



Society of Petroleum Engineers



# IADC/SPE International Drilling Conference and Exhibition

8-10 March 2022 | Galveston, Texas, USA  
Galveston Island Convention Center

Exhibition, Sponsorship, and  
Advertising Opportunities

[go.spe.org/Drilling2022](https://go.spe.org/Drilling2022)



# Welcome to the IADC/SPE International Drilling Conference & Exhibition 2022

For more than 30 years, the IADC/SPE International Drilling Conference and Exhibition has established itself as the World's leading gathering to address challenges, deliver improved performance and highlight emerging technologies and practices in global oil and gas exploration and production.



The conference will provide a new and exciting range of promotional opportunities for sponsors and exhibitors to increase brand awareness and thought leadership exposure, to showcase the latest technological developments and to actively engage with trade professionals in real time.



The conference will include the highest caliber peer-selected technical papers in the field of drilling and will bring together leading international operators, contractors and service providers from around the World. The conference will provide attendees with a comprehensive event experience and will include a full conference program with presentations from industry experts and technical authors.



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



However you choose to take part, you will certainly find your involvement at this in-person event in Galveston, Texas rewarding.

AMPLIFY, ENGAGE AND  
CONNECT WITH THE GLOBAL  
DRILLING COMMUNITY



BRAND AWARENESS



THOUGHT LEADERSHIP



LEAD GENERATION

# Achieve Your Marketing Objectives

---



## COST EFFECTIVE

The conference provides a highly cost effective solution for sponsors and exhibitors to maintain existing business contacts, make all-important new connections and do business with targeted key decision makers.



## PROMOTE THOUGHT LEADERSHIP

Position your organization as a progressive industry player at the forefront of digital innovation. Align your organization with the key discussion points and challenges facing drilling in E&P and associate your brand with the highest caliber technical content in the industry.



## NETWORK WITH THE DRILLING COMMUNITY

Network face-to-face 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.

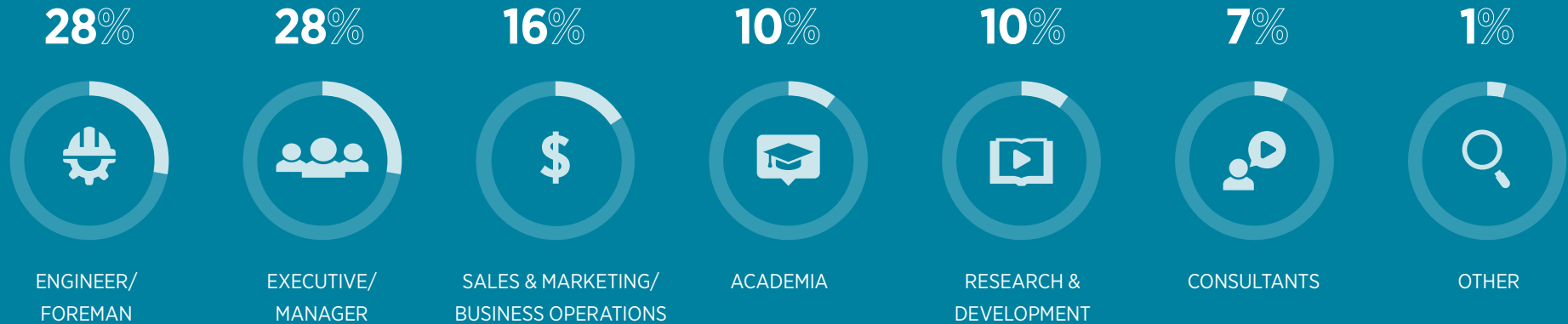


## GAIN MAXIMUM BRAND EXPOSURE

Expand your brand exposure to a global audience of drilling professionals through numerous opportunities for logo placement across the website and through the international marketing campaign to over 10,000 targeted potential customers in the run-up to the event.

# Who Attended in 2020?

- JOB CLASSIFICATION -



## What 2020 Attendees Say About the Event

“

Well organized, lots of information about latest drilling technologies.

”

“

Nice and compact event giving opportunities to listen to talks and attend the exhibition.

”

“

Great quality of papers and networking.

”

90%

WOULD RECOMMEND THE EVENT TO THEIR PEERS AND COLLEAGUES.\*

\* Statistics based on 2020 IADC/SPE International Drilling Conference and Exhibition attendee data and survey results.



# Sponsorship

**Producer Partner Program:** IADC and SPE are pleased to again present the Producer Partner Program, an initiative to showcase the dedication of oil and gas producers to the advancement of drilling technology and the study of drilling science.

	★★★	★★	★
FEATURES	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER
Logo on the Conference Program Cover	✓		
Ad in the Conference Program (One (1) full-page, 4-color)	✓	✓	
Logo and sponsorship title listed in the Conference Program	✓	✓	✓
Complimentary, full-conference registrations for company employees	6	4	3
Web Banner on page of sponsor's choice (if available). Banner to be created by sponsoring company; IADC/SPE to place on the IADC/SPE International Drilling Conference and Exhibition website.			1
<b>PRICE</b>	<b>USD 19,500</b>	<b>USD 14,000</b>	<b>USD 9,000</b>

# SPE Tech Talks

With SPE Tech Talks, your company's story and technology take center stage, focusing on your innovations.

This 25-30-minute conversation is hosted by SPE to share your company's story live prior to the conference, and featured on SPE's LinkedIn and YouTube accounts. Have a company executive or SME share the technologies and solutions your company is planning to showcase at the 2022 in-person event. And post-conference, the on-demand video can be used by your company for ongoing content marketing efforts.



## SPE TECH TALKS INDUSTRIES INCLUDES THESE BENEFITS

- 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).

# Sponsorship and Advertising Opportunities

Sponsorships	Price
Diversity and Inclusion Reception	USD 20,000
Daily Coffee Breaks - Exclusive	USD 20,000
Welcome Reception	USD 16,500
Networking Luncheon	USD 10,000
Hotel Key Cards	USD 8,500
Conference WiFi	USD 8,500
Registration plus Name Badge Lanyards	USD 7,500
Conference Bags	USD 6,000
Escalator Runner	USD 6,000
Mobile Device Charging Station	USD 5,500
Entrance Unit	USD 5,000
Individual Daily Coffee Breaks	USD 4,500
SPE Tech Talks	USD 4,500
Name Badge Lanyards	USD 3,500
Door Clings	USD 3,500
Pens & Notepads	USD 2,500
Patron of Drilling Conference 2022	USD 1,000

Advertising	Price
Conference Web Banner - Travel Page	USD 1,100
Conference Web Banner - Registration Page	USD 1,100
Full Page Ad	USD 950
Inside Front Cover Ad	USD 950
Inside Back Cover Ad	USD 950
Outside Back Cover Ad	USD 950

## Sponsorship Benefits

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

# Exhibition

Showcasing at the 2022 IADC/SPE International Drilling Conference and Exhibition is an excellent way to promote your brand among key industry professionals in the international drilling sector.

## 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



93%

visited the exhibition during the conference.\*

\* Statistics based on 2020 IADC/SPE International Drilling Conference and Exhibition attendee data and survey results.

## Gavleston Island Convention Center

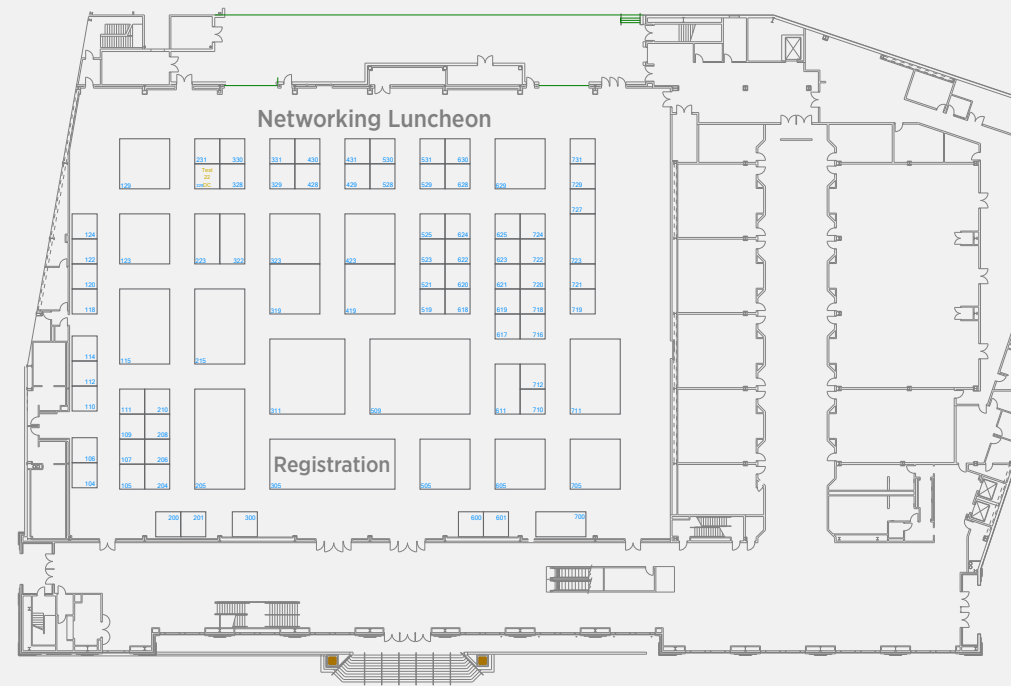


Exhibit space is USD 33 per square foot



For complete details, contact our sales team or visit [go.spe.org/Drilling2022](https://go.spe.org/Drilling2022).

#### Companies A–F

Evan Carthey  
Sales Manager  
Tel: +1.713.457.6817  
[ecarthey@spe.org](mailto:ecarthey@spe.org)

#### Companies Fm–O

Jason Plotkin  
Sales Manager  
Tel: +1.713.457.6877  
[jplotkin@spe.org](mailto:jplotkin@spe.org)

#### Companies P–Z

Kirk Colligan  
Sales Manager  
Tel: +1.972.952.9516  
[kcolligan@spe.org](mailto:kcolligan@spe.org)



#### About the Society of Petroleum Engineers

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 publications, events, training courses, and online resources at [www.spe.org](https://www.spe.org).



#### About IADC

The International Association of Drilling Contractors is dedicated to enhancing the interests of oil and gas and geothermal drilling contractors worldwide. IADC's contract drilling members own most of the world's land and offshore drilling units and drill the vast majority of the wells that produce the planet's oil and gas. IADC's membership also includes oil and gas producers, and manufacturers and suppliers of oilfield equipment and services.