



# SPE Annual Technical Conference and Exhibition 26-28 September 2016 Dubai, United Arab Emirates

## ADVERTISING CONTRACT

This is an advertising contract for the 2016 SPE Annual Technical Conference and Exhibition (ATCE) in Dubai, United Arab Emirates, which will become a binding contract if the advertiser satisfies and agrees to the advertising policies as set forth in this contract. The undersigned advertiser does hereby request advertising for the 2016 SPE ATCE, scheduled 26-28 September 2016. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for advertising space.

### ADVERTISING INFORMATION

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

Company: \_\_\_\_\_  
Booth Number: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
URL Address: \_\_\_\_\_  
Agency Contact Name: \_\_\_\_\_  
Agency Phone: \_\_\_\_\_  
Agency Email: \_\_\_\_\_

### BILLING ADDRESS FOR INVOICING

\*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: \_\_\_\_\_

### PAYMENT METHOD

Wire Transfer\*       Credit Card\*

\*For details on paying by wire transfer or credit card, please contact Reginald Alcalá at [ralcala@spe.org](mailto:ralcala@spe.org)

### SPE SALES DEPARTMENT MANAGERS

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**Middle East, North Africa & South Asia:** Sylvia Ansara, Senior Manager Sales & Exhibits, +971.4.4575851 or [sansara@spe.org](mailto:sansara@spe.org)

**Americas:** Joan Payne, Sales Manager, Exhibits and Sponsorship +1.800.456.6863, ext. 356 or +1.972.952.9356 or [jpayne@spe.org](mailto:jpayne@spe.org)

**Europe, Russia, Caspian, and Sub-Saharan Africa:** Dean Guest Sales Manager Events, +44.20.7299.3300 or [dquest@spe.org](mailto:dquest@spe.org)

**Asia Pacific:** Nick Chantrell, Senior Sales Manager, +60.3.2182.3145 or [nchantrell@spe.org](mailto:nchantrell@spe.org)

**Worldwide:** Craig W. Moritz, Assistant Director, Sales and Exhibits +1.713.457.6888 or [cmoritz@spe.org](mailto:cmoritz@spe.org)

#### SPE Internal Use Only

Contract Received: \_\_\_\_\_ Deposit Received: \_\_\_\_\_  
Confirmation Notice Sent: \_\_\_\_\_ Full Payment Received: \_\_\_\_\_

### ADVERTISING OPPORTUNITIES

#### ALL PRICING IN US DOLLARS

#### CONFERENCE PREVIEW\*

Inside Front Cover  \$5,800  
Inside Back Cover, 1/2 Page Horizontal  \$4,250  
Outside Back Cover  \$8,500  
Full Page  \$3,650

All ads are 4-color

#### CONFERENCE PROGRAM\*

Inside Front Cover  \$4,650  
Inside Back Cover  \$4,200  
Outside Back Cover  \$5,800  
Double Page Spread  \$6,935  
Full Page  \$3,650  
1/2 Page Horizontal (Only)  \$2,400  
1/4 Page Vertical (Only)  \$2,000

Enhanced Exhibitor's Profile (up to 100 words)  \$500

Highlighted Exhibitor's Profile  \$250

Exhibitor Logo Stopper  \$250

The prices are for each individual category.

Single or multiple options can be chosen.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

All ads are 4-color

**Terms of Payment: 100 % payment is required upon receipt of invoice**

#### CONFERENCE WEB BANNER\*

\$2,400

A maximum of two ad positions are available per page. Pages are subject to availability. Please list page preference, "1" being your first choice. Banner will be posted when received. Call for details.

Registration Page       Housing Page

Schedule of Events Page

**Web Banner payment due with contract.**

All sponsors must email company logos and web banners to [marketing@spe.org](mailto:marketing@spe.org)

\*See advertising and logo specifications for file requirements.

#### Print Advertising Total:

100% Due upon receipt of invoice: \_\_\_\_\_

#### Website Advertising Total:

100% Due with Contract: \_\_\_\_\_

**TOTAL:** \_\_\_\_\_

Prices are reflected in US dollars. Payment accepted in US dollars (USD) only.

I hereby submit this contract for a sponsorship for the 2016 SPE Annual Technical Conference and Exhibition and agree to abide by the policies and procedures as outlined in this contract.

\_\_\_\_\_  
AUTHORIZED REPRESENTATIVE      Date: \_\_\_\_\_

\_\_\_\_\_  
SPE REPRESENTATIVE      Date: \_\_\_\_\_

# 2016 SPE ANNUAL TECHNICAL CONFERENCE AND EXHIBITION

## ADVERTISING POLICIES

### 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.

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

SPE has instituted the following policies for advertising opportunities with the SPE Annual Technical Conference and Exhibition (ATCE). Once signed, the Advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

### 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.**

### PAYMENT POLICY

- Full payment for all advertisements is due on receipt of the invoice.
- SPE must receive signed advertising contract in order to secure advertising space.
- All premium advertising locations are subject to the right of renewal by the previous year's advertiser. Should the previous year's advertiser elect not to advertise in this premium location, SPE will then consider this location available to all SPE exhibitors and eligible advertisers.
- No advertisement will be published until the advertiser has submitted the advertising contract.
- For advertising space in the SPE conference preview and conference program, payment is due on receipt of the invoice
- For all website advertising space, 100% of payment is due with contract.
- Payment is accepted in US dollars only. SPE accepts most credit cards, checks, money orders, and wire transfers.
- Should an advertiser elect to cancel its confirmed advertisement, the advertiser is not entitled to a refund of monies paid to SPE.

### DEADLINES

- To secure advertising space in the **Conference Preview**:
  - Advertising Contracts must be received by **11 April 2016**.
  - Advertising Materials must be received by **18 April 2016**.
- To secure advertising space in the **Conference Program**:
  - Advertising Contracts must be received by **03 August 2016**.
  - Advertising Materials must be received by **10 August 2016**.
- If advertiser does not meet the above published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.