

SOCIETY OF PETROLEUM ENGINEERS

# ANNUAL TECHNICAL CONFERENCE AND EXHIBITION

**SPE** **ATCE**  
SINCE 1924<sup>SM</sup>

Exhibition and  
Sponsorship  
Opportunities

**SPE CELEBRATES 60 YEARS**

*"Looking Back to Move Forward."*

**San Antonio, Texas, USA**

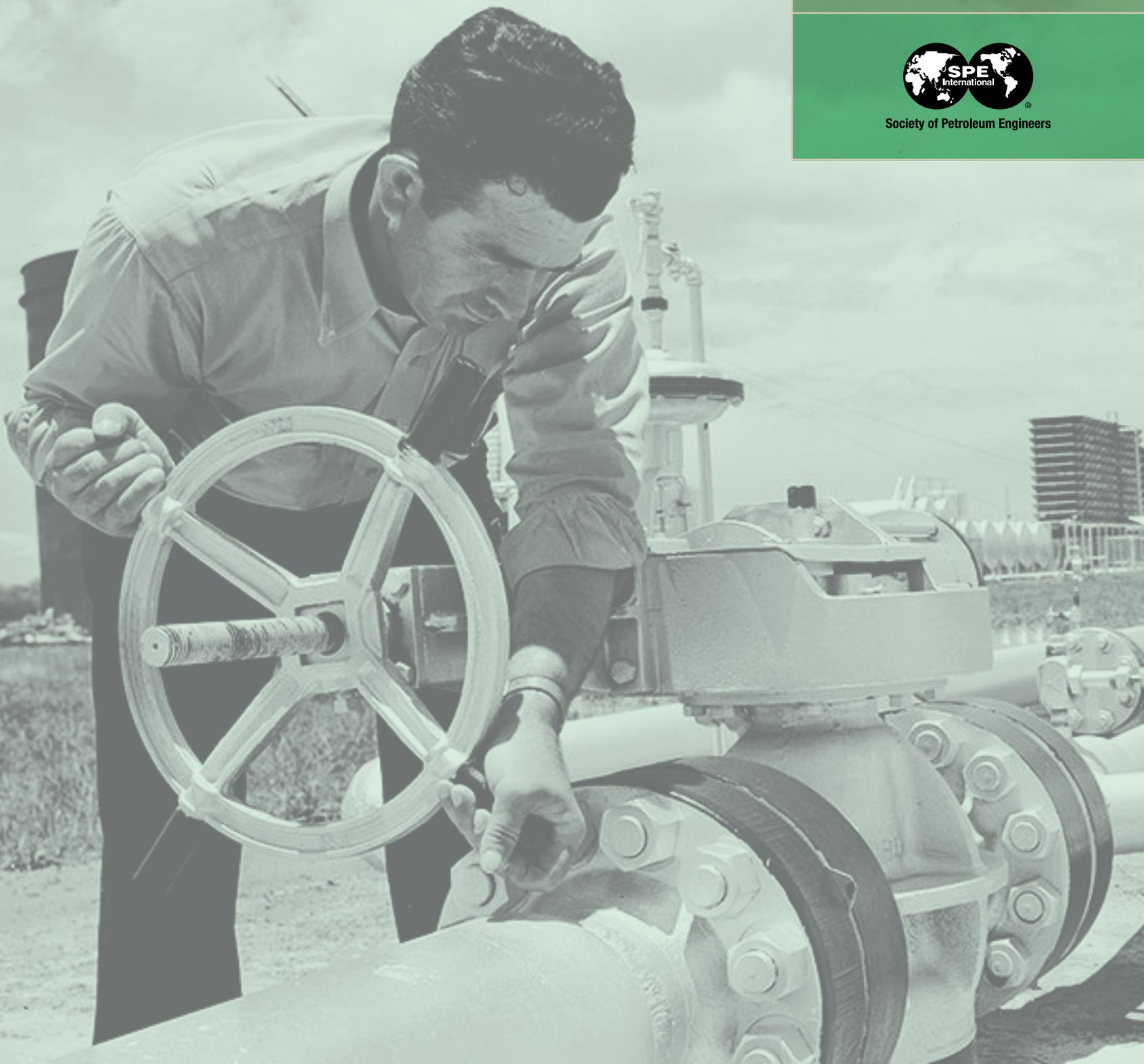
9-11 October 2017

Henry B. Gonzalez  
Convention Center

[www.spe.org/atce/2017](http://www.spe.org/atce/2017)



Society of Petroleum Engineers



# Welcome!

## Dear Colleague

It gives me great pleasure to invite you to highlight your technological advances, product launches, and industry services at the Society of Petroleum Engineers' **Annual Technical Conference and Exhibition** (ATCE) being held 9–11 October 2017 in San Antonio, Texas, USA.

Considered the premier conference in oil and gas exploration and production, ATCE offers a three-day window of opportunity for your company to showcase its offerings to attendees gathered to exchange knowledge, gain insights from experts, and stay up to date on the latest innovations.

Taking place at the Henry B. Gonzales Convention Center, ATCE will attract thousands of industry professionals. As an exhibitor, your company can take advantage of the knowledge and technology transfer that occurs during this event.

The industry is in challenging times and why should you commit your limited budget to ATCE? Here are some reasons why:

- ATCE is the most respected conference in the industry when it comes to technology updates and applications
- Thousands attend to hear from industry experts on changes, innovations, cost savings, and industry revelations
- Many companies consider ATCE as THE # 1 event in the world for technology launches and announcements—because the RIGHT people are in attendance
- Attendees from around the world recognize the exhibition as the technology showcase of the industry
- ATCE exhibit space is purposely priced well below many other industry events
- ATCE offers exhibitors “no charge” pricing on freight drayage into the center

Stake your presence at ATCE where you will have a prime audience of oil and gas professionals and decision makers, as well as the industry's next torchbearers.

I hope you and your colleagues will join us at ATCE 2017.

## **Craig W. Moritz**

Assistant Director, Sales and Exhibits  
Society of Petroleum Engineers

# ATCE's Worldwide Reach

Since the first edition over 90 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.

The 2015 event drew:

- More than **13,500 attendees**
- **400 peer-selected paper presentations** covering E&P technical advances, best practices, and future trends
- More than **510 exhibiting companies**
- Nearly **150,000 net sq. ft.** of exhibits with the newest technologies and tools
- Pre- and post-event **training courses** for attendees seeking to boost their expertise
- **Students** and **young professionals, trendsetters,** and **leaders** attending special events

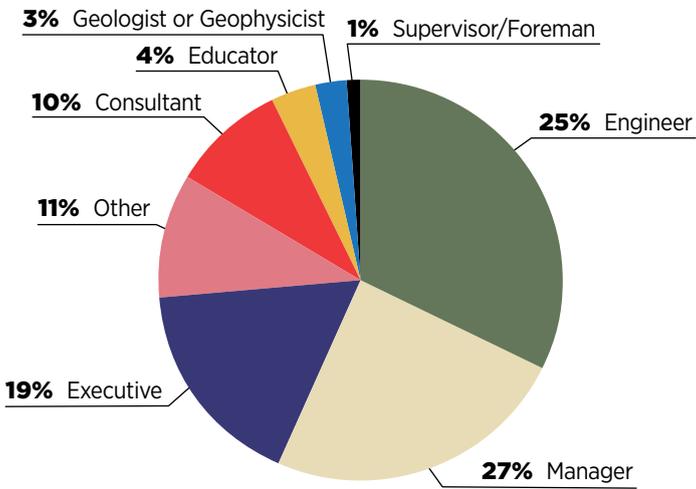


Connect with a global audience when you exhibit at ATCE

Every year, ATCE draws participants from more than 60 countries around the world. Take advantage of this rare opportunity to make new worldwide contacts.

# ABOUT ATCE

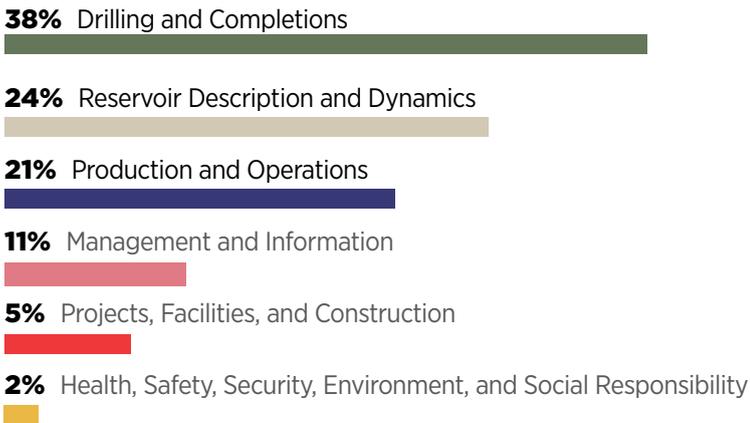
## Job Classification



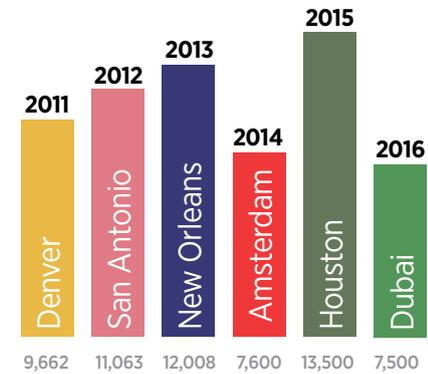
## Geographic Region

- 69%** North America
- 5.9%** Europe/Russia
- 5.7%** Latin America/Caribbean
- 4.1%** Canada
- 3.5%** Middle East
- 3.3%** Asia Pacific
- 3.0%** Sub Saharan Africa
- 2.8%** North Africa
- 3.5%** Middle East
- 1.6%** Russia/Caspian
- 0.8%** Australia/New Zealand
- 0.4%** South Asia (India, Pakistan, Bangladesh)

## Primary Area of Technical Interest



## Attendance by Year



Information above based on ATCE 2015 registration data.



ATCE 2017 is in the heart of North America's most active region. According to the Baker Hughes Rig Count as of 24 March 2017, the Permian Basin, Barnett, and Eagle Ford have 61% of the land-based rigs working in the US Major Basins.

# EXHIBITING AT ATCE

## Spend Three Days With the E&P Industry's Top Buyers and Decision Makers

Almost three-quarters (73%) of SPE members are involved in purchasing decisions within their company. This is why exhibitors want to be at ATCE!

### How Do I Exhibit?

Once your company has elected to participate in this prestigious event, follow these four easy steps:

- Review all exhibit information carefully.
- Select five (5) preferred booth locations.
- Complete and submit your online Exhibit Space Application.
- Contact your sales representative to go over all the details or booth availability.

### How Is Space Assigned?

- Exhibit space is assigned for the period of the 2017 SPE Annual Technical Conference and Exhibition only.
- Space assignments will be made on a first-come, first-served basis.
- Minimum reservation is 100 square feet.
- Submit your application today to get your booth location.



### Attendees Value the Exhibition Experience

98% visited the exhibition floor

88% would possibly recommend ATCE to colleagues and peers

*Based on ATCE 2015 attendee survey*

## As an Exhibitor, You Will

- Establish new business contacts
- Introduce your new products and services
- Obtain qualified leads and prospects
- See your existing customers and meet new ones
- Gain access to an audience of E&P industry professionals who are looking for the latest tools and technologies

ATCE hosts a prestigious list of exhibiting organizations, from key industry leaders at well-established businesses to new start-up companies. See the pocket folder for a list of exhibitors from the 2015 event.

ATCE 2017 is the conference you just can't afford to miss. Sign up today!

"TAM has exhibited at ATCE for many years. ATCE is always a great event for companies to meet with customers and to showcase technology."

- *Diane Erbstoesser, TAM International*

## Exhibit Hours

# 22.5

Use this time to meet prospective new clients and strengthen current customer relationships.

## Exhibitor Benefits

- Face-to-face marketing opportunities with the best and brightest in the global E&P market
- Five (5) complimentary exhibitor registrations per 100 square feet of exhibit space
- Unique promotional and advertising opportunities to help increase your company's exposure
- Targeted global marketing campaigns, featuring highlights of the exhibition and conference program as well as strategically placed advertising in key industry publications
- Listing in the ATCE on-site program (dependent upon submittal of information by the published deadline)
- Negotiated rates for exhibitor housing at official ATCE hotels
- Electronic guest invitations to distribute to your clients and business associates, which will allow them to visit the exhibition on the day of their choice
- Access to post-conference attendee survey results and findings
- A copy of the Digital Proceedings sent to your organizations' main contact after the conference
- 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 at [www.spe.org/atce](http://www.spe.org/atce)

## Pricing



### Space Only

USD 33.00 per square foot



### Heavy Equipment

USD 16.50 per square foot

*Only heavy equipment to be displayed in this area.*

# ABOUT THE VENUE

## Henry B. Gonzalez Convention Center

Nestled in the heart of historic downtown San Antonio overlooking the world-famous River Walk, the Henry B. Gonzalez Convention offers an ideal location for exhibitors and participants to network and share best practices and future technologies at ATCE 2017. The relaxed business climate gives visitors a chance to develop effective and unique business and client relationships.

As demand for exhibition space has been high, we have opened one new exhibition hall and increased our exhibition capacity by 25%. Attendees will have plenty of time to explore the exhibit hall during special events on the exhibit floor and between technical sessions.

### The exhibition halls at ATCE 2017 will include:

- Access to the conference area hosting the technical sessions
- Conference registration area
- Designated food and beverage event areas as well as four official events on the exhibit floor
- SPE Pavilion where SPE staff are available to answer questions about membership, continuing education programs, publications, sections, and student activities



# SPONSORSHIP

## Increase Customer Impact With Sponsorship

The value of sharing your organization's name and brand with attendees at SPE's premier annual event, ATCE 2017, is immeasurable. In addition to promotional sponsorships designed to increase your company's exposure, event sponsorships are also available to reach a particular demographic or technical group.

Sponsorships geared to driving sales and expanding visibility can be an extremely powerful promotional tool. Contact the SPE sales team to learn about the many types of sponsorship packages available.



### Annual Reception and Banquet

One of SPE's most important celebrations, the Annual Banquet recognizes outstanding SPE members who have made significant contributions to the industry. Sponsor will receive a reserved table, multiple visual placements of company branding, and an

opportunity to display promotional materials in the reception area.

### Welcome Reception

Help kick-off another successful ATCE through this sponsorship. Sponsor will receive signage recognition on the exhibition floor, one half-page ad placement in the conference program, and may provide branded cocktail napkins.

### Sustainability Sponsor

Demonstrate your company's commitment to environmental sustainability. Sponsors will receive artwork displayed on water coolers and reusable water bottles, placed on the exhibit floor and near technical sessions, as well as one half-page ad placement in the conference program.

### Expo Luncheon

Help provide nourishment to attendees as they take a lunch break from their Tuesday schedule. Sponsor will receive signage recognition on the exhibition floor and one full-page ad placement in the conference program.

### Registration and Lanyards

Be among the first brands that attendees see when they plan their trip to ATCE. Sponsor will receive recognition on the registration website and on the registration confirmation email. SPE will also distribute badge lanyards on-site, provided by sponsor.

### Student Awards Luncheon

Help support our future professionals. Sponsor will receive pre-show and on-site recognition, a six-minute speaking opportunity and collateral table at the event, and eight tickets to the event.



### Expo Happy Hour on Expo Floor

Help attendees network and enjoy their time on the exhibition floor. Sponsor will receive signage recognition on the exhibition floor, one full-page ad placement in the conference program, and may provide branded cocktail napkins.

### Chairman's/Keynote Luncheon

Ensure your name is associated with this well-attended event. The presentation covers a topic of broad interest to ATCE attendees. Sponsor will receive a reserved table, multiple visual placements of company branding, and one half-page ad placement in the conference program.

### President's Luncheon

ATCE wraps up Wednesday with a favorite tradition as the 2017 SPE President shares SPE's new achievements and upcoming initiatives. Notable volunteers and award-winning SPE Sections are also recognized. Sponsor will receive a reserved table, multiple visual placements of company branding, and one half-page ad placement in the conference program.

### Carpet Logos

Attendees do a lot of walking at ATCE. Take advantage of this opportunity to drive traffic to your booth with 10 logo placements inlaid into the carpeted aisles on the exhibition floor.

### Digital Meter Board

Showcase your company on-site with multimedia graphics or a video. Digital boards are located throughout the venue in strategic areas.



### Show Floor Foot Massage Lounge with Video Graphics

Attendees get tired of all that walking and want a break! Gain visibility while attendees receive a "shoe on" foot massage in a dedicated lounge on the exhibition floor. Sponsor will receive signage recognition and may provide a video highlighting their company.

### Escalator Runner

Place your advertisement in this highly visible location as attendees ride the escalators up and down between activities.

### Cell Phone Charging Station

Reach attendees while they charge their mobile devices. Sponsor may provide a two-minute video message for the video monitor and will receive visual recognition.



### Schedule-at-a-Glance Lighted Display Unit

Help attendees find where to go. These display units are in strategic locations and are widely utilized on-site. Sponsor will receive an artwork placement on the lighted display panel.

### Coffee Breaks

With attendees' busy schedules at ATCE, the morning and afternoon coffee breaks are times when they can relax and browse the exhibition floor at their leisure. Sponsor will receive signage recognition on the exhibition floor and may provide branded cocktail napkins.

*Continued.*

# SPONSORSHIP

## Student Meet and Greet

Help students network, as they get ready on Sunday for ATCE. Sponsor will receive a three-minute welcome address and collateral table at the event.

## Tabletop Graphics

Ensure attendees see your name as they eat and meet at tables, located throughout the lobby and pre-function areas. Sponsor will receive artwork on eight tabletops.



## Pens and Pads

Sold as separate sponsorships, attendees will receive your branded pens and/or pads. Both are very practical and widely used items at ATCE.

## Conference Bag Insert

Promote your company and booth to thousands of attendees who will pick up a conference bag. Sponsors may provide a branded promotional item to include inside the bag.

## Hydration Station

Give attendees a welcome rest. Fruit-infused water will be placed near the technical session rooms for attendees to enjoy each day. Sponsor will receive signage recognition at the station and may provide branded cocktail napkins.

## Metal Sponsorships

Demonstrate your support of SPE through a Titanium, Platinum, Gold, Silver, or Patron of SPE sponsorship. Contact your sales person to choose which level meets your marketing goals and budget.

## Advertising Options

Position your brand in front of attendees from around the world as they discover the latest E&P innovations at ATCE. Such extensive, targeted opportunities for exposure with your key customer audiences make ATCE one of the most sought-after events for exhibitors, sponsors, and advertisers alike.

### Your choices include:

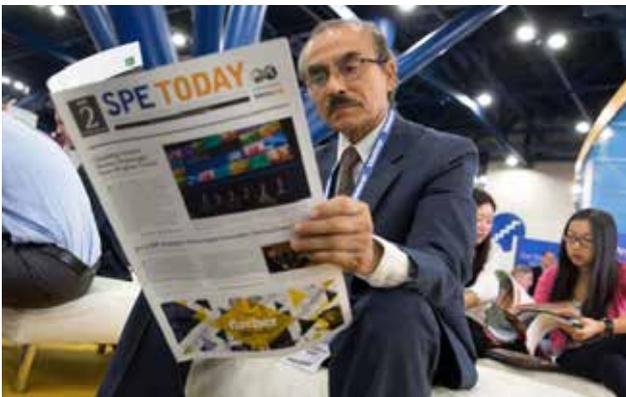
**ATCE 2017 Preview**—sent to more than 75,000 professional members as a supplement to SPE's flagship publication, *Journal of Petroleum Technology*® (*JPT*)

**ATCE 2017 Program**—distributed on-site to more than 5,000 attendees

**Website Banner Ads**—increased exposure on the ATCE website, [www.spe.org/atce](http://www.spe.org/atce), which receives more than 60,000 visits each year

**SPE Today**—the official ATCE daily newspaper brought to you by the editorial staff of *JPT*. More than 5,000 copies are available to attendees over the three-day event. Contact your JPT salesperson for more details on this valuable advertising opportunity.

**On-Site Banner**—display your company's branding and drive traffic to your booth through a strategically placed banner hung in the Henry B. Gonzales Convention Center.



SPE Today



On-Site Banner

# SPE SALES TEAM

Be part of one of the leading upstream oil and gas events in the world!

Contact the SPE sales representative in your region to discuss exhibiting and sponsorship opportunities.

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# ABOUT THE SOCIETY OF PETROLEUM ENGINEERS

The Society of Petroleum Engineers is the largest individual-member organization 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](http://www.spe.org). SPE has offices in Calgary, Dallas, Dubai, Houston, Kuala Lumpur, London, and Moscow to serve its worldwide membership in 143 countries.



More than **164,000** members strong, the brightest minds of the E&P industry are members of SPE.



## SPE Members by Industry

- Majors/IOCs/NOCs
- Service/Manufacturing
- Consulting
- Academia
- Government Agencies