

# SPE Norway Subsurface Conference

17 April 2024

Quality Hotel Edvard Grieg,  
Bergen, Norway

[www.spe-events/norwaysubsurface](http://www.spe-events/norwaysubsurface)

## Sponsorship Opportunities



# Welcome to the SPE Norway Subsurface Conference 2024

**Norway's only dedicated event addressing well, drilling, completion and reservoir management issues.**

Formerly known as the SPE Norway One Day Seminar, this event has established itself over three decades as a major annual forum focusing on the main discussion points, industry developments and technical challenges within drilling, reservoir management and production in the Norwegian Continental Shelf and the wider E&P industry.

The 2024 conference represents a great opportunity to see the latest technology, update technical knowledge and meet companies and industry colleagues face-to-face to discuss challenges and opportunities in an ever-changing industry context.

The event acts as an excellent opportunity for networking with industry stakeholders and includes an exhibition showcasing some of the leading organisations active within the field.



The technical content is internationally renowned and focuses on innovation and technology as well as operational challenges and solutions within drilling, reservoir management and production.



With an attendee profile comprised of senior professionals from leading operator and service provider companies, the event acts as an ideal backdrop to associate your company with the themes driving this marketplace and to raise its profile.



This brochure will give you an outline of who will attend and the range of ways in which you can make your company's expertise known to them. However you choose to take part, you will certainly find your involvement rewarding.

## Engage and Connect with Stakeholders Active in the Norwegian Continental Shelf



**BUILD BRAND  
AWARENESS**



**MEET NEW  
CONTACTS**



**RAISE YOUR  
PROFILE**



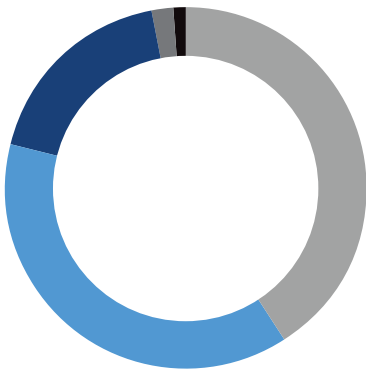
**SHOWCASE  
YOUR PRODUCTS**

**Sponsorship Opportunities**



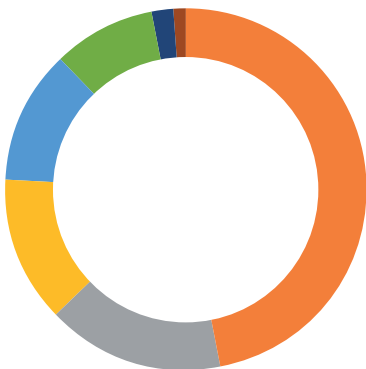
# Attendee Statistics

(Based on attendance at the SPE 2022 Norway Subsurface Conference)



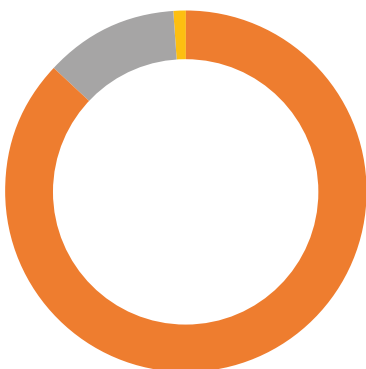
### Organisation Type

Oil and Gas operators	41%
Oil and Gas service and supply companies	38%
Academia / Research	18%
Consultancies	2%
Government/Regulator	1%



### Job Classifications

Engineer	47%
Executive	16%
Manager	13%
Researcher / Academic	12%
Geologist	9%
Consultant	2%
Government / Regulator	1%



### Geographic Region

Norway	87%
Rest of Europe	12%
Americas	1%



# 83%

of attendees would recommend the event to others in the industry



# 93%

of attendees favourably rated the networking experience



# 92%

of attendees rated the exhibition favourably



# 85%

of exhibitors would recommend exhibiting at the event

# Sponsorship Opportunities

## Principal Sponsorship (Exclusive package)

NOK 95,000

This package is only available to one company and includes the following benefits:

### Branding

1.	Verbal acknowledgement as Principal Sponsor during the chair's opening remarks
2.	Acknowledgement and logo in all pre- and post-event promotional email activity (Email campaign includes ten distributions sent to approximately 30,000 verified contacts each across the Europe and North Sea regions).
3.	Acknowledgement and Logo on social media promotion (LinkedIn campaign: typically over 45,000 impressions, 500+ direct clicks and 2,000+ website visits).
4.	Logo displayed on the event website with a link to sponsor's website (there were 8,000 unique visits from launch to the start of the event in 2022).
5.	Logo displayed on onsite promotional materials including on the cover and the sponsor page of the Conference Programme.
6.	Logo displayed prominently on sponsorship signage throughout the event venue.
7.	Logo prominently placed on conference holding slides during the conference.
8.	Logo with a link to sponsor's home page plus a company description on the mobile app used by attendees at the event.

### Advertising

Full page four colour advertisement in the Conference Programme

### Delegates

- **Six** complimentary delegate registrations to attend the Conference
- **35%** discount on full conference registrations for additional employees across all departments to attend the event

### Exhibition

Complimentary 6m x 2m exhibition space within exhibition area

### Press and Marketing Communications

SPE to keep the sponsor informed of the schedule of press, PR and marketing communications throughout the planning cycle. The sponsor will be acknowledged as Principal Sponsor in communication as appropriate.






### Find out more

To discuss any of these options or bespoke packages or to make a booking, please contact:

**Dean Guest, Business Development Manager – Events, Europe, Society of Petroleum Engineers**

Tel: + 44 (0) 20 8078 6711, Email: [dguest@spe.org](mailto:dguest@spe.org)

# Sponsorship Opportunities

Sponsorship	 GOLD	 SILVER	 BRONZE
Acknowledgement and logo in all pre- and post-event promotional email activity. (Email campaign includes ten distributions sent to approximately 30,000 verified contacts across the Europe and North Sea regions).	✓	✓	✓
Acknowledgement and logo on social media promotional campaign (LinkedIn campaign: typically over 45,000 impressions, around 500 direct clicks and over 2,000 visits to the event website).	✓	✓	✓
Logo will be displayed on the conference website with a link to the sponsor's website (there were 8,000 unique visits from launch to the start of the event in 2022).	✓	✓	✓
Logo included on the sponsors' page in the Conference Programme given to all attendees.	✓	✓	✓
Logo on prominent signage displayed at the conference venue	✓	✓	✓
Logo displayed on signs in the registration area	✓	✓	✓
Logo with a link to sponsor's home page plus a company description on the mobile app used by attendees at the event	✓	✓	✓
Complimentary delegate places for company employees	4	2	1
% discount for additional delegate places	25%	15%	10%
Exhibition stand	6m x 2m	4.5m x 2m	3m x 2m
Complimentary delegate places for sponsor's clients	3	2	1
Advertisement in Conference Programme	Full page	Half page	
Logo displayed on the cover of the Conference Programme	✓		
<b>PRICE (+VAT)</b>	<b>78,500 NOK</b>	<b>52,500 NOK</b>	<b>31,500 NOK</b>



Dean Guest, Business Development Manager – Events, Europe, Society of Petroleum Engineers

Tel: + 44 (0) 20 8078 6711 , Email: dguest@spe.org

# Sponsorship

## Reach Your Target Audience Through Sponsorship

Promote your company's expertise to stakeholders active in the NCS

Align your company's brand with the key discussion points in the NCS

Network face-to-face with potential and existing clients

Establish your organisation as a leading player within the market

Associate your brand with the highest calibre of technical content in the industry

Gain maximum brand exposure as part of a targeted international marketing campaign

To find out more about how you can drive business through promotional activities at the **SPE Norway Subsurface Conference**, please contact:



**Dean Guest**  
Business Development Manager



Society of Petroleum Engineers

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