



Society of Petroleum Engineers



# **SPE/ICoTA Virtual Well Intervention Conference**

**22–25 March 2021**

## **Sponsorship Guide**

[go.spe.org/21Well\\_Intervention](https://go.spe.org/21Well_Intervention)





96%

of attendees  
would recommend this  
conference to others in E&P



100%

of attendees visited the  
technology showcase  
while at the event



96%

of attendees rated the  
technology showcase  
as good to excellent

## Align Your Brand with One of SPE's Most Notable Events

Spotlight your portfolio of leading innovations and broaden the exposure of your products and services. Connect exclusively with decision makers and target a desirable, high-potential audience with various backgrounds in well intervention.

E&P professionals attend this event to enhance their knowledge and keep at the edge of technology. Why not make your technology a focus? Gain recognition and accelerate your organization with a sponsorship opportunity that matches your budget and marketing goals.

### About the Event

The SPE/ICoTA Virtual Well Intervention Conference covers technology and performance improvements, case histories, and innovative solutions in the well intervention sector.

### Conference Objectives

Provide the richest technical content directly related to interventions that will facilitate the best performance.

Focus on increasing operational efficiencies, delivering more cost-effective solutions, and reducing non-productive time.

Knowledge sharing on the performance and effectiveness of well intervention solutions and advancements through presentations, training courses, and the technology showcase.

# Benefits of Participating

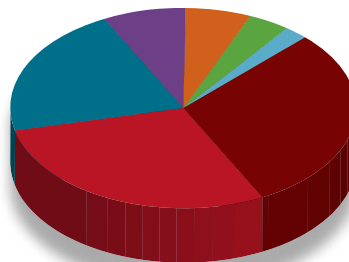
## Virtual Event Sponsorship

- Demonstrate your commitment to the industry
- Communicate your organization's values and increase brand awareness
- Showcase your advanced technologies, services, and products
- Increase your visibility and make an impact with key prospects

## Sponsorship Profile

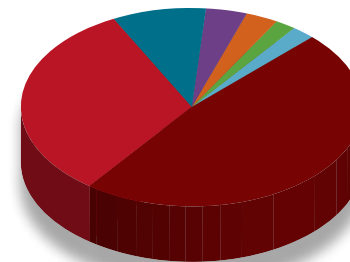
- Strengthen existing business relationships
- Network with influencers and respected leaders in the industry
- No travel expenses or scheduling barriers to engage with a global audience
- Generate leads for your company and have a longer lifespan for potential leads through on-demand engagement tools post-event

## Attendee Statistics



Attendees by Job Classification

Executive/Manager	30%
Engineer	29%
Sales and Marketing	21%
Business Operations	8%
Research and Development	6%
Consultant	4%
Other	2%



Primary Area of Interest

Completions	48%
Production and Operations	32%
Drilling	9%
Projects, Facilities, and Construction	4%
Management	3%
Data Science and Engineering Analytics	2%
Reservoir	2%

Statistics based on survey results from the 2019 SPE/ICoTA Well Intervention Conference.

# Invest in Innovations Through Virtual Sponsorship

## Features

SwapCard Benefits	Platinum Partner	Gold Partner
Company logo and name on dedicated sponsor page in virtual platform that links to profile page with branding ability	✓	✓
Virtual company profile page with brand ability: company logo, prominent head, and background	✓	✓
Ability to host video content on sponsor profile page header	✓	✓
Live 1-to-1 video and chat functions with visitors to the sponsor page	✓	✓
Content upload for digital content and resources (e.g., weblinks, PDF documents, social media links to virtual platform profile page)	✓	✓
AI powered matchmaking linking targeted attendees to sponsors	✓	✓
Lead reports and data analytics on visitors to the sponsor page	✓	✓
Appointment system access to show available meeting times on profile and schedule with attendees	✓	✓
One (1) tower ad on event's virtual platform lobby page linking to sponsor website	✓	
From your company profile, link to sessions where your company is presenting	✓	
Target attendees through in-platform emails and push notifications during event	✓	
Complimentary registrations to attend the conference	25	15

### Additional Benefits

Company name and listing on the conference website	✓	✓
Recognition on the conference website homepage with logo linking to the company website	✓	✓
Conference proceedings - Access to OnePetro® to view/download the technical papers	✓	✓
	USD 5,500	USD 2,800

## A la Carte Opportunities

Two (2) corporate videos per day shown during the countdown to the opening of technical sessions throughout the event. The maximum duration is 20 seconds.	USD 3,500
One (1) tower ad on virtual platform lobby page linking to sponsor website	USD 1,200
In-platform email using SwapCard's internal notification system to deliver a promotional message to all attendees during event	USD 2,500
Exclusive: One (1) banner ad on virtual platform lobby page linking to sponsor website	USD 3,000
One (1) SPE/ICoTA Talks Tech (weeks of 8, 15, or 22 March)	USD 4,500
One (1) Online JPT full-page ad in the April or May 2021 issue	USD 5,000

# SPE/ICoTA Talks Tech

With SPE/ICoTA Talks Tech, your company's story and technology take center stage, focusing on your innovations. This 15-20-minute conversation is hosted by SPE/ICoTA to sharing your company's story live prior to the Well Intervention Conference. Have a company executive or SME featured on SPE's LinkedIn and YouTube accounts to share the technologies and solutions your company is planning to showcase at the 2021 SPE/ICoTA Virtual Well Intervention Conference. Let the audience know which sessions you plan on participating in and which speakers you are looking forward to hearing from.

## SPE/ICoTA Talks Tech 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 Live header graphic and description
- Company logo on display on countdown graphic and during at least 50% of the broadcast
- Up to 30-second video commercial before broadcast



# JPT Full-Page Digital Ad

The Society of Petroleum Engineers (SPE) *Journal of Petroleum Technology*® (JPT) magazine is our flagship publication. JPT's digital delivery creates greater convenience and accessibility to our audience. Get in front of these forward-thinkers with a full-page ad to showcase your company and influence through your brand.



72,466  
JPT member subscribers

69,999  
Copies of JPT distributed globally to the SPE audience.