

Under the patronage of His Excellency Shaikh Mohammed bin Khalifa Al Khalifa
Minister of Oil, Kingdom of Bahrain

SPE Middle East Artificial Lift Conference and Exhibition

Make it REAL (Reliable and Efficient Artificial Lift)

18-19 November 2020

The Gulf Hotel Bahrain
Manama, Bahrain

www.spe-event/artificialliftmiddleeast

Sponsorship and Exhibition Opportunities





Dear Industry Colleagues,

On behalf of the Society of Petroleum Engineers (SPE), and the conference committee, it is my pleasure to invite you to participate in the fifth SPE Middle East Artificial Lift Conference and Exhibition, to be held November 18–19, 2020, in Manama, Kingdom of Bahrain.

The theme for this conference is 'Make It REAL' where REAL stands for Reliable, Efficient Artificial Lift. Making a REAL system will be the basis for the conference technical agenda and discussion topics.

Artificial lift continues to play a key role in production sustainability, and thus its reliability and efficiency is critically important for the oil industry. The close collaboration of operators, and service and technology providers is the key to attaining a REAL system. This event will bring together the industry's subject-matter experts, including operators, and service and technology providers, to share their best practices, cutting-edge technologies, business models, and success stories, allowing participants to benefit from this knowledge transfer. In addition, this conference is important to our region, as it is a key enabler for us to open many opportunities for the oil and gas industry.

In this edition, we expect to build on the momentum from the last conference, and anticipate a highly diversified and engaging technical program for 2020. We look forward to your valued participation.

Yours truly,

Saeed Al-Ghamdi
Conference Chairperson
Artificial Lift Division Head
Saudi Aramco



About the Conference

Themed ‘Make It REAL (Reliable and Efficient Artificial Lift)’, the fifth edition of the SPE Middle East Artificial Lift Conference and Exhibition aims to build on the success of the previous editions and bring together artificial lift experts to discuss the latest developments, technological advancements, evolving challenges, and successful case histories.

Executive Committee

Conference Chairperson

Saeed Al-Ghamdi
Saudi Aramco

Programme Co-Chairpersons

Atika Al-Bimani
Petroleum Development Oman

Saad Al-Mutairi
Saudi Aramco

Abdulla Hasan
Tatweer Petroleum

Members

Ramy Abdelaziz
Borets

Abdulsalam Alaini
Baker Hughes

Abdulaziz Al-Ajaji
Petrogistix

Mohammed Al-Asfoor
AMNAN Energy & Technologies

Talal Al-Binali
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Petroleum Advanced Research Technologies

Saud Alquwizani
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Rami Esbai
Tatweer Petroleum

Safwat Ghazaly
Egyptian General Petroleum Corporation (EGPC)

Mohamed Ghareeb
Weatherford

Isam Ginawi
Schlumberger

Andrey Guo
Wanda Cable

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Sercel-GRC

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Sawafi Borets

Alaa Shawli
Saudi Aramco

Ahmed Shoukry
Weatherford

Yanni Wahba
HUATONG Cable Group

Mondher Yassine
PFT Systems & Connectors





Why Participate

The SPE Middle East Artificial Lift Conference and Exhibition provides excellent opportunities for your organisation to showcase your brand and raise awareness about your products, technology, and services.

What's Planned for 2020

- A high-profile Executive Plenary Session where industry leaders and experts will focus on discussions centered around the theme, Make It REAL (Reliable and Efficient Artificial Lift).
- Panel Sessions and various Technical and ePoster Sessions to cover important topics related to artificial lift.
- A seminar for professionals to expand their understanding on vital subjects from well-trained instructors.

Who Attends

- Account Manager
- Artificial Lift Engineer
- Artificial Lift Unit Supervisor
- ATL Operations Manager
- Business Development Manager
- CEO
- Country Manager
- Engineer
- ESP Specialist
- General Manager
- Managing Director
- Operations Engineer
- Petroleum Engineer
- Product Line Manager
- Production Engineer
- Sales Manager
- Senior Petroleum Engineer
- Student

Why Sponsor

- Capitalise on the event's continued success and provide excellent exposure for your brand in front of an audience of the industry's key decision-makers.
- Sponsorships are geared towards driving sales and expanding visibility, and can be extremely powerful promotional tools.
- All sponsors receive a number of core benefits to maintain high visibility throughout the event's promotions and on-site branding.

Why Exhibit

- Contribute to the growth of the industry and showcase your company's expertise to potential clients.
- Promote your advanced technologies, valuable services and unique expertise.
- Forge business relationships with new customers and strengthen existing partnerships.
- Acquire valuable sales leads and customer feedback.
- Expand your markets by identifying new opportunities, suppliers, and partners.



Showcase Your Brand—Become a Sponsor or Exhibitor



Attendee Statistics

These statistics provide a snapshot of the professional classifications, and geographical breakdown of the attendees that participated in 2018. The event attracted 639 professionals from the industry representing 126 organisations and 32 countries.



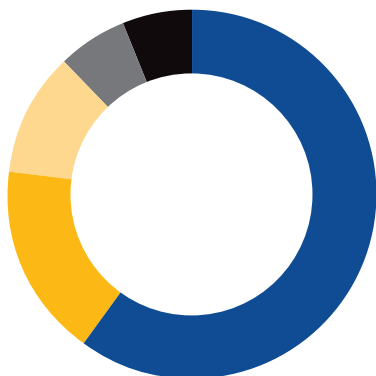
Technical Interests

Production and Operations	61%
Completions	11%
Drilling	11%
Reservoir Description and Dynamics	11%
Management and Information	6%



Job Classifications

Engineer	33%
Executive	22%
Manager	16%
Consultant	11%
Business Operations	6%
Sales and Marketing	6%
Student	6%



Geographic Region

Middle East	60%
United States	17%
UK/Europe	11%
Russia/Caspian	6%
Asia/Asia Pacific	6%



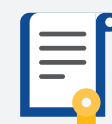
95%

would definitely and probably
would recommend this event
to others in their field



94%

rated the exhibition
good to excellent



85%

rated the technical content
as good to excellent

All the above information is based on the 2018 attendee survey report.

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Sponsorship Opportunities

Our sponsorship packages have been carefully designed to align with different marketing objectives and to suit a range of budgets.

Sponsorships are proven to give your company immediate visibility and impact. In addition to increased brand exposure, specific sponsorship packages can help you influence a targeted technical or demographic group.

Sponsorship Summary

*Prices are inclusive of 5% VAT as per Decree-Law No.48 for the year 2018.

Sponsorship Item	Value (USD)
Principal Sponsor (2 packages available)	52,500
Platinum Sponsor (4 packages available)	42,000
Gold Sponsor (6 packages available)	31,500
Silver Sponsor	21,000
Networking Reception Sponsor (exclusive)	15,750
Conference Lunch Day 1 Sponsor (includes VIP seating)	15,750
Conference Topical Lunch Sponsor (exclusive)	10,500
Coffee Breaks Sponsor (exclusive)	13,125
Conference Bags Sponsor (exclusive)	26,250
Mobile App Sponsor (exclusive)	21,000
Lanyards Sponsor (exclusive)	21,000
Badge Sponsor (exclusive)	15,750
Conference Programme* Sponsor (exclusive)	15,750
Knowledge Sharing ePoster Station Sponsor (exclusive)	15,750
Conference Proceedings Sponsor (exclusive)	10,500
Appreciation Gifts Sponsor (exclusive)	10,500

*subject to deadline dates

Core Benefits

All sponsors receive the following core benefits:

- Logo and sponsorship title on the event website with a link to the sponsor company's website
- Logo and sponsorship title in the sponsor section of the Conference Preview*
- Logo and sponsorship title in the sponsor section of the Conference Programme* (downloadable pdf)
- Verbal acknowledgement at the Conference Opening and Closing Ceremonies
- Logo and sponsorship title on the PowerPoint slides displayed between technical sessions
- Logo and sponsorship title on all-sponsor signage displayed in high traffic areas
- Acknowledgement in all press releases for the conference
- Sponsor appreciation certificate

For further information about sponsorship or exhibiting at the SPE Middle East Artificial Lift Conference and Exhibition, contact:

• **Samir Hassan, Sales Manager, +971.4.457.5800, 971.55.894.5446 shassan@spe.org**

Showcase Your Brand—Become a Sponsor or Exhibitor



Sponsor Packages

Principal Sponsor (2 packages available)

USD 52,500

This premium sponsorship option will be offered exclusively to two global industry leaders recognised for their effective and long-standing commitment to maintaining the best and most innovative methods in drilling, focused on sustaining the oil and gas industry. The principal sponsors will have the opportunity to work in close proximity with the Host Organisation, which includes shaping the conference programme and the inclusion of senior executives and technical experts in the committees' leadership roles.

Package includes all core benefits plus:

- 18 sqm exhibition booth (space only) in a prime location
- Logo prominently displayed on the stage backdrops (printed or digital) during the Opening Ceremony, Executive Plenary Session, Panel Sessions, and Closing Ceremony
- Verbal acknowledgement during the above-mentioned functions
- Logo and sponsorship title on all emails* for the event to potential delegates
- Logo and sponsorship title on press invitations
- Logo and sponsorship title on the on-site registration form and exhibition application form
- Priority to access the accredited press/media/PR representatives on-site
- One full-page colour advertisement in the Conference Programme*
- Logo on all event advertisements* (print and digital, where space permits)
- One reserved table at the VIP Lunch function on Day 1
- Ten complimentary invitations to the Conference Networking Reception (if applicable)
- Two complimentary full-conference registrations
- Eight complimentary one-day conference registrations
- Special group registration rates

Platinum Sponsor (4 packages available)

USD 42,000

Package includes all core benefits plus:

- Logo and sponsorship title on all emails* for the event to potential delegates
- Half-page colour advertisement in the Conference Programme*
- Eight complimentary invitations to the Conference Networking Reception (if applicable)
- Eight complimentary full-conference registrations and eight complimentary one-day conference registrations (or 18 sqm exhibition booth in lieu of conference registrations)
- Special registration rates for additional delegates

Gold Sponsor (6 packages available)

USD 31,500

Package includes all core benefits plus:

- Half-page colour advertisement in the Conference Programme*
- Six complimentary invitations to the Conference Networking Reception (if applicable)
- Six complimentary full-conference registrations and six complimentary one-day conference registrations (or 15 sqm exhibition booth in lieu of conference registrations)
- Special registration rates for additional delegates

Silver Sponsor (multiple packages available)

USD 21,000

Package includes all core benefits plus:

- Five complimentary invitations to the Conference Networking Reception (if applicable)
- Five complimentary full-conference registrations and five complimentary one-day conference registrations (or 12 sqm exhibition booth in lieu of conference registrations)
- Special registration rates for additional delegates

*subject to deadline dates

Showcase Your Brand—Become a Sponsor or Exhibitor



Networking Reception Sponsor

USD 15,750

The Networking Reception is a highly anticipated event and is the perfect close to the first day of the conference. The reception will be attended by distinguished guests, VIPs, and delegates, offering an amazing experience, array of cultural activities, and a taste of the renowned Arabian hospitality.

Package includes all core benefits plus:

- Verbal acknowledgement at the opening of the Networking Reception
- Sponsor's welcome speech (up to 5 minutes long) and short corporate video played in a continuous loop while guests are being seated
- Logo and sponsorship title on exclusive signage for the Networking Reception
- One full-page colour advertisement in the Conference Programme*
- Ten complimentary invitations to the Networking Reception
- Logo and sponsorship title on all table tent cards for the Networking Reception
- One corporate gift at entrance (optional, provided by sponsor, distributed by SPE)

Conference Lunch Day 1 Sponsor

USD 15,750

Five-star buffet lunch will be offered to VIP guests, speakers, committee members, delegates, and exhibitors.

Package includes all core benefits plus:

- Sponsor's welcome speech (up to 5 minutes long) and company video played in a continuous loop
- Logo and sponsorship title displayed on tent cards on dining tables
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Half-page colour advertisement in the Conference Programme*
- Two reserved tables for eight with prime seating area
- Additional ten lunch tickets for the day

Conference Topical Lunch Sponsor

USD 10,500

This unique opportunity offers technical (or strategic) industry talks at lunch for the day. Topics must be relevant to the conference programme and will be subject to committee approval.

Package includes all core benefits plus:

- Sponsor's welcome speech (up to 2 minutes long)
- Fifteen minutes presentation on the selected topic
- Logo and sponsorship title displayed on tent cards on dining tables
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Two reserved tables in the front row for the day

Coffee Breaks Sponsor

USD 13,125

Six coffee breaks will be served on the exhibition floor during the course of the event (mid-morning and mid-afternoon). This sought-after function offers attendees a meeting place to interact and recharge.

Package includes all core benefits plus:

- Logo and sponsorship title on tent cards in each coffee break area
- Logo and sponsorship title on exclusive signage for the function
- Logo and sponsorship title on coffee mugs (optional, provided by sponsor)

Conference Bags Sponsor

USD 26,250

All delegates will receive a branded conference bag with a copy of the Conference Programme*, sponsor's promotional item, stationery (if sponsored), and other general handouts.

Package includes all core benefits plus:

- Sponsor's logo and event branding printed on the official conference bag
- Logo on the distribution counter located in the main registration area
- One item inserted into the conference bag (provided by sponsor)
- Half-page colour advertisement in the Conference Programme*

*subject to deadline dates

Showcase Your Brand—Become a Sponsor or Exhibitor



Mobile App Sponsor**USD 21,000**

The Mobile App will provide attendees with all they need to know before, during, and after the event, in the palm of their hand.

Package includes all core benefits plus:

- One rotating banner on top of the screen
- A full screen advertisement on the splash page when the app is launched
- One push message each day of the conference
- Logo on the app flyers distributed across the venue
- Two complimentary full-conference registrations
- Two complimentary one-day conference registrations
- One full-page colour advertisement in the Conference Programme*

Lanyards Sponsor**USD 21,000**

All attendees will wear the conference lanyard at all times, providing maximum visibility on-site.

Package includes all core benefits plus:

- Logo on lanyards for delegate badges (provided by SPE)

Badge Sponsor**USD 15,750**

All attendees will wear the conference badge at all times. This item has proven time and again to be an effective marketing tool to promote your organisation. The badges will be printed and distributed at all registration terminals.

Package includes all core benefits plus:

- Logo printed on the badge along with the SPE logo
- Two complimentary full-conference registrations

Conference Programme* Sponsor**USD 15,750**

This comprehensive tool will include daily overviews with all conference sessions, timings and locations, floor plans, highlights, and general information.

Package includes all core benefits plus:

- Logo and sponsorship title on the cover page of the Conference Programme*
- One full-page colour advertisement in the Conference Programme*
- One full-page company profile of the sponsor in the Conference Programme*

Knowledge Sharing ePoster Station Sponsor**USD 15,750**

ePoster sessions are electronic versions of the traditional technical posters and are presented on a flat screen monitor, offering added benefits of animation, an enhanced audio and video experience, and deeper engagement between attendees and subject matter experts.

Package includes all core benefits plus:

- Logo on the screensaver of each ePoster station
- Logo on the fascia board of each ePoster station
- Logo on the counter of each ePoster station
- One dedicated station to play corporate video in loop (optional, subject to availability)
- Two brochure racks to display promotional literature (optional)

Conference Proceedings Sponsor**USD 10,500**

Conference Proceedings contain manuscripts of all the papers presented at the conference and will be made available to full-conference delegates.

Package includes all core benefits plus:

- Logo and sponsorship title printed on the cover of the card containing the access code to the Proceedings
- Logo and sponsorship title on exclusive signage
- Two complimentary full-conference registrations

Appreciation Gifts Sponsor**USD 10,500**

Speakers, Sponsors, and Exhibitors will receive a token of appreciation for their participation in and contribution to the conference.

Package includes all core benefits plus:

- Verbal acknowledgement before presentation of gifts
- Sponsor logo along with SPE logo on speaker gifts or gift boxes (provided by SPE)
- Logo and sponsorship title featured on a 'With Compliments' card presented with gifts

*subject to deadline dates

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Exhibition Opportunities

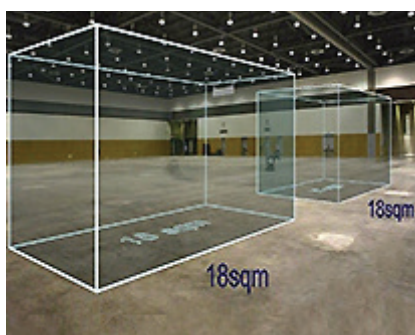
Exhibiting at the SPE Middle East Artificial Lift Conference and Exhibition will enable you to demonstrate your company's advanced technologies and expertise, increase your brand awareness and reinforce its recognition with a highly selected audience, gathered to attend the event from around the globe.

How to Exhibit

- 1 Review the exhibition information carefully.
- 2 Select two preferred booth locations from the exhibit floor plan (For the latest floor plan, please contact Samir Hassan).
- 3 Complete and return your Exhibitor Application Form and Exhibitor Terms and Conditions Contract to Samir Hassan.

Packages

Space only: **USD 630 per sqm**



Space Only

USD 630 per sqm *

Benefits:

- 4 exhibitor passes** for 18 sqm
- 100 visitor invitations for 18 sqm

Technical Specifications:

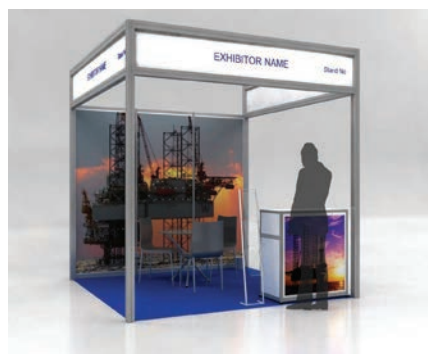
- Only marked-up space provided
- Minimum space to be booked is 18 sqm
- Construction of a modular stand is not included
- Electrical power supply needs to be ordered additionally

Exhibitor Benefits

Take advantage of this opportunity to promote new and existing products and services to key professionals in the industry.

- Share your company's expertise with a targeted group of experts.
- Showcase your advanced technologies, valuable services and unique expertise.
- Acquire valuable sales leads and customer feedback.
- Personally interact with potential and current customers.

Walk-in Package: **USD 735 per sqm**



Walk-in Package

USD 735 per sqm *

Benefits:

- 2 exhibitor passes** for 9 sqm
- 50 visitor invitations for 9 sqm

Technical Specifications:

- Frame built using the square profile (maxima) modular system built to a height of 3.0 metres with white infill panels 2.5 metres high
- White infill fascia name panel with vinyl cut-out exhibitor name and stand number
- Wall-to-wall standard carpet
- Digital printing of graphics for all the panels
- Information counter with digital print graphics
- 3 chairs, 1 table, 1 brochure holder, 1 waste bin, spotlights, 1 electrical 3-pin socket

* Prices are inclusive of 5% VAT as per Decree-Law no. 48 for the year 2018.

** Exhibitor pass includes access to the Exhibition, Opening Ceremony, Executive Plenary Session, ePoster Sessions, Lunches, Welcome Reception (if applicable), Coffee Breaks, and all Networking Activities on-site.

Previous Exhibitors and Sponsors

Past exhibitors and sponsors from the previous SPE

Middle East Artificial Lift Conference and

Exhibition include:

Alkhorayef Petroleum

Apergy Middle East

Baker Hughes, a GE company

Blue Ocean Group/SSI Lift

Borets International

Fathom Solutions

Forum Energy Technologies

Halliburton

Inflatable Packers International

Novomet

Power Feed-Thru Systems Connectors

Praxis Completion Technology

Quick Connectors

RMSpumptools

Runaco International

Saudi Aramco

Schlumberger

Sercel-GRC Corp.

Silverwell Energy

Shandong Wanda Cable Co., Ltd

Tatweer Petroleum

Taurus Engineering

Tenaris

Triol Corporation

Zilift Limited



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