



COMPANY NAME: \_\_\_\_\_

## SPE 23ETS Sponsorship Contract

### ADVERTISING OPPORTUNITIES

#### **DIGITAL PROGRAM: Inside Front — USD 750; Full-Page — USD 650**

Inside Front Cover (IFC—Page 2) **SOLD**

Full Page

#### **Web: Banner — USD 850 – ~~SOLD~~ Available**

*Please note page preference. Pages subject to availability. Banner will be posted when received. Other pages available (call for details).*

Register and Travel page

#### **WEB BANNER AD SPECS**

Dimensions: 468 pixels wide X 60 pixels high

File Size: 30KB limit, regardless of file type

File Types: Flash, GIF, or JPG. Animation is allowed but sound is not.

The advertiser must embed the target URL in a Flash banner before sending it to SPE. Otherwise, the advertiser must specify the target URL when the file is submitted.

Submit Banner Ads to: [23ETS folder](#)

**100% of Payment due with Contract**

### SPONSORSHIP OPPORTUNITIES

#### **ALL SPONSORSHIPS RECEIVE:**

- Prominent on-site signage displayed at the event recognizing the sponsorship
- Recognition in the digital technical program (provided sponsorship is confirmed before deadline of 3 July 2023)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the event website, including a link to your company's website

#### **Headline Sponsor – USD 19,950 – ~~SOLD~~ Available**

- Keynote Luncheon
  - Podium time (up to 5 minutes speaking opportunity during lunch)
- Networking Luncheon
  - Podium time (up to 5 minutes speaking opportunity during lunch)
- Tabletop display (1 – 6' x 3' table with two (2) chairs in tabletop exhibit area)
- Lanyards (sponsor to provide; SPE to approve design and distribute)
- 1 Coffee Break (sponsor to determine break time they prefer)
- Website banner ad
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place an ad)
- Eight (8) complimentary full conference registrations

#### **Supporting Sponsor – USD 11,950 – 1 Available**

- Welcome reception
  - Podium time (up to 5 minutes speaking opportunity during reception)
- Tabletop display (1 – 6' x 3' table with two (2) chairs in tabletop exhibit area)
- Web Banner ad
- 1 Coffee Break (sponsor to determine break time they prefer)
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- Four (4) complimentary full conference registrations

#### **Stay In Touch/Take Note – USD 9,950 – 1 Available**

- Pens and Pads (sponsor to provide; SPE to approve design and distribute)
- Reusable water bottle (sponsor to provide, SPE to approve design and distribute)
- Tabletop display (1 – 6' x 3' table with two (2) chairs in tabletop exhibit area)
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- Two (2) complimentary full conference registrations

#### **Platinum – USD 5000**

- Two (2) complimentary full conference registrations
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- Sponsor may provide one (1) company logo item OR one (1) 8.5" x 11" flyer to be distributed to attendees.

#### **Gold – USD 4000**

- One (1) complimentary full conference registration
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- Sponsor may provide one (1) company logo item OR one (1) 8.5" x 11" flyer to be distributed to attendees.

#### **Silver – USD 3000**

- One (1) complimentary full conference registration

**100% of Payment due with Contract**

## **SPE ADVERTISING/SPONSORSHIP POLICY**

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at 2023 ETS. This program includes a variety of sponsorship and advertising opportunities. For complete details, please review the included information or contact Sarah Fleming.

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

## **SPE EDITORIAL AND ADVERTISING POLICY**

The Society of Petroleum Engineers 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 the publisher'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 publisher'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.
- 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 the advertising and logo specifications information.**
- All advertising must be submitted online in the [23ETS folder](#) 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.
- **It is the responsibility of the sponsor to adhere to the sponsorship and logo specifications information.**
- All logos must be submitted to [logos@spe.org](mailto:logos@spe.org) by no later than the stated deadline.

## **PAYMENT POLICY**

- SPE requires that one hundred percent (100%) payment on all sponsorships and advertising (print & 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 contract and required deposit 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.

## **2023 ETS SPONSORSHIP DEADLINES**

**\*\*In order for sponsorship to be promoted in the 2023 ETS Digital Conference Program:**

- Sponsorship Contracts and payment must be received **prior to 3 July 2023.**
- Advertising materials must be received **no later than 10 July 2023.**

***\*If a sponsor does not meet the published deadlines, we cannot guarantee promotion of sponsorship.\****