

# **SPE/IADC International Drilling Conference and Exhibition**

**7-9 March 2023** | Stavanger Forum,  
Norway

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

## **Exhibition and Sponsorship**





# Welcome to the World's Premier Drilling Event

For more than 30 years, the SPE/IADC International Drilling Conference and Exhibition has established itself as the world's leading gathering to advance practical, scientific and technological understanding of drilling in global oil and gas exploration and production.



This event is renowned for the highest calibre peer-selected technical papers in the field of drilling and is developed by the industry for the industry. It offers an unparalleled forum in which to learn, network and promote.



Alternating annually between the US and Europe, in 2023, the event will gather together international operators, contractors and service providers in Europe's biggest oil and gas hub, Stavanger in Norway. It will address challenges, deliver improved performance and highlight emerging technologies and practices.



A major exhibition will take place concurrently with the conference showcasing the latest technological developments, new product launches and valuable industry services from some of the world's leading organisations active within the sector.



This brochure will help you decide how you would like to participate. It gives you an outline of who will attend and a variety of ways you can make your company and expertise known.

However you choose to take part, you are certain to find your involvement rewarding.

## WHY STAVANGER?

Stavanger is Europe's oil and energy capital, home to **Equinor's** headquarters, as well as the regional offices of some of the world's leading operator companies. **Almost 300 oil and gas service companies** are located in the city employing more than **45,000 people**. The city is also home to several petroleum-related government departments.

Surrounded by some of Norway's most dramatic natural beauty, Stavanger was awarded European Capital of Culture status in 2008 and is one of the most vibrant cities in the country, known for its festivals, nightlife, and culinary scene.

The event venue offers world-class facilities and is located five minutes from the city centre and is easily and quickly accessible to the airport where regular flights operate to the major hub airports in Europe.

300+ 

45,000



European  
Capital of  
Culture 2008





# Achieve Your Marketing Objectives at this Unique Event

## GAIN MAXIMUM BRAND EXPOSURE

Expand your brand exposure to a truly global audience of drilling professionals at the event and through the international marketing campaign that reaches over 10,000 targeted potential customers.



## COST EFFECTIVE

A wide range of sponsorship and exhibiting opportunities at the conference provides a highly cost effective solution for companies active in the drilling field to promote and showcase their brand, expertise, products and services.

## GENERATE MORE BUSINESS

The conference will allow you to expand your market by identifying new potential customers make all-important new connections with targeted key decision makers, suppliers and partners in the global E&P drilling community.



## A UNIQUE SHOWCASE

The exhibition will provide a showcase for new technologies and services to be demonstrated to a high calibre targeted audience of international drilling professionals.

## PROMOTE THOUGHT LEADERSHIP

Position your organisation as a progressive industry player at the forefront of innovation. Align your organisation with the key discussion points and challenges facing drilling in E&P and associate your brand with technical content that is respected and acclaimed across the industry.

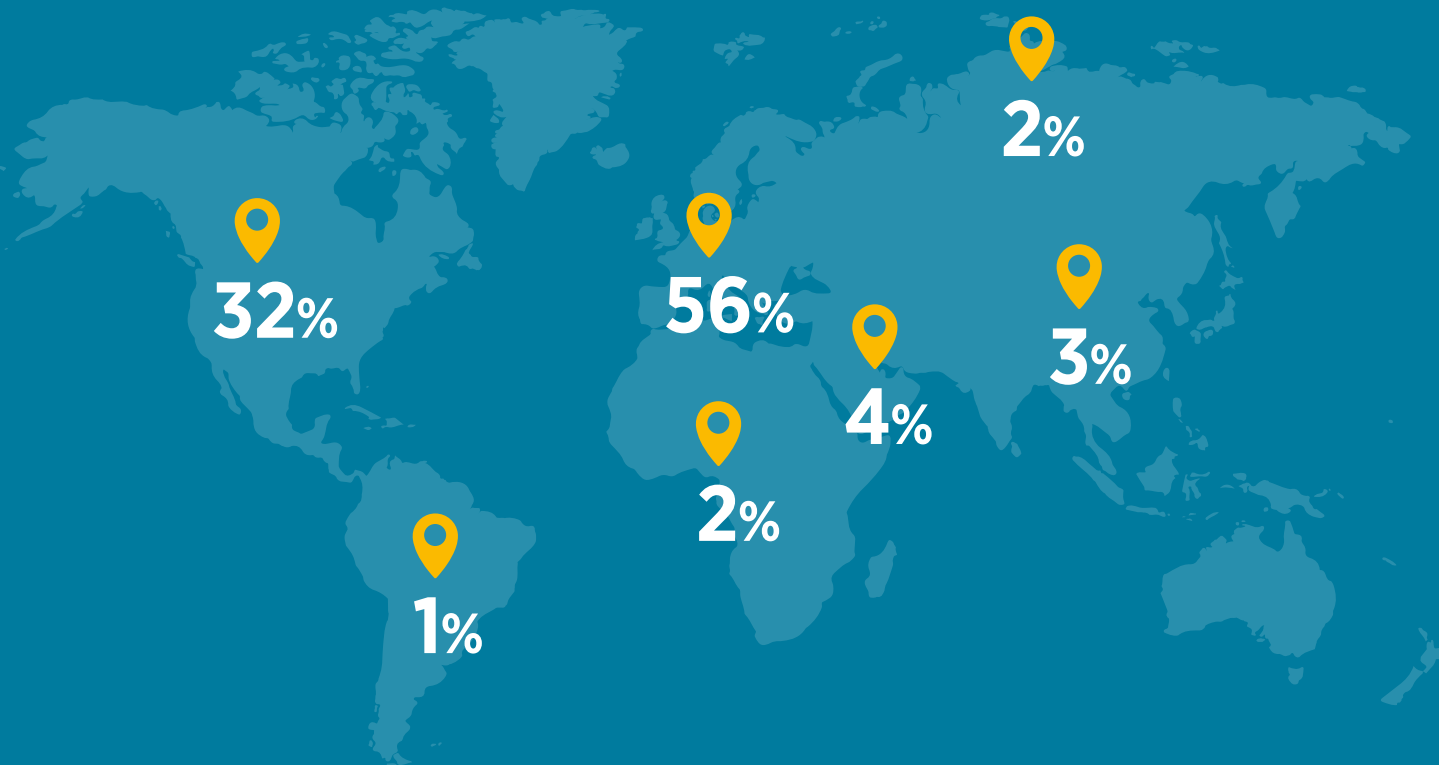


## NETWORK FACE-TO-FACE WITH THE DRILLING COMMUNITY

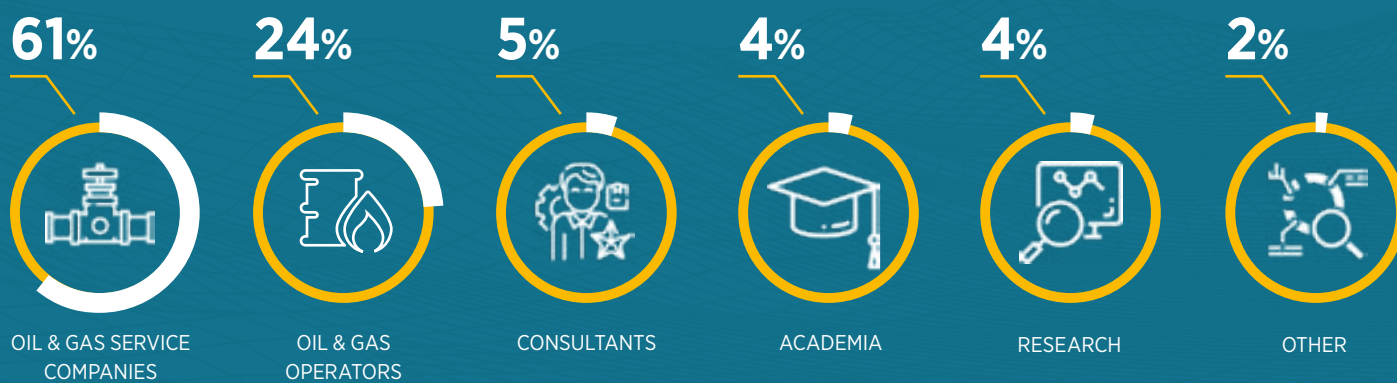
Network in-person with business leaders and decision makers and acquire valuable sales leads and client feedback at the largest international event dedicated to the international drilling community.

# Who Attended in 2019?\*

## GEOGRAPHICAL REACH

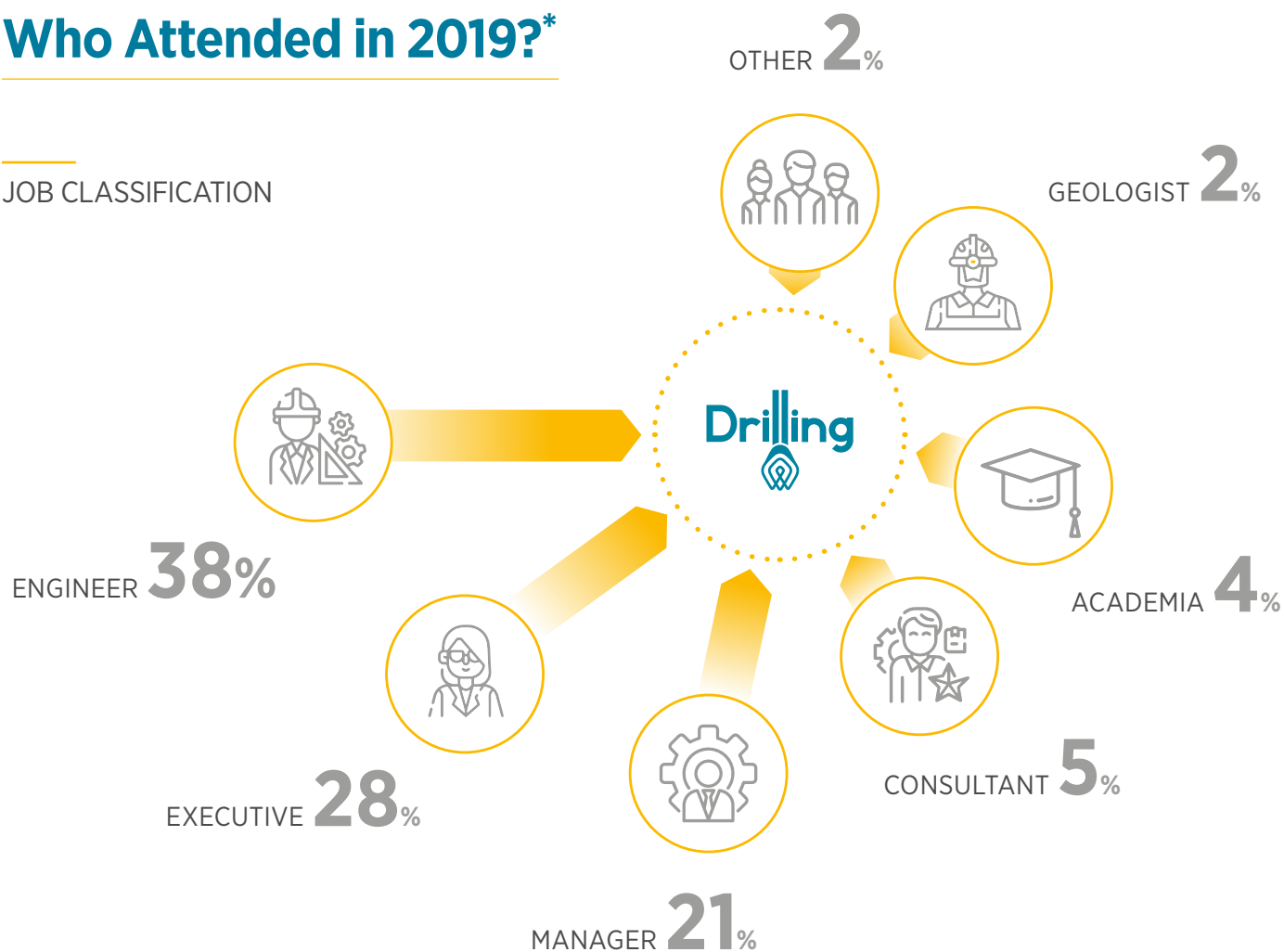


## ORGANISATION TYPE



## Who Attended in 2019?\*

### JOB CLASSIFICATION



**82%** would recommend the conference to their peers

**98%** of attendees visited the exhibition

**86%** rated the networking favourably

**75%** of attendees spent a minimum of 3 hours at the exhibition

**90%** rated the technical papers and conference content favourably

**85%** of attendees rated the exhibition favourably

**86%** of exhibitors would exhibit again

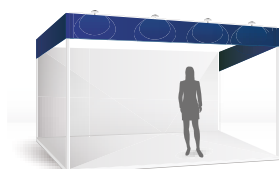
\*Based on attendee survey results from the 2019 SPE/IADC International Drilling Conference and Exhibition, The Hague, The Netherlands – the last in-person event in Europe.



# Become an Exhibitor

There are Two Ways you can Exhibit – Stand Package or Space Only.

## STAND PACKAGE



Stand package provides a basic shell for your stand, as well as a range of benefits below in addition to those outlined above. It applies to all exhibition stands from **9 up to 35 square metres** in size.

### STAND PACKAGE EXHIBITORS RECEIVE:

- Wall panels (2.5m high)
- Electrical sockets
- Lighting
- Company name and booth number on a fascia board
- Standard carpet tiles

**Price NOK 6,300 per square metre**

## SPACE ONLY



Space Only provides an area on the exhibition floor for you to construct your stand. It is **ONLY** available for stands that are **36 square metres and above** in size.

### SPACE ONLY:

**Price NOK 5,200 per square metre**

## ALL Exhibitors Receive the Following Benefits:

- ✓ Three complimentary full event registrations per 9 square metres of exhibition space up to a maximum of 18 registrations
- ✓ Three exhibitor guest passes per 9 square metres of exhibition space (valid for exhibition only and for one day – either Wed or Thurs. Guests must be either clients or contacts from another organisation)
- ✓ Company name and profile listed in the Conference and Exhibition Guide
- ✓ Company name listed on the 2023 SPE/IADC International Drilling website
- ✓ Access to the digital proceedings which will be sent to the exhibits contact person after the meeting
- ✓ Continued support of SPE event, marketing and sales department staff.

## How to Book Your Space:

1

Select up to five available booth locations on the exhibition floor plan on the event website and list them 1 – 5 in order of preference at the top of the Exhibition Space Contract

2

Select which option you require – Space Only or Stand Package

3

Complete and return the Exhibition Space Contract by email to Dean Guest, Business Development at [dguest@spe.org](mailto:dguest@spe.org)

## Priority Number Exhibitors

Companies that have supported previous editions of the SPE/IADC International Drilling Conference & Exhibition earn points allowing them priority when selecting their stand space. The deadline for priority number exhibitors to return the exhibiting contract is 22 April 2022. After the deadline, all exhibition space will be allocated on a first-come, first-served basis.

The exhibition will take place alongside the conference and will be the location for all coffee breaks, lunches, poster sessions and the conference drinks reception. Conference registration will take place immediately outside the exhibition hall.

# Sponsorship

## Partner Programme

SPE and IADC are pleased to present the Partner Programme—an initiative to highlight the dedication of oil and gas producers and corporations to the advancement of drilling technology, the study of drilling science and their support for the industry.

### Platinum Partner

**NOK 285,000**

- Platinum Partner recognition with logo on the cover of the Conference Programme (along with other Platinum Partners and Host Organisation only)
- Full-page colour advertisement in the Conference Preview
- Full-page colour advertisement in the Conference Programme
- Platinum Partner recognition with logo in the Conference Preview and Conference Programme sponsor pages
- Platinum Partner recognition with logo on signage in high-traffic areas
- Logo on dedicated presentation slide (along with other Platinum Partners) displayed between technical sessions
- Platinum Partner recognition with logo on the conference website, which links to the partner company website
- Six complimentary registrations to attend the conference

### Gold Partner

**NOK 195,000**

- Half-page colour advertisement in the Conference Programme
- Gold Partner recognition with logo in the Conference Preview and Conference Programme sponsor pages
- Gold Partner recognition with company logo on signage in high-traffic areas
- Logo on presentation slide displayed between technical sessions (along with other Gold, Silver Partners and/or general sponsors)
- Gold Partner recognition with logo on the conference website, which links to the partner company website
- Four complimentary registrations to attend the conference

### Silver Partner

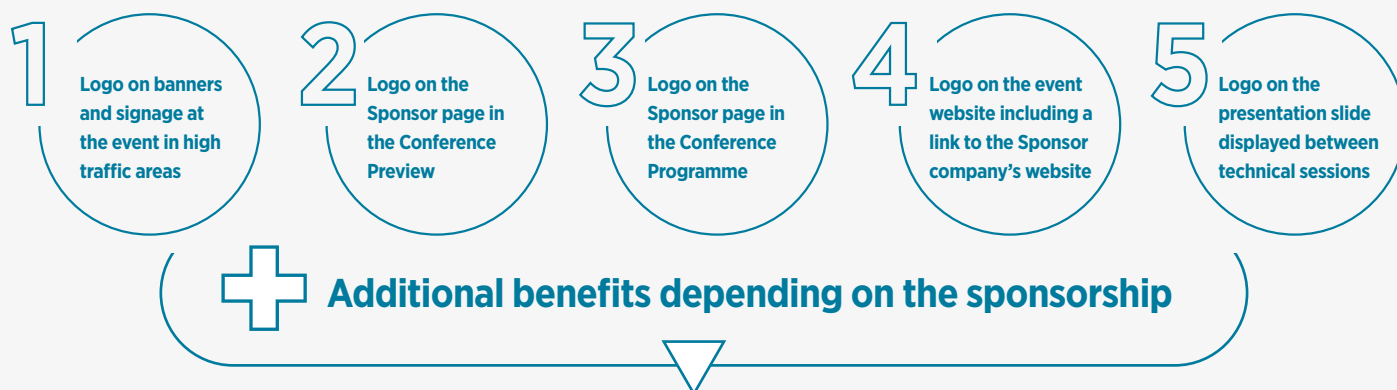
**NOK 125,000**

- Silver Partner recognition with logo in the Conference Preview and Conference Programme sponsor pages
- Silver Partner recognition with logo on signage in high-traffic areas
- Logo on presentation slide displayed between technical sessions (along with other Gold, Silver Partners and/or general sponsors)
- Silver Partner recognition with logo on the conference website, which links to the partner company website
- Three complimentary registrations to attend the conference



# Conference Sponsorship Opportunities

## ALL Sponsors Receive the Following Benefits:



### Coffee Breaks



**NOK 85,000 (per day)**

**NOK 160,000 (Exclusive package)**

- Sponsorship of the refreshment breaks available on either a daily basis or as an exclusive package
- Sponsor logo displayed on signage at the refreshment points located around the exhibition hall
- Option for sponsor company to provide branded napkins (printed napkins provided by sponsor)
- One complimentary conference delegate place for an employee of the sponsor company (day package) or two complimentary delegate places (exclusive package)

### Conference WIFI



**NOK 90,000**

- Exclusive sponsorship of the WIFI provided during the event providing attendees with free internet access
- A landing page displaying the logo of the sponsor company will be provided on the log-in screen as attendees access the WIFI network
- Optional click through to sponsor company's website as part of login procedure
- One complimentary conference delegate place for an employee of the sponsor company

### Delegate Bag



**NOK 115,000**

- Exclusive distribution of delegate bags displaying the sponsor company logo and event branding which will be available at registration to all delegates
- Bags will be provided by the sponsor. The bags design and format is to be approved by SPE
- Option for the sponsor company to insert a piece of promotional literature/gift in the bag
- Two complimentary conference delegate places for employees of the sponsor company

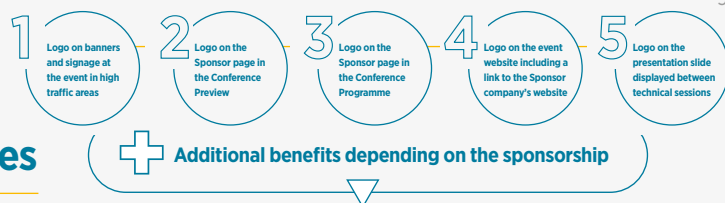
### Digital Conference Proceedings



**NOK 110,000**

- Sponsor logo on the cover of the card containing the access code to the Conference Proceedings given to all delegates
- Complimentary advertisement provided by the sponsor on the inside cover of the card
- One half page 4-colour advertisement in the Conference Programme & Exhibition Guide (created by sponsoring company, SPE to place ad)
- Two complimentary conference delegate places for employees of the sponsor company





## Conference Sponsorship Opportunities

### Exhibition Hall Signage: Indoor



**NOK 205,000**

- Exclusive sponsor branding on a window cover located prominently inside the exhibition hall over the main exit doors and on a vinyl floor graphic (5m x 3m) located under the window cover on entering through the main doors to the exhibition. Sponsor is responsible for providing artwork for the banner and floor graphic. SPE to approve design
- Full page 4-colour advertisement in the Conference Programme & Exhibition Guide (created by sponsor company. SPE to place ad)
- Three complimentary conference delegate places for employees of the sponsor company

### Lanyards



**NOK 115,000**

- Exclusive sponsor logo or branding on the lanyard strap carrying the name badge given to all attendees at registration (lanyards are supplied by the sponsor who will send a sample to the SPE for approval). Lanyards must be designed to be breakaway with a dual clip
- Two complimentary conference delegate places for an employee of the sponsor company

### Event Signage: Outdoor



**NOK 160,000**

- Event and exclusive sponsor branding on a 6mx4m banner positioned prominently on the outside wall of the exhibition hall building at the entrance to the Exhibition Hall. Sponsor will be responsible for providing artwork for the sign. SPE to approve design
- Full page 4-colour advertisement in the Conference Programme & Exhibition Guide (created by sponsor company. SPE to place ad)
- Two complimentary conference delegate places for employees of the sponsor company

### Luncheons



**NOK 125,000**

- Sponsor logo on signage displayed prominently in the catering area throughout lunch times on all three days of the conference
- Option for sponsor company to provide branded napkins (printed napkins provided by sponsor)
- One half page 4-colour advertisement in the Conference Programme & Exhibition Guide
- Two complimentary conference delegate places for employees of the sponsor company

### Floor Graphics



**NOK 85,000**

- Sponsor company logo or message (dimensions 1m x 1m) on three vinyl floor stickers strategically placed inside the exhibition hall. Floor graphic artwork to be provided by the sponsor. SPE to approve design. SPE will provide placement location options in the exhibition
- Two complimentary conference delegate places for an employee of the sponsor company

### Welcome Reception



**NOK 182,000**

- Exclusive sponsorship of the Welcome Drinks Reception at the end of the first day of the conference
- One full page, 4-colour advertisement in the Conference Programme & Exhibition Guide (created by sponsor. SPE to place ad)
- Option for sponsor company to provide branded napkins (printed napkins provided by sponsor)
- Five additional places for staff to attend the drinks reception only
- Three complimentary full conference registrations for employees of the sponsor company

## Conference Sponsorship Opportunities

### SPE TECH TALKS



Pricing details available on request

**With SPE Tech Talks, your company's story and technology take centre stage, focusing on your innovations. This 25-30 minute conversation is hosted by SPE to share your company's story live prior to the Drilling conference and will be featured on SPE's LinkedIn and YouTube accounts.**

**A Tech Talk allows a company executive or subject matter expert to share the technologies and solutions your company is planning to showcase at the in-person 2023 Drilling conference. After the event, the on-demand video can be used by your company for ongoing content marketing efforts.**

- Company name/logo on promotional graphics for social media
- Company logo on SPE Live weekly promotional emails sent to members and customers
- Company name/logo on LinkedIn event header graphic and description
- Company logo during at least 50% of the Tech Talks broadcasts
- Up to two 30-second video commercials, shown at the beginning and end of the broadcast (commercials provided by sponsor).

### Co- Sponsorship of Diversity and Inclusion Special Session

**NOK 85,000** (available for up to a maximum of 4 sponsors)

- Company mission statement/diversity policy summary included on the Special Session page on the conference website
- Company logo in pre-event email campaign promoting the Special Session and the Conference with a link to Sponsor's website
- Logo and sponsorship title on sponsor signage at the Special Session Venue and at the main Conference
- Verbal acknowledgement of sponsor during the Special Session by the moderator
- Logo on sponsor acknowledgement presentation slide displayed during the Special Session and during breaks in the technical sessions of the main Conference
- Logo on the main Conference website and on the Special Session page which links to the sponsor company website
- Logo and sponsorship title listed in Conference Preview and Conference Programme
- Half page advertisement in Conference Programme & Exhibition Guide
- Two Complimentary delegate registrations to attend the conference including the special session.



## Deadlines

- In order for sponsorship to be promoted in the Conference Preview and Conference Programme & Exhibition Guide as well as on onsite signage, the contract and company logo must be received prior to print deadline.
- If a sponsor does not meet the above published deadlines, SPE cannot guarantee space and reserves the right to invoke penalties for late submissions.

## Print Advertising Opportunities

A variety of print advertising opportunities are available for the event including full and half pages, special positions (inside front cover; inside back cover; outside back cover) in the Conference Preview and Conference Programme & Exhibition Guide. Please contact SPE for further details.

**For more information about exhibiting, sponsoring or other promotional activities at the 2023 SPE/IADC International Drilling Conference and Exhibition, please contact:**

**Dean Guest**

**Business Development Manager – Events, Europe and Caspian**

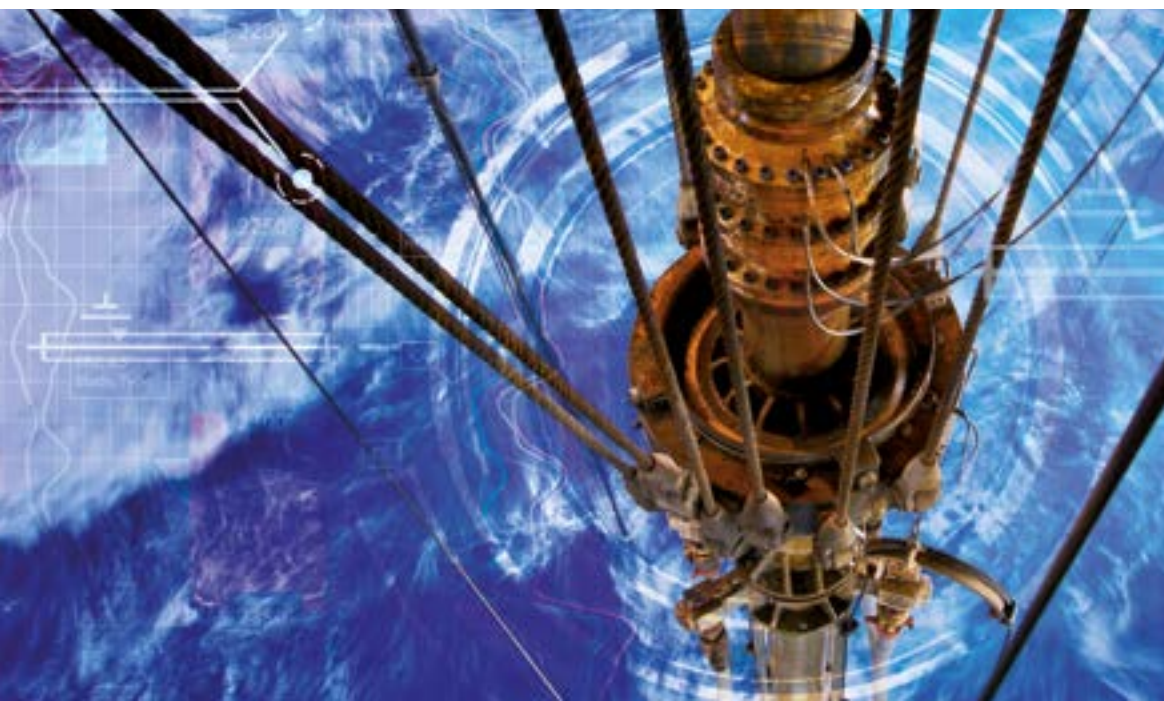
**Tel + 44 (0) 20 8078 6710**

**Email: [dguest@spe.org](mailto:dguest@spe.org)**





## Exhibition & Sponsorship



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