



SPE Canada Unconventional Resources Conference & SPE Canada Heavy Oil Technical Conference

15 – 16 February 2017 ♦ BMO Centre at Stampede Park

SPONSORSHIP/ADVERTISING CONTRACT

This is a Sponsorship/Advertising Contract for the SPE Canada Unconventional Resources Conference & SPE Canada Heavy Oil Technical Conference—Canada in Calgary, Alberta, Canada, which will become a binding contract if the sponsor satisfies and agrees to the Sponsorship and Advertising Policies as set forth in this contract. The undersigned sponsor does hereby request a sponsorship for the SPE Canada Unconventional Resources Conference & SPE Canada Heavy oil Technical Conference, which will be held 15-16 February 2017. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the sponsorship.

SPONSORSHIP / ADVERTISING INFORMATION

Company: _____

Booth Number: _____

Contact Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

URL*: _____

Agency Contact Name*: _____

Agency Phone*: _____

Agency Email*: _____

BILLING ADDRESS FOR INVOICING*

Company/Agency: _____

Street Address: _____

City/State/Province: _____

Zip Code/Postal Code: _____

Country: _____

Phone: _____

Fax: _____

Email: _____

PAYMENT METHOD

Cheque Enclosed Cheque Number: _____
Please make cheques payable to Society of Petroleum Engineers

Wire Transfer*
 Credit Card

*For details on paying by wire transfer or credit card, please contact SPE Canada at special@spe.org.

MAILING ADDRESS

SOCIETY OF PETROLEUM ENGINEERS
SPE SALES DEPARTMENT
1410-715 5th AVE SW— Calgary, AB, Canada T2P 2X6
Phone: +1.403.930.5454 Fax: +1.403.930.5470

SPE Sales Representatives

Rudeen Hoffman (Canada) + 1.403.930.5451 or rhoffman@spe.org

International Companies

Jennifer Palladina, A-FI + 1.713.457.6827 or jpalladina@spe.org
Jason Plotkin, Fm-o + 1.713.457.6877 or jplotkin@spe.org
Kirk Colligan, P-Z + 1.972.952.9516 or kcolligan@spe.org
Joan Payne + 1.972.952.9356 or jpayne@spe.org

SPE Internal Use Only

Contract Received: _____ Deposit Received: _____

Confirmation Notice Sent: _____ Full Payment Received: _____

SPONSORSHIP OPPORTUNITIES

Payment is accepted in Canadian dollars only.

<input type="checkbox"/> Conference Sponsor	17,000
<input type="checkbox"/> Breakfast (Exclusive) or	14,000
<input type="checkbox"/> Wednesday, 15 Feb	7,500
<input type="checkbox"/> Thursday, 16 Feb	7,500
<input type="checkbox"/> Networking Luncheon (Exclusive) or	16,000
<input type="checkbox"/> Wednesday, 15 Feb	8,500
<input type="checkbox"/> Thursday, 16 Feb	8,500
<input type="checkbox"/> Networking Coffee Sponsor (Exclusive) or	10,000
<input type="checkbox"/> Wednesday, 15 Feb	5,500
<input type="checkbox"/> Thursday, 16 Feb	5,500
<input type="checkbox"/> Registration & Badge Lanyards	15,000
<input type="checkbox"/> Welcome Reception - Wednesday	8,000
<input type="checkbox"/> Conference Bags	8,000
<input type="checkbox"/> Charging Station	8,000
<input type="checkbox"/> Audio/Visual	8,000
<input type="checkbox"/> Pens and Notebooks	7,500
<input type="checkbox"/> Gold Sponsor	10,000
<input type="checkbox"/> Silver Sponsor	7,000
<input type="checkbox"/> Bronze Sponsor	5,000
<input type="checkbox"/> Copper Sponsor	2,500
<input type="checkbox"/> Industry Supporter of SPE	1,500

All sponsors must email company logos to rhoffman@spe.org.

ADVERTISING OPPORTUNITIES

Conference Program Advertising

<input type="checkbox"/> Inside Front Cover	1,000
<input type="checkbox"/> Inside Back Cover	1,000
<input type="checkbox"/> Full Page	750

• **Advertising payments are due 30 days after invoice and tearsheet receipt. Contact SPE for advertising and logo specifications and file requirements.**

• **Prices shown are in Canadian dollars, excluding GST – see below for tax calculation.**

Advertising/Sponsorship Total:	_____
50% Deposit Required (<i>sponsorships only</i>):	_____
50% Balance Due (<i>30 days prior to event</i>):	_____
Total Paid with Contract:	_____
Total Paid: CAD + 5% GST:	_____
(<i>If left blank, full amount will be processed</i>)	

I hereby submit this contract for a sponsorship for Unconventional Resources Conference—Canada and agree to abide by the policies & procedures as outlined.

_____ Date: _____

AUTHORIZED REPRESENTATIVE

_____ Date: _____

SPE REPRESENTATIVE

SPE CANADA UNCONVENTIONAL RESOURCES CONFERENCE & SPE CANADA HEAVY OIL TECHNICAL CONFERENCE

SPONSORSHIP POLICIES

SPE has instituted the following policies for sponsorship opportunities with the SPE Canada Unconventional Resources Conference & SPE Canada Heavy Oil Technical Conference. The Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a 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 by which they must submit the sponsorship/advertising 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 the public.
- 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/sponsor to adhere to the advertising and logo specifications information.

PAYMENT POLICY

- SPE requires that a fifty percent (50%) deposit on all sponsorships 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 have been submitted.
- The remaining fifty percent (50%) of the sponsorship is due thirty (30) days prior to the event. If a participant has contracted a sponsorship within thirty (30) days of the event, full payment is required with submittal of contract.
- Payment is accepted in Canadian dollars only. SPE accepts most credit cards, cheques, and wire transfers.
- Should a sponsor or advertiser elect to cancel a confirmed sponsorship or advertisement, sponsor is not entitled to a refund of the monies paid to SPE.
- Full payment for all advertisements is due 30 days after receipt of tearsheets.

2017 SPE ADVERTISING/SPONSORSHIP DEADLINES

For sponsorship to be promoted in the SPE Canada – Conference Program:

- Advertising materials must be received **no later than 11 January 2017**.

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

SPONSORSHIP BENEFITS

All Sponsorship Benefits Include:

- Recognition in the conference program
- Recognition on the Proceedings
- Recognition on the PowerPoint sponsor page displayed between technical sessions
- Recognition on the conference website—including a link to your company's website
- Recognition on signage displayed at the conference

CONFERENCE SPONSOR: CAD 17,000 (EXCLUSIVE) + GST

- Ten (10) full-conference registrations, Three (3) reception passes, one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration)
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- One (1) full-page color ad on the outside back cover (OBC) of the conference program** (ad created by sponsor, placed by SPE)
- Company logo on front cover of conference program

SPE CANADA UNCONVENTIONAL RESOURCES CONFERENCE & SPE CANADA HEAVY OIL TECHNICAL CONFERENCE

BREAKFAST SPONSOR CAD 14,000 (Exclusive) or CAD 7,500 each (2 Available) +GST

- Four (4) full-conference registration for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration) **(exclusive sponsor)**
- One (1) full-conference registrations for your company personnel **(individual sponsors)**
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE)
- Prominent on-site signage displayed at the breakfast area recognizing the sponsorship
- Company Logo on conference schedule of events board

NETWORKING LUNCHEONS: CAD 16,000 (EXCLUSIVE) OR CAD 8,500 EACH (2 AVAILABLE) +GST

- Eight (8) full-conference registration for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration) **(exclusive sponsor)**
- Three (3) full-conference registrations for your company personnel **(individual sponsors)**
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE)

NETWORKING COFFEE SPONSOR: CAD 10,000 (EXCLUSIVE) OR CAD 5,500 (TWO COFFEE BREAKS PER DAY) +GST

- Four (4) full-conference registrations for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration) **(exclusive sponsor)**
- One (1) full-conference registrations for your company personnel **(individual sponsors)**
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE) Ads are created by sponsoring company
- Disposable coffee cups with company logo distributed during all coffee breaks (provided by SPE)
- Prominent on-site signage displayed at the coffee break area recognizing the sponsorship
- Company Logo on conference schedule of events board

REGISTRATION AND BADGE LANYARDS: CAD 15,000 (EXCLUSIVE) +GST

- Company logo printed on Registration counters and on lanyards and distributed by SPE at registration area (Breakaway with two attached points, provided by SPE)
- Two (2) full-conference registrations for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration)
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE)
- Prominent on-site signage displayed at the Registration area recognizing the sponsorship
- Company Logo on conference schedule of events board

WELCOME RECEPTION (15 FEBRUARY 2017): CAD 8,000 +GST

- Four (4) full-conference registrations for your company personnel
- Ten (10) Complimentary passes to the sponsored reception
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- Prominent on-site signage displayed at the Reception area recognizing the sponsorship
- Company Logo on conference schedule of events board
- Company Logo on beverage napkins to be served with drinks and refreshments during the welcome reception

CONFERENCE BAGS: CAD 8,000 (EXCLUSIVE) +GST

- Three (3) inserts about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- One (1) full-conference registrations for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration)
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE)
- Company logo printed on conference bags

CHARGING STATION: CAD 8,000 (EXCLUSIVE) +GST

- Fully attended, locked cell phone charging station for up to 64 devices
- One (1) full-conference registrations for your company personnel
- Company logo and messaging displayed on LCD screen at charging table
- Sponsoring company may provide up to two signs at charging station, otherwise SPE will place signage with sponsor logo

PENS AND NOTEBOOKS: CAD 7,500 (EXCLUSIVE) +GST

- Company logo and show logo printed on pens and notebooks *(Provided and distributed by SPE)*
- One (1) full-conference registrations for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration)

SPE CANADA UNCONVENTIONAL RESOURCES CONFERENCE & SPE CANADA HEAVY OIL TECHNICAL CONFERENCE

AUDIOVISUAL: CAD 8,000 (EXCLUSIVE) +GST

- One (1) full-conference registrations for your company personnel & one (1) Training course registration (*Provided course proceeds, (or) One (1) extra full conference registration)
- Company logo & tagline or digital still artwork (up to 2 different slides) to appear rotating with SPE & conference logos on three (3) LCD screens in the Palomino Hall common area (*Artwork provided by sponsor is subject to approval by SPE*)

METAL SPONSORSHIP

ALL SPONSORS WILL RECEIVE THE FOLLOWING IN ADDITION TO THE LISTED BENEFITS

- **On-site signage displayed throughout the conference and exhibition venue in high-traffic areas**
- **Company logo listed in the conference program**
- **Company logo listed on the graphics between technical sessions**
- **Company logo and link on both conference websites**

GOLD SPONSOR: CAD 10,000 (UNLIMITED) +GST

- Five (5) full-conference registrations for your company personnel
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE)

SILVER SPONSOR: CAD 7,000 (UNLIMITED) +GST

- Three (3) full-conference registrations for your company personnel
- One (1) full-page color ad in the conference program (ad created by sponsor, placed by SPE)

BRONZE SPONSOR: CAD 5,000 (UNLIMITED) +GST

- Two (2) full-conference registrations for your company personnel

COPPER SPONSOR: CAD 2,500 (UNLIMITED) +GST

- Two (2) full-conference registrations for your company personnel

INDUSTRY SUPPORTER OF SPE: CAD 12,500 (UNLIMITED) +GST

- Standard benefits apply

*** Advertising materials must be received by **11 January 2017**.*

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

PRINT ADVERTISEMENT

Page placement is subject to availability. Banner will be posted when received. Other pages are available. Call for details.

CONFERENCE PROGRAM ADVERTISING

- Inside Front Cover: CAD 1000 (+GST)
- Inside Back Cover: CAD 1000 (+GST)
- Full Page: CAD 750 (+GST)

Canadian Companies	International Companies A–fl	International Companies Fm–O	International Companies P–Z
Rudeen Hoffman, Sales Representative, Canada Telephone: +1.403.930.5451 rhoffman@spe.org	Jennifer Palladina, Sales Representative, Telephone: +1.713.457.6827 jpalladina@spe.org	Jason Plotkin Sales Representative Telephone: +1.713.457.6877 jplotkin@spe.org	Kirk Colligan, Sales Representative Telephone: +1.972.952.9516 kcolligan@spe.org