



Society of Petroleum Engineers

SPE Virtual Hydraulic Fracturing Technology Conference

4–6 May 2021

Sponsorship Guide

go.spe.org/ParticipateHydraulic21



95%

of attendees would recommend this conference to others in E&P

97%

of attendees visited this technology showcase while at the event

95%

of attendees rated the technology showcase as good to excellent

97%

of sponsors rated the value of participation at the technology showcase as good to excellent

100%

of sponsors rated the value of participation at the technology showcase as good to excellent

Align Your Brand with One of SPE's Most Notable Events

Spotlight your portfolio of leading innovations and broaden the exposure of your products and services. Connect exclusively with decision makers and target a desirable, high-potential audience with various backgrounds in hydraulic fracturing.

E&P professionals attend this event to enhance their knowledge and keep at the edge of technology. Why not make your technology a focus? Gain recognition and accelerate your organization with a sponsorship opportunity that matches your budget and marketing goals.

About the Event

The SPE Virtual Hydraulic Fracturing Technology Conference presents current and proven technologies, lessons learned from fracture-stimulated wells, and how to apply this technology globally. As the enabling technology for unconventional resources development, hydraulic fracturing continues to increase in prominence, making this an important conference for all E&P industry professionals.

Conference Objectives

Focus on diverse topics that showcase simulation and completion designs, computational fluid dynamics, machine learning algorithms, diagnostic utilization, and more.

Provide insights that attendees can implement in their own practice through high-quality technical sessions, informative speakers, and engaging events.

Expand attendees' network with E&P professionals that share a common interest of advancing the sector.

Benefits of Participating

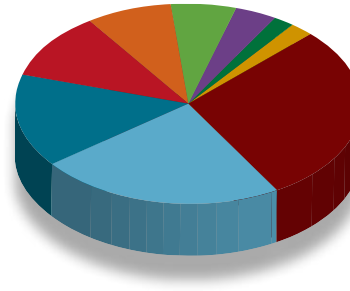
Virtual Event Sponsorship

- Demonstrate your commitment to the industry
- Communicate your organization's values and increase brand awareness
- Showcase your advanced technologies, services, and products
- Increase your visibility and make an impact with key prospect

Sponsorship Profile

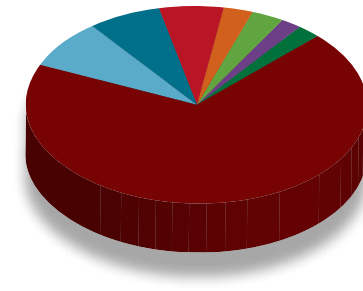
- Strengthen existing business relationships
- Network with influencers and respected leaders in the industry
- No travel expenses or scheduling barriers to engage with a global audience
- Generate leads for your company and have a longer lifespan for potential leads through on-demand engagement tools post-event

Attendee Statistics



Attendees by Job Classification

Engineer	29%
Executive/Manager	23%
Sales and Marketing	15%
Consultant	11%
Research and Development	8%
Academia	6%
Geologist/Scientist	4%
Business Operations	2%
Other	2%



Primary Area of Interest

Completions	69%
Reservoir	8%
Drilling	7%
Production and Operations	6%
Management	3%
Data Science and Engineering Analytics	3%
Projects, Facilities, and Construction	2%
Health, Safety, and Sustainability	2%

Statistics based on survey results from the 2020 SPE Hydraulic Fracturing Technology Conference.

SPE Virtual Conference Sponsorship Opportunities

Exposure Benefits	Bronze	Gold	Platinum
Sponsor Directory Benefits	USD 1,250	USD 2,800	USD 5,500
Sponsor Gallery: Premium full-width banner in rotation at the top of gallery			✓
Sponsor Gallery: Half-width badge with corporate mission text and logo clicking through to page		✓	✓
Sponsor Gallery: Quarter-width badge with logo clicking through to website	✓		
Sponsor Gallery: Maximum number of Product Categories (left navigation)		3	5
Sponsor Personnel: Maximum number (total includes Admin and Chat Personnel)		2	4
Chat: Option to live chat with conference attendees		✓	✓
Chat: Personnel available for live chat (maximum number online at any one time)		2	3
Resources: Product information links for product web pages, PDFs, or downloads		2	4
Product Videos: Maximum number of videos to be displayed		2	3
Complimentary Registrations		15	25
Recognition on the conference website, including a link to your company's website	✓	✓	✓
Recognition on the PowerPoint slides viewed between technical sessions	✓	✓	✓
Welcome Lobby Logo (85×85 px)			✓

À la Carte Opportunities	Cost
One (1) Welcome Lobby Premium Banner (325×100 px)	USD 3,000
One (1) Online JPT Full-Page Ad (May 2021 issue)	USD 5,000
One (1) Talks Tech (weeks of 12, 19, 26 April)	USD 4,500

SPE Talks Tech

With SPE Talks Tech, your company's story and technology take center stage, focusing on your innovations. This 15-20-minute conversation is hosted by SPE to share your company's story live, prior to the the Hydraulic Fracturing Technology Conference. Have a company executive or subject-matter expert featured on SPE's LinkedIn and YouTube accounts to share the technologies and solutions your company is planning to showcase at the he Hydraulic Fracturing Technology Conference. Let the audience know which sessions you plan on participating in and which speakers you are looking forward to hearing from. You will have access to the video via YouTube for use during the event.

SPE Talks Tech includes these benefits:

- Company name/logo on promotional graphics for social media
- Company logo on SPE Live weekly promotional emails sent to SPE members and customers
- Company name/logo on LinkedIn Live header graphic and description
- Company logo on display on countdown graphic and during at least 50% of the broadcast
- Up to 30 second video commercial before broadcast

JPT Full-Page Digital Ad

The Society of Petroleum Engineers (SPE) *Journal of Petroleum Technology*[®] (*JPT*) magazine is our flagship publication. *JPT*'s digital delivery creates greater convenience and accessibility to our audience. Get in front of these forward-thinkers with a full-page ad to showcase your company and influence through your brand.



72,466

JPT member subscribers

69,999

Copies of **JPT** distributed globally to the SPE audience.