



Society of Petroleum Engineers

# SPE Hydraulic Fracturing Technology Conference and Exhibition

1-3 February 2022

Exhibition, Sponsorship, and  
Advertising Opportunities

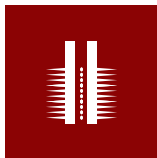
[go.spe.org/ParticipateHydraulic22](https://go.spe.org/ParticipateHydraulic22)



# Welcome to the 2022 SPE Hydraulic Fracturing Technology Conference and Exhibition

The SPE Hydraulic Fracturing Technology Conference and Exhibition 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.

AMPLIFY, ENGAGE AND  
CONNECT WITH THE GLOBAL  
HYDRAULIC FRACTURING  
COMMUNITY



BRAND AWARENESS



THOUGHT LEADERSHIP



LEAD GENERATION

# Hydraulic Fracturing Market Trends

Intelligent technologies and services are in demand as the industry continues to see a rise in exploration and production, driving the hydraulic fracturing market growth. This includes an increase in exploration of unconventional gas in reserves, requiring advanced techniques for extraction. A focus on elevating the productivity of current crude oil wells, utilizing the latest innovations, will also strengthen the market.

## 2020–2027 Forecast Period

**37 Bn**

The global hydraulic fracturing market size is projected to reach \$37.51 Bn by 2027.



The market will grow at a CAGR of 8.8% during the forecast period.



Up to 95 percent of natural gas wells drilling will require hydraulic fracturing in the coming years.



The onshore segment is projected to lead the market growth.



Ongoing investments in unconventional gas operations are boosting the U.S market growth.



The offshore segment will see growth through further need of applications and technologies that can handle complex, high-risk activities.

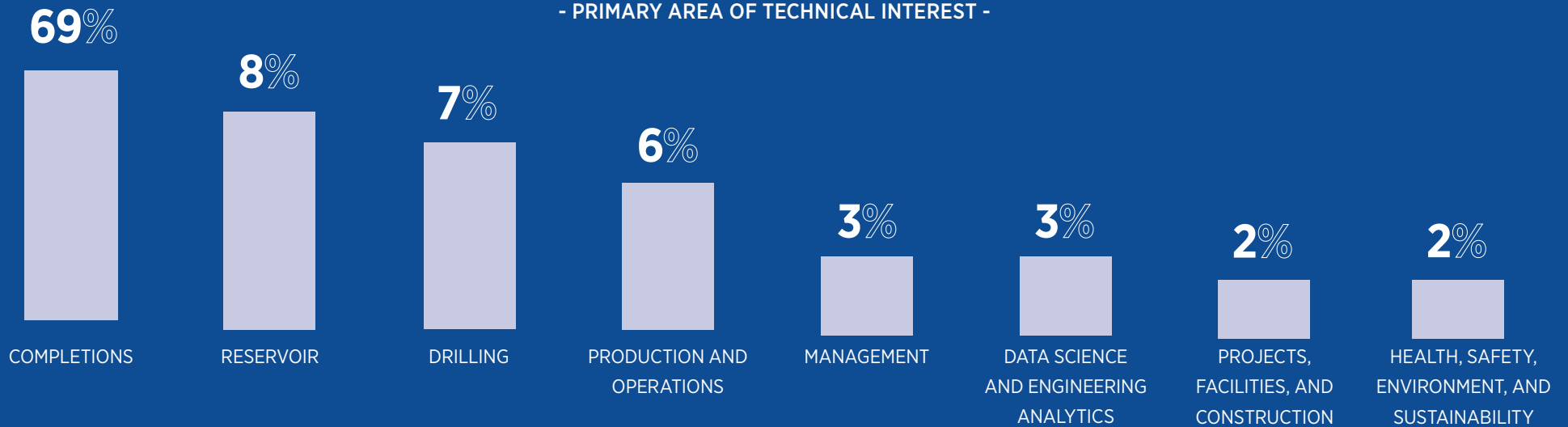
\*Source: Fortune Business Insights published date September 2020.

# Who Attended in 2020?

## - JOB CLASSIFICATION -



## - PRIMARY AREA OF TECHNICAL INTEREST -



\* Statistics based on survey results from the 2020 SPE Hydraulic Fracturing Technology Conference and Exhibition.

# What 2020 Attendees Say About the Event

- “Perfect harmony between theoretical and practical engineering.”
- “The information was technically relevant to the field and represented the current state and interest of those working in the field.”
- “Beautiful venue, the venue staff was excellent. Vendors for exhibition were great and knowledgeable.”

**95%**

OF ATTENDEES WOULD RECOMMEND THIS CONFERENCE TO OTHERS IN E&P

**97%**

OF ATTENDEES VISITED THIS EXHIBITION WHILE AT THE EVENT

**95%**

OF ATTENDEES RATED THE EXHIBITION AS GOOD TO EXCELLENT

**97%**

OF EXHIBITORS RATED THE VALUE OF PARTICIPATION AT THE EXHIBITION AS GOOD TO EXCELLENT

# What 2020 Exhibitors Say About the Event

- “We connected with new potential customers.”
- “Exposure of a new technology to those recipients that use the technology.”
- “We presented two papers and received positive feedback.”

**100%**

OF EXHIBITORS WOULD RECOMMEND THE EVENT TO THEIR COLLEAGUES.

**97%**

OF EXHIBITORS WERE SATISFIED WITH THE EXHIBIT ATTENDANCE

**92%**

OF EXHIBITORS WERE SATISFIED WITH THE QUALITY OF AUDIENCE

**95%**

OF EXHIBITORS WERE SATISFIED WITH THE VISIBILITY OF THEIR COMPANY AND THE EVENT

## SPE Tech Talk (USD 7,500)

Demonstrate your company's thought leadership on emerging technologies through a 25- to 30-minute live and on-demand broadcast produced by SPE. Feature a company executive or subject-matter expert and create buzz with the SPE audience. SPE registration for your Tech Talk allows for lead generation, plus your company will have access to the on-demand video to support your ongoing content marketing efforts.



## SPE TECH TALK INCLUDES THESE BENEFITS

- Production of a 25- to 30-minute broadcast
- Speaker training and guidance prior to the Tech Talk
- Tech Talk content promotion and placement on the SPE Online Education site
- Audience registration list
- Engagement with the audience during the broadcast in the LinkedIn Event chat/comments
- One TechTalk post on SPE social media— dates and placement TBD by live broadcast date and content
- LinkedIn Event page with sponsor links and posts to the feed
- Logo placement on Tech Talk social media graphics and broadcast
- Promotion on *JPT* website including homepage for a limited period as well as on sponsored content and other relevant pages
- Tech Talk promotion on *JPT* homepage rotational banner for two weeks prior to broadcast
- Tech Talk promoted in weekly SPE Live email, once
- Tech Talk promoted in *JPT* weekly newsletter, once
- Audience analytics report by two weeks' post-broadcast

# Sponsorship and Advertising Opportunities

Sponsorships	Price
Conference Sponsor	USD 30,000
Diamond Sponsorship	USD 25,000
Tuesday Night Reception	USD 18,000
Wednesday Night Reception	USD 18,000
Cell Phone Charging Station—Exclusive	USD 15,000
Cell Phone Charging Station	USD 5,500
Conference Bags	USD 10,500
Trailer Sponsorship	USD 10,500
Water Stations	USD 10,000
Titanium Sponsorship	USD 10,000
Platinum Sponsorship	USD 8,000
Gold Sponsorship	USD 4,000
Conference Wi-Fi	USD 8,000
Wall Clings—Exclusive	USD 7,500
Hotel Key Cards	USD 6,500
Window Clings—Exclusive	USD 6,000
Window Clings (Set of 3)	USD 3,500
Carpet Stickers	USD 5,200
Escalator Runner	USD 5,000
Mobile App	USD 5,000
Photo Booth	USD 5,000
Sky Bridge Window Clings	USD 5,000
Conference Lanyards	USD 3,500

Sponsorships (continued)	Price
Sticky Notes Notebook	USD 3,500
Hanging Sign: L1_HS1	USD 3,500
Hanging Sign: L1_HS7	USD 3,200
Hanging Sign: L1_HS8	USD 3,200
Hotel Bar Napkins	USD 3,000
Conference Pens & Notepads	USD 3,000

Advertising	Price
Tech Talks	USD 7,500
Conference Program Ad—Outside Back Cover	USD 1,100
Conference Program Ad—Full Page	USD 750
Publication Cubicle	USD 800

## All Sponsorship Benefits Include:

- Prominent on-site signage throughout the conference
- Recognition on the conference website
- Recognition on the presentation slides shown between technical sessions
- Recognition in the conference program

Additional benefits vary depending upon the opportunity. Visit the Sponsorship Gallery on [go.spe.org/ParticipateHydraulic22](http://go.spe.org/ParticipateHydraulic22) for details.

# Exhibition

E&P professionals attend this event to enhance their knowledge and keep at the edge of technology. Why not make your technology a focus?

Spotlight your portfolio of leading innovations while connecting exclusively with decision makers and targeted audience.

## Why Exhibit?

<b>STRENGTHEN</b>	Existing business relationships
<b>ESTABLISH</b>	New connections
<b>ENGAGE</b>	With industry leaders and officials
<b>SECURE</b>	Deals face-to-face
<b>GENERATE</b>	More sales leads
<b>GAIN</b>	Exposure through a company listing in the conference program
<b>SHOWCASE</b>	Your technologies, valuable services, and unique expertise
<b>EXPAND</b>	Your business by identifying new customers, suppliers, and partners

## The Wooldlands Waterway Marriott Hotel & Convention Center, Level 1, Town Center Ballroom





For complete details, contact our sales team or visit [go.spe.org/ParticipateHydraulic22](http://go.spe.org/ParticipateHydraulic22).

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**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.

