



# 2025 OFFSHORE TECHNOLOGY CONFERENCE BRANDING AND ADVERTISING

## BRANDING POLICIES

The Offshore Technology Conference has instituted the following policies for branding opportunities. The supporter agrees that these policies are considered binding and agrees to adhere to these policies to secure branding opportunities.

### OTC Branding Payment Policy

- OTC requires 100% payment be submitted with the signed Branding Contract in order to secure branding opportunities.
- Upon receipt of the signed contract and deposit, OTC will email an invoice to the brand partner. Branding opportunities will not be acknowledged or promoted until company has submitted the Contract and required payment.
- If a branding cancellation occurs from completion of contract date through 90 days before event, a 20% penalty shall be incurred.
- If a branding cancellation occurs 60-89 days before event, a 30% penalty shall be incurred.
- If a branding cancellation occurs 30-59 days before event, a 50% penalty shall be incurred.
- If a company cancels its partnership within 30 days of the conference, a 75% penalty shall be incurred.
- Payment is accepted in US dollars only. OTC accepts credit cards, checks, money orders, and wire transfers.

### **Companies who spend \$ 25,000 or more in combination of branding and advertising will receive the following:**

- Company logo and link on the official OTC conference website
- Company logo on the slide presentation between the technical sessions
- Company logo in the OTC Digital Program, provided applicable deadlines are met:
  - Contract and 100% deposit must be received by **14 March 2025** for Conference Digital Program

### Recognition On Website

- All branding opportunities that meet the guidelines are recognized on the OTC 2025 official website.
- Client must provide a URL address on the contract for hyperlink or placement cannot be guaranteed.

### OTC Branding Guidelines

- All copy must be submitted and approved by OTC by implementation.
- All individual and exclusive branding opportunities are subject to the right of renewal of the previous year's supporter.
- OTC will contact each previous year's branding supporter to advise them of the right of renewal and the deadline by which they must submit their Contract and deposit in order to renew.
- Should the previous year's branding supporter not meet the deadline or should they elect not to renew, OTC will then consider this to be available to all OTC exhibitors.
- **It is the responsibility of the brand supporter to adhere to the advertising and logo specifications information, as it specifically relates to submittal of company logos to be used in the promotion. Sponsor logos must be uploaded to the sponsor portal.**

**Late fees will apply for all artwork submitted PAST the deadlines listed in each branding description and confirmation and MUST be paid prior to the conference, or artwork will not be produced.**

**Graphics and contracts received after 3/14/25 are subject to availability and a 10% increase in rate.**

## 2025 OFFSHORE TECHNOLOGY CONFERENCE ADVERTISING POLICIES

The Offshore Technology Conference has instituted the following policies for advertising. The advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising space.

### OTC ADVERTISING POLICY

- Advertising will not be accepted that is considered by OTC in any way to be inappropriate to OTC's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by OTC with the understanding that the advertiser is ultimately responsible and liable for full payment to OTC of any outstanding charges for advertising space.
- In accepting advertising, OTC provides no guarantees that such advertising will result in revenues for the advertiser.
- The final decision on advertising format and terminology rests with OTC and is provided on the Advertising Specification Sheet.
- It is the advertiser's responsibility to adhere to the guidelines and procedures outlined on the OTC Advertising and Logo Specifications. **All ad materials and logos must be submitted for each current OTC. OTC does not store ad materials or logos from previous years.**

### **Additional Information for Online Advertising Opportunities**

- All online advertising opportunities are available on the OTC 2025 official website.
- \*\*The advertiser must include on the contract a URL address for hyperlink or advertising placement cannot be guaranteed.
- Web Banner Ads — Two ads are available per interior page of the website advertising. Web Banner ads should be 350 (L) x 250 (H) pixels, and the max file size is 50KB. Submit URLs with artwork to imbed to OTC. Please call for additional information.

### OTC ADVERTISING PAYMENT POLICY

- For premium advertising locations or to request a specific position, OTC imposes a 20% up-charge. All premium advertising locations are subject to the right of renewal by the previous year's advertiser. Should the previous year's advertiser elect not to advertise in the premium location, then OTC will consider this location available to all OTC exhibitors and eligible advertisers.
- Upon receipt of the signed Advertising Contract, OTC will email the advertiser an invoice for advertising space. No advertisement will be published until the advertiser has submitted the completed OTC Advertising Contract.
- For all website and print advertising space, 100% of payment is due with contract.
- Payment is accepted in US dollars only. OTC accepts credit cards, checks, money orders, and wire transfers.
- Should the advertiser elect to cancel confirmed advertisement 45 days prior to the event, there will be a 50% penalty as a result of program reformatting.

### **Any advertiser that does not meet the deadline dates will be subject to the penalties below:**

- **10% penalty for being late, per day**
- **25% penalty for canceling or sending in a contract for an ad and then never sending the ad**

*If the advertiser does not meet the above published deadlines, OTC cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.*

**All advertising is subject to OTC management approval.**