

SPE/IADC Middle East Drilling Technology Conference and Exhibition

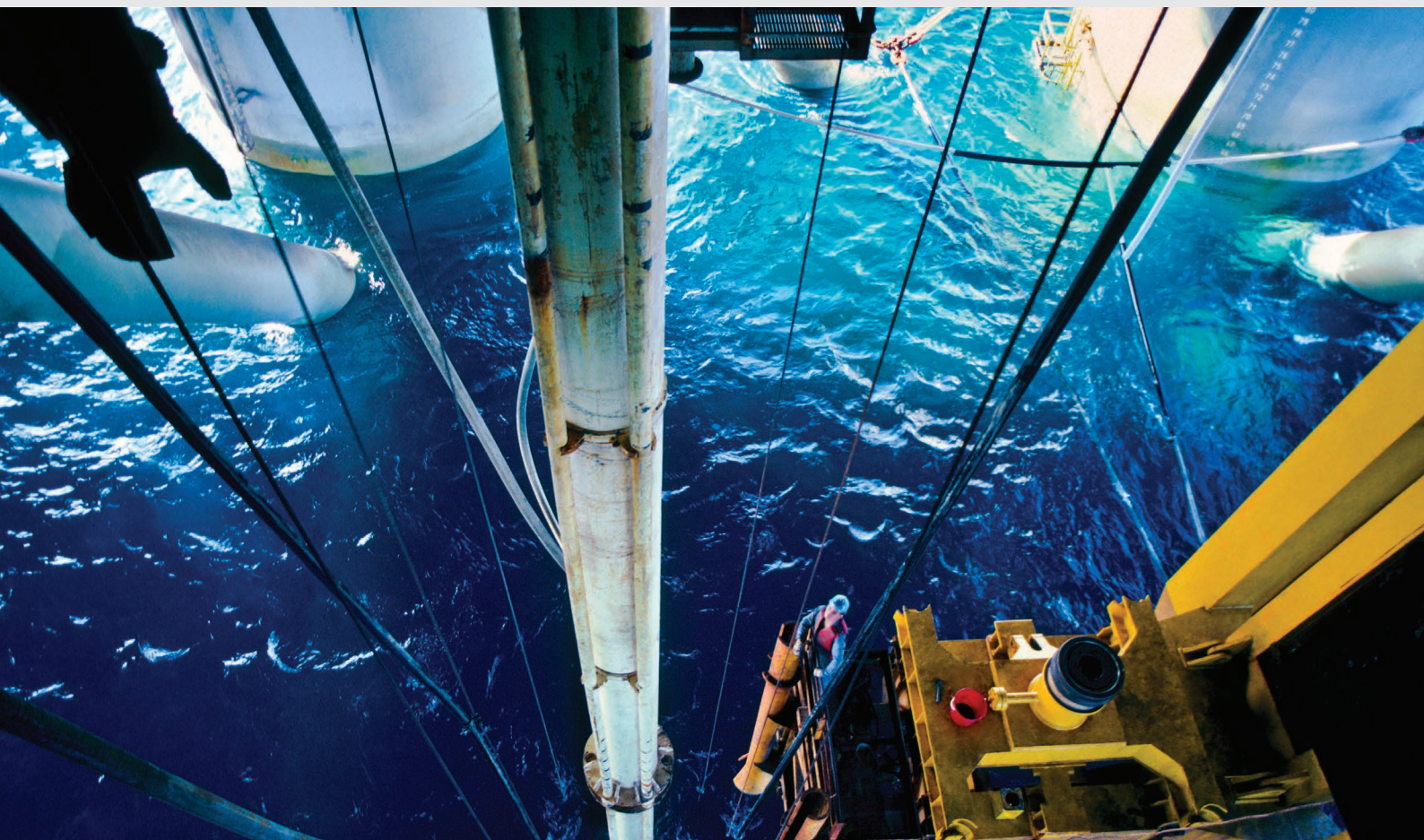
Fast Forward: Unlock the Future of Drilling Today

26–28 January 2021

Jumeirah at Etihad Towers
Abu Dhabi, UAE

drillingconference.org/middleeast

Sponsorship and Exhibition Opportunities



About the Conference

The SPE/IADC Middle East Drilling Technology Conference and Exhibition is one of the biggest drilling events in the region and is a joint effort between two highly respected industry associations, the Society of Petroleum Engineers (SPE) and the International Association of Drilling Contractors (IADC).

The event provides an unprecedented platform for experts in drilling and completions to share their latest technological advancements, evolving challenges, and successful case histories.

Programme Committee

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ADNOC Offshore

Jorge Gainza
Programme Co-Chairperson
Schlumberger

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Programme Co-Chairperson
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KCA Deutag Drilling GmbH

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GEOLOG Surface Logging DMCC

Daniel Richardson
Wintershall Middle East GmbH

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Nandakumar Supramaniam
PETRONAS Lubricants International

Oumer Tahir
Hunting Energy Services

Gerhard Thonhauser
TDE Group

Hisham Zebian
IADC

*Updates after 29 July will not be reflected

Showcase Your Brand—Become a Sponsor or Exhibitor





Why Participate

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 the SPE/IADC Middle East Drilling Technology Conference and Exhibition.

What's Planned

- Opening, plenary, panel, and special 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 drilling and completions

Who Attends

- Presidents and Vice Presidents
- Directors and Managers
- Strategic and Business Development Managers
- Leaders in Emerging Technologies
- Engineers
- Operations Managers
- Applied Technology Professionals
- Technical Consultants
- Engineering and Technical Support
- Team Leaders
- Project Managers
- Government Officials
- Academia
- Students

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

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



This event provides the only forum in the Middle East for operators, service companies, drilling contractors, and manufacturers to share their latest technologies, challenges and future needs to bring the world of drilling, completions, workovers and well integrity much closer and enable it, under harsh market conditions, to provide the industry the services it needs.



A. Salim David Khemakhem
2018 Conference Co-Chairperson
Subsurface Support Manager
ExxonMobil

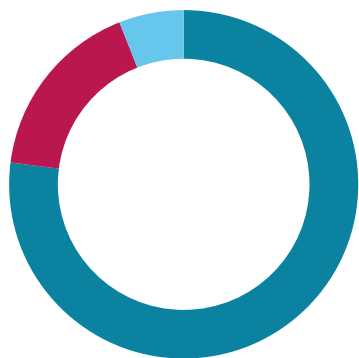


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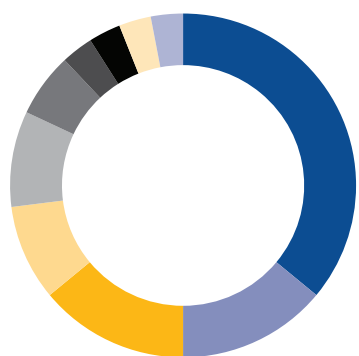
Attendee Statistics

These statistics provide a snapshot of the professional classifications, and geographical breakdown of the attendees that participated in 2018. The event attracted 694 professionals from the industry representing 168 organisations and 34 countries.



Technical Interests

Drilling	77%
Completions	17%
Reservoir Description and Dynamics	6%



Job Classifications

Engineer	36%
Executive	14%
Student	14%
Geologist/Geophysicist	9%
Manager	9%
Sales and Marketing	6%
Research and Development	3%
Superintendent/Foreman	3%
Consultant	3%
Educator	3%



Geographic Region

Middle East	43%
UK/Europe	18%
United States	9%
Asia/Asia Pacific	9%
Canada	6%
Russia/Caspian	6%
Sub Saharan Africa	6%
Australia/New Zealand	3%

All the above information is based on the 2018 attendee survey.



93%

would possibly to definitely recommend this event to others in their field



92%

rated the exhibition good to excellent



92%

rated the networking as good to excellent



95%

rated the technical content as good to excellent



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

Prices are inclusive of 5% VAT as per UAE Federal Decree-Law no. (8) of 2017

Sponsorship Item	Value (USD)
Principal Sponsor (2 packages available)	52,500
Platinum Sponsor (4 packages available)	42,000
Gold Sponsor (6 packages available)	31,500
Silver Sponsor	21,000
Conference Gala Dinner Sponsor (exclusive)	26,250
Conference Lunch Day 1 Sponsor (includes VIP seating)	15,750
Conference Topical Lunch Sponsor (exclusive)	10,500
Coffee Breaks Sponsor (exclusive)	13,125
Conference Delegate Bags Sponsor (exclusive)	26,250
Lanyards Sponsor (exclusive)	21,000
Badge Sponsor (exclusive)	15,750
Conference Programme* Sponsor (exclusive)	15,750
Knowledge Sharing ePoster Station Sponsor (exclusive)	15,750
Conference Proceedings Sponsor (exclusive)	10,500
Gifts Appreciation Sponsor (exclusive)	8,400

Core Benefits

All sponsors receive the following core benefits:

- Logo and sponsorship title on the event website with a link to the sponsor company's website
- Logo and sponsorship title in the sponsor section of the Conference Preview*
- Logo and sponsorship title in the sponsor section of the Conference Programme* (downloadable pdf)
- Verbal acknowledgement at the Conference Opening and Closing Ceremonies
- Logo and sponsorship title on the PowerPoint slides displayed between technical sessions
- Logo and sponsorship title on all-sponsor signage displayed in high traffic areas
- Acknowledgement in all press releases for the conference
- Sponsor appreciation certificate

*subject to deadline dates

For further information about sponsorship or exhibiting at the SPE/IADC Middle East Drilling Technology Conference and Exhibition, contact:

- Zunaïd Jooma, Sales Manager, +971.4.457.5878, +971.50.574.3805, zjooma@spe.org

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Sponsor Packages

Principal Sponsor (2 packages available)

USD 52,500

This premium sponsorship option will be offered exclusively to two global industry leaders recognised for their effective and long-standing commitment to maintaining the best and most innovative methods in drilling, focused on sustaining the oil and gas industry. The principal sponsors will have the opportunity to work in close proximity with the Host Organisation, which includes shaping the conference programme and the inclusion of senior executives and technical experts in the committees' leadership roles.

Package includes all core benefits plus:

- 18 sqm exhibition booth (space only) in a prime location
- Logo prominently displayed on the stage backdrops (printed or digital) during the Opening Ceremony, Executive Plenary Session, Conference Gala Dinner, Panel Sessions, and Closing Ceremony
- Verbal acknowledgement during the above-mentioned functions
- Logo and sponsorship title on all emails* for the event to potential delegates
- Logo and sponsorship title on press invitations
- Logo and sponsorship title on the on-site registration form and exhibition application form
- Priority to access the accredited press/media/PR representatives on-site
- One full-page colour advertisement in the Conference Programme*
- Logo on all event advertisements* (print and digital, where space permits)
- One reserved table at the VIP Lunch function on Day 1
- One reserved table at the Conference Gala Dinner
- Ten complimentary invitations to the Conference Networking Reception (if applicable)
- Two complimentary full-conference registrations
- Eight complimentary one-day conference registrations
- Special group registration rates

Platinum Sponsor (4 packages available)

USD 42,000

Package includes all core benefits plus:

- Logo and sponsorship title on all emails* for the event to potential delegates
- Half-page colour advertisement in the Conference Programme*
- Eight complimentary invitations to the Conference Gala Dinner (if applicable)
- Eight complimentary invitations to the Conference Networking Reception (if applicable)
- Eight complimentary full-conference registrations and eight complimentary one-day conference registrations (or 18 sqm exhibition booth in lieu of conference registrations)
- Special registration rates for additional delegates

Gold Sponsor (6 packages available)

USD 31,500

Package includes all core benefits plus:

- Half-page colour advertisement in the Conference Programme*
- Six complimentary invitations to the Conference Gala Dinner (if applicable)
- Six complimentary invitations to the Conference Networking Reception (if applicable)
- Six complimentary full-conference registrations and six complimentary one-day conference registrations (or 15 sqm exhibition booth in lieu of conference registrations)
- Special registration rates for additional delegates

Silver Sponsor (multiple packages available)

USD 21,000

Package includes all core benefits plus:

- Five complimentary invitations to the Conference Gala Dinner (if applicable)
- Five complimentary invitations to the Conference Networking Reception (if applicable)
- Five complimentary full-conference registrations and five complimentary one-day conference registrations (or 12 sqm exhibition booth in lieu of conference registrations)
- Special registration rates for additional delegates

*subject to deadline dates

Showcase Your Brand—Become a Sponsor or Exhibitor



Conference Gala Dinner Sponsor**USD 26,250**

The Gala Dinner is a highly anticipated event and is the perfect close to the first day of the conference. The dinner will be attended by distinguished guests, VIPs, and delegates, offering an amazing experience, array of cultural activities, and a taste of the renowned Arabian hospitality.

Package includes all core benefits plus:

- Verbal acknowledgement at the opening of the Gala Dinner
- Sponsor's welcome speech (up to 5 minutes long) and short corporate video played in a continuous loop while guests are being seated
- Logo and sponsorship title on exclusive signage for the Gala Dinner
- One full-page colour advertisement in the Conference Programme*
- Two reserved tables for eight at the Gala Dinner (VIP seating area)
- Ten complimentary invitations to the Gala Dinner
- Logo and sponsorship title on all table tent cards for the Gala Dinner
- Logo and sponsorship title on all menu cards for the Gala Dinner
- Logo and sponsorship title on napkin sleeves at the Gala Dinner (optional, produced by SPE)
- One corporate gift at entrance (optional, provided by sponsor, distributed by SPE)

Conference Lunch Day 1 Sponsor**USD 15,750**

Five-star buffet lunch will be offered to VIP guests, speakers, committee members, delegates, and exhibitors.

Package includes all core benefits plus:

- Sponsor's welcome speech (up to 5 minutes long) and company video played in a continuous loop
- Logo and sponsorship title displayed on tent cards on dining tables
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Half-page colour advertisement in the Conference Programme*
- Two reserved tables for eight with prime seating area
- Additional ten lunch tickets for the day

Conference Topical Lunch Sponsor**USD 10,500**

This unique opportunity offers technical (or strategic) industry talks at lunch for the day. Topics must be relevant to the conference programme and will be subject to committee approval.

Package includes all core benefits plus:

- Sponsor's welcome speech (up to 2 minutes long)
- Fifteen minutes presentation on the selected topic
- Logo and sponsorship title displayed on tent cards on dining tables
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Two reserved tables in the front row for the day

Coffee Breaks Sponsor**USD 13,125**

Six coffee breaks will be served on the exhibition floor during the course of the event (mid-morning and mid-afternoon). This sought-after function offers attendees a meeting place to interact and recharge.

Package includes all core benefits plus:

- Logo and sponsorship title on tent cards in each coffee break area
- Logo and sponsorship title on exclusive signage for the function
- Logo and sponsorship title on coffee mugs (optional, provided by sponsor)

Conference Delegate Bags Sponsor**USD 26,250**

All delegates will receive a branded conference bag (either backpack or laptop bag) with a copy of the Conference Programme*, sponsor's promotional item, stationery (if sponsored), and other general handouts.

Package includes all core benefits plus:

- Sponsor's logo and event branding printed on the official conference bag
- Logo on the distribution counter located in the main registration area
- One item inserted into the conference bag (provided by sponsor)
- Half-page colour advertisement in the Conference Programme*

*subject to deadline dates



Lanyards Sponsor**USD 21,000**

All attendees will wear the conference lanyard at all times, providing maximum visibility on-site.

Package includes all core benefits plus:

- Logo on lanyards for delegate badges (provided by SPE)

Badge Sponsor**USD 15,750**

All attendees will wear the conference badge at all times. This item has proven time and again to be an effective marketing tool to promote your organisation. The badges will be printed and distributed at all registration terminals.

Package includes all core benefits plus:

- Logo printed on the badge along with the SPE logo
- Two complimentary full-conference registrations

Conference Programme* Sponsor**USD 15,750**

This comprehensive tool will include daily overviews with all conference sessions, timings and locations, floor plans, highlights, and general information.

Package includes all core benefits plus:

- Logo and sponsorship title on the cover page of the Conference Programme*
- One full-page colour advertisement in the Conference Programme*
- One full-page company profile of the sponsor in the Conference Programme*

Knowledge Sharing ePoster Station Sponsor**USD 15,750**

ePoster sessions are electronic versions of the traditional technical posters and are presented on a flat screen monitor, offering added benefits of animation, an enhanced audio and video experience, and deeper engagement between attendees and subject matter experts.

Package includes all core benefits plus:

- Logo on the screensaver of each ePoster station
- Logo on the fascia board of each ePoster station
- Logo on the counter of each ePoster station
- One dedicated station to play corporate video in loop (optional, subject to availability)
- Two brochure racks to display promotional literature (optional)

Conference Proceedings Sponsor**USD 10,500**

Conference Proceedings contain manuscripts of all the papers presented at the conference and will be made available to full-conference delegates.

Package includes all core benefits plus:

- Logo and sponsorship title printed on the cover of the card containing the access code to the Proceedings
- Logo and sponsorship title on exclusive signage
- Two complimentary full-conference registrations

Gifts Appreciation Sponsor**USD 8,400**

Speakers, Sponsors, and Exhibitors will receive a token of appreciation for their participation in and contribution to the conference.

Package includes all core benefits plus:

- Verbal acknowledgement before presentation of gifts
- Sponsor logo along with SPE logo on speaker gifts or gift boxes (provided by SPE)
- Logo and sponsorship title featured on a 'With Compliments' card presented with gifts

*subject to deadline dates

Showcase Your Brand—Become a Sponsor or Exhibitor



Exhibition Opportunities

Exhibiting at the SPE/IADC Middle East Drilling Technology Conference and Exhibition will enable you to demonstrate your company's advanced technologies and expertise, increase your brand awareness and reinforce its recognition with a highly selected audience, gathered to attend the event from around the globe.

How to Exhibit

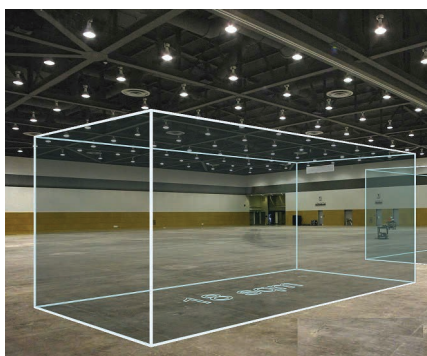
- 1 Review the exhibition information carefully.
- 2 Select two preferred booth locations from the exhibit floor plan (For the latest floor plan, please contact Zunaid Jooma).
- 3 Complete and return your Exhibitor Application Form and Exhibitor Terms and Conditions Contract to Zunaid Jooma.

Packages

Space only: **USD 630 per sqm**

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

Customised shell packages available. Contact Zunaid Jooma, zjooma@spe.org, for more details.



Space Only

USD 630 per sqm *

Benefits:

- 4 exhibitor passes** for 18 sqm
- 100 visitor invitations for 18 sqm

Technical Specifications:

- Only marked-up space provided
- Minimum space to be booked is 18 sqm
- Construction of a modular stand is not included
- Electrical power supply needs to be ordered additionally

Exhibitor Benefits

Take advantage of this opportunity to promote new and existing products and services to key professionals in the industry.

- Share your company's expertise with a targeted group of experts.
- Showcase your advanced technologies, valuable services and unique expertise.
- Acquire valuable sales leads and customer feedback.
- Personally interact with potential and current customers.



Walk-in Package

USD 735 per sqm *

Benefits:

- 3 exhibitor passes** 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

* Prices are inclusive of 5% VAT as per UAE Federal Decree-Law no. (8) of 2017

** 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.

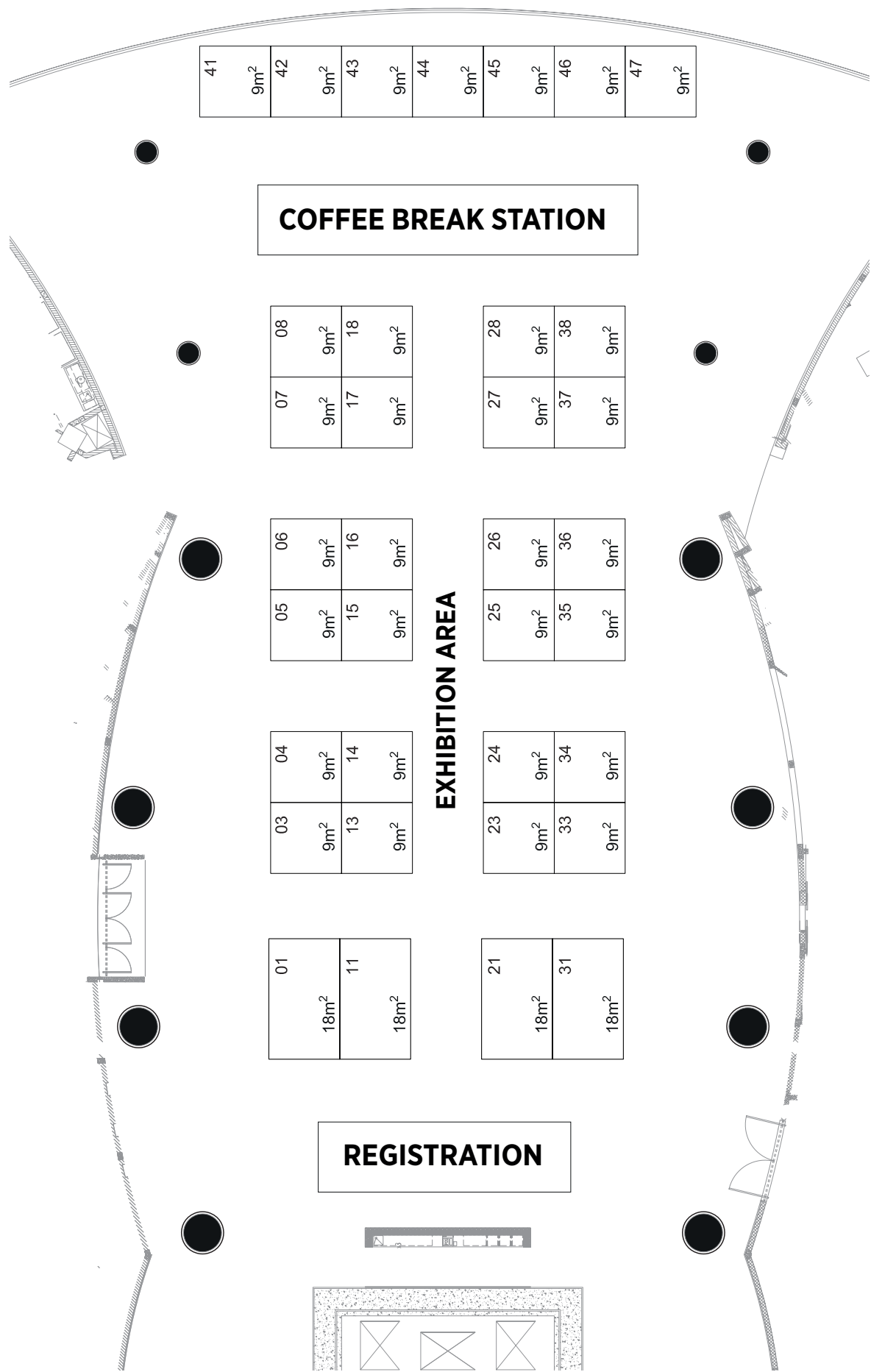
Previous Exhibitors and Sponsors

Past exhibitors and sponsors from the previous three editions of SPE/IADC Middle East Drilling Technology Conference and Exhibition include:

Aberdeen Drilling	IR & E Trading
International Limited	Kongsberg Oil & Gas
ABCO - Middle East FZE	Technologies
ADNOC	MTU Friedrichshafen GmbH
Alert Disaster Control	NDC
Alpine Speciality Chemicals	NOV
Baker Hughes	Pegasus Vertex
Barik Group	Peloton
Burintekh	ProNova by TDE
Cansco Well control	Pruitt Rotating Control
Castolin Eutectic	Devices
Churchill Drilling Tools	Rider B.V.
Cutting & Wear	Sakson Drilling & Oil Services
Derrick Equipment Company	Schlumberger
DP-Master Manufacturing	Schoeller Bleckmann Oilfield
Drilling Systems	Shear Bits
Drillmec	Smith Bits
DrillScan Asia & Middle East	SPD
Drillstar Industries	Tercel
eDrilling	Terralog Technologies
Encapso	Tesco
Enventure	T H Hill Associates Inc
Fearnley Procter Group	The Well Academy
Frank's International	Weatherford
Gardner Denver	Wild Well Control
GE Oil & Gas	Woodhouse International
GustoMSC	Volant
Halliburton	V.Travel
HardBanding Solutions	Visuray AS
Impact Fluid Solutions	ZADCO



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

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