

SPE/IADC Virtual International Drilling Conference & Exhibition

9–12 March 2021

Virtual Conference and Exhibition

go.spe.org/virtualdrilling2021

Promotional Opportunities

Achieve your marketing objectives through cost-effective thought leadership, sponsorship and client engagement.



Welcome to the SPE/IADC Virtual International Drilling Conference & Exhibition 2021

For more than 30 years, the SPE/IADC 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.



For the first time in its history, the 2021 event will take place in a virtual format offering an unparalleled forum in which to learn, network and promote.



The digital platform 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. As a digital conference, attendees, exhibitors and sponsors can join SPE/IADC Drilling from anywhere in the world.



The conference will include the highest calibre 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 virtual platform will provide attendees with a comprehensive event experience and will include a full conference programme 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 online global forum rewarding.

AMPLIFY, ENGAGE AND CONNECT WITH THE GLOBAL DRILLING COMMUNITY



BRAND AWARENESS



THOUGHT LEADERSHIP



LEAD GENERATION



A NEW KIND OF ONLINE NETWORKING

Achieve Your Marketing Objectives Through a New Online Experience

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.



GENERATE MORE BUSINESS



The virtual conference will deliver opportunities for business development among leading players in the global E&P drilling community. In addition, the digital format provides detailed real-time analytics of the attendees engaging with your brand and technologies.

PROMOTE THOUGHT LEADERSHIP

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



NETWORK WITH THE DRILLING COMMUNITY



Network face-to-face and in real time 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.

A UNIQUE SHOWCASE

The digital platform will provide a showcase for new technologies, valuable services and unique insights through live product demonstrations, online content and networking opportunities.



GAIN MAXIMUM BRAND EXPOSURE



Expand your brand exposure to a truly global audience of drilling professionals through numerous opportunities for logo placement across the virtual platform and through the international marketing campaign to over 10,000 targeted potential customers in the run-up to the event. The platform will remain live as an on-demand service for 12 months allowing your organisation even greater exposure.

Reach Your Target Audience Through Innovative Promotional Features



✓ DEDICATED VIRTUAL EXHIBITOR PAGE

Your exhibitor page will allow you to build an online profile for your company, upload corporate videos and showcase your products through photos and brochures in a virtual space. You will be able to list team members to make the most of your online participation.



✓ CAPTURE QUALIFIED LEADS

Generate qualified leads with contact data of all visitors to your exhibitor page over the course of the event. Exhibitors can gain real time analytics on the number of visitors visiting their profile, number of contacts made, number of exhibitors and delegates that have bookmarked their profile and products and so on.

✓ INNOVATIVE CLIENT ENGAGEMENT TOOLS

Fully engage with your clients and prospects through user-friendly live 1-to-1 video and chat functions. The virtual platform will provide an interactive engagement experience with conference attendees. Access to the meeting appointment system will allow you to schedule times to interact with your target audience.



✓ SPONSOR PRESENTATIONS AS PART OF EVENT AGENDA

Gain thought leadership visibility through a live streamed or pre-recorded presentation to the delegate audience included in a scheduled slot in the conference agenda.

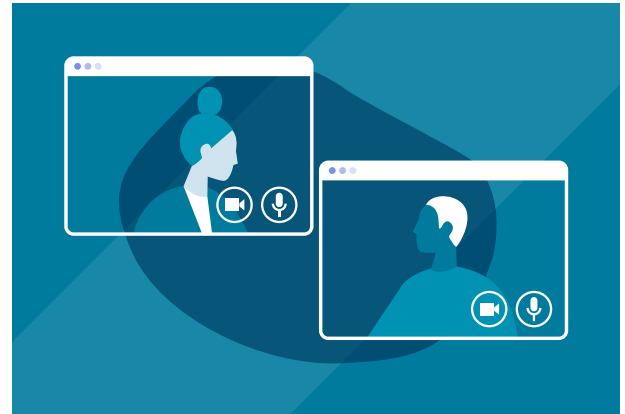


✓ EXTENDED SHELF LIFE

Because the virtual conference platform will remain as an on-demand service for 12 months after the live dates, your organisation will gain even greater exposure throughout the year.

✓ ENGAGE WITH THE MARKET THROUGH SPE LIVE THOUGHT LEADERSHIP PROGRAMME

SPE's new digital broadcast service - SPE Live - features discussion with leading industry figures and experts as well as Q&A on a range of topics impacting the oil and gas industry. Streamed live on SPE's social media channels and then made available on demand, a drilling themed broadcast on this new channel will provide an excellent platform for thought leadership.

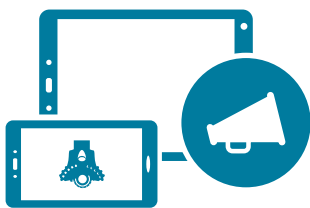


✓ ACCESS TO THE MATCHMAKING NETWORKING SERVICE

The AI based matchmaking service will connect delegates with an interest in the products and service you provide automatically to your exhibitor page before and during the event. This will provide highly targeted interaction.

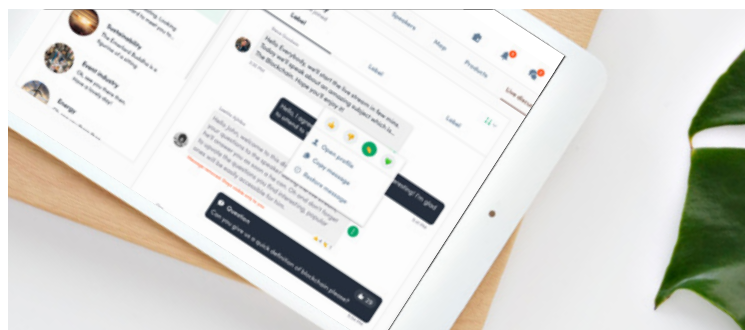
✓ MORE DELEGATE PLACES

The digital platform allows us to provide not only an increased allocation of complimentary delegate places for sponsor and exhibitor company staff but also discounted rates for additional attendees.



✓ EXTENSIVE BRANDING OPPORTUNITIES

As a sponsor, your logo can be displayed extensively across the virtual platform including on signboards, in the main lobby, on banner ads and as part of individual sponsored features. Sponsor logos will be included on the pre-event promotional email campaign to more than 10,000 drilling professionals



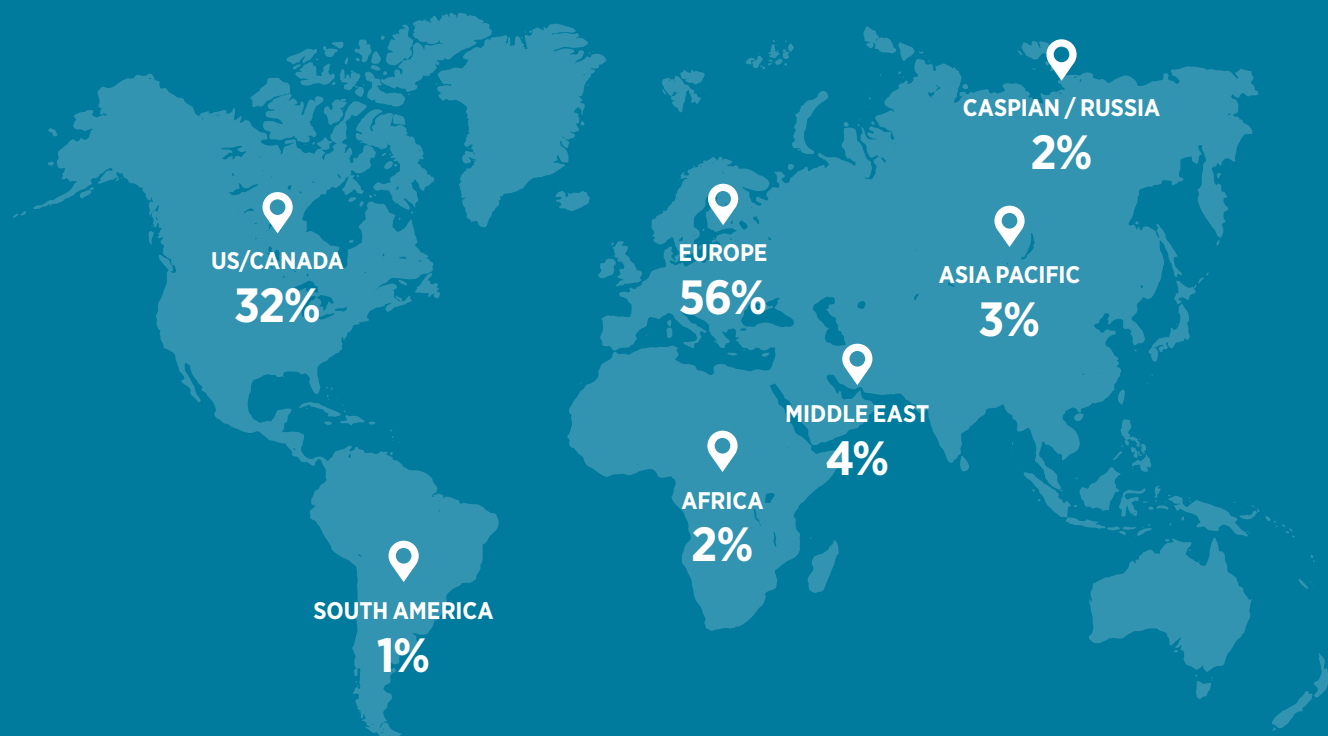
✓ THOUGHT LEADERSHIP FORUMS

A range of discussion boards on drilling-related themes will be active for the duration of the event. As an exclusive topic sponsor, you will be able to demonstrate thought leadership and position your company at the forefront of technical debate.

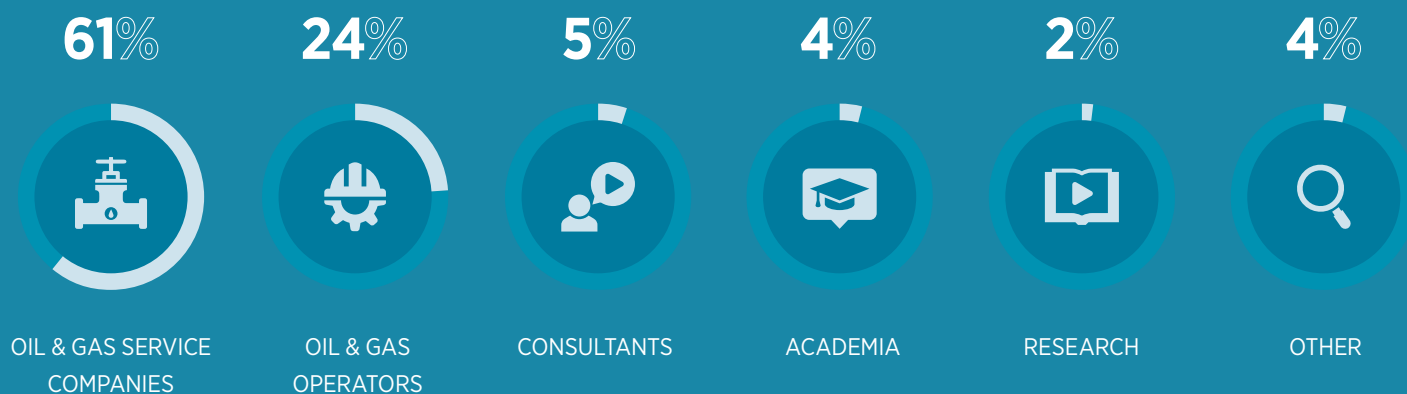


Who Attended in 2019?

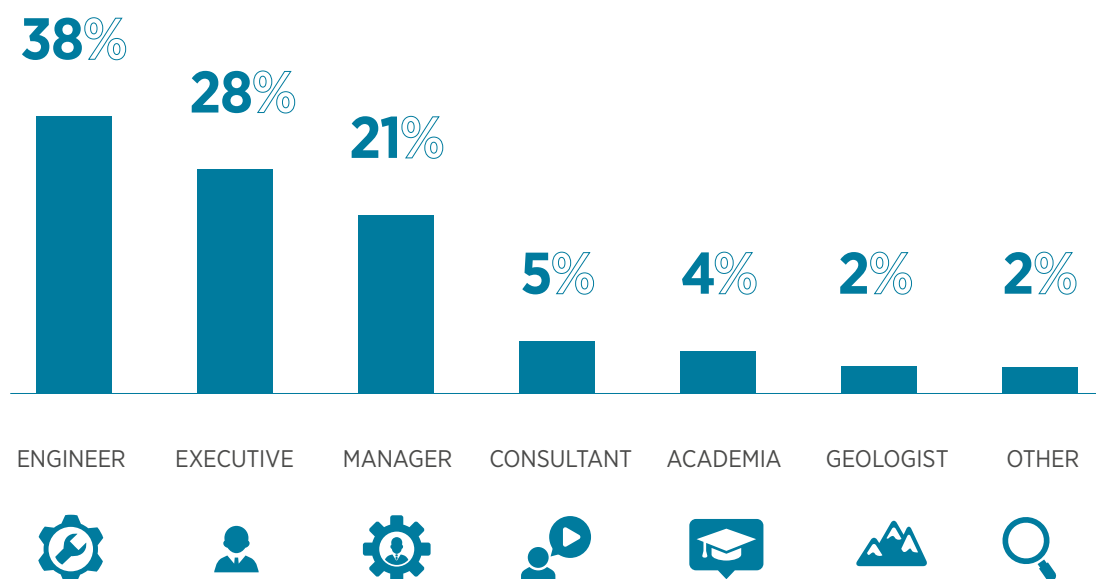
- GEOGRAPHICAL BREAKDOWN -



- ORGANISATION TYPE -



- JOB CLASSIFICATION -



- IN 2019 -

98% OF ATTENDEES VISITED THE EXHIBITION

86% OF EXHIBITORS WOULD EXHIBIT AGAIN

85% OF ATTENDEES RATED THE EXHIBITION FAVOURABLY

75% OF ATTENDEES SPENT A MINIMUM OF 3 HOURS AT THE EXHIBITION

90% RATED THE TECHNICAL PAPERS AND CONFERENCE CONTENT FAVOURABLY

86% RATED THE NETWORKING FAVOURABLY

82% WOULD RECOMMEND THE CONFERENCE TO THEIR PEERS

Virtual Exhibitor

Showcase your products and services and engage with your existing and prospective clients in the international drilling community. The Virtual Exhibition only will be free to attend to allow wider engagement with exhibitors and sponsors.

(Virtual Exhibition Only attendees will not have access to technical content or delegate networking.)



FEATURES	PREMIUM	STANDARD
Dedicated exhibitor page on virtual conference platform for branding and full delegate engagement	✓	✓
Live 1-to-1 video and chat functions with visitors to the exhibitor page	✓	✓
Content upload facility for digital content and resources eg, weblinks, pdf documents, social media links	✓	✓
Access to AI powered matchmaking service linking targeted delegates to exhibitors	✓	✓
Company description and contact information on exhibitor page	✓	✓
Lead reports and data analytics on visitors to the exhibitor page	✓	✓
Access to meeting appointment system for delegates to your exhibitor page	✓	✓
Ability to search delegates	✓	✓
Logo displayed on virtual exhibition lobby page	✓	✓
Company name and product/service profile listed on the event website	✓	✓
Ability to host live streamed content on exhibitor page	✓	
Prominent video header (supporting recorded or live stream content) on exhibitor page	✓	
Tower advert on exhibitor page	✓	
In-event email – using the conference’s internal notification system to deliver a promotional message to all attendees	✓	
Ability to direct delegates visiting exhibitor page to sessions featuring speakers from exhibiting company	✓	
Number of video content uploads	5	2
Complimentary delegate registrations to attend the event	5	3
€ PRICE	£4,500	£2,750
Price with 30% Sponsorship Discount	£3,150	£1,925
Price with 20% Sponsorship Discount	£3,600	£2,200
Price with 10% Sponsorship Discount	£4,050	£2,475

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.



FEATURES

	★★★ PLATINUM PARTNER	★★ GOLD PARTNER	★ SILVER PARTNER
Logo and sponsorship title on sponsor signage across the virtual platform	✓	✓	✓
Logo and sponsorship title listed in Conference Preview	✓	✓	✓
Logo displayed prominently in the main lobby	✓	✓	✓
Logo on sponsor acknowledgement presentation slide displayed between technical sessions	✓	✓	✓
Logo displayed on pre-event email promotion	✓	✓	✓
Logo on the conference website, which links to the sponsor company's website	✓	✓	✓
Sponsored discussion forum on a subject selected by the sponsor on the virtual platform	✓	✓	✓
Content upload on Drilling Industry Insights page on the conference website	Video/ Podcast	Podcast or PDF doc	PDF doc
Your company's press release/news item included on news section of the Drilling Industry Insights page on conference website (subject to SPE approval – details to be discussed with SPE)	✓	✓	
Verbal acknowledgement of sponsor during Opening Session and panel sessions	✓	✓	
Sponsored seminar on a subject selected by the sponsor in a scheduled slot in the programme agenda (subject to SPE approval – details to be discussed with SPE)	✓	✓	
In-event email – using the conference's internal notification system to deliver a promotional message to all attendees	✓	✓	
Advert in Conference Preview	Full Page	Half Page	
Branding and speaker participation in a drilling themed SPE moderated 'SPE Live' session broadcast to an international audience prior to event. This content will also be available for your company's own distribution.	✓		
Corporate video (maximum duration 20 seconds) shown during the countdown to the opening of technical sessions throughout the event	5 Per Day	2 Per day	
Advert on rotating banner on the homepage of the conference website	✓		
Banner ad on lobby page linking to sponsor's website or virtual exhibitor page	✓		
% Discount on price of exhibiting package (Premium or Standard)	30%	20%	10%
Complimentary registrations to attend the conference	20	15	8
% Discount for additional registrations for sponsor staff	30%	20%	15%
€ PRICE	£15,000	£11,000	£6,000



SPONSORED SEMINAR

£ PRICE

GBP 8,000 + VAT

Establish thought leadership through a 30-minute session included in the conference agenda on a topic of the sponsor's choice. Format and speakers to be selected by sponsor (subject to approval from SPE. Details to be discussed with SPE).

- ✓ Sponsored Seminar information included in the official conference programme schedule
- ✓ Company logo in pre-event promotion
- ✓ Logo and sponsorship title on sponsors signboards across the virtual platform
- ✓ Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- ✓ Logo on the conference website, which links to the sponsor company website
- ✓ Logo and sponsorship title listed in Conference Preview
- ✓ Full page advert in Conference Preview
- ✓ Content upload on Drilling Industry Insights page
- ✓ Post-event analytics report
- ✓ Banner ad on lobby page linking to sponsor website
- ✓ 7 Complimentary delegate registrations to attend the conference
- ✓ Discount of 15% for additional delegate registrations for sponsor staff
- ✓ Discount of 15% on price of exhibiting package (Premium or Standard)



SPE/IADC DRILLING TECH TALK

£ PRICE

GBP 11,000 + VAT

Share your insights prior to the SPE/IADC International Drilling Conference and Exhibition through a 30-40 minute SPE-moderated discussion produced by SPE. The broadcast will attract a global audience and be featured across SPE's social media channels, email campaigns, as well as the Drilling Industry Insights page on the conference website in the weeks preceding the conference. The pre-recorded presentation can also be included as a sponsored seminar in a scheduled slot in the agenda (subject to SPE approval. Details to be discussed with SPE).

A senior representative of your organisation will be able to share their reflections on the state of the industry, the technological changes they foresee or what they plan to showcase at the event. Your company will have access to the video via YouTube for use during and post the event.

- ✓ Company logo in pre-event promotion
- ✓ Logo and sponsorship title on sponsors signboards across the virtual platform
- ✓ Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- ✓ Logo on the conference website, which links to the sponsor company website
- ✓ Logo and sponsorship title listed in Conference Preview
- ✓ Full page advert in Conference Preview
- ✓ Content upload on Drilling Industry Insights page
- ✓ Opportunity to include presentation as a sponsored seminar in scheduled slot in the agenda
- ✓ Post-event analytics report
- ✓ Banner ad on lobby page linking to sponsor website
- ✓ 10 Complimentary registrations to attend the conference
- ✓ Discount of 20% for additional registrations for sponsor staff
- ✓ Discount of 20% on price of exhibiting package (Premium or Standard)

Exclusive and Co-Sponsorship Packages



CO- SPONSORSHIP OF DIVERSITY AND INCLUSION SPECIAL SESSION “CLOSING THE GENDER GAP IN OIL & GAS”

£ PRICE

GBP 6,500 + VAT (available for up to a maximum of 4 sponsors)

- ✓ Company mission statement/diversity policy summary included on the Special Session page on the virtual platform and the conference website
- ✓ Company logo in pre-event email campaign promoting the Session with a link to Sponsor's website
- ✓ Logo and sponsorship title on sponsor signboards across the virtual platform
- ✓ Verbal acknowledgement of sponsor during the Special Session by the moderator
- ✓ Logo on sponsor acknowledgement presentation slide displayed during the Special Session
- ✓ Option to participate in co-branded SPE moderated panel discussion on diversity issues hosted on 'SPE Live'. This content will be available for your own company to repurpose.
- ✓ Logo on the Special Session page of the conference website, which links to the sponsor company website
- ✓ Logo and sponsorship title listed in Conference Preview
- ✓ Half page advert in Conference Preview
- ✓ 6 Complimentary delegate registrations to attend the conference including the special session
- ✓ Discount of 15% for additional delegate registrations for sponsor staff
- ✓ Discount of 15% on price of exhibiting package (Premium or Standard)



STUDENT DEVELOPMENT SPONSOR

£ PRICE

GBP 6,500 + VAT

This exclusive sponsorship package will enable 40 students within drilling, petroleum engineering and related subjects to attend the SPE/IADC Virtual Drilling Conference for free allowing them to attend the event and engage in technical knowledge transfer, network with industry professionals and explore career opportunities.

- ✓ Company logo in pre-event promotion for the conference and to student attendees
- ✓ Logo and sponsorship title on all sponsors signboards across the virtual platform
- ✓ Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- ✓ Logo displayed on pre-event email promotion
- ✓ Logo on the conference website with link to the sponsor company website
- ✓ Logo and sponsorship title listed in Conference Preview
- ✓ Half page advert in Conference Preview
- ✓ 6 Complimentary delegate registrations to attend the conference
- ✓ Discount of 15% for additional delegate registrations for sponsor staff
- ✓ Discount of 15% on price of exhibiting package (Premium or Standard)





DIGITAL PROCEEDINGS SPONSORSHIP

£ PRICE

GBP 5,500 + VAT

Exclusive sponsorship of the digital conference proceedings containing the papers from the technical sessions sent to all registered delegates.

- ✓ Company logo and company profile to be included exclusively on the digital conference proceedings notification email sent to all registered attendees after the event
- ✓ Company logo displayed on pre-event promotion
- ✓ Logo and sponsorship title on sponsors signboards across the virtual platform
- ✓ Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- ✓ Logo on the conference website with link to the sponsor company website
- ✓ Logo and sponsorship title listed in Conference Preview
- ✓ Half page advert in Conference Preview
- ✓ 5 Complimentary delegate registrations to attend the conference
- ✓ Discount of 15% for additional delegate registrations for sponsor staff
- ✓ Discount of 15% on price of exhibiting package (Premium or Standard)



REGISTRATION SPONSORSHIP

£ PRICE

GBP 6,000 + VAT

Exclusive Sponsorship of Virtual Registration page used by attendees to register for the event.

- ✓ Logo (with hyperlink) and sponsorship status on the dedicated registration landing page
- ✓ Company logo displayed on pre-event promotion
- ✓ Logo and sponsorship title on sponsors signboards across the virtual platform
- ✓ Logo on sponsor acknowledgement presentation slide displayed between technical sessions
- ✓ Logo on the conference website, which links to the sponsor company website
- ✓ Logo and sponsorship title listed in Conference Preview
- ✓ Half page advert in Conference Preview
- ✓ 6 Complimentary delegate registrations to attend the conference
- ✓ Discount of 15% for additional delegate registrations for sponsor staff
- ✓ Discount of 15% on price of exhibiting package (Premium or Standard)

✓ CUSTOMISED PACKAGES ARE AVAILABLE ON REQUEST

For more information about exhibiting, sponsoring or other promotional activities at the 2021 SPE/IADC Virtual International Drilling Conference and Exhibition, please contact:

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Exhibition and Sponsorship Opportunities



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Society of Petroleum Engineers

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