



# SPE/IADC INTERNATIONAL DRILLING CONFERENCE & EXHIBITION

9-11 March 2021 | Stavanger Forum,  
Stavanger, Norway

[www.spe.org/go/drilling](http://www.spe.org/go/drilling)

## Exhibition & 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 2021, international operators, contractors and service providers will gather in Europe's biggest oil and gas hub, Stavanger in Norway, to 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 to them.

Whether your goal is to display your latest products and services or align your brand with the highest calibre technical content in the industry, SPE/IADC International Drilling 2021 represents an unmatched opportunity.

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.



## Exhibiting and Sponsorship Packages Allow Your Organisation to:

### Network

Face-to-face with industry leaders and decision-makers

### Showcase

Your technologies, valuable services and unique insights

### Align

Your organisation with the key discussion points within drilling

### Acquire

Valuable sales leads and client feedback

### Associate

Your brand with the highest calibre of technical content in the industry

### Expand

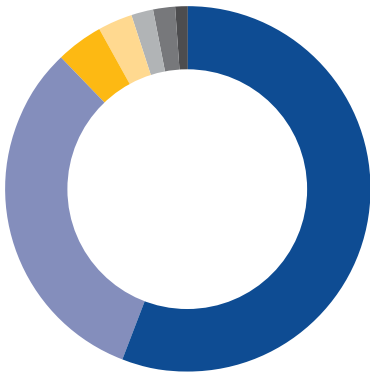
Your market by identifying new potential customers, suppliers and partners

## Previous Sponsors Include:



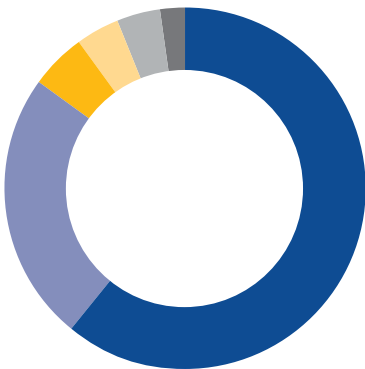
# SPE/IADC Drilling Conference & Exhibition 2019 – Who Attended?

## Attendees



### Geographical Region

Europe	56%
US/Canada	32%
Middle East	4%
Asia Pacific	3%
Caspian / Russia	2%
Africa	2%
South America	1%



### Organisation Type

Oil & Gas service companies	61%
Oil & Gas operators	24%
Consultants	5%
Academia	4%
Other	4%
Research	2%



### Job Classification

Engineer	38%
Executive	28%
Manager	21%
Consultant	5%
Academia	4%
Geologist	2%
Other	2%



82%

would recommend the conference to their peers



86%

rated the networking favourably



90%

rated the technical papers and conference content favourably



86%

of exhibitors would exhibit again



98%

of attendees visited the exhibition



75%

of attendees spent a minimum of 3 hours at the exhibition



85%

of attendees rated the exhibition favourably

Based on attendee survey results from the 2019 SPE/IADC International Drilling Conference and Exhibition, The Hague, The Netherlands

## Become an Exhibitor

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

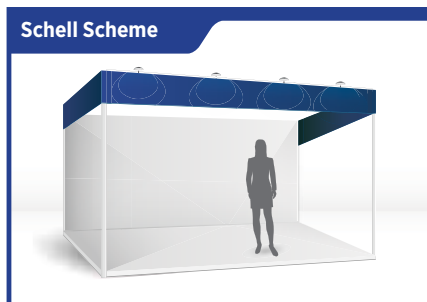
### ALL Exhibitors Receive the Following Benefits:

- 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 2021 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

### There are Two Ways you can Exhibit – Stand Package and 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 GBP £535 per square metre**

#### 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, Sales Manager at [dguest@spe.org](mailto:dguest@spe.org)

#### Space Only Package

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.



**Price GBP £435 per square metre**

#### 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 31st March 2020. After the deadline, all exhibition space will be allocated on a first-come, first-served basis.





## 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—GBP £20,000

- 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—GBP £15,000

- 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—GBP £10,000

- 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:

- 1 Logo on banners and signage at the event in high traffic areas
- 2 Logo on the Sponsor' page in the Conference Preview
- 3 Logo on the Sponsor' page in the Conference Programme
- 4 Logo on the event website including a link to the Sponsor company's website
- 5 Logo on the presentation slide displayed between technical sessions

+ Additional benefits depending on the sponsorship

### Coffee Breaks— GBP £7,000 (per day) GBP £12,500 (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—GBP £7,500

- 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—GBP £9,500

- 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







## Conference Sponsorship Opportunities

### ALL Sponsors Receive the Following Benefits:

- 1 Logo on banners and signage at the event in high traffic areas
- 2 Logo on the Sponsor' page in the Conference Preview
- 3 Logo on the Sponsor' page in the Conference Programme
- 4 Logo on the event website including a link to the Sponsor company's website
- 5 Logo on the presentation slide displayed between technical sessions

### + Additional benefits depending on the sponsorship

#### Digital Conference Proceedings—GBP £9,000

- 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

#### Exhibition Hall Signage – Indoor—GBP £17,000

- 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 responsible for providing ready 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)
- Two complimentary conference delegate places for employees of the sponsor company

#### Event Signage – Outdoor —GBP £12,000

- 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 ready 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



## Conference Sponsorship Opportunities

### ALL Sponsors Receive the Following Benefits:

- 1 Logo on banners and signage at the event in high traffic areas
- 2 Logo on the Sponsor' page in the Conference Preview
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- 4 Logo on the event website including a link to the Sponsor company's website
- 5 Logo on the presentation slide displayed between technical sessions

### + Additional benefits depending on the sponsorship

#### Floor Graphics—GBP £7,000

- 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

#### Lanyards—GBP £9,500

- 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
- One complimentary conference delegate place for an employee of the sponsor company

#### Luncheons—GBP £10,000

- 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

#### Welcome Reception—GBP £ 15,000

- 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





## 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 is 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 2021 SPE International Drilling Conference and Exhibition, please contact:**

**Dean Guest**

**Sales Manager – Events, Europe and Caspian**

**Tel + 44 20 7299 3300**

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





## Exhibition & Sponsorship



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