

Held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum
Crown Prince of Dubai, United Arab Emirates

Host Organisation

SPE **ATCE**
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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

www.atce.org

Sponsorship and Exhibition Opportunities



About the Conference

The Society of Petroleum Engineers (SPE) is proud to announce that the 2021 edition of its Annual Technical Conference and Exhibition (ATCE) will return to Dubai for the second time.

Founded in 1924, ATCE is SPE's annual meeting of members and features groundbreaking papers and special technical events designed to accelerate the application of innovations in every technical discipline. Attendees come from around the world to keep up with the latest technologies, industry best practices, and new product launches.

ATCE is primarily for the technical education of its members and to provide a forum to discuss the technical application of the equipment and services displayed. The technical sessions, presented concurrently with the exhibition focus on all phases of petroleum production.

Whether your goal is to cultivate relationships or spotlight your brand on the industry's grandest stage, stake your presence where the industry's present and future torchbearers will come together—at ATCE 2021.

Visit Dubai

Dubai prides itself on delivering experiences that exceed expectations. The city is home to record-breaking attractions and unique experiences, and it is by this benchmark that Dubai sets its standards of service. At every touch point visitors can expect world-class experiences from the time they enter the city until they leave, across hotels, restaurants, spas, shopping malls, and various tourist activities.

Destination Partner



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Why Participate

ATCE offers a great opportunity to connect with a global audience, drawing the right attendees who make critical decisions—from exploration to the lifespan of the field.

What's Planned

- Opening, plenary, and panel sessions where industry leaders will provide strategic insights on key issues shaping the oil and gas industry
- Technical sessions where subject-matter experts will share practical and applied knowledge on all aspects of heavy oil
- Highly technical and specialised networking opportunities
- Special events for young and experienced professionals
- Activities designed for high school teachers
- A technological exhibition with the latest offerings and solutions



Why Sponsor

- Give your organisation maximum exposure to an audience of top decision makers
- Sponsorships geared to driving sales and expanding visibility can be an extremely powerful promotional tool
- All sponsors receive a number of core benefits to maintain high-visibility throughout the event promotions and on-site

Why Exhibit

- Share your company's expertise with a targeted group of experts
- Showcase your advanced technologies, valuable services, and unique expertise
- Personally interact with potential and current customers
- Acquire valuable sales leads and customer feedback
- Expand your markets by identifying new potential customers, suppliers, and partners



About the Venue

The Dubai World Trade Centre (DWTC) is a single complex comprising more than a dozen halls, a wide range of spacious meeting rooms, hotels, office towers, and other amenities. Each multipurpose venue is integrated into the site to provide maximum flexibility and convenience.

DWTC welcomes more than 2.2 million visitors and tens of thousands of exhibitors annually from around the globe to more than 100 of the most acclaimed sector-specific trade fairs, blockbuster consumer events, and prestigious international conferences.

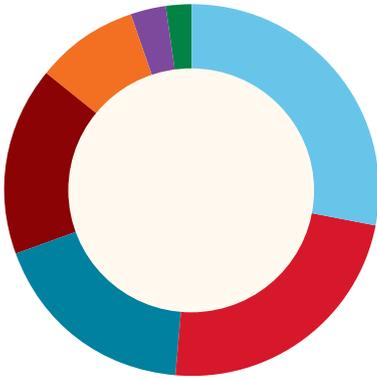
With over one million square feet of exhibition space, DWTC is the largest, most modern and best-equipped venue in the region.

Showcase Your Brand—Become a Sponsor or Exhibitor



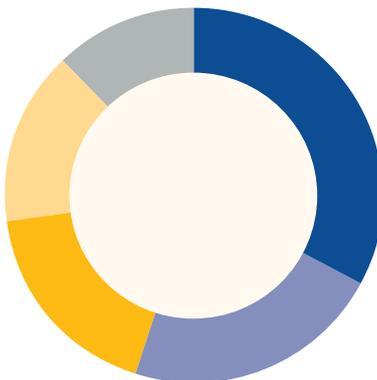
Attendee Statistics

These statistics provide a snapshot of the professional classifications, and geographical breakdown of the attendees that participated in ATCE.



Technical Interests

Reservoir	28%
Production and Operations	23%
Drilling	18%
Completions	16%
Management and Information	9%
Projects Facilities and Construction	3%
HSE and Sustainability	2%



Primary Business

Operating	33%
Government / Education	22%
Engineering, Construction, Equipment, Contractor	18%
Service	15%
Financial / Consulting	12%

Who Attends

Attendees represent many majors, IOCs, NOCs, service, and manufacturing companies, as well as academia and government agencies.

Our gathering of well-qualified attendees provides your company with a powerful opportunity to display its products and services while fostering new relationships and enhancing current ones.

One of the Largest Gatherings for the Industry

- SPE's flagship event brings together E&P professionals and thought leaders from around the world
- **300+** technical presentations
- Special sessions on relevant industry topics
- **200+** exhibiting companies
- **30+** training courses
- Multiple networking events
- More than **6,000** industry attendees
- **71%** of attendees are engineers, managers, executives, or consultants

ATCE has been held in 5 countries and 15 cities

Amsterdam, **Netherlands**

Anaheim, California, **USA**

Calgary, **Canada**

Dallas, Texas, **USA**

Denver, Colorado, **USA**

Dubai, **United Arab Emirates**

Florence, **Italy**

Houston, Texas, **USA**

Las Vegas, Nevada, **USA**

Los Angeles, California, **USA**

New Orleans, Louisiana, **USA**

Oklahoma City, Oklahoma, **USA**

San Antonio, Texas, **USA**

San Francisco, California, **USA**

Washington, D.C., **USA**



For further information about sponsorship or exhibiting at ATCE 2021, please contact:

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Sponsorship Opportunities

Our sponsorship packages have been carefully designed to align with different marketing objectives and to suit a range of budgets.

Sponsorships are proven to give your company immediate visibility and impact. In addition to increased brand exposure, specific sponsorship packages can help you influence a targeted technical or demographic group.

Sponsorship Summary

Sponsorship Item	Value (USD)
*5% VAT will be added to the invoice as per UAE Federal Decree-Law no. (8) of 2017.	
PREMIUM PACKAGES	
Diamond Sponsor (4 packages available)	100,000
Titanium Sponsor (5 packages available)	75,000
Platinum Sponsor (7 packages available)	60,000
GENERAL PACKAGES	
Gold Sponsor	35,000
Silver Sponsor	25,000
Delegate and Visitor Registration Sponsor	55,000
Conference and Exhibit Entrances Sponsor	50,000
Knowledge Sharing Arena Sponsor (ePoster Stations)	50,000
Mobile App Sponsor	50,000
Mobile Charging Stations Sponsor	45,000
Delegate Lunch Sponsor	40,000 (Per Day)
Digital Conference Preview and Exhibit Guide Sponsor	40,000
Conference Directional Signage Sponsor	40,000
Bottled Water Sponsor	40,000
Branded Face Masks Sponsor	40,000
Exhibition Hall Banners Sponsor	40,000
Hand Sanitising Stations Sponsor	35,000
Venue Map (You Are Here) Sponsor	35,000
SPE Member Lounge Sponsor	25,000
Coffee Breaks Sponsor (22 and 23 September)	15,000 (Per Day)
Floor Graphics Sponsor	15,000
Associate Sponsor (<i>Tailored Package</i>)	10,000–20,000

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PREMIUM PACKAGES

The premium sponsorship packages offer opportunities to maximise your presence at this flagship industry event. Each premium level provides a set of core benefits plus additional benefits of its own.

Core Benefits

All sponsors receive the following core benefits:

- Logo prominently displayed on the stage backdrop during the Opening Ceremony, Executive Plenary Session(s), Panel Sessions, and other special functions
- Logo listed on the top tier following the logo of the Host Organisation, wherever applicable
- One full-page colour advertisement in the digital Exhibit Guide*
- Logo in sponsors section of the digital Conference Preview*
- Logo in sponsors section of the digital Exhibit Guide and Mobile App*
- Logo on sponsors recognition boards displayed throughout the venue in high-traffic areas
- Logo on the PowerPoint slides displayed between technical sessions
- Logo on the ATCE 2021 website with a link to the sponsoring company website
- One reserved table for your guests (or staff) at the VIP Lunch (Day 1), Awards Banquet (Day 2), President's Lunch (Day 3), and any other networking function applicable
- 100-word corporate profile featured on the sponsors page of the website and in the digital Exhibit Guide*
- Acknowledgement in all press releases for the event
- Special recognition, trophy, and certificate of appreciation

Diamond Sponsor (4 packages available)

USD 100,000

Package includes all core benefits plus:

- 70 complimentary full conference registrations
- 100 complimentary one-day registrations (to be used on day of choice)
- One additional reserved table for your guests (or staff) at the VIP Lunch (Day 1), Awards Banquet (Day 2), President's Lunch (Day 3), and any other networking function applicable

Titanium Sponsor (5 packages available)

USD 75,000

Package includes all core benefits plus:

- 50 complimentary full conference registrations
- 70 complimentary one-day registrations (to be used on day of choice)

Platinum Sponsor (7 packages available)

USD 60,000

Package includes all core benefits plus:

- 35 complimentary full conference registrations.
- 50 complimentary one-day registrations (to be used on day of choice)



At Baker Hughes we believe collaboration is essential to taking energy forward. That's why we are looking forward to ATCE 2021, an event that has always promoted thoughtful discussions around making energy safer, cleaner, and more efficient for people and the planet.



Tayo Akinokun
Baker Hughes Oilfield Services
MENATI Region Vice President

*subject to deadline dates



GENERAL PACKAGES

The general sponsorship packages offer great opportunities for companies to support the event while enjoying significant industry-wide recognition. These sponsorship options provide a set of core benefits, plus additional benefits related to one or more functions of the conference, exhibition, or young member programmes.

Core Benefits

All sponsors receive the following core benefits:

- Logo in sponsors section of the digital Conference Preview*
- Logo in sponsors section of the digital Exhibit Guide and Mobile App*
- Logo on sponsors recognition boards displayed throughout the venue in high-traffic areas
- Logo on the PowerPoint slides displayed between technical sessions
- Logo on the ATCE 2021 website with a link to the sponsoring company website
- Acknowledgement in all press releases for the event
- Special recognition, trophy, and certificate of appreciation

Gold Sponsor

USD 35,000

Package includes all core benefits plus:

- 25 complimentary full conference registrations
- 35 complimentary one-day conference registrations (to be used on day of choice)
- Half-page colour advertisement in the digital Exhibit Guide*

Silver Sponsor

USD 25,000

Package includes all core benefits plus:

- 15 complimentary full conference registrations
- 25 complimentary one-day conference registrations (to be used on day of choice)
- Half-page colour advertisement in the digital Exhibit Guide

*subject to deadline dates

Delegate and Visitor Registration Sponsor (Exclusive)

USD 55,000

Registration opens months before the conference and will reach more than 140,000+ SPE members across the globe, and a bigger number of non-members targeted through our official marketing companies. The global outreach places the sponsor at the heart of the event and delivers the largest target audience.

Package includes all core benefits plus:

- Logo on the digital registration forms
- Logo on the confirmation email to delegates, exhibitors, business visitors, students, etc.
- Prominent signage on the fast tracker (contactless) registration kiosks at the Dubai World Trade Centre
- Dedicated signage on the pre-registration terminal at the ATCE headquarters hotel (contactless)
- 10 complimentary full conference registrations

Conference and Exhibit Entrances Sponsor (Exclusive)

USD 50,000

The exhibit and conference entrances navigate the movement of delegates, business visitors, and general attendees at the venue.

Package includes all core benefits plus:

- Logo prominently displayed at the entrance to the exhibit and conference halls
- Logo on all LCD screens associated with the halls
- 10 complimentary full conference registrations

Knowledge Sharing Arena Sponsor (ePoster Stations) (Exclusive)

USD 50,000

The arena will encompass customised stations with LCD screens, seating arrangements, and networking area offering refreshments to attendees. This is a unique package offering attendees a platform to network, communicate, and exchange ideas in a relaxed and friendly environment. It also underlines the commitment of the sponsoring organisation towards technical excellence and industry knowledge exchange.

Package includes all core benefits plus:

- Logo prominently displayed across the arena
- Logo on each individual ePoster station (top or side panel depending on design)
- Logo on the screensaver of each ePoster station
- Verbal announcement(s) per day via the venue's PA system (subject to approval from venue)



Mobile App Sponsor (Exclusive)**USD 50,000**

The mobile app will provide event attendees with all they need to know before, during, and after the event, in the palms of their hands (on their smartphones or tablet devices). Featuring an interactive conference programme, exhibition floor plans, important information, and networking opportunities, the mobile app is guaranteed to be much used and a highly sought-after sponsorship opportunity.

Package includes all core benefits plus:

- One banner slide in the all-sponsor video of the mobile app homepage
- One full screen advertisement for 1-2 seconds on the launch screen of the mobile app
- Full screen advertisement upon opening the mobile app with link to the company website (ads are displayed at random)
- Horizontal banner ad permanently displayed on the homepage of the mobile app)
- One push message on each day of the conferences
- Logo on the mobile app signage on-site
- Five complimentary full conference registrations

Mobile Charging Stations Sponsor (Exclusive)**USD 45,000**

ATCE 2021 is going paperless, which means the conference programme, exhibition and venue maps, badges, access cards for different functions, etc., will be managed through the mobile phones of attendees. Smart phones should be kept sufficiently charged throughout the day. Branded recharge stations will be located at the exhibit floor.

The knowledge sharing arena, networking areas, pre-function foyers, and other high traffic areas, will offer attendees the opportunity to re-power their phones, tablets, or other small electronic devices.

Package includes all core benefits plus:

- Logo on recharge stations
- 10 complimentary full conference registrations.
- Station assistants will wear T-shirts with sponsor's logo (optional) (T-shirts to be provided by sponsor)

Delegate Lunch Sponsor (3 packages available)**USD 40,000 Per Day**

The conference networking lunch will provide delegates with an opportunity to network with peers and exhibitors on the third day of the conference.

Package includes all core benefits plus:

- Dedicated signage for lunch functions
- Logo displayed on acknowledgement cards at all distribution points
- 20 complimentary full conference registrations.
- Half-page colour advertisement in the digital Exhibit Guide*

Bottled Water Sponsor (Exclusive)**USD 40,000**

Delegates, exhibitors, students, and visitors will receive free bottled water throughout the event. 50,000 bottles will carry the ATCE logo along with sponsor logo and message (slogan).

Package includes all core benefits plus:

- Sponsor name and logo printed on the bottle labels/sleeves
- Distribution points across all exhibit halls and session rooms
- Sponsor name/logo and slogan printed on the recognition tabletop boards (at all distribution points)
- Five complimentary full conference registrations

Branded Face Maska Sponsor (Exclusive)**USD 40,000**

Wearing a protective face mask is mandatory for indoor and public spaces under the HSE Regulations of the Dubai Government. All delegates, exhibitors, general attendees, and organisers will wear masks onsite. Use this great branding opportunity to position your logo on the ATCE 2021 branded face masks.

Package includes all core benefits plus:

- Logo and slogan printed on the individual protection face masks
- Logo and slogan printed on the special "Please Wear your Mask" instruction boards
- 10 complimentary full conference registrations

*subject to deadline dates

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Conference Directional Signage (Exclusive)**USD 40,000**

Directional signage will be placed at strategic locations to navigate delegates within the venue and ensure easy access to registration desks, meeting rooms, exhibition halls, and other key function areas (with the exceptions mentioned in the specific events, e.g. daily lunch, etc.)

Package includes all core benefits plus:

- Logo on printed signage used for directional signage purposes
- 10 complimentary conference registrations

Digital Conference Preview and Exhibit Guide Sponsor (Exclusive)**USD 40,000**

This sponsorship offers an excellent way to get your message out to a global audience prior to and during the event. The Conference Preview is an important marketing tool of ATCE, it will be distributed to major organisations, industry partners and supporters, several months prior to the event. The Exhibit Guide will be available for download a week prior and during show days to all attendees.

Package includes all core benefits plus:

- Logo on the cover page of the Conference Preview* and Exhibit Guide*
- One full page colour advertisement in the Conference Preview*
- One full page colour advertisement in the Exhibit Guide*
- 10 complimentary full conference registrations

Exhibition Hall Banners Sponsor (Exclusive)**USD 40,000**

10 direction-finding banners (app. 4mx1 m or 3.5mx1.5m) will be hung from the ceiling above all the main isles of exhibition halls 5, 6, 7, and 8. These double-sided banners will help attendees navigate their way around and locate key areas of interest, services, or rooms within the venue. This is an exclusive opportunity, allowing only one company to reinforce its presence at ATCE.

Package includes all core benefits plus:

- Logo with high-impact graphics placed on the hanging banners
- Five complimentary full conference registrations

Hand Sanitising Stations Sponsor (Exclusive)**USD 35,000**

Our top concern is ensuring the health, safety, and wellbeing of our members and all attendees. Support our efforts in keeping everyone on-site safe and the wider global effort of controlling COVID-19 by sponsoring the hand sanitising stations,

Package includes all core benefits plus:

- 12 to 14 (based on space allocations) stations displaying your company artwork, logo, and preferred slogan
- Directions towards your exhibition booth (if applicable)
- Five complimentary full conference registrations

*** Upgrade option available: 10,000 pieces of individual sanitiser bottles with sponsor's logo can be added to this package for an additional USD 10,000*

Venue Map (You are Here) Signage Sponsor (Exclusive)**USD 35,000**

This signage plays a critical and ubiquitous role in how delegates, business visitors, and general attendees will navigate themselves within the event's environment.

Four signboards sized 2mx2m (or bigger) will be positioned in high-traffic areas guiding attendees to important ATCE functions and areas.

Package includes all core benefits plus:

- Logo on the signage units
- 10 complimentary full conference registrations
- Optional: "Please visit us at us at our Exhibit Booth" can be included if the sponsor is also exhibiting

SPE Member Lounge Sponsor (Exclusive)**USD 25,000**

The SPE Member Lounge offers an exclusive environment for SPE members to convene, network, and share knowledge with key decision-makers within the industry. The member lounge, adjacent to the author room, will offer a private meeting space, internet connection, a relaxed ambience, and daily refreshments.

Package includes all core benefits plus:

- Logo displayed prominently inside and outside the lounge
- Logo on the food/coffee stations at the lounge
- Logo displayed on directional signage associated with the lounge
- Logo on the tent cards placed on all tables inside the lounge
- 10 complimentary full conference registrations

*subject to deadline dates

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Coffee Breaks Sponsor (22 and 23 September available)

USD 15,000 Per Day

Package includes all core benefits plus:

- Logo prominently displayed at the coffee break locations for the day
- Logo on tent cards placed on buffet stations and high tables
- Logo on paper cups or paper sleeves (optional, provided by sponsor, subject to pre-approval from venue)

Floor Tile Graphics Sponsor (4 packages available)

USD 15,000

Companies can enhance their brand presence and benefit from placing eye catching graphics on floor or carpet in strategic spots throughout foyer, registration and conference areas, providing constant visibility of the sponsor's logo.

Package includes all core benefits plus:

- Ten high-quality (1mx1m floor self-adhesive) prints that will be placed in the exhibition halls
- Sponsor to provide logo/artwork (SPE to provide placement options; exhibit entrances and main runway/exhibit entrances are excluded)
- Five complimentary full conference registrations

Associate Sponsor (Tailored Package)

USD 10,000–20,000

Package includes all core benefits plus:

Other benefits dependent on budget and marketing preferences. Please contact the sales team for a personalised package and quote.



Our experience is that ATCE is a very professional, high quality technical event. We find it to be one of the best events to be an exhibitor to showcase our unique stimulation technologies. Since the Middle East is a very important market for Fishbones, our participation was an easy decision to make.



Fishbones



*subject to deadline dates



Exhibition Opportunities

Exhibit your solutions to the global E&P industry's top buyers and decision-makers. Reach them where they are most receptive. ATCE features unparalleled technical sessions, unmatched content, and exciting forums that draw the most influential minds in the industry.

As an event that advances our industry through question, challenge, debate, and collaboration, it is a highly cost-effective sales and marketing platform. If you want to extend your brand and presence in our industry, you belong among the leading companies showcasing at ATCE.

How to Exhibit

- 1 Review the exhibition information carefully.
- 2 Select three preferred booth locations from the exhibit floor plan (For the latest floor plan, please contact Reggie Alcalá).
- 3 Complete and return your Exhibitor Application Form and Exhibitor Terms and Conditions Contract to Reggie Alcalá.

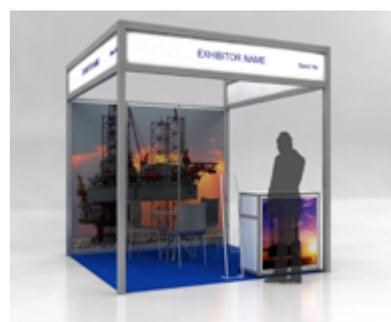


Exhibitor Packages

Space only: **USD 630 per sqm**

Walk-in Package: **USD 735 per sqm**

Prices are inclusive of 5% VAT as per U.A.E. Federal Decree Law no. (8) of 2017.



Space Only

USD 630 per sqm*

Benefits:

- 2 exhibitor passes and 2 full conference registrations for 36 sqm
- 200 visitor invitations for 36 sqm

Technical Specifications:

- Only marked-up space provided
- Minimum space to be booked is 36 sqm
- Construction of a modular stand is not included
- Electrical power supply needs to be ordered additionally

Walk-in Package

USD 735 per sqm*

Benefits:

- 1 exhibitor passes and 1 full conference registration for 9 sqm
- 100 visitor invitations for 9 sqm

Technical Specifications:

- Frame built using the square profile (maxima) modular system built to a height of 3.0 metres with white infill panels 2.5 metres high
- White infill fascia name panel with vinyl cut-out exhibitor name and stand number
- Wall-to-wall standard carpet
- Digital printing of graphics for all the panels
- Information counter with digital print graphics
- 3 chairs, 1 table, 1 brochure holder, 1 waste bin, spotlights, 1 electrical 3-pin socket

*Exhibitor pass includes access to the exhibition, Opening Ceremony, Executive Plenary Session, ePoster Sessions, Lunches, Welcome Reception (if applicable), Coffee Breaks, and all Networking Activities on-site.

Showcase Your Brand—Become a Sponsor or Exhibitor



For the latest floor plan, please email ralcala@spe.org.



Contact us today!

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