



2016 SPE Artificial Lift Conference & Exhibition – North America  
25 – 27 October 2016 • The Woodlands, TX USA

## ADVERTISING/SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2016 SPE Artificial Lift Conference & Exhibition – North America in The Woodlands, Texas which will become a binding contract if the sponsor satisfies and agrees to the Advertising and Sponsorship Policies as set forth in this Contract. The undersigned does hereby request to be an advertiser and/or sponsor for SPE Artificial Lift Conference & Exhibition – North America scheduled 25–27 October 2016. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

### CONTACT INFORMATION \*

*\*Required: All information must be filled in completely before submitting.*

Company: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

Email: \_\_\_\_\_

URL Page Link: \_\_\_\_\_

Agency Contact Name: \_\_\_\_\_

Agency Phone: \_\_\_\_\_

Agency Email: \_\_\_\_\_

### BILLING INFORMATION FOR INVOICING \*

*\*Required: All information must be filled in completely before submitting.*

Company/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_  
\_\_\_\_\_

City/State/Province: \_\_\_\_\_

Zip Code/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

Email: \_\_\_\_\_

I hereby submit this contract for a sponsorship the 2016 SPE Artificial Lift Conference & Exhibition – North America and agree to abide by the policies and procedures as outlined in this contract.

\_\_\_\_\_  
Authorized Representative

\_\_\_\_\_  
Date:

\_\_\_\_\_  
SPE Representative

\_\_\_\_\_  
Date:

### PAYMENT DUE

**Payment accepted in US dollars (USD) only.**

*Refer to Payment Policy on Page 3*

#### Sponsorship Total:

100% Due with Contract USD \_\_\_\_\_

#### Print & Website Advertising

100% Due with Contract USD \_\_\_\_\_

**Total Paid with Contract** USD \_\_\_\_\_

### PAYMENT METHOD

Check Enclosed      Check Number: \_\_\_\_\_

*Please make checks payable to the Society of Petroleum Engineers.*

Wire Transfer\*

Credit Card\*

P.O. Number: \_\_\_\_\_

\*For details on paying by wire transfer or credit card, please contact Denise Startz – [dstartz@spe.org](mailto:dstartz@spe.org)

### SPE SALES REPRESENTATIVES

#### SOCIETY OF PETROLEUM ENGINEERS

SPE SALES DEPARTMENT

222 Palisades Creek Drive

Richardson, Texas, USA 75080

Phone: +1.972.952.9393 • Fax: +1.866.491.7171

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**Joan Payne** + 1.972.952.9356 or [jpayne@spe.org](mailto:jpayne@spe.org)

#### SPE Internal Use Only

Contract Received: \_\_\_\_\_

Full Payment Received: \_\_\_\_\_

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


BOOTH NUMBER: (IF APPLICABLE) \_\_\_\_\_

**2016 SPE Artificial Lift Conference & Exhibition – North America**

**SPONSORSHIP OPPORTUNITIES**

**INDIVIDUAL**

**EXCLUSIVE**

Tuesday Night Reception <i>(includes ad)</i> .....	___ USD 10,000 .....	___ USD 18,000
<input type="checkbox"/> Bar <input type="checkbox"/> Food Station  Close to your booth (please select one)		
Mobile Device Charging Lounge with Video Capability .....	___ USD 10,000 ea	
Titanium Sponsorship <i>(includes ad)</i> .....	___ USD 7,500	
Platinum Sponsorship .....	___ USD 5,000	
Gold Sponsorship .....	___ USD 3,500	
Keynote Luncheons <i>(includes ad)</i> .....		___ USD 7,500
___ Tuesday		
SOLD Wednesday		
Legends of Artificial Lift Luncheon – Thursday, 27 October .....		___ USD 7,500
Conference Bags — SPE will supply bags. Sponsor to supply logo. Call for details. Qty. 450 .....		SOLD
Entrance Unit .....		___ USD 5,000
Hotel Key Cards		
2-Color (850 Qty.).....		___ USD 3,500
4-Color (850 Qty.).....		___ USD 5,500
Window Clings (set of 6) .....		___ USD 3,500
Coffee Breaks .....	___ USD 2,500 each	___ USD 12,000
___ Tuesday a.m.                    ___ Tuesday p.m.		
___ Wednesday a.m.                ___ Wednesday p.m.		
___ Thursday a.m.                    ___ Thursday p.m.		
Escalator Runner .....		___ USD 2,500
Sky Bridge Window Clings (set of 2) (2 sets available) .....	___ USD 2,500 each	___ USD 4,000
Conference Lanyards — SPE approved design: dual clip and breakaway. Qty. 500 .....		SOLD
Conference Pens & Pads — Sponsor will supply pens & pads approved by SPE. ....		___ USD 2,000
<i>To be placed on tables in the back of the session rooms. Qty. 500</i>		
Hanging Signs (6 available).....	___ USD 1,000 each	___ USD 5,500
Banner call for details .....		___ USD _____
Other: .....		___ USD _____

**ADVERTISING OPPORTUNITIES**

**RUN OF BOOK**

**PREMIUM**

**Conference Program**

Inside Front Cover (IFC—Cover 2) .....		___ USD 650
Inside Back Cover (IBC—Cover 3) .....		___ USD 650
Outside Back Cover (OBC—Cover 4) .....		___ USD 650
Full Page .....	___ USD 550	

**100% of Payment due with Contract**

**Conference Web Banner** — Please note page preference 1 thru 3. Pages subject to availability.  
Banner will be posted when received. *Other pages available. (for details.)*

___ Travel & Accommodations Page .....		___ USD 800
___ Registration Page .....		___ USD 800

**WEB BANNER AD SPECS**

Dimensions: 468 pixels wide X 60 pixels high  
File Size: 30KB limit, regardless of file type  
File Types: GIF or JPG. Animation is allowed but sound is not.  
The advertiser must specify the target URL when the file is submitted.  
Submit Banner Ads to: [SPE.sendmyad.com](http://SPE.sendmyad.com)

**100% of Payment due with Contract**

**••• PLEASE RETURN BOTH PAGES 1 AND 2 TO SPE •••**

**SPE INITIALS:** \_\_\_\_\_

**CLIENT INITIALS:** \_\_\_\_\_

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

BOOTH NUMBER: (IF APPLICABLE) \_\_\_\_\_

## 2016 SPE Artificial Lift Conference & Exhibition – North America

### ADVERTISING/ SPONSORSHIP POLICIES

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at ALCE 2016. This program includes a variety of sponsorship and advertising opportunities. For complete details, please review the included information or contact the SPE Sales Department.

SPE has instituted the following policies for advertising and sponsorship opportunities with the SPE Artificial Lift Conference & Exhibition – North America. 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.

### 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 the society in its publications. Society 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 the publisher'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 SPE exhibitors.
- 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.**

### 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 SPE exhibitors.
- **It is the responsibility of the sponsor to adhere to the sponsorship and logo specifications information.**

### 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.
- Should a sponsor or advertiser elect to cancel a confirmed sponsorship or advertisement, SPE is not entitled to refund the monies paid to SPE.
- Company representative signature binds the company to the payment and cancellation schedule. If the company cancels participation with money due, the outstanding funds will be due upon cancellation.

### 2016 ALCE SPONSORSHIP DEADLINES

**\*In order for sponsorship to be promoted in the 2016 ALCE Conference Preview:**

- Sponsorship Contracts and payment must be received **prior to 15 June 2016.**
- Advertising materials must be received **no later than 22 June 2016**

**\*\*In order for sponsorship to be promoted in the 2016 ALCE Conference Program:**

- Sponsorship Contracts and payment must be received **prior to 31 August 2016.**
- Advertising materials must be received **no later than 7 September 2016.**

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

**BOOTH NUMBER: (IF APPLICABLE)** \_\_\_\_\_

**2016 SPE Artificial Lift Conference & Exhibition – North America**

**ADVERTISING/SPONSORSHIP OPPORTUNITIES**

**ALL SPONSORSHIPS RECEIVE:**

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

**TUESDAY NIGHT RECEPTION — USD 10,000 INDIVIDUAL • USD 18,000 EXCLUSIVE**

- Exclusive sponsor will receive five (5) complimentary, full conference registrations for company employees
- Individual sponsor will receive two (2) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during reception

**MOBILE DEVICE CHARGING LOUNGE —USD 10,000 EACH**

- Recognition of your company while attendees charge their cell phones
- Two (2) advertising components available: an LCD screen capable of slide shows or video with sound, (call for details on internet capabilities)
- Commercial to be loaded onto video screen, 3 minute maximum

**METAL SPONSORSHIPS: TITANIUM — USD 7,500 • PLATINUM — USD 5,000 • GOLD — USD 3,500**

- Titanium Sponsors will receive three (3) complimentary, full conference registrations for company employees and one full-page ad in the conference program (created by sponsoring company, SPE to place ad)
- Platinum Sponsors will receive two (2) complimentary, full conference registrations for company employees
- Gold Sponsors will receive one (1) complimentary, full conference registration for company employees

**KEYNOTE LUNCHEONS — USD 7,500 EACH (2 AVAILABLE)**

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

**LEGENDS OF ARTIFICIAL LIFT LUNCHEON — USD 7,500**

- Exclusive sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

**CONFERENCE BAGS — USD 6,000**

- Company logo printed on one side of the conference bag (one-color) and distributed by SPE at registration, SPE to provide sponsor with bag design for approval.
- Qty. 450

**Entrance Unit—USD 5,000**

- Prominent visual promotion at exhibit hall entrance
- Must meet deadline of 19 September or additional fees may apply
- Sponsor to get SPE approval on design

**HOTEL KEY CARDS — 2-COLOR — \$3,500 — 4-COLOR — \$5,500**

- Prominent on-site 2-color/4-color branding displayed to each hotel guest
- Sponsor to get SPE approval on design

**Window Clings (Set of 6) — \$ 3,500**

- Placed in prominent locations on hotel windows (approved by hotel)
- Sponsor to provide artwork for that meets Freeman artwork guidelines for six (6) 70"x40" clings. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

**COFFEE BREAKS — USD 2,500 INDIVIDUAL (6 AVAILABLE) • USD 12,000 EXCLUSIVE**

- Sponsor(s) may provide branded cocktail napkins to be used during sponsored break

**ESCALATOR RUNNER — USD 2,500**

- Sponsor will provide artwork that meets Freeman artwork guidelines for ten (10) 8"x44" runners to be displayed on escalator. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

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

**BOOTH NUMBER: (IF APPLICABLE)** \_\_\_\_\_

**2016 SPE Artificial Lift Conference & Exhibition – North America**

**SKY BRIDGE WINDOW CLINGS (2 SETS AVAILABLE; SET INCLUDES 2 CLINGS) — USD 2,500 INDIVIDUAL USD 4,000 EXCLUSIVE**

- Exclusive Sky Bridge location placement on windows, facing inside
- Sponsor to provide artwork that meets Freeman artwork guidelines for (2) 57-1/2" wide x 45-1/4" tall single-sided window cling. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

**CONFERENCE LANYARDS — USD 2,000**

- Company logo and/or marketing message printed on lanyards (provided by sponsor) and distributed by SPE at registration
- Sponsor to provide sample for SPE approval (*dual clip and breakaway design*)
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards
- Qty. 500

**CONFERENCE PENS & PADS — USD 2,000**

- Company logo printed on pens and pads (provided by sponsor) distributed by SPE on tables in the back of conference session rooms
- Sponsor to get SPE approval on design

**HANGING SIGN (6 AVAILABLE) — USD 1,000 INDIVIDUAL OR USD 5,500 EXCLUSIVE**

- Sponsor to provide artwork that meets the Freeman artwork guidelines for (1) 4' high x 8' wide foam core horizontal hanging sign. See PLANTOUR for details.
- Must meet deadline of 19 September, or additional fees may apply
- Sponsor to get SPE approval on design

**BANNERS — CALL FOR DETAILS**

- Sponsor receives a banner hung in the lobby by the escalator (call SPE for details)
- Sponsor to get SPE approval on design