Welcome!

The Society of Petroleum Engineers (SPE) is proud to announce that the 2016 edition of its Annual Technical Conference and Exhibition (ATCE) will take place in the Middle East for the first time in the event’s 91-year history. ATCE is renowned as the foremost technical conference in oil and gas exploration and production.

We are delighted to invite all of our esteemed members, supporters, and new prospects to join us in Dubai, the United Arab Emirates (UAE). The event will be held at the Dubai World Trade Centre, a world-class convention venue located in the heart of this modern vibrant city.

ATCE 2016 will embrace the conference’s heritage of excellence, drawing on the expertise of leading international oil and gas professionals. The technical programme will feature the highest calibre peer-selected papers in the industry and sessions covering current applications and emerging technologies within all phases of E&P. The conference will provide an unparalleled opportunity for learning and collaboration at workshops, forums, and training courses, while the concurrent exhibition will showcase the latest technologies from around the world.

Whether your goal is to cultivate relationships or spotlight your brand on the industry’s grandest stage, stake your presence where the industry’s present and future torchbearers will come together—at ATCE 2016.
About SPE

The Society of Petroleum Engineers is the largest individual-member organisation serving managers, engineers, scientists, and other professionals worldwide in the upstream segment of the oil and gas industry. We offer a unique opportunity to contribute to the profession through our programs and activities, and many of our accomplishments are driven by our dedicated members.

SPE is a key resource for technical knowledge and provides services through its publications, events, training, and online resources at www.spe.org. SPE has offices in Calgary, Dallas, Dubai, Houston, Kuala Lumpur, London, and Moscow to serve its worldwide membership in 135 countries.

More than 143,000 members strong, SPE is the premier global association for the brightest minds in the E&P industry.

“ATCE was well attended by technical E&P staff who came to the Tessella stand to talk through their challenges...As a result of the conference we have started on a project with a major service company.”

–Mark Claxton, Energy Sector Director, Tessella
ATCE—Your Destination for All Things E&P

Since the first edition 91 years ago, the Society of Petroleum Engineers’ Annual Technical Conference and Exhibition (ATCE) has attracted more than a half million of the E&P industry’s greatest minds from around the globe.

Reflecting our global industry, ATCE is becoming an increasingly important international event. Florence hosted ATCE in 2008, Amsterdam hosted the conference in 2014, and in 2016, SPE is proud to announce that ATCE will be held in the Middle East for the first time, in Dubai, the United Arab Emirates (UAE).

The 2013 event drew more than 12,000 attendees and included the presentation of nearly 400 peer-selected papers covering technical advances, best practices, and future trends in all facets of E&P. In addition, more than 500 exhibitors were in attendance to display their newest technologies and tools.

Training courses held before and after ATCE draw attendees seeking to boost their expertise. The conference features special events designed for students and young professionals, trendsetters, and leaders in the making.

SPE’s strong affiliation with leading companies in the oil and gas business is reflected in the industry categories represented by SPE members, many of whom attend ATCE.

ATCE’s Worldwide Reach

Every year, ATCE draws participants from more than 60 countries around the world. Take advantage of this rare opportunity to showcase your company and make valuable new contacts from the world’s major regions:

- Middle East
- North America
- Europe/Russia
- South America/Carribean
- Africa
- Asia Pacific

SPE Members by Industry

SPE’s strong affiliation with leading companies in the oil and gas business are reflected in the industry categories represented by SPE members, many of whom attend ATCE.

- Majors/IOCs/NOCs
- Service/Manufacturing
- Consulting
- Academia
- Government Agencies
## ATCE Attendance is Rapidly Growing

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
<th>Increase</th>
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<tbody>
<tr>
<td>2013</td>
<td>12,008</td>
<td>9%</td>
</tr>
<tr>
<td>2012</td>
<td>11,063</td>
<td>15%</td>
</tr>
<tr>
<td>2011</td>
<td>9,662</td>
<td></td>
</tr>
</tbody>
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## Attendees Represent Many Roles and Responsibilities

- **41%** Engineer
- **23%** Manager
- **11%** Executive
- **11%** Consultant
- **5%** Educator
- **4%** Other
- **3%** Student
- **2%** Geologist or Geophysicist

## Attendees Have a Wide Range of Technical Interests

- **37%** Reservoir Description and Dynamics
- **30%** Drilling and Completions
- **20%** Production and Operations
- **8%** Management and Information
- **4%** Projects, Facilities, and Construction
- **1%** Health, Safety, Security, Environment, and Social Responsibility

*Note: Information based on ATCE 2013 attendee survey*
The 2016 ATCE Venue

With a vision to make Dubai the world’s leading destination for all major exhibitions, conferences and events, the Dubai World Trade Centre (DWTC) has evolved into a multidimensional business catalyst, focusing on venues, exhibitions, and event organising.

The Dubai World Trade Centre is a single complex comprising more than a dozen halls, a wide range of spacious meeting rooms, hotels, office towers, and other amenities. Each multipurpose venue is integrated into the site to provide maximum flexibility and convenience.

DWTC welcomes more than 2.2 million visitors and tens of thousands of exhibitors annually from around the globe to more than 100 of the most acclaimed sector-specific trade fairs, blockbuster consumer events, and prestigious international conferences. DWTC hosts events representing a wide range of industries including health, IT, travel and tourism, manufacturing, pharmaceuticals, aerospace, consumer electronics, and many others.

With over one million square feet of exhibition space, DWTC is the largest, most modern and best-equipped venue in the region.

TAM International has been exhibiting at SPE’s Annual Technical Conference and Exhibition for more than 20 years. The technical programme and exhibition are always exceptional.

–Diane Erbstoesser, TAM International
Exhibit Your Solutions to the E&P Industry’s Top Buyers and Decision Makers

Seventy-three percent of SPE members are involved in key purchasing decisions. Reach them where they are most receptive. ATCE features unparalleled technical sessions, unmatched content, and exciting forums that draw the most influential minds in the industry. As an event that advances our industry through question, challenge, debate, and collaboration, it is a highly cost-effective sales and marketing platform. If you want to extend your brand and presence in our industry, you belong among the leading companies showcasing at ATCE.

ATCE Attendees Value the Exhibition Experience

99% visited the exhibition floor
98% would possibly recommend ATCE to colleagues and peers
97% rated the exhibition favorably
97% rated the networking experience favorably

As an Exhibitor, You Will

• Present to an audience searching for technical excellence and innovation
• Foster relationships with existing clients
• Obtain qualified leads and prospects
• Enhance your marketing strategy and build brand awareness
• Meet industry leaders and senior decision makers all in one place
• Engage visitors by live demonstration

Statistics based on ATCE 2013 attendee survey

“The people who visited our exhibit were overwhelmingly positive. If there were only one conference where I could exhibit each year, it would be SPE’s ATCE.”

–Bill Cline, Sr. Manager Sales Readiness, Baker Hughes
Book Your Exhibition Space Today!

Due to high demand, the exhibit floor has already been expanded to six interconnected column-free halls. ATCE 2016 will host a prestigious list of exhibitors, from start-ups to industry leaders. See the pocket folder for a list of exhibitors from the ATCE 2014 event.

The Process Is Simple

1. Review the exhibit information carefully.

2. Reference the live floor plan on the event website (www.spe.org/atce/2016) or contact your local sales team (back cover) for more details.

3. Select five (5) preferred locations.

4. Complete and return the Exhibit Space Agreement and Designated Contact Form and send it to us by mail, email, or fax.

5. Your 25% deposit is due on or before 20 November 2015.

How Is Space Assigned?

- Exhibit space is assigned for the period of the 2016 SPE Annual Technical Conference and Exhibition only.

- Exhibit space is assigned based on the ATCE Priority Number System and then on a first-come, first-served basis.

- Priority assignments will begin 13 April 2015.

- Exhibit Space Agreements received after 3 April 2015 will be assigned in order of date of receipt.

- NOCs/IOCs located in the Middle East will be pre-placed to enhance traffic flow.

Exhibit Hours

There are 24 hours scheduled over three days to meet prospective new clients and strengthen current customer relationships.
Pricing

ATCE 2016 prices are all inclusive and no further taxes or surcharges will be applied.

**Space-Only Exhibitors**

USD 575/sqm. Minimum size is 36 sqm. An opportunity to design and build your own stand. Package includes an area of exhibition space (no electricity, walls or carpet are provided).

**Shell Scheme Package (Standard)**

USD 650/sqm. Minimum size is 9 sqm. Each 9 sqm stand will include: needle punch standard colour carpet, shell scheme stand in aluminum white powder coated profile with white infill panel, fascia board displaying exhibitor name and stand number in English, 2 meeting chairs, 1 meeting table and 1 waste-paper basket, 3 spotlights, 1 250W single socket (square pin) and common distribution board, and stand cleaning prior to the opening of the show.

*Shell scheme upgrades are available upon request.*

1. This new option is being offered for the first time to ATCE 2016 exhibitors.
2. The rental structure and attractive graphics allow exhibitors to achieve a personalised look with custom-feel impact at relatively low cost.
3. Contact the SPE sales team to learn about the different opportunities available.

**Exhibitor Packages Include**

- Five complimentary exhibitor registrations per 9 sqm of stand space
- Listing in the Conference Programme
- Special rates for exhibitor housing at official ATCE hotels
- Access to various attendee/exhibitor networking functions
- Electronic visitor invitations to distribute among clients, partners, and business associates, which allow them to visit the exhibition free of charge
- Access to the opening ceremony and executive plenary session
- Access to post-conference attendee survey results and feedback
- Access to the Conference Proceedings
- Targeted global marketing campaigns featuring highlights of the exhibition and conference programme as well as strategically placed advertising in key industry publications
- A comprehensive, online Exhibitor Services Manual providing essential exhibiting information
- Exhibitor newsletters covering all elements of ATCE to keep you abreast of recent developments
- Online support through the official ATCE website
Extend Your Global Brand With Sponsorship

The value of promoting your organisation’s name and brand at SPE’s premier annual event is immeasurable.

ATCE sponsorship packages have been carefully designed to align with different marketing objectives and to suit a range of budgets. Sponsorships are proven to give your company immediate visibility and impact. In addition to increased brand exposure, specific sponsorship packages can help you influence a targeted technical or demographic group.

ATCE Advertising

Position your brand to upstream professionals from around the world as they discover the latest E&P innovations at ATCE. Opportunities for extensive exposure to the broad industry and targeted exposure to specific sectors make ATCE uniquely attractive to exhibitors, sponsors, and advertisers.

Advertising Options

• Conference Preview
  Sent to more than 65,000 professional members as a supplement to SPE’s flagship publication, *Journal of Petroleum Technology*® (*JPT*) magazine

• Conference Programme
  Distributed on-site to attendees

• Website Banner Ads
  Increased exposure on the ATCE website, www.spe.org/atce, which receives more than 65,000 visits each year

• SPE Today
  With more than 3,500 copies produced each day, the official ATCE daily newspaper created by the *JPT* editorial staff delivers your message with impact

Contact the SPE sales representative in your region to discuss sponsorship and advertising opportunities. See back cover.
The ATCE Conference and Exhibition provides a superb opportunity for us to meet our existing and potential new clients face to face. The quality of the attendees is exceptional.

–Ishtar Bashar, Wenzel Downhole Tools
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Contact the SPE sales representative in your region to discuss opportunities to exhibit.