



SPE 2024 Permian Basin Energy Conference

Bush Convention Center

22 – 24 October 2024 • Midland, TX, USA

SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2024 SPE Permian Basin Energy Conference in Midland, 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 Permian Basin Energy Conference scheduled 22 – 24 October 2024. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

BILLING INFORMATION FOR INVOICING *

***Required: All information must be filled in completely before submitting Billing Invoice: Send to:**

Primary Company Contact

Invoice Address:

Company Name: _____

Street Address: _____

City/State/Province: _____

Zip Code/Postal Code: _____ Country: _____

Phone: _____ Email: _____

CONTACT INFORMATION *

Company: _____

Primary Contact Name: _____

Primary Contact Title: _____

Primary Contact Phone: _____

Primary Contact Cell: _____

Primary Email: _____

Company URL: _____

OPPORTUNITY SELECTED

Sponsorship: _____

PAYMENT DUE

Payment accepted in US dollars (USD) only.
Refer to Payment Policy on Page 4

Sponsorship Total:

100% Due with Contract USD _____

Print & Website Advertising:

100% Due with Contract USD _____

Total Paid with Contract USD _____

PAYMENT METHOD

For payment by check:

Check Enclosed Check Number: _____

Please make checks payable to the Society of Petroleum Engineers.

For Payment by Wire or Credit Card:

An invoice will be generated and emailed to the billing contact. Payment instructions will be included for Wire Transfers and CreditCard processing.

P.O. Number: _____(if required)

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

For questions, please reach out to Sarah Fleming at sfleming@spe.org

COMPANY NAME: _____

SPE 24 PBEC Sponsorship Contract

ADVERTISING OPPORTUNITIES

DIGITAL PROGRAM: Covers — Inside Front — USD 750; Full-Page — USD 550

__ Inside Front Cover (IFC—Page 2) **SOLD**

__ Full Page

Web: Banner — USD 850 - 3 Available

Please note page preference. Pages subject to availability. Banner will be posted when received. Other pages available (call for details).

__ Registration page **SOLD**

__ Travel page

__ Schedule page **SOLD**

WEB BANNER AD SPECS

Dimensions: 468 pixels wide X 60 pixels high

File Size: 30KB limit, regardless of file type

File Types: Flash, GIF, or JPG. Animation is allowed but sound is not.

The advertiser must embed the target URL in a Flash banner before sending it to SPE. Otherwise, the advertiser must specify the target URL when the file is submitted.

Submit Banner Ads to: [24PBEC](#)

100% of Payment due with Contract

SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS RECEIVE:

- Prominent on-site signage displayed at the event recognizing the sponsorship
- Recognition in the digital technical program (provided sponsorship is confirmed before deadline of 26 August 2024)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the event website, including a link to your company's website

Conference – USD 9500

- Four (4) complimentary full conference registrations
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- One logo item give-a-way provided by the sponsoring company.

Titanium – USD 6500

- Three (3) complimentary full conference registrations
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)

Platinum – USD 5000

- Two (2) complimentary full conference registrations
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)

Gold – USD 4000

- One (1) complimentary full conference registration
- One (1) full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)

Silver – USD 3500

- One (1) complimentary full conference registration

Keynote Luncheon — ~~USD 5,500~~

- Two (2) complimentary full conference registrations
- One full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- Recognition prior to keynote

Receptions (2 Available) — ~~USD 5,500~~

- Two (2) complimentary, full conference registrations for company employees
- One full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)
- SPE to provide branded cocktail napkins to be used during reception

__ Tuesday

__ Wednesday

Networking Luncheon — ~~USD 5,000~~

- Two (2) complimentary full conference registrations
- One full-page 4-color ad in the digital conference program (created by sponsoring company, SPE to place ad)

Conference Pens & Notepads — ~~USD 3,500~~

- Company logo printed on pens and notepads (provided by sponsor) distributed by SPE on tables in the back of conference session room
 - Sponsor to provide sample for SPE approval
 - SPE recommends 250
 - Minimum size 5"x7

Reusable Water Bottle — ~~USD 1,000~~

- Company logo printed on reusable water bottle or insulated cup (provided by sponsor) distributed by SPE on tables in the back of conference session room
 - Sponsor to provide sample for SPE approval
 - SPE recommends 250

Conference Lanyards — ~~USD 1,500~~

- 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
 - *Must be dual-clip and breakaway*
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards.
 - SPE recommends 250.

Conference Breaks Sponsorship (3 Available) — USD 3,000 INDIVIDUAL; USD 6,000 EXCLUSIVE

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

__ Tuesday a.m.

__ Wednesday a.m.

__ Thursday a.m.

SPE has instituted the following policies for advertising and sponsorship opportunities for all SPE events. 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/advertising.

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 SPE in its publications. SPE 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 SPE'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.
- 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.
- All advertising must be submitted online in the [24PBEC folder](#) by the stated deadline.

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.
- It is the responsibility of the sponsor to adhere to the sponsorship and logo specifications information.
- All logos must be submitted to logos@spe.org by no later than the stated deadline.

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.
 - If an invoice is required before payment, it can be accessed in the system using the company password.

CANCELLATION

- If an advertisement/sponsorship cancellation occurs 90 days before event, a 30% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs 60-89 days before event, a 40% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs 30-59 days before event, a 60% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs less than 30 days before event, a 75% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs after the program has gone to print, a 100% penalty shall be incurred.

2024 PBEC SPONSORSHIP DEADLINES

**In order for sponsorship to be promoted in the 2024 PBEC Digital Conference Program:

- Sponsorship Contracts and payment must be received **prior to 26 August 2024.**
- Advertising materials must be received **no later than 3 September 2024.**

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