



2022 SPE Artificial Lift Conference & Exhibition – Americas
23 – 25 August 2022 • Galveston, TX USA

ADVERTISING / SPONSORSHIP CONTRACT

This is the Advertising and Sponsorship Contract for the 2022 SPE Artificial Lift Conference & Exhibition – Americas in Galveston, 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 Artificial Lift Conference & Exhibition – Americas scheduled 23 – 25 August 2022. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the advertising and/or sponsorship.

CONTACT INFORMATION *

*Required: All information must be filled in completely before submitting.

Company: _____

Booth Number: _____

Contact Name: _____

Title: _____

Phone: _____

Cell: _____

Email: _____

URL Page Link: _____

Marketing/Agency Contact Name: _____

Marketing/Agency Phone: _____

Marketing/Agency Email: _____

BILLING INFORMATION FOR INVOICING *

*Required: All information must be filled in completely before submitting.

Billing Invoice: Send to: (check one)

Primary Company Contact

Marketing/Agency Contact

Invoice Address:

Street Address: _____

City/State/Province: _____

Zip Code/Postal Code: _____ Country: _____

Phone: _____ Email: _____

I hereby submit this contract for a sponsorship the 2022 SPE Artificial Lift Conference & Exhibition – Americas and agree to abide by the policies and procedures as outlined in this contract.

Authorized Representative

Date:

SPE Representative

Date:

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 Credit Card processing.

P.O. Number: _____ (if required)

SPE SALES REPRESENTATIVES

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

Jason Plotkin (A-L)

+ 1.713.457.6877 or jplotkin@spe.org

Kirk Colligan (M-Z)

+ 1.972.952.9516 or kcolligan@spe.org

SPE Sales Internal Use Only

List Sponsorship benefits, such as comp ad, # of comp registration, etc.

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

2022 SPE Artificial Lift Conference & Exhibition – Americas

ADVERTISING/SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS RECEIVE:

- Prominent on-site signage displayed at the conference recognizing the sponsorship
- Recognition in the 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

METAL SPONSORSHIPS: TITANIUM — USD 9,500 PLATINUM — USD 6,000

- Titanium Sponsors will receive three (3) complimentary, full conference registrations for company employees; one full-page ad in the conference program (created by sponsoring company, SPE to place ad); web banners on the registration page and travel & accommodations page of the event website
- Platinum Sponsors will receive two (2) complimentary, full conference registrations for company employees

NETWORKING LUNCHEON ON EXHIBIT FLOOR — USD 7,500 WEDNESDAY

- Sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during lunch

TUESDAY NIGHT RECEPTION — USD 7,500

- Sponsor will receive three (3) complimentary, full conference registrations for company employees
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)
- Sponsor(s) may provide branded cocktail napkins to be used during reception

CONFERENCE BAGS — USD 6,000

- Company logo printed on one side of the conference bag (one-color) and distributed by SPE at registration, SPE to provide sponsor with bag design for approval.
- Qty. 400

KEYNOTE LUNCHEON — USD 6,000

- Sponsor will receive two (2) complimentary, full conference registrations for company employees
- Five (5) minute speaking opportunity during luncheon
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

LEGENDS OF ARTIFICIAL LIFT AWARDS LUNCHEON — USD 6,000

- Sponsor will receive two (2) complimentary, full conference registrations for company employees
- Five (5) minute speaking opportunity during luncheon
- One full page ad in the conference program (created by sponsoring company, SPE to place ad)

Entrance Unit— USD 5,000

- Prominent visual promotion at exhibit hall entrance
- Must meet deadline of 11 July or additional fees may apply
- Sponsor to get SPE approval on design

HOTEL KEY CARDS — 2-COLOR — USD 4,000

- Prominent on-site 2-color branding displayed to each hotel guest
- Sponsor to get SPE approval on design

CONFERENCE PENS & PADS — USD 2,500

- Company logo printed on pens and pads (provided by sponsor) distributed by SPE on tables in the back of conference session rooms
- Sponsor to get SPE approval on design

ESCALATOR RUNNER — **SOLD**

- Sponsor will provide artwork that meets Freeman artwork guidelines for ten (10) 8"x44" runners to be displayed on escalator.
- Must meet deadline of 11 July, or additional fees may apply
- Sponsor to get SPE approval on design

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

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CONFERENCE LANYARDS — SOLD

- 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 (*dual clip and breakaway design*)
- The lanyard sponsor is responsible for providing the required quantity of sponsored lanyards
- Qty. 400

COFFEE BREAKS — **USD 2,000 INDIVIDUAL (6 AVAILABLE)** • **USD 10,000 EXCLUSIVE** QTY _____

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

OTHER OPTIONS _____

ADVERTISING OPPORTUNITIES

RUN OF BOOK

PREMIUM

Conference Program

Inside Front Cover (*IFC—Cover 2*) USD 650

Full Page USD 550

100% of Payment due with Contract

Conference Web Banner — Please note page preference 1 thru 2. Pages subject to availability.

Banner will be posted when received. Other pages available. (Call for details.)

Travel & Accommodations Page USD 800

Registration Page USD 800

WEB BANNER AD SPECS FOR REGISTRATION PAGE and TRAVEL & ACCOMMODATIONS PAGE

Dimensions: 728 pixels wide X 90 pixels high

File Size: 30KB limit, regardless of file type

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

The advertiser must specify the target URL when the file is submitted.

Submit Banner Ads to: SPE.sendmyad.com

100% of Payment due with Contract

ADVERTISING/ SPONSORSHIP POLICIES

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at ALCE 2022. This program includes a variety of sponsorship and advertising opportunities. For complete details, please review the included information or contact the SPE Sales Department.

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.

COMPANY NAME: _____

BOOTH NUMBER: (IF APPLICABLE) _____

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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 SPE exhibitors.
- 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 at <https://SPE.sendmyad.com> 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 SPE exhibitors.
- **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.
 - o 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.

2022 ALCE SPONSORSHIP DEADLINES

****In order for sponsorship to be promoted in the 2022 ALCE Conference Program:**

- Sponsorship Contracts and payment must be received **prior to 4 July 2022.**
- Advertising materials must be received **no later than 11 July 2022.**

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