



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](http://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

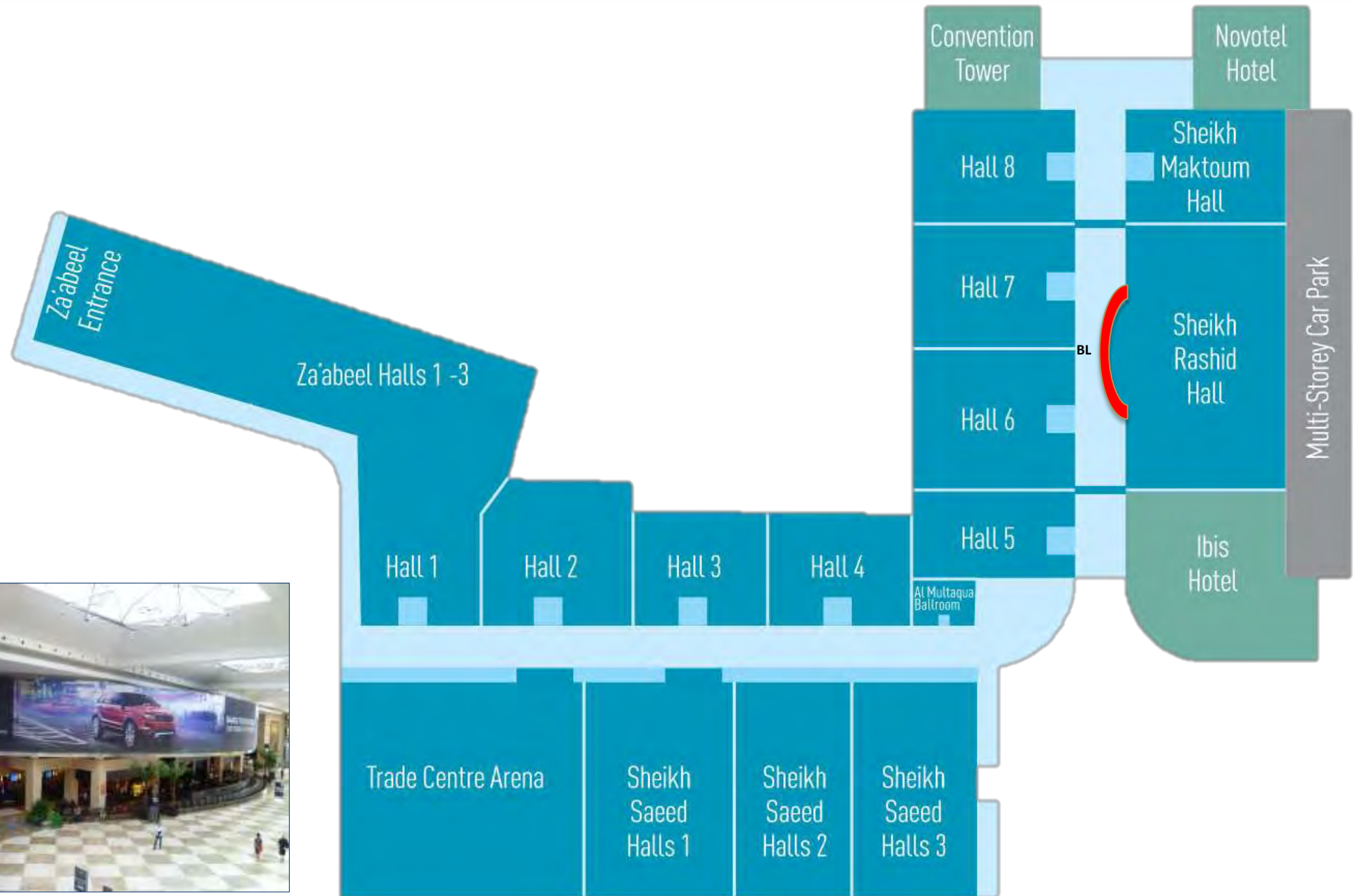
Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>



# 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	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# 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

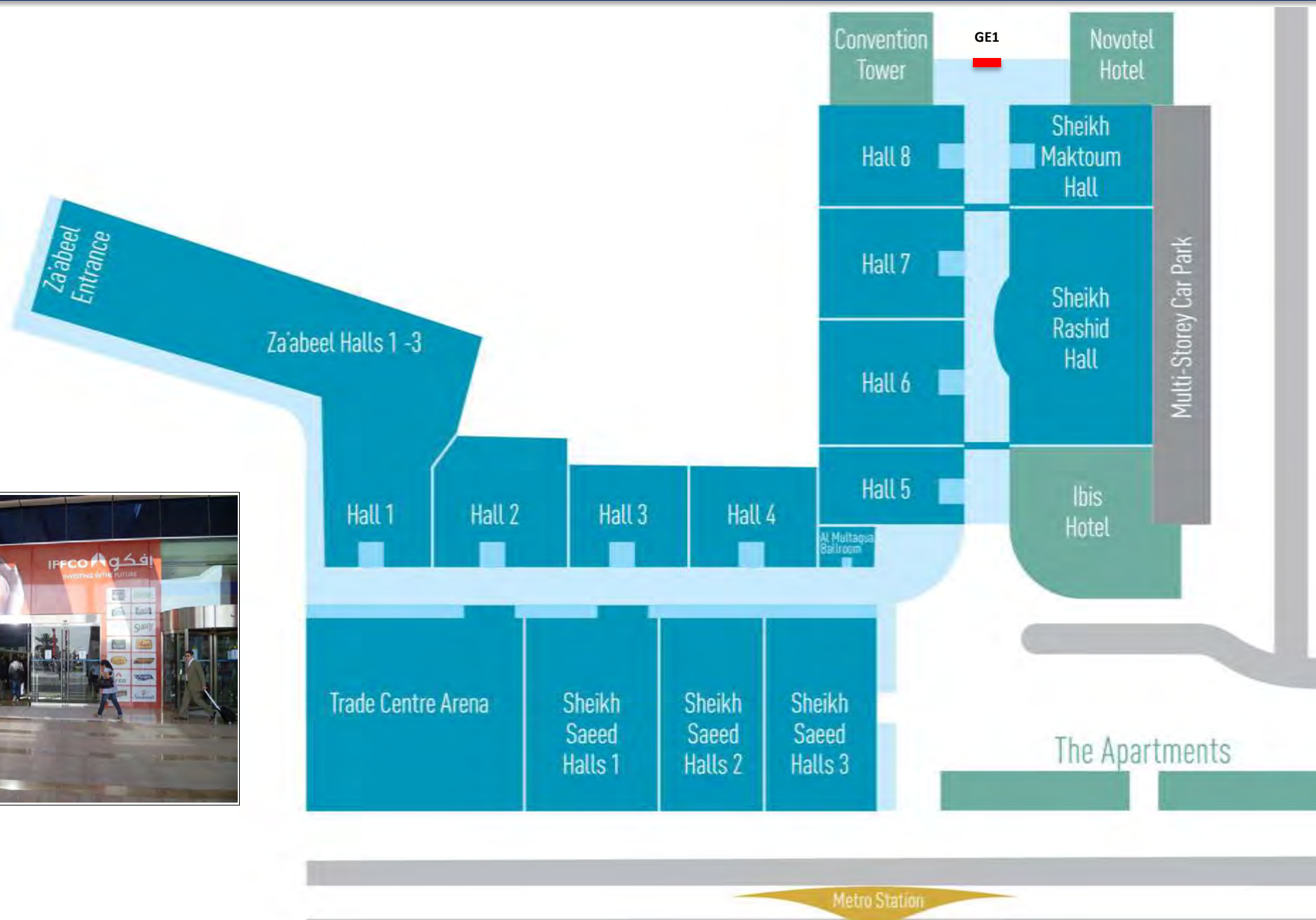
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# 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

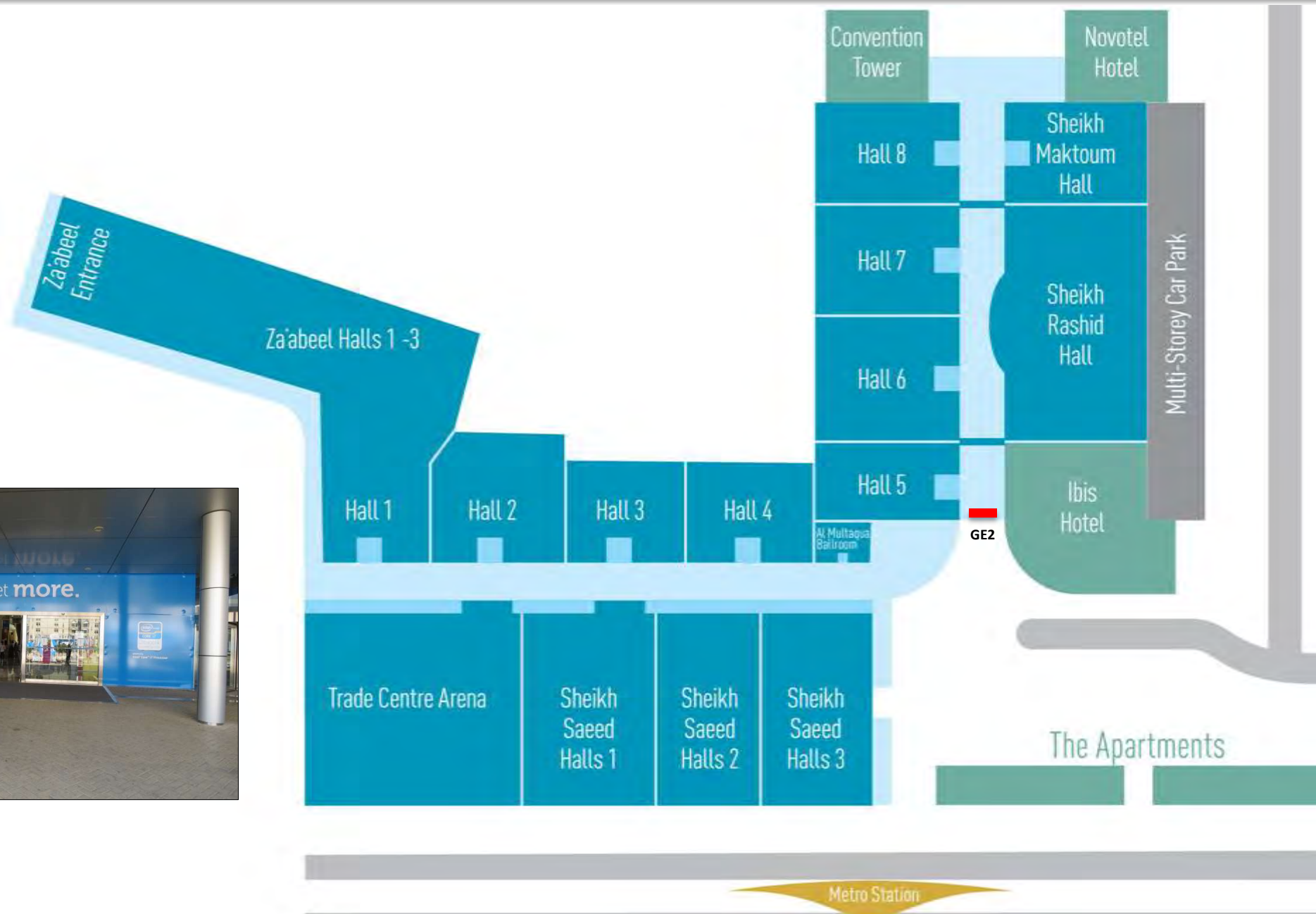
Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>



# 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

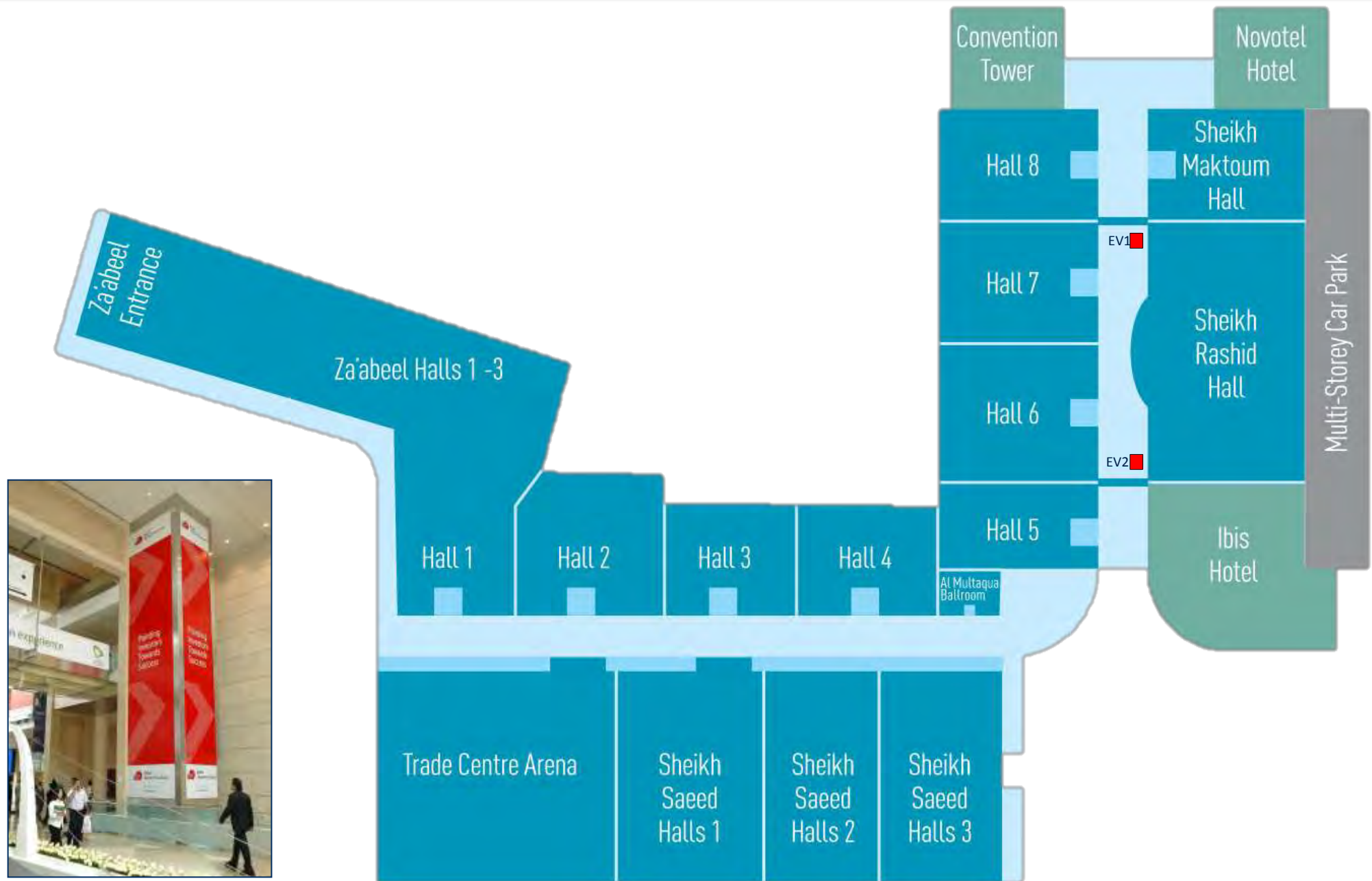
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# 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

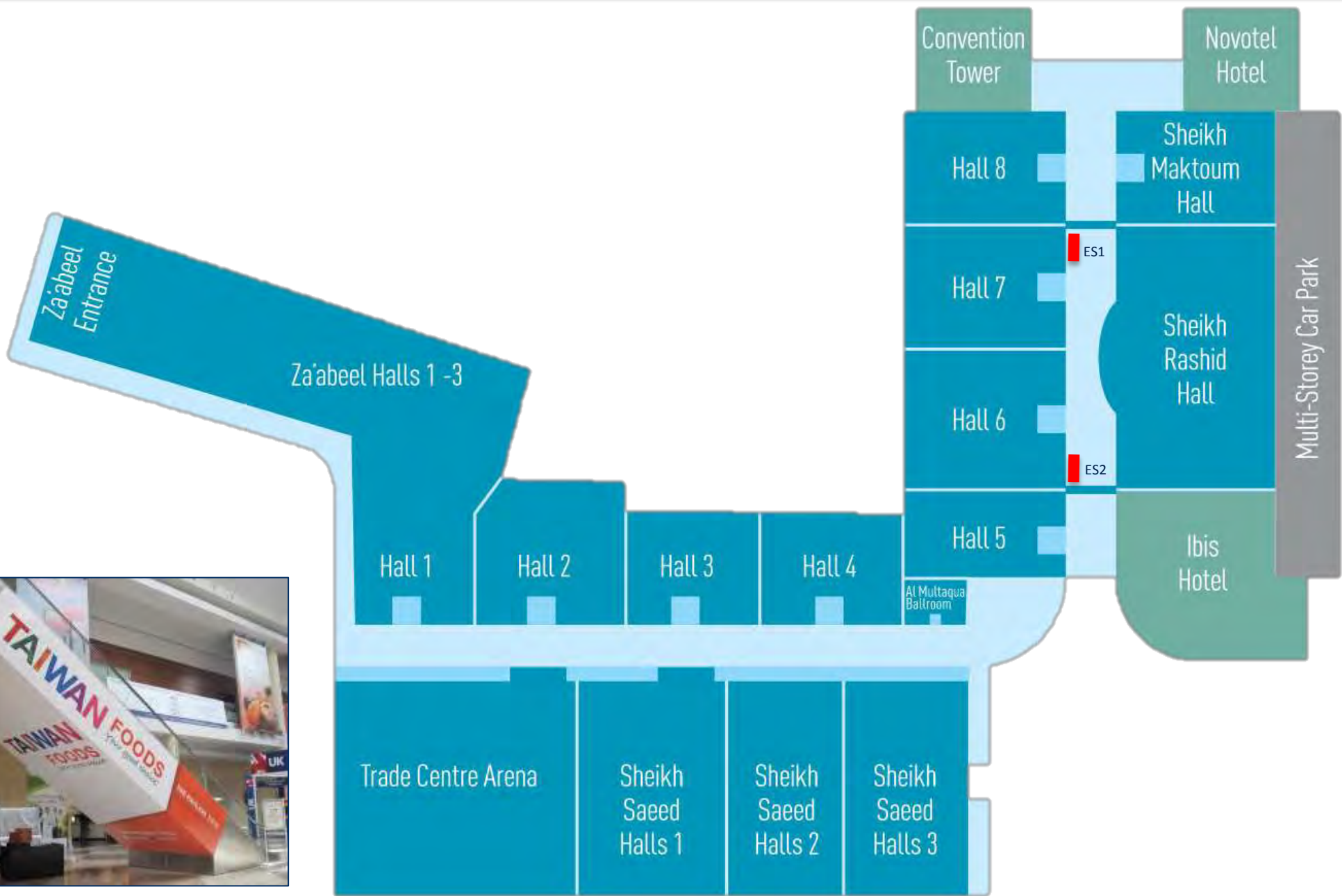
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# ESCALATOR WRAPS

SITE MAP

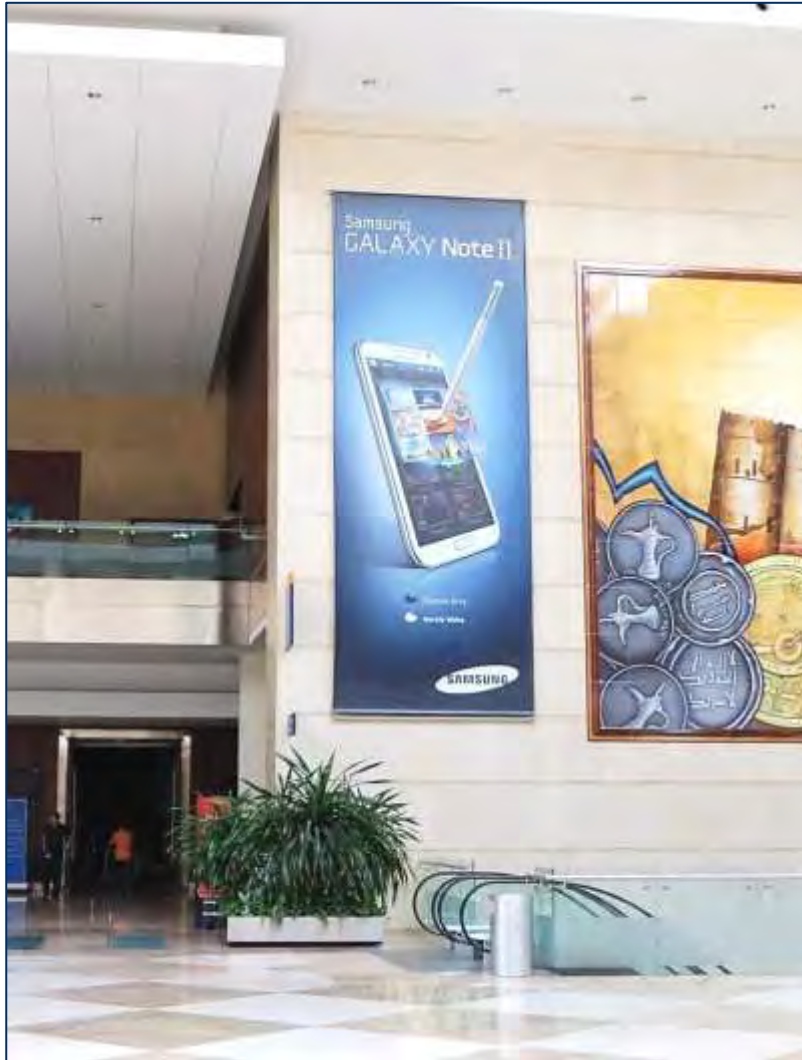
REF: ES



# 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

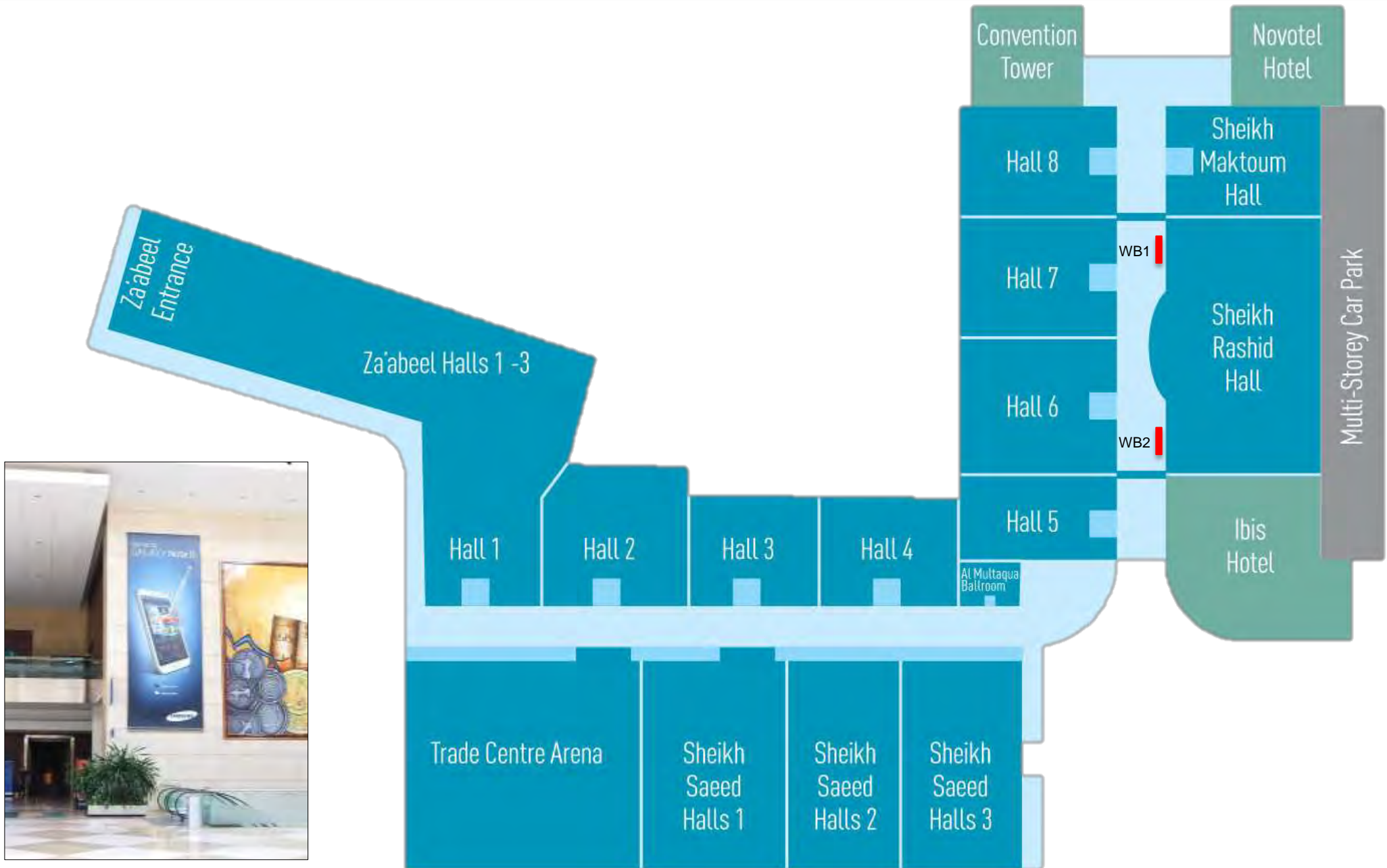
Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>



# 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

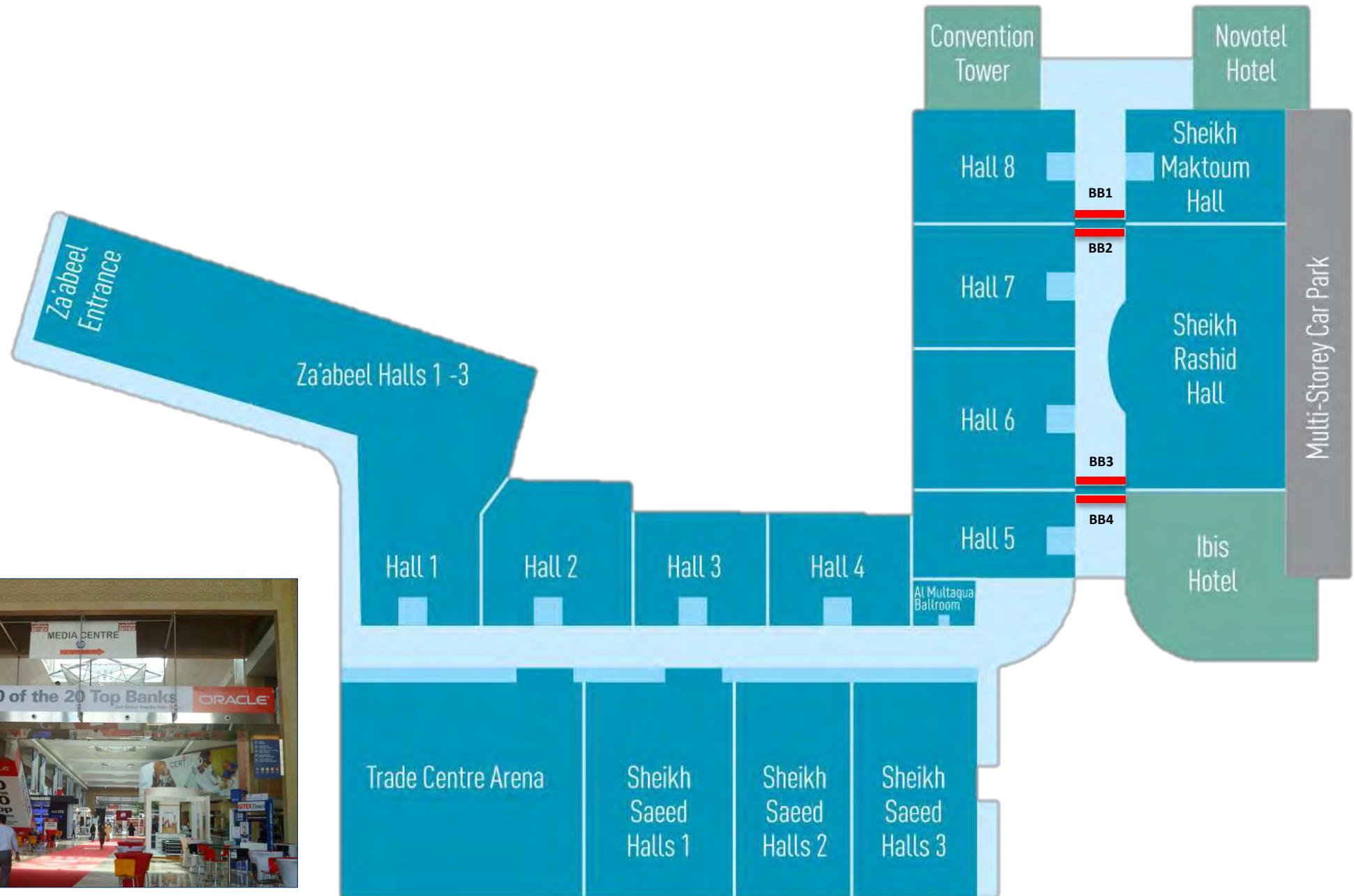
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# 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

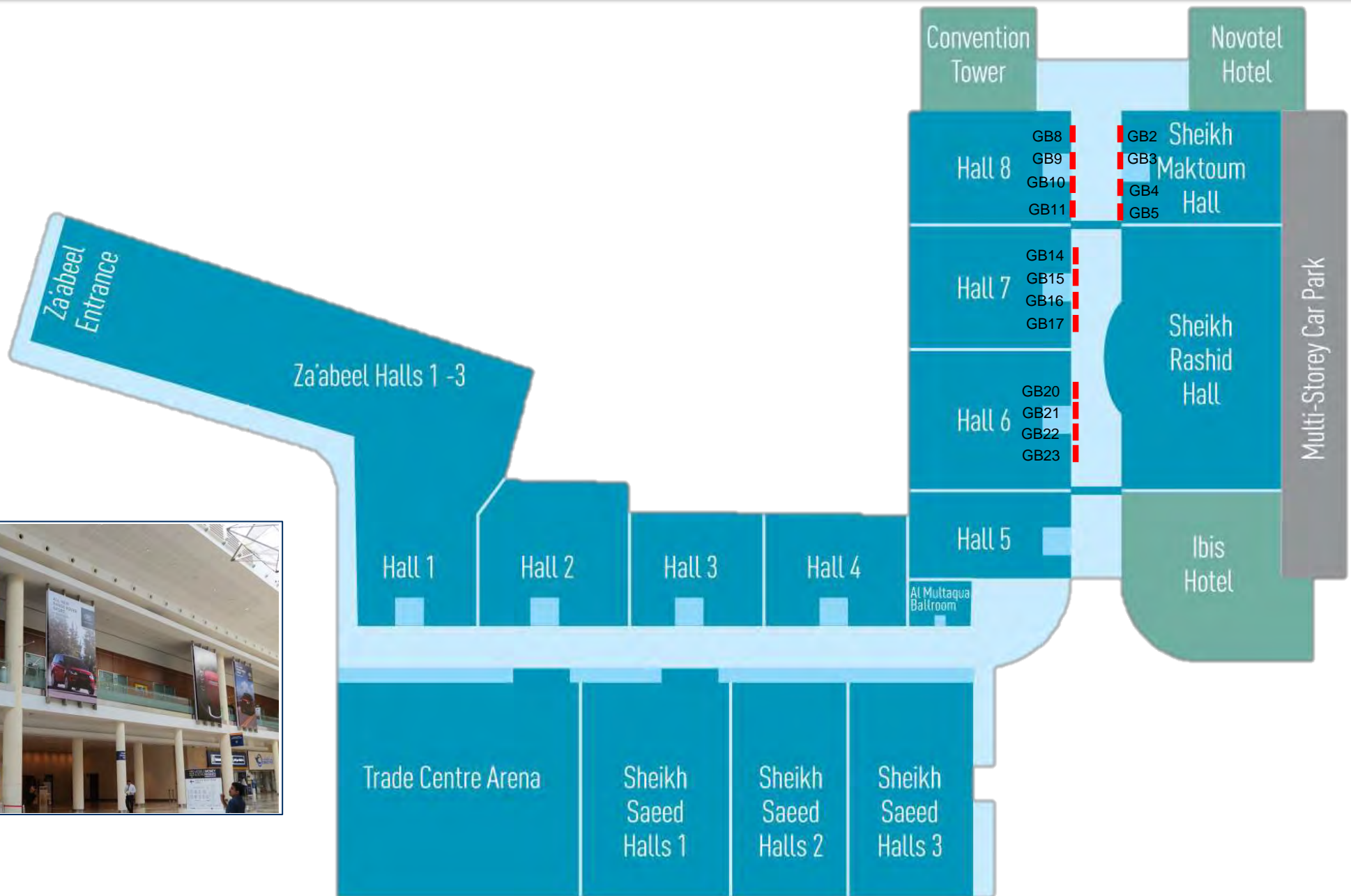
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# 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

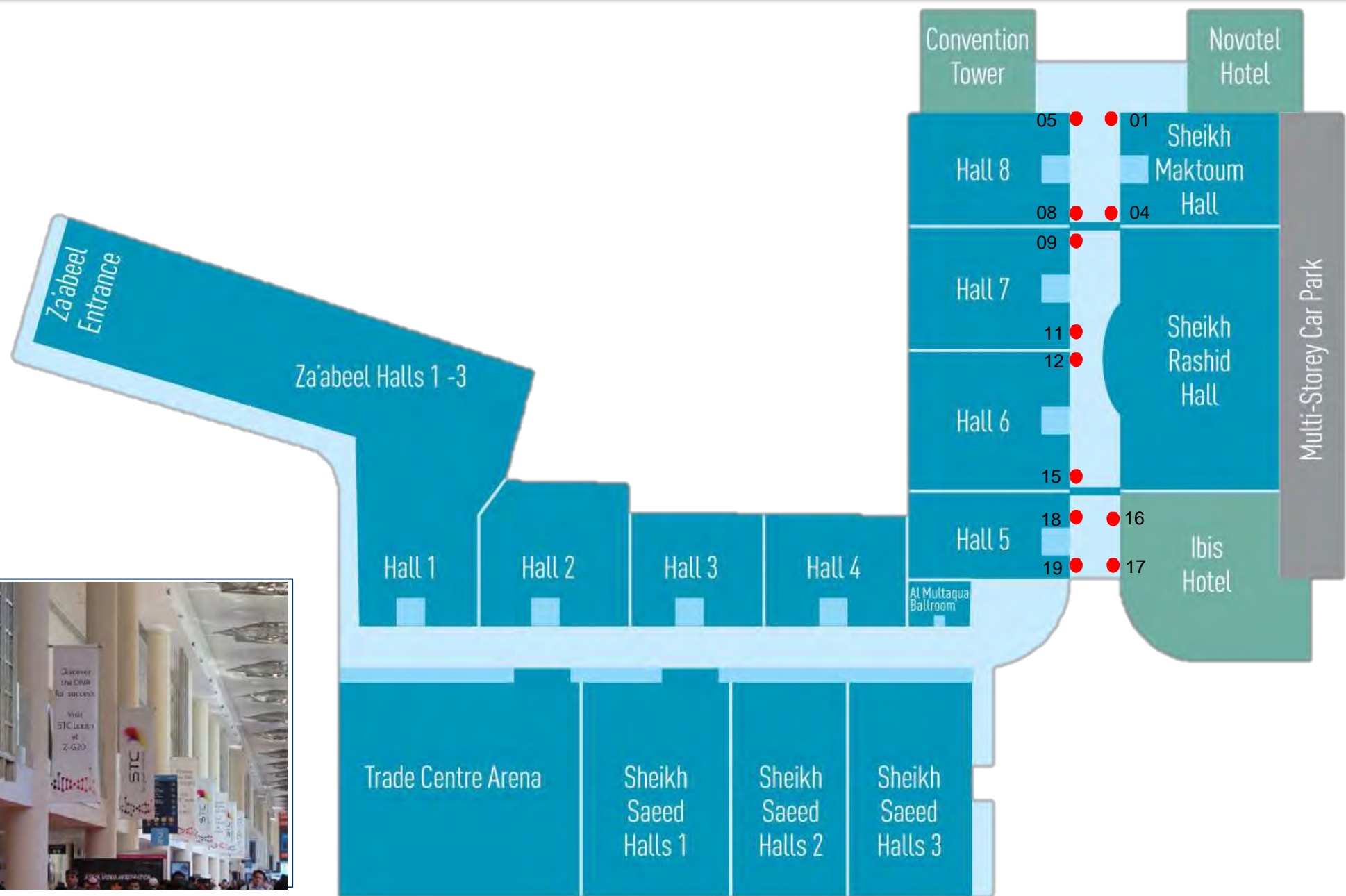
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>



# 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

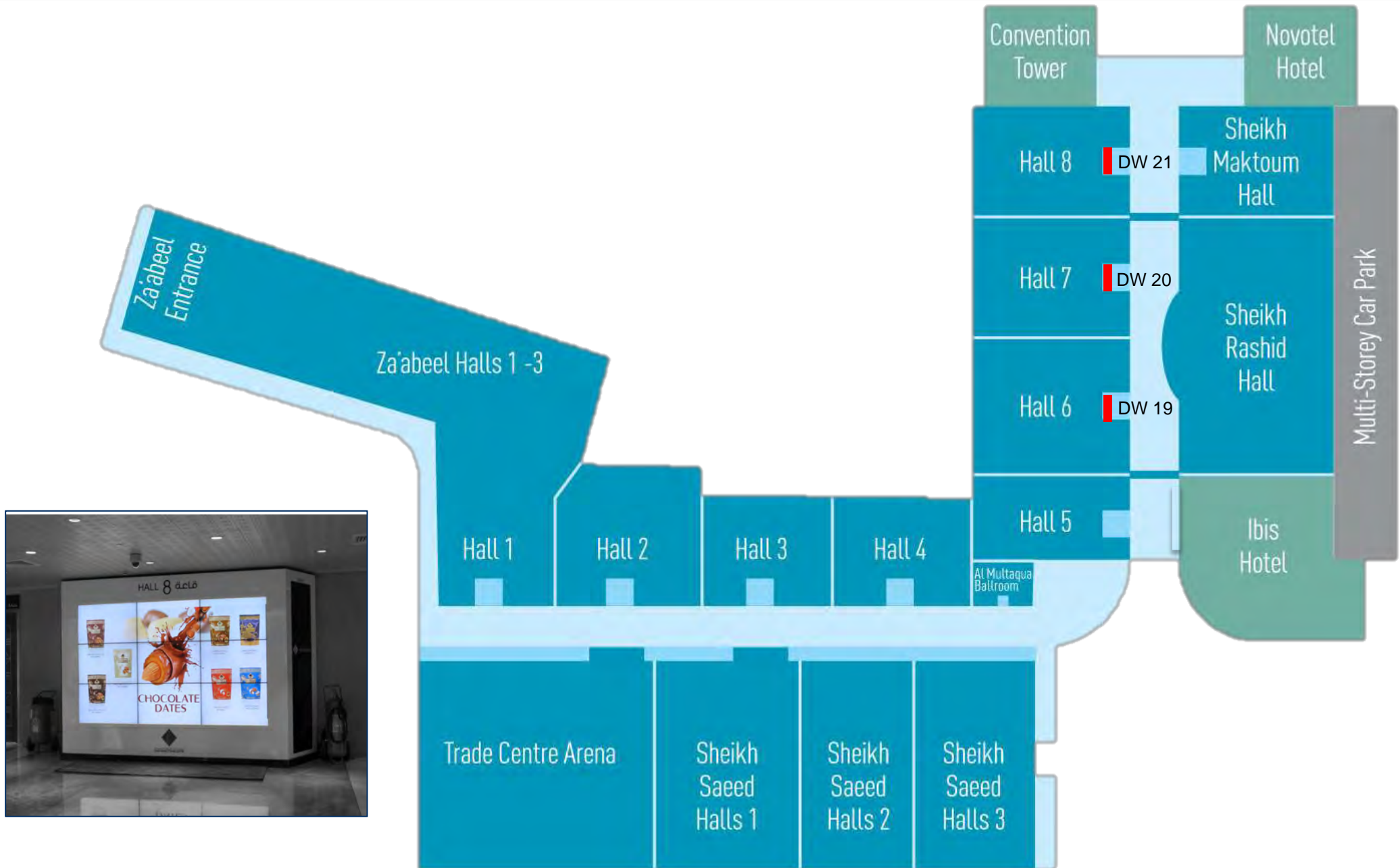
## KEY FACTS

Size	<div></div>
Reach	<div></div>
Frequency	<div></div>
Exposition Time	<div></div>

# ENTRANCE VIDEO WALL - HALL 6, 7 & 8

SITE MAP

REF: DW





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Society of Petroleum Engineers

## About the Society of Petroleum Engineers

The Society of Petroleum Engineers (SPE) is a not-for-profit professional association whose more than 140,600 members in 144 countries are engaged in oil and gas exploration and production. SPE is a key resource for technical knowledge providing opportunities to exchange information at in-person and online events and training courses, publications, and other resources at [www.spe.org](http://www.spe.org).