future of Upstream Investment

11-12 November 2020

Virtual Conference

go.spe.org/virtual-upstream-finance

Sponsorship



66.381



Leading Upstream Finance and Investments Conference Goes Virtual!

The Oil and Gas Industry has experienced highs and lows during the past decade but the situation it faces in 2020 is unprecedented. The COVID-19 pandemic has resulted in a significant slump in demand and the prospect of long term price volatility. It raises the possibility of accelerated peak oil as governments develop a greener focus in economic recovery and investors continue to factor environmental factors ever more strongly in investment decisions. However, the current crisis is also an opportunity to challenge existing operating models and accelerate the industry's transformation towards a lower carbon future.

The Society of Petroleum Engineers' Upstream Finance and Investments Conference brings together leaders and experts from the petroleum and finance industries to share valuable insights and debate. It will focus on how to re-attract investment to the sector, how to improve profitability through innovation and capital discipline and the potential to reestablish resilience through strategic partnerships and consolidation.

For the first time, this 8th annual edition of the conference will take place as a virtual event with a range of sessions, practical case studies and interactive discussions.

The online platform will provide an opportunity for leading organisations active within the field to showcase their expertise through sponsorship involving a range of innovative branding opportunities allowing them to engage with attendees across the World.

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.

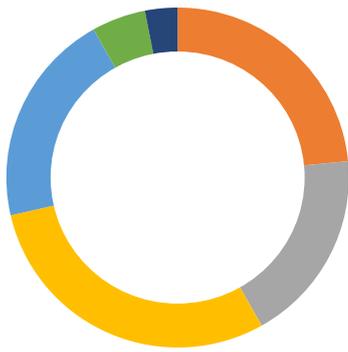
However you choose to take part, you are certain to find your involvement rewarding.

Sponsoring this unique event will allow your organisation to:

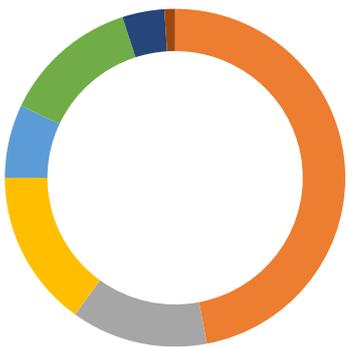
- Associate itself with a leading industry speaker programme
- Establish your company as a leading player within the market
- Align itself with the key discussions surrounding political, legal, commercial and financial risk facing upstream oil and gas investors
- Raise its profile through a targeted marketing campaign directed at thousands of oil and gas and financial services professionals
- Reach a target audience of senior-level professionals at the event itself

Attendee Statistics

Based on attendees from the 2019 SPE International Upstream Finance and Investments Conference



Organisation Type	
Consultancies	23%
Financial Services	18%
Oil and Gas Companies	29%
Oilfield Engineering Services	20%
Academia	5%
Others	3%



Job Classification	
Executive	47%
Manager	13%
Engineer	15%
Economist or analyst	7%
Consultant	13%
Academic	4%
Other	1%

Who Will Attend

- CEOs
- COOs
- Chief Investment Officers
- Vice Presidents
- Asset Managers
- Partners
- Commercial Directors
- Economic Directors
- Chief Reservoir Engineers
- Account Managers
- Business Development Directors
- Global Account Directors
- Petroleum Engineers
- Finance Managers
- New Venture Managers



98%

rated the technical papers and conference content favourably



94%

would recommend this conference to their peers



94%

rated the networking 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.



The keynote and sessions were fantastic! This conference offered real insights into the current market and challenges for the industry.

2019 Delegate



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
- Praesent cum odio non donec, a nisl mi vivamus, culpa tempus
- 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 exhibitor and sponsor booths
- In-event emails – using the conference's internal notification system to deliver a sponsor's message directly to all attendees



Virtual Sponsorship

Sponsor Interface

The dedicated sponsor page on the virtual platform can be branded quickly and easily to your requirements. The page provides a suite of engagement and content management tools.

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 finance and oil and gas industries, and access to attendee information from click-throughs on in-event branding and promotional emails.

Benefits of Sponsoring or Exhibiting

- 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





Platinum Sponsor

Exclusive GBP 6,500 + VAT

- Dedicated sponsor interface page
- Logo displayed on sponsor page to access dedicated interactive sponsor page
- Analytics – data on visitors to sponsor’s page and metrics of all actions
- Live 1-1 and group chat with page visitors
- 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
- Full page advertisement in the Conference Preview
- Logo displayed on conference registration page
- Logo displayed on conference landing page
- Logo displayed on the technical session page views
- Logo and sponsor status prominently positioned on the holding slide (“Thank You to Our Sponsors”) between sessions
- 3 x In-event announcements (1 per day) scrolled across the top of all event pages to encourage visitors to the sponsor’s booth
- Logo included in pre-event email marketing shots to targeted professionals in both the finance and oil and gas industries worldwide
- Logo and sponsorship status displayed on mandatory-view welcome video at registration
- 3 x In-event emails (1 per day) – using the conference’s internal notification system to deliver a sponsor’s message to all attendees
- Fifteen complimentary registrations
- Additional registrations for sponsor’s staff at 50% discount

Gold Sponsor

GBP 5,000 + VAT

- Dedicated sponsor interface page
- Logo displayed on sponsor page to access dedicated interactive sponsor page
- Analytics – data on visitors to sponsor’s page and metrics of all actions
- Live 1-1 and group chat with page visitors
- 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
- Half page advertisement in the Conference Preview
- Logo displayed on conference landing page
- Logo and sponsor status prominently positioned on the holding slide (“Thank You to Our Sponsors”) between sessions
- 3 x In-event announcements (1 per day) scrolled across the top of all event pages to encourage visitors to the sponsor’s booth
- Logo included in pre-event email marketing shots to targeted professionals in both the finance and oil and gas industries worldwide
- 1 x In-event email – using the conference’s internal notification system to deliver a sponsor’s message to all attendees
- Ten complimentary registrations
- Additional registrations for sponsor’s staff at 30% discount



Virtual Sponsorship



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