

# ATCE 2025 Advertising & Sponsorship Contract Terms And Conditions

## **All Sponsorships Receive:**

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition in the digital conference program (provided sponsorship is confirmed before deadline)
- Recognition on the PowerPoint slides viewed between technical sessions
- Recognition on the conference website, including a link to your company's website
- Mobile App push prior to sponsored event
- Slide in session room promoting their sponsorship

## **SPE Editorial/Advertising/Sponsorship Policy**

The Society of Petroleum Engineers encourages open and objective discussion of technical and professional subjects pertinent to the interests of the society in its publications. Society 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 the publisher'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 based on 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.

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at ATCE 2025. This program includes a variety of sponsorship and advertising opportunities. For complete details, contact the SPE Sales Department.

SPE has instituted the following policies for sponsorship opportunities with the SPE Annual Technical Conference and Exhibition (ATCE). Once signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies to secure advertising and/or sponsorship.

## **Advertising/Sponsorship Guidelines**

- Sponsorship graphics received or sponsorships sold after the deadline will be subject to additional print fees. Call for price quotes
- 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 advertiser/sponsor to advise the right of renewal and the deadline they must submit their advertising/sponsorship contract payment to renew their advertisement/sponsorship.
- Should the previous year's advertiser/sponsor not meet the deadline or should they elect not to renew their advertisement/sponsorship, SPE will then consider this advertisement/sponsorship available to all SPE exhibitors.
- Advertising will not be accepted if it 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.

## **SPE Editorial/Advertising/Sponsorship Policy (Continued)**

- Advertising is accepted by SPE with the understanding that the advertiser is 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/sponsorship and logo specifications information.
- All advertising must be submitted online.
- All logos must be submitted to [logos@spe.org](mailto:logos@spe.org).

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## Payment Policy

- SPE requires 100% payment to be submitted with the signed Advertising and Sponsorship Contract to secure advertisement or sponsorship.
- Upon receipt of the signed contract and payment, SPE will email an invoice to the advertiser/sponsor. An advertisement or sponsorship will not be acknowledged or promoted until the company has submitted the Advertising/Sponsorship Contract and required payment.
- If a sponsorship cancellation occurs 90 days before the event, a 20% penalty shall be incurred.
- If a sponsorship cancellation occurs 60-89 days before the event, a 30% penalty shall be incurred.
- If a sponsorship cancellation occurs 30-59 days before the event, a 50% penalty shall be incurred.
- If a company cancels its sponsorship within 30 days of the conference, a 75% penalty shall be incurred.
- If a company cancels its advertisement after the program has gone to print, a 100% penalty shall be incurred.
- Payment is accepted in US dollars only. SPE accepts credit cards, checks, money orders, and wire transfers.

## Important Materials & Payment Deadlines

### **ON-SITE DIGITAL CONFERENCE PROGRAM**

- SPE must receive your advertising contract, company logo, ad and payment by **Thursday, 4 September 2025** to be promoted on the on-site digital conference program.
- Ad/Artwork must be received by **Thursday, 11 September 2025.**

**If the advertiser/sponsor does not meet the above-published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.**