



IADC/SPE DRILLING CONFERENCE PRIORITY POINT SYSTEM

The IADC/SPE DRILLING CONFERENCE (DC) Priority Point System recognizes exhibitors and sponsors who contribute to the success of DC through exhibiting, advertising, and sponsorships contracted directly with DC.

All exhibitors participating at DC earn an annual point award of ten (10) points. This annual point award allows exhibitors an incentive to participate annually as well as the opportunity to continually improve their priority point ranking. In order to maintain their priority number on the DC priority list, exhibitors must contract directly with DC and participate once in a two-year period.

The next year's Priority Point Listing is made available on the official DC website both in priority point order and alphabetical order by exhibitor name, based upon sponsorship and advertising dollars invoiced at time of rebooking for the next year. Sponsorship and advertising contracts submitted after this date will be calculated and reflected in the Priority Points for the following year's priority assignments.

How are points awarded?

- All exhibiting companies earn ten (10) points per year for exhibiting, regardless of the exhibit size and/or location.

Additional annual points are awarded for exhibitors who participate in any of the official DC advertising and sponsorship opportunities purchased directly with IADC/SPE DRILLING CONFERENCE or with SPE/IADC DRILLING CONFERENCE.

- 2,500 – 5,000 USD or equivalent spent earns 3 points
- 5,001 – 12,500 USD or equivalent spent earns 6 points
- 12,501 – 20,000 USD or equivalent spent earns 9 points
- 20,001 – 30,000 USD or equivalent spent earns 12 points
- 30,001 – above USD or equivalent spent earns 15 points

What if an exhibitor decides not to participate for one year?

- To maintain an active Priority Number, all exhibiting companies are required to participate once in a two (2) year period.
- If a year is skipped, the exhibitor will retain all earned points to date, but will not earn the annual additional ten (10) points.
- If an exhibitor skips a year of exhibiting, yet continues to sponsor DC, they will receive the sponsorship points.
- If two years are skipped an exhibitor will be removed from the priority list.
- If an exhibitor wishes to return after skipping two years, they may do so and ½ of their last priority point total will be restored.
- If an exhibitor wishes to return after skipping three years, they may do so but the priority points will be forfeited.

Does anything result in a deduction of priority points?

- One (1) priority point will be deducted from any exhibitor who has not paid their balance in full by the final due date of the invoice for exhibit space.
- Exhibitors who vacate or dismantle their booth prior to show closing will lose five (5) priority points.

How is space selection handled for multiple divisions?

- For each Priority Point Number, only one (1) contract can or will be executable.
- Exhibiting companies may allocate specific portions of the contracted space to its divisions.
- Points will be awarded to the contracted exhibiting company.
- Should a division with no priority points of its own choose not to exhibit with the company name on the contract the next year, said division will enter the Priority Point System as a new exhibitor.
- If a division and the parent company have separate Priority Numbers and exhibit under separate contract, space will be assigned according to each separate Priority Number.

What happens to earned points when two companies decide to exhibit together?

- Companies are not allowed to combine Priority Point Numbers.
- The company with the highest Priority Number will retain the use of its Priority Number and the company with the lowest Priority Number will forfeit its Priority Number provided that a contract is not executed in its name within the two (2) year period.

What happens if a company decides to participate on their own?

- Exhibiting companies who have been exhibiting with another company and who do not have a Priority Number will receive three (3) points for year each of participation, provided two (2) consecutive years have not been skipped.
- The individual company will be responsible for providing proof of participation with another company to DC.
- If the exhibiting company has a Priority Number and a contract is not executed within the two (2) year period, the exhibitor will forfeit its Priority Number.

What happens to earned points if an exhibitor drops out of DC?

- Any exhibitor who does not participate once in a two (2) year period will forfeit all earned points.
- If an exhibitor wishes to return after skipping two years, they may do so and ½ of their last priority point total will be restored.
- If an exhibitor wishes to return after skipping three years, they may do so but the priority number will be forfeited.

How do I know if the DC space assignment process is fair to all exhibitors?

- All exhibiting companies are notified, in writing, of the Rebooking Date and Procedures.
- Space assignments are conducted at the SPE/IADC DRILLING CONFERENCE SPE offices in Richardson, Texas, in the presence of SPE/IADC DRILLING CONFERENCE Exhibit Management.
- Upon space assignment, a Booth Confirmation Notice is sent to all exhibitors with complete details.

Who do I contact if I have questions regarding the Priority Point System?

For additional information, please contact:
Society of Petroleum Engineers' Exhibits Department
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