

Host Organisation



SPE Annual Technical Conference and Exhibition (ATCE)

The **New** Oil and Gas Journey: Agility, Innovation, and Value Creation

21-23 September 2021 | Dubai World Trade Centre
United Arab Emirates

Branding Opportunities

www.atce.org



CENTRAL CONFERENCE BANNERS (Bubble Lounge)

EXCLUSIVE

RATE – USD 35,000 - Exclusive Position for 1 Sponsor (A+B, A+C or B+C)



DESCRIPTION

A centrally located site that offers advertisers an incomparable opportunity to reach the entire venue audience through impressive domination of the concourse.

This strategic site is in a high traffic zone.

SPECIFICATIONS

Quantity: 1

Reference: BL

Size: W 5110 (cm) x H 586 (cm)

Type: Mesh Banner – one way

vision

KEY FACTS

Size



Reach



Frequency



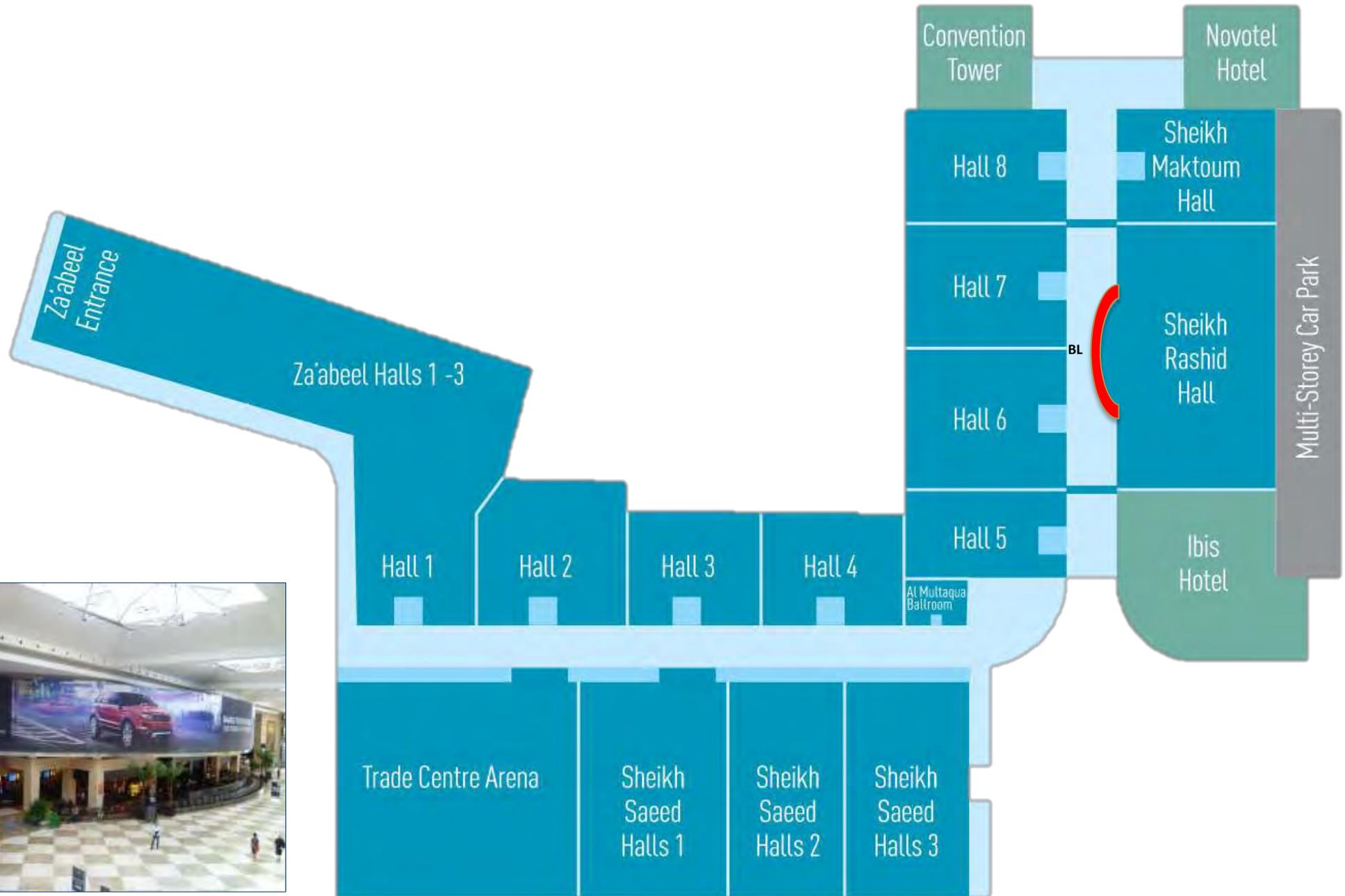
Exposition Time



CENTRAL CONFERENCE BANNERS (Bubble Lounge)

SITE MAP

REF: BL



MAIN ENTRANCE CURVED BANNER

EXCLUSIVE

RATE – USD 30,000



DESCRIPTION

Maximize your impact by placing your brand at one of DICEC's most visible location. Situated at the main exhibition gate entrance, this is a signature site that targets all incoming visitors, directing them to your stand.

SPECIFICATIONS

Quantity: 1

Reference: WG

Size: W 3750(cm) x H 880(cm)

Type: Vinyl sticker

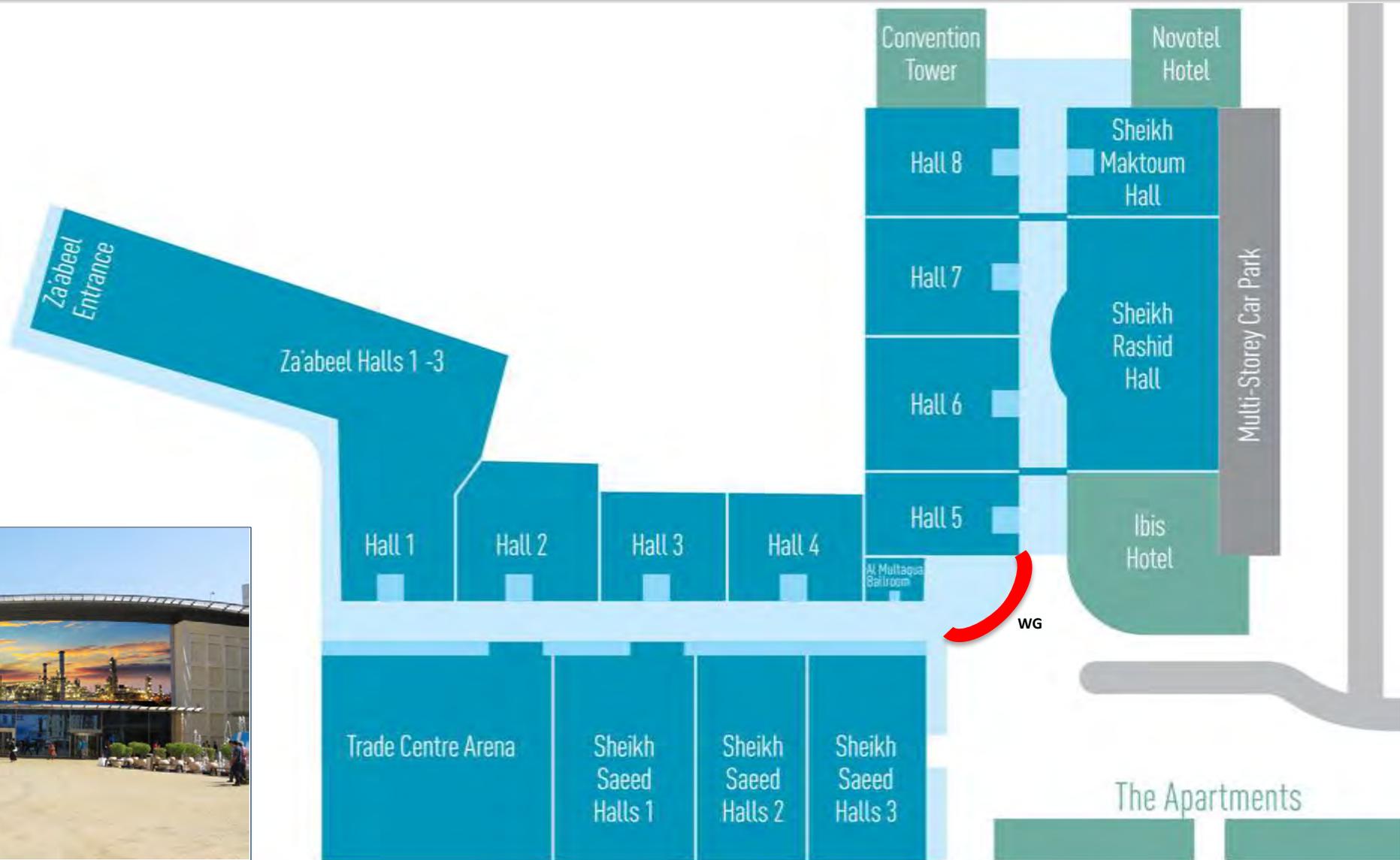
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

MAIN ENTRANCE CURVED BANNER

SITE MAP

REF: WG



CONVENTION TOWER ENTRANCE

EXCLUSIVE

RATE – USD 14,000



DESCRIPTION

Covering the Front Side of the Glass, your branding will be the first to be seen by all the visitors entering the Exhibition center. This offer a great opportunity for the exhibitors aiming to associate their names with the exhibition.

SPECIFICATIONS

Quantity: 1

Reference: GE1

Size: Header W 676 (cm) X H254 (cm)

Left/Right W 186(cm) x H 460(cm)

Type: Vinyl Sticker – One way vision

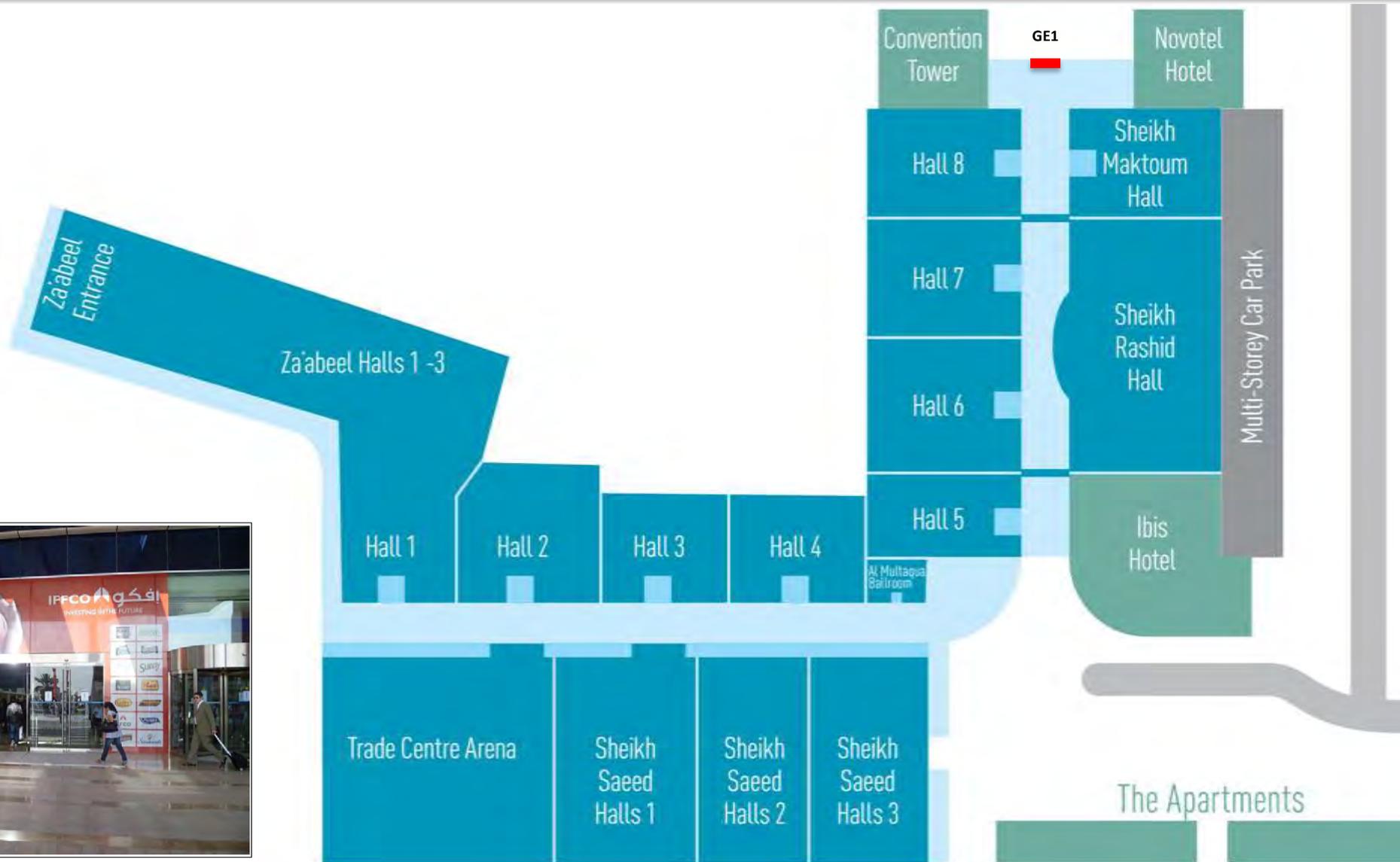
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

CONVENTION TOWER ENTRANCE

SITE MAP

REF: GE



MAIN ENTRANCE

EXCLUSIVE

RATE – USD 14,000



DESCRIPTION

Covering the Front Side of the Glass, your branding will be the first to be seen by all the visitors entering the Exhibition center. This offer a great opportunity for the exhibitors aiming to associate their names with the exhibition.

SPECIFICATIONS

Quantity: 1

Reference: GE2

Size: Header W 560(cm) X H 150 (cm)

Left/Right W 318(cm) x H 413(cm)

Type: Vinyl Sticker

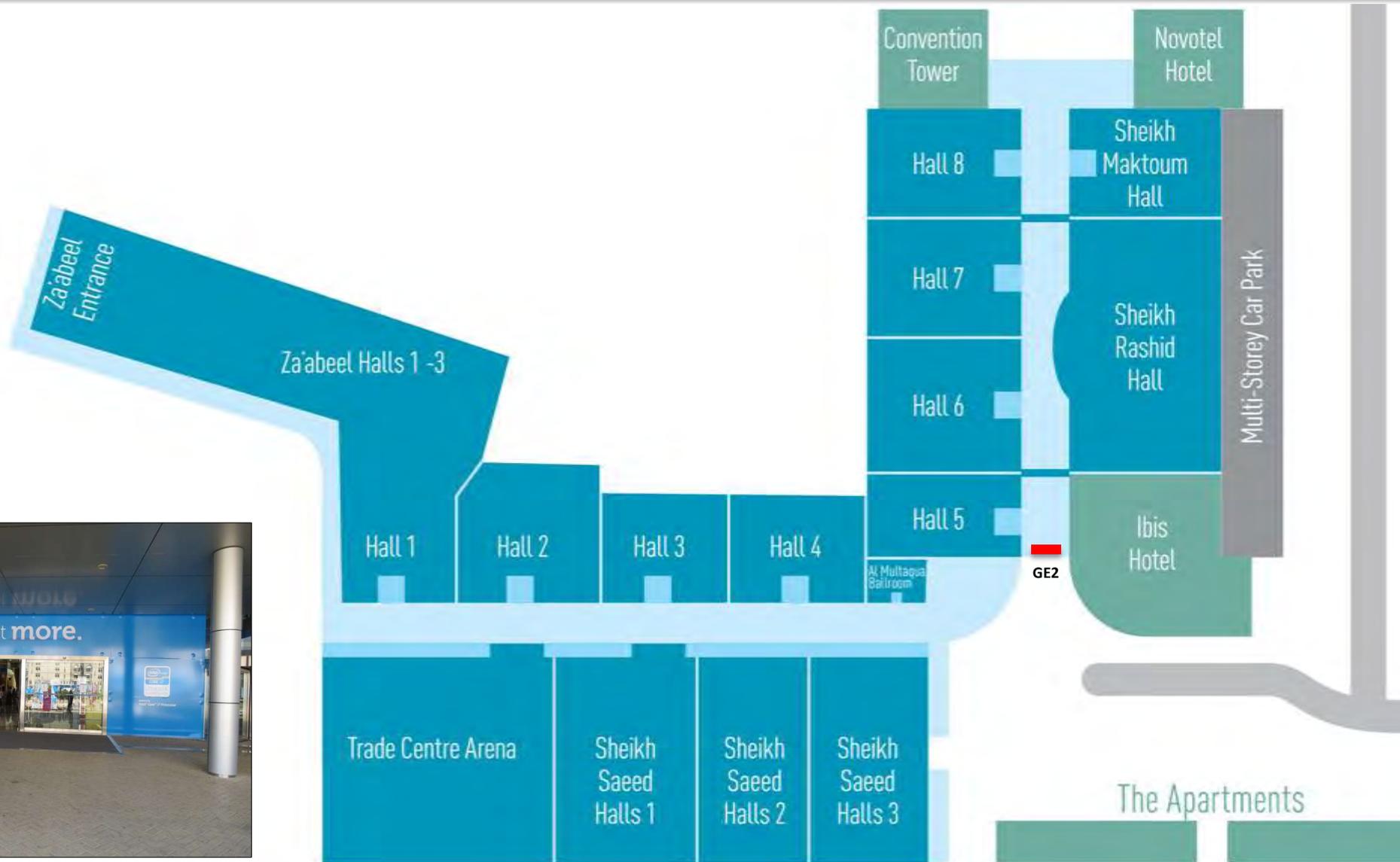
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

MAIN ENTRANCE

SITE MAP

REF: GE



ELEVATOR WRAPS

EXCLUSIVE

RATE – USD 10,000



DESCRIPTION

These two spectacular displays grab the attention of all visitors walking in the concourse, as well as of visitors coming from the multi-storey parking, and the main & rear gate. These high impact sites leave a lasting impression on the target audience before entering the halls.

SPECIFICATIONS

Quantity: 2

Reference: EV

Size: W 189(cm) X H1076 (cm)

W 244(cm) X H1076 (cm)

Type: Vinyl Banner

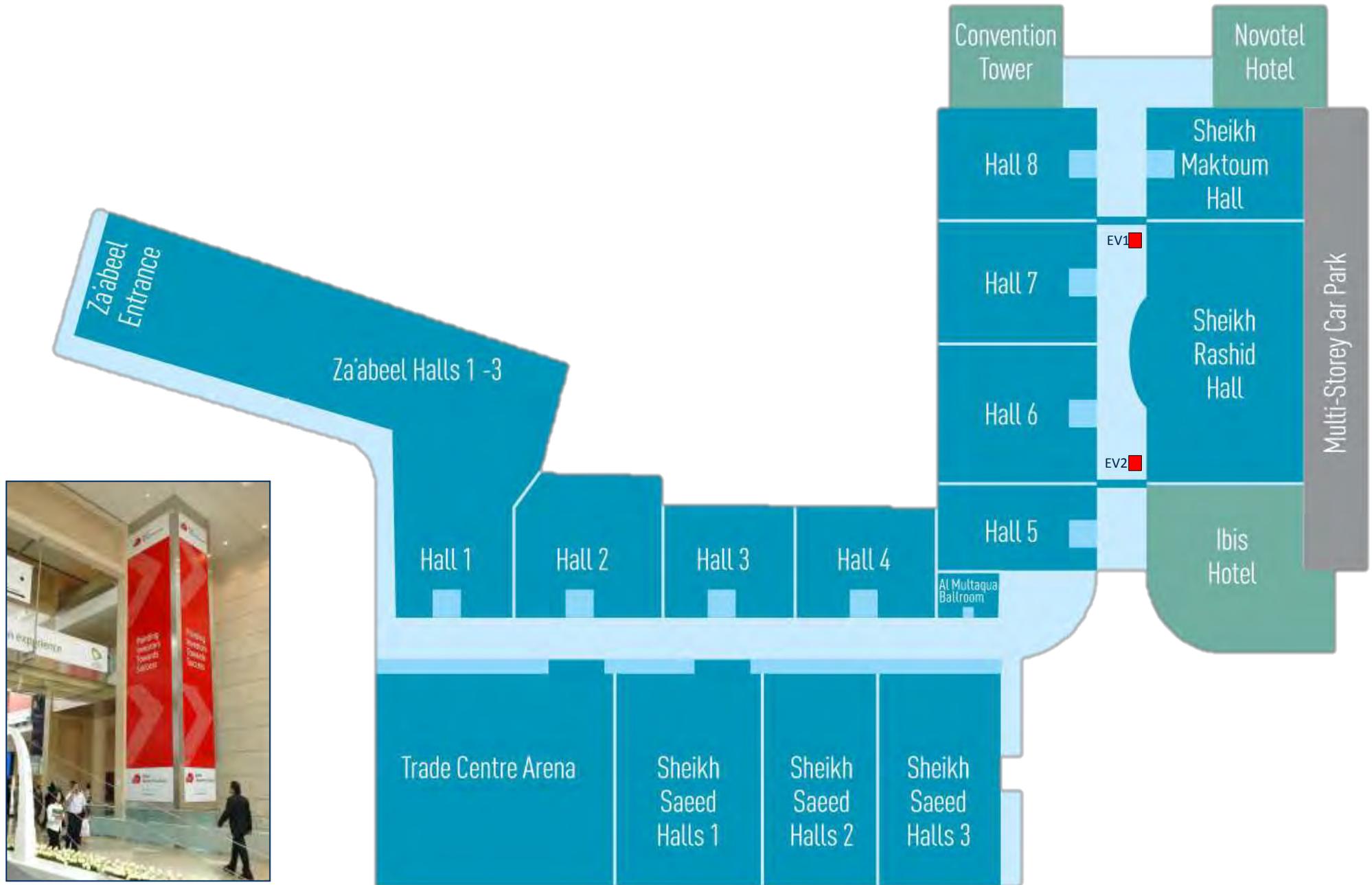
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

ELEVATOR WRAPS

SITE MAP

REF: EV



ESCALATOR WRAPS

EXCLUSIVE

RATE – USD 8,000



DESCRIPTION

Wrapped with a vinyl sticker, the escalator bottom and side area is a eye-catching site situated in a high traffic zone at the Exhibition center.

SPECIFICATIONS

Quantity: 2

Reference: ES

Size Side - W 756(cm) X H120 (cm)

Base - W 244(cm) X H1076 (cm)

Type: Vinyl Banner

KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

ESCALATOR WRAPS

SITE MAP

REF: ES



Wall Banner

EXCLUSIVE

RATE – USD 5,000



DESCRIPTION

Tactically located in the Concourse on the two sides of the bubble lounge & the entrances of Sheikh Rashid Hall, these banners have high visibility across the concourse.

SPECIFICATIONS

Quantity: 2

Reference: WB

Size: W 300(cm) x H 800(cm)

Type: Vinyl Banner

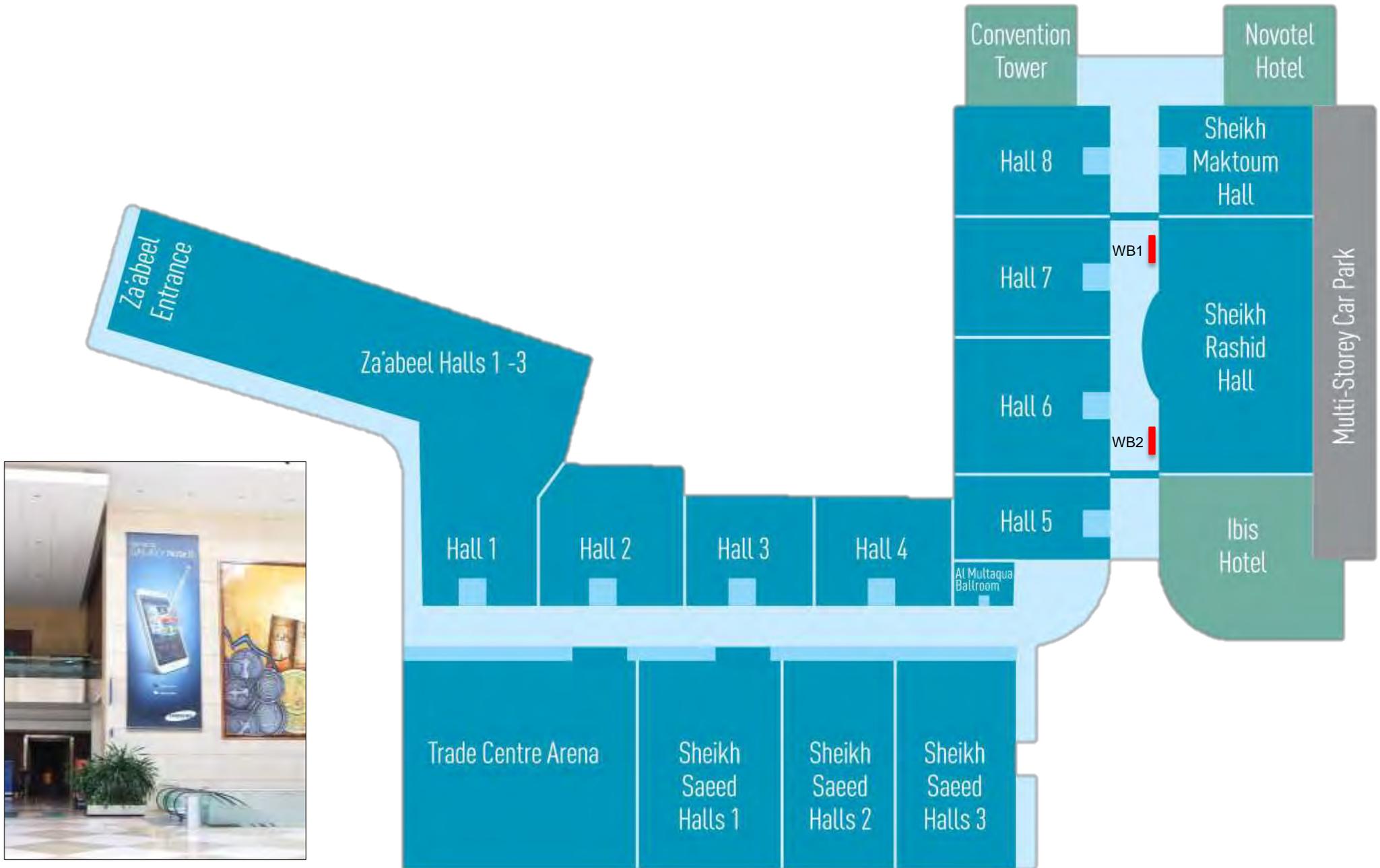
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

Wall Banner

SITE MAP

REF: WB



CONCOURSE BRIDGE BANNER

EXCLUSIVE

RATE - USD 5,000 - PER UNIT



DESCRIPTION

Placed at the entrance of the exhibition center for high visibility, these are the perfect sites for advertisers aiming to deliver mass reach messages.

A network of four banners makes this opportunity a very unique in the DWTC

SPECIFICATIONS

Quantity: 4

Reference: BB

Size: W 1550(cm) x H 110(cm)

W 1150(cm) x H 110(cm)

Type: Vinyl Banner

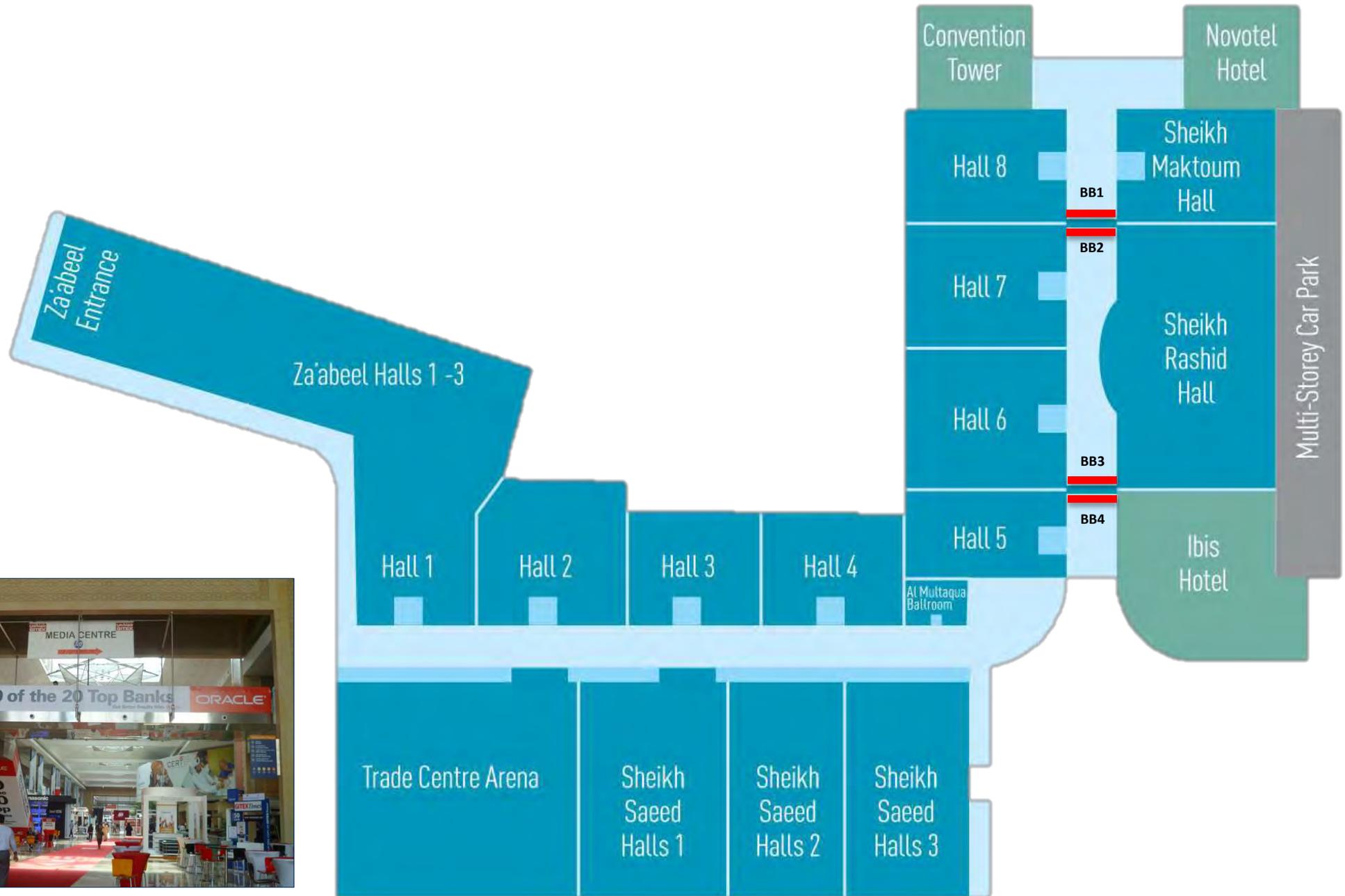
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

CONCOURSE BRIDGE BANNER

SITE MAP

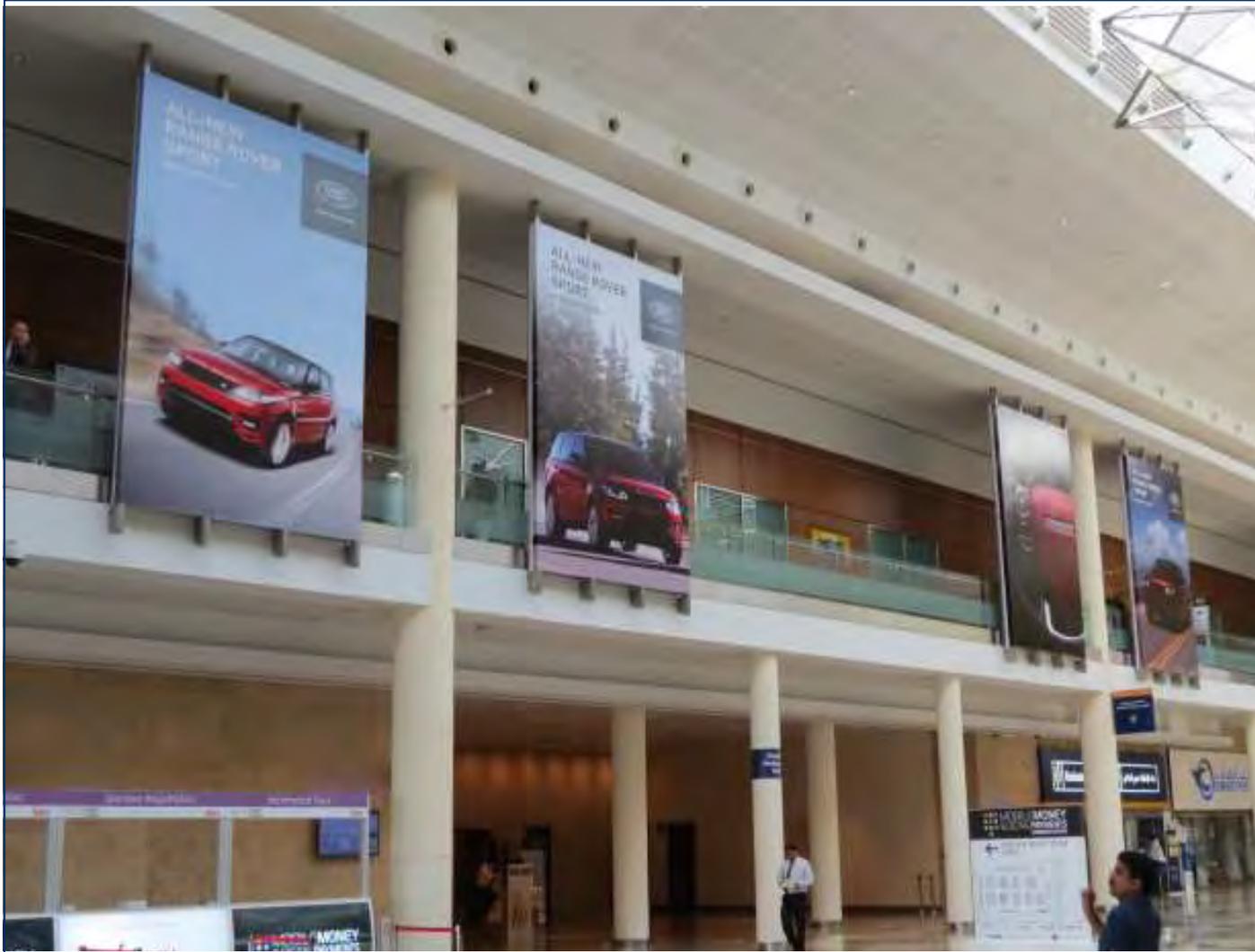
REF: BB



GRID BANNERS

EXCLUSIVE

RATE – USD 4,000 - PER UNIT



DESCRIPTION

This exclusive network of sites are situated in the concourse area, right on top of halls entrances. Targeted directly at visitors entering the halls, these sites provide a “supersite” location in the heart of the Exhibition center.

SPECIFICATIONS

Quantity: 16

Reference: GB

Size: W 330(cm) x H 545(cm)

Type: Vinyl Banner

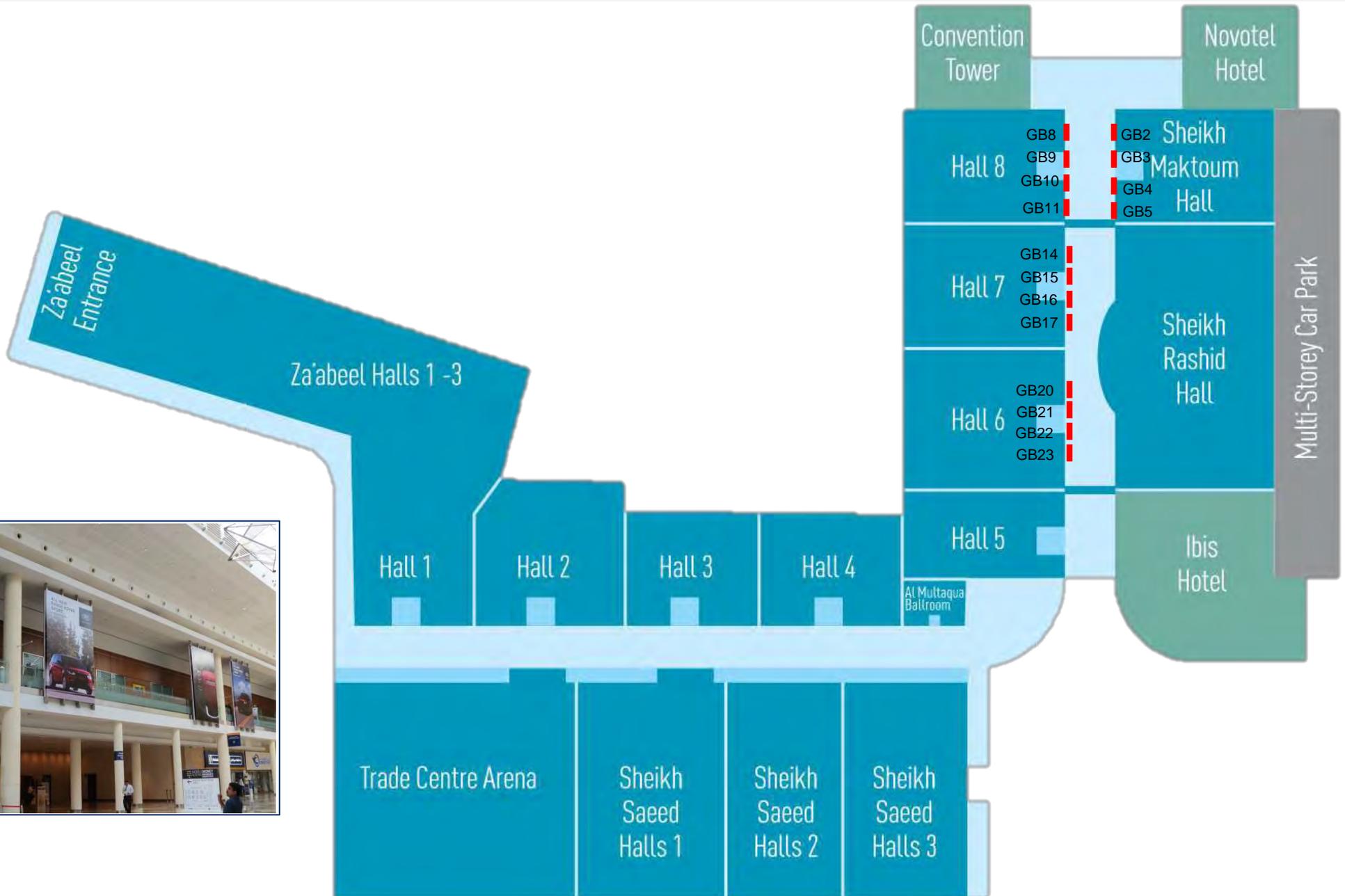
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

GRID BANNERS

SITE MAP

REF: GB



DOUBLE SIDE HANGING BANNERS

EXCLUSIVE

RATE – USD 4,000 - SET OF 2 UNITS



DESCRIPTION

This remarkable high visibility panel offers exceptional value and ROI to advertisers.

SPECIFICATIONS

Quantity: 12

Reference:

Size: W 0.80 m x H 2.70 m

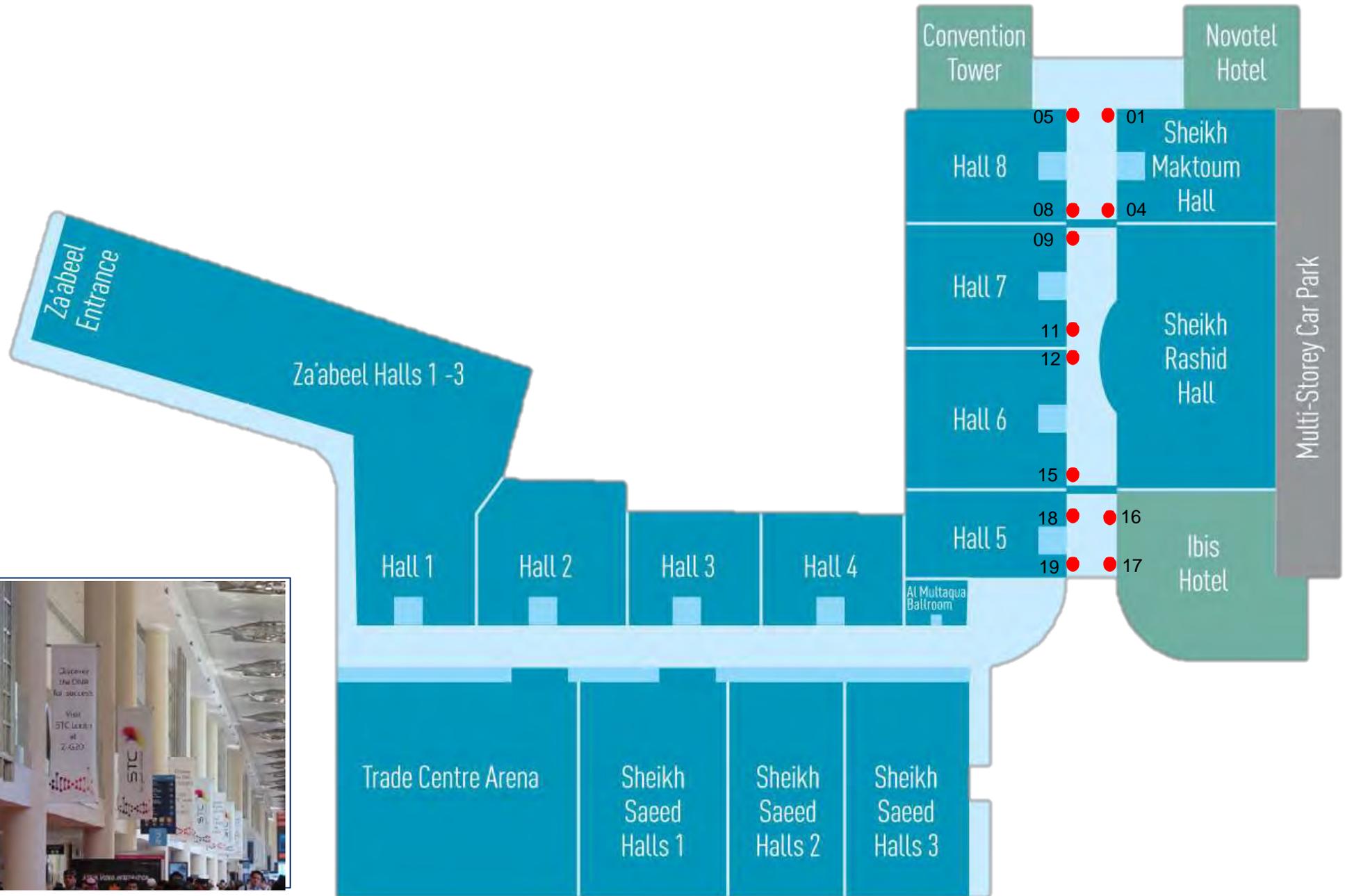
Type: Vinyl Banner

KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

DOUBLE SIDE HANGING BANNERS

SITE MAP



ENTRANCE VIDEO WALL - HALL 6, 7 & 8

RATE – USD 3,000 - PER UNIT



DESCRIPTION

Very exclusive branding opportunity at the hall entrance, visible for all the visitors and delegates entering the hall.

SPECIFICATIONS

Quantity: 3

Reference: DW 19, DW 20, DW 21

Size: W 3.10 m x H 1.80 m

Type: Digital

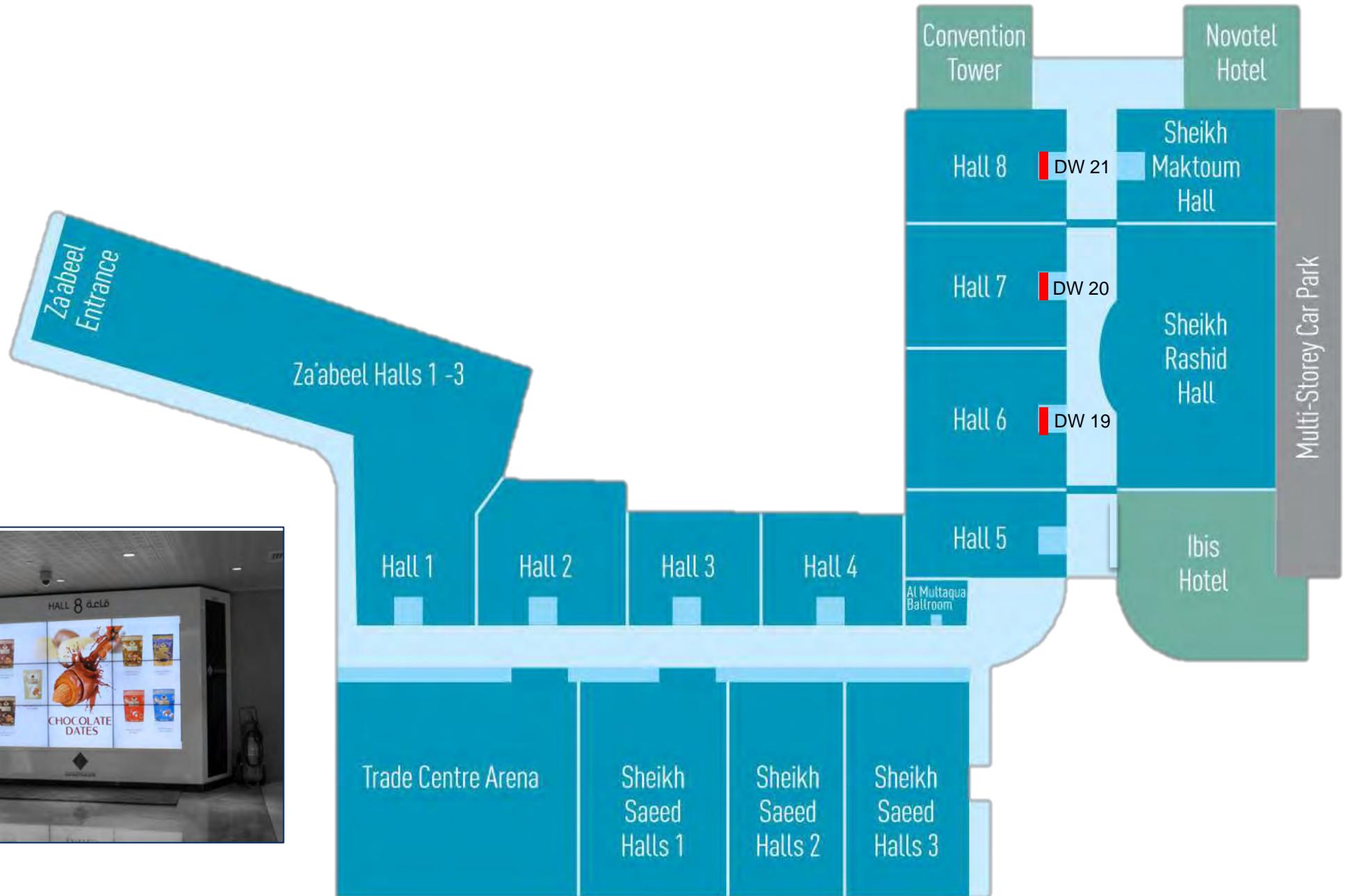
KEY FACTS

Size	
Reach	
Frequency	
Exposition Time	

ENTRANCE VIDEO WALL - HALL 6, 7 & 8

SITE MAP

REF: DW



For more information, please contact:

Sylvia Ansara
Senior Manager
Sales and Exhibits
T: +971.4.457.5851
M: +971.50.458.5323
sansara@spe.org

Zunaid Jooma
Sales Manager
T: +971.4.457.5878
M: +971.50.574.3805
zjooma@spe.org

Samir Hassan
Sales Manager
T: +971.4.457.5877
M: +971.55.894.5446
shassan@spe.org

For companies in USA, please contact:

Evan Carthey
Sales Manager
Exhibits and Sponsorship Sales
T: +1.713.457.6817
M: +1.281.381.4295
ecarthey@spe.org

Kirk Colligan
Sales Manager
Exhibits and Sponsorship Sales
T: +1.972.52.9516
M: +1.214.236.5014
kcolligan@spe.org

Jason Plotkin
Sales Manager
Exhibits and Sponsorship Sales
T: +1.713.457.6877
M: +1.713.202.1312
jplotkin@spe.org



Society of Petroleum Engineers

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