Society of Petroleum Engineers

SPE Virtual International Oilfield Corrosion Conference and Exhibition

16–17 June 2021 | Online

go.spe.org/oilfieldcorrosion

Promotional Opportunities

Achieve your marketing objectives through cost-effective thought leadership, sponsorship and client engagement.

Welcome to the SPE Virtual International Oilfield Corrosion Conference and Exhibition

The SPE International Oilfield Corrosion Conference and Exhibition is recognised as the foremost event for industry professionals and academics involved in the development, implementation and monitoring of the controls applied to mitigate corrosion in upstream oil and gas production.

For the first time in the history of the event, the 10th edition will take place as a virtual conference with a range of technical 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 showcase allowing them to engage with attendees across the World.

The conference will include the highest calibre peer-selected technical papers relating to oilfield corrosion and will bring together leading international operators, service providers and research bodies from around the World. The conference will address both current and new challenges for effective corrosion management throughout an asset's lifecycle.

With a highly targeted attendee audience, 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 will certainly find your involvement at this online global forum rewarding.

AMPLIFY, ENGAGE AND CONNECT WITH THE OILFIELD CORROSION COMMUNITY

BRAND AWARENESS

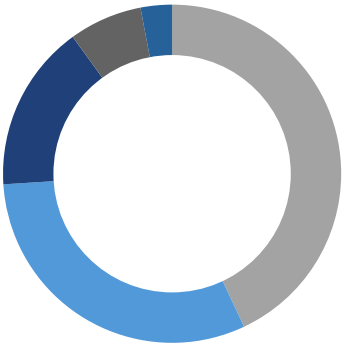
DIGITAL SHOWCASE

LEAD GENERATION

A NEW KIND OF ONLINE NETWORKING

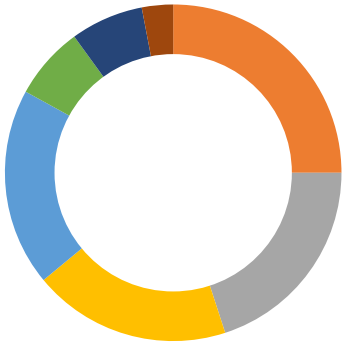
Attendee Statistics

Based on attendees from the 2018 SPE International Oilfield Corrosion Conference and Exhibition.



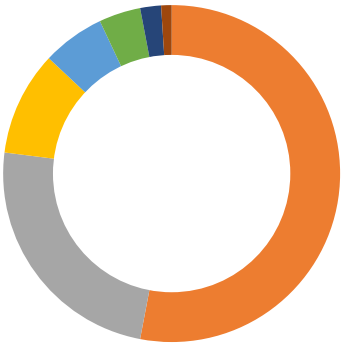
Organisation Type

Corrosion Mitigation/Solution Providers	43%
Oil and Gas Operators	31%
Major Contractors	16%
Research/Academics	7%
Consultancies	3%



Job Classification

Technical Manager	25%
Senior Manager	20%
Operations/Production Chemist	19%
Engineer	19%
Academic/Research	7%
Scientist	7%
Consultant	3%



Geographic Region

UK	53%
Rest of Europe	24%
North America	10%
Middle East	6%
South America	4%
Africa	2%
Asia	1%

90%

rated the technical papers and conference content favourably

83%

would recommend this conference to their peers

84%

would recommend the networking opportunities

Reach Your Target Audience Through Innovative Promotional Features

DEDICATED VIRTUAL EXHIBITOR STAND

Your virtual stand will allow you to build an online profile for your company, upload corporate videos and showcase your products through photos and brochures in a virtual space. You will be able to list team members to make the most of your online participation.

CAPTURE QUALIFIED LEADS

Generate qualified leads with contact data of all visitors to your virtual stand over the course of the event. Exhibitors can gain real time analytics on the number of visitors visiting their profile, number of contacts made, number of exhibitors and delegates that have bookmarked their profile and products and so on.

INNOVATIVE CLIENT ENGAGEMENT TOOLS

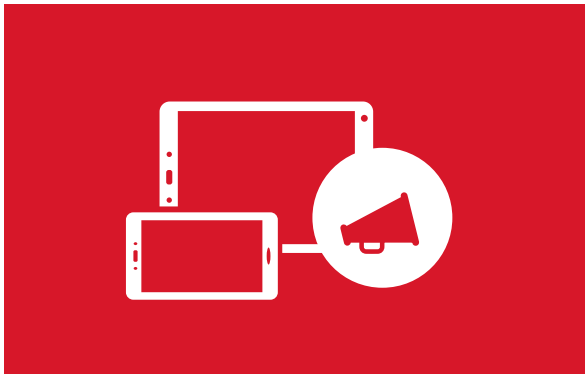
Fully engage with your clients and prospects through user-friendly live 1-to-1 messaging. The virtual platform will provide an interactive engagement experience with conference attendees.

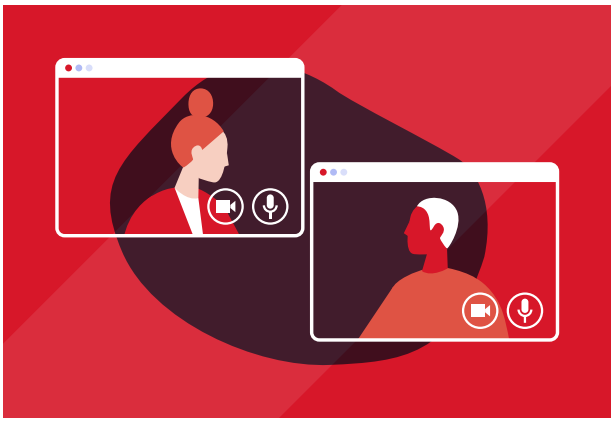
SPONSOR PRESENTATIONS AS PART OF EVENT AGENDA

Gain thought leadership visibility through a live streamed or pre-recorded presentation to the delegate audience included in a scheduled slot in the conference agenda.

EXTENSIVE BRANDING OPPORTUNITIES

As a sponsor, your logo can be displayed extensively across the virtual platform including on signboards, in the main lobby and as part of individual sponsored features. Sponsor logos will be included on the pre-event promotional email campaigns to more than 5,000 oilfield corrosion professionals.





DISCOVER A NEW KIND OF ONLINE NETWORKING

Make the connections that matter in our online networking lounge. Join our event discussion board with all event attendees, or target individuals with access to the full delegate list.

MORE DELEGATE PLACES

The digital platform allows us to provide not only an increased allocation of complimentary delegate places for sponsor and exhibitor company staff but also discounted rates for additional attendees.

EXTENDED SHELF LIFE

Because the virtual conference platform will remain as an on-demand service for 4 weeks after the live dates, your organisation will gain even greater exposure throughout this period.

Sponsorship and Exhibiting

- Establish your organisation as a leading player within the market
- Align your company's brand with the key discussion points surrounding oilfield corrosion
- Gain maximum brand exposure as part of a targeted international marketing campaign

FEATURES	★★★ PLATINUM PARTNER	★★ GOLD PARTNER	★ SILVER PARTNER
Dedicated sponsor virtual stand	✓	✓	✓
Logo displayed on sponsor page to access dedicated sponsor virtual stand	✓	✓	✓
Analytics – data on visitors to sponsor's virtual stand and metrics of all actions	✓	✓	✓
Live 1-to-1 messaging chat with stand 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	✓	✓	✓
Logo and sponsor status prominently positioned on the holding slide ("Thank You to Our Sponsors") between sessions	✓	✓	✓
Logo displayed on conference landing page	✓	✓	✓
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 oilfield corrosion professionals	✓	✓	✓
Complimentary registrations to attend the conference	15	10	5
% Discount for additional registrations for sponsor staff	50%	30%	15%
Advertisement in the Conference Preview	Full Page	Half Page	
In-event emails – using the conference's internal notification system to deliver a sponsor's message to all attendees	3	1	
Verbal acknowledgement of sponsorship during the opening and closing remarks	✓	✓	
Logo and sponsorship status displayed on mandatory view welcome video at registration	✓		
£ PRICE	**£6,500**	**£5,000**	**£3,500**

Sponsored Seminar

GBP 5,000 + VAT

A 30-minute session included in the conference agenda on a topic of the sponsor's choice. Format and speakers to be selected by sponsor (subject to approval from SPE. Details to be discussed with SPE).

- Sponsored Seminar information included in the official conference programme schedule
- Logo in pre-event promotion
- Logo and sponsorship title on sponsors signboards across the virtual platform
- Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- Logo on the conference website, which links to the sponsor company website
- Logo and sponsorship title listed in Conference Preview
- Logo displayed on sponsor page to access dedicated sponsor virtual stand
- Analytics – data on visitors to sponsor's virtual stand and metrics of all actions
- Live 1-to-1 and group chat with stand 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
- 7 Complimentary delegate registrations to attend the conference
- Discount of 25% for additional delegate registrations for sponsor staff Dedicated sponsor stand

Registration Sponsorship

GBP 3,500 + VAT

- Logo (with hyperlink) and sponsorship status on the dedicated registration landing page
- Company logo displayed on pre-event promotion
- Logo and sponsorship title on sponsors signboards across the virtual platform
- Logo on dedicated presentation slide displayed between technical sessions
- Logo on the conference website, which links to the sponsor company website
- Logo and sponsorship title listed in Conference Preview
- Half page advert in Conference Preview
- 4 Complimentary delegate registrations to attend the conference
- Discount of 20% for additional delegate registrations for sponsor staff
- Discount of 40% on price of virtual exhibiting package

Promotional Opportunities

Digital Proceedings Sponsorship

GBP 4,000 + VAT

Exclusive sponsorship of the digital conference proceedings containing the technical sessions sent to all registered attendees.

- Company logo and company profile to be included exclusively on the digital conference proceedings notification email sent to all registered attendees after the event
- Company logo displayed on pre-event promotion
- Logo and sponsorship title on sponsors signboards across the virtual platform
- Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- Logo on the conference website with link to the sponsor company website
- Logo and sponsorship title listed in Conference Preview
- Half page advert in Conference Preview
- 5 Complimentary delegate registrations to attend the conference
- Discount of 20% for additional delegate registrations for sponsor staff
- Discount of 50% on the price of the virtual exhibiting package

Student Development Sponsor

GBP 3,000 + VAT

This exclusive sponsorship package will enable 30 undergraduate and postgraduate students within corrosion science, petroleum engineering or related subjects to attend the Conference for free allowing them to attend the event and engage in technical knowledge transfer, network with industry professionals and explore career opportunities.

- Company logo displayed on the student registration page.
- Company logo in pre-event promotion for the conference and to student attendees
- Logo and sponsorship title on all sponsors signboards across the virtual platform
- Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- Logo displayed on pre-event email promotion
- Logo on the conference website with link to the sponsor company website
- Logo and sponsorship title listed in Conference Preview
- Half page advert in Conference Preview
- 3 Complimentary registrations to attend the conference
- Discount of 15% for additional delegate registrations for sponsor staff
- Discount of 30% on the price of virtual exhibiting package

Promotional Opportunities

Virtual Exhibitor Stand
GBP 1,950 + VAT

- Dedicated virtual exhibition stand on the conference platform for full delegate engagement
- Logo displayed on exhibitor 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 messaging and chat function for visitors to virtual stand to engage with a member of the exhibitor'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
- 3 x In-event announcements scrolled across the top of all event pages to encourage visitors to the exhibitor's virtual stand
- Company name listed on event website with a link to the exhibitor's website
- 3 Complimentary registrations to attend the conference

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

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Promotional Opportunities

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