

# SPE Reservoir Characterisation and Simulation Conference and Exhibition

Emerging Digital Technologies to Augment Reservoir Potential,  
Profitability, and Sustainability

**24–26 January 2023**

Conrad Abu Dhabi Etihad Towers  
Abu Dhabi, UAE

[www.spe-events.org/reservoir-characterisation](http://www.spe-events.org/reservoir-characterisation)

## Sponsorship and Exhibition Opportunities



## About the Conference

The eighth edition of the SPE Reservoir Characterisation and Simulation Conference and Exhibition continues the momentum of the previous seven editions to bring together geoscientists, reservoir, and petroleum engineers, along with data scientists to address advances in the emerging technologies to unlock reservoir potentials under the most attractive economic conditions.

Realising that more knowledge, more suitable representative physical models, smarter data acquisition, and higher computation capabilities are vital elements to maximising value of our industry, the conference represents a strategic industrial event in the region to provide opportunities for professionals to present their latest ideas and applications and to look beyond the industry modelling practice, to find more advanced technologies for reservoir characterisation and modelling.

### Committee

#### Conference Chair

Maged Mabrook  
**ADNOC**

#### Conference Co-Chair

Shawket Ghedan  
**ADNOC**

#### Conference Co-Chair

Hussein Mustapha  
**Schlumberger**

### Committee Members

Mubashir Ahmad  
**ADNOC Onshore**

Waleed Alameri  
**Khalifa University**

Helal Ali Mohamed Abdulla Al Dhanhani  
**ADNOC Offshore**

Khuloud Al Khlaifi  
**ADNOC Offshore**

Mohammed Saad Al Kobaisi  
**Khalifa University**

Qassim Al Riyami  
**Petroleum Development Oman**

Emad W. Al Shalabi  
**Khalifa University**

Sami Bahri  
**ADNOC Offshore**

Kirill Bogachev  
**Rock Flow Dynamics**

Eric Delamaide  
**IFP Technologies (Canada) Inc.**

Karim El-Khouri  
**CMG**

Wael Fares  
**Halliburton**

Hadi Hajibeygi  
**TU Delft**

Elin Haryanto  
**Schlumberger**

Luky Hendraningrat  
**PETRONAS**

Nadir Husein  
**Geosplit**

Siddharth Jain  
**Sharjah National Oil Corporation**

Qun Li  
**CNPC**

Kristian Mogensen  
**ADNOC**

Siyavash Motellah  
**BP**

Paola Panfili  
**Eni**

Leonardo Patacchini  
**Stone Ridge Technology**  
Satyam Priyadarshy  
**Halliburton**

Jose Rodriguez  
**OXY**

Wen Shi  
**ADNOC Onshore**

Li Yong  
**CNPC**



## Why Participate

As an event that advances our industry through question, challenge, debate, and collaboration, it is a highly cost-effective sales and marketing platform. If you want to extend your brand and presence in our industry, you belong among the leading companies showcasing at the SPE Reservoir Characterisation and Simulation Conference and Exhibition.

### What's Planned for 2023

- **Executive Plenary Session** where industry leaders and notable personalities will focus on discussions centered around the conference theme
- **Panel Sessions and various Technical Sessions** to cover potent topics related to reservoir characterisation and simulation
- **Seminars** for professionals to expand their understanding on vital subjects from well-trained instructors



### Who Attends

- Presidents and Vice Presidents
- Directors and Managers
- Strategic and Business Development Managers
- Project Managers
- Petroleum Engineers
- Reservoir Engineers
- Production Engineers
- Subsurface Managers
- Geophysicists
- Geoscientists
- Petrophysicists
- Geologists
- Students

### Why Exhibit

- Share your company's expertise with a targeted group of experts
- Showcase your advanced technologies, valuable services and unique expertise
- Personally interact with potential and current customers
- Acquire valuable sales leads and customer feedback
- Expand your markets by identifying new potential customers, suppliers and partners



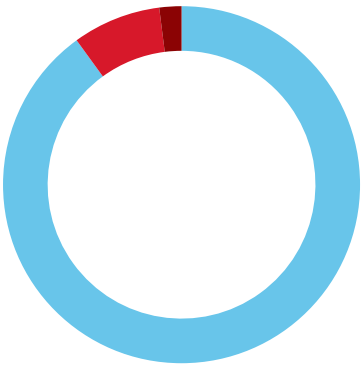
### Why Sponsor

- Give your organisation maximum exposure to an audience of top decision makers
- Sponsorships geared to driving sales and expanding visibility can be an extremely powerful promotional tool
- All sponsors receive a number of core benefits to maintain high-visibility throughout the event promotions and on-site



## Attendee Statistics

These statistics provide a snapshot of the professional classifications, and geographical breakdown of the attendees that participated in 2019. The event attracted 487 professionals from the industry representing 104 organisations and 40 countries.



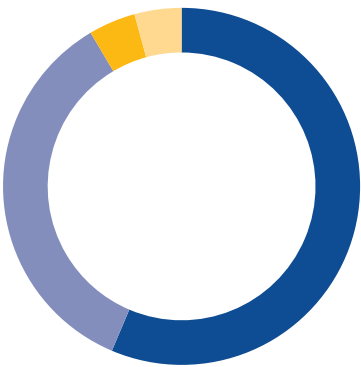
### Technical Interests

Reservoir Description and Dynamics	90%
Production and Operations	8%
Completions	2%



### Job Classifications

Engineer	52%
Geologist or Geophysicist	14%
Research and Development	12%
Consultant	8%
Student	6%
Educator	2%
Executive	2%
Manager	2%
Sales and Marketing	2%



### Geographic Region

Middle East and North Africa	53%
UK/Europe	33%
Russia/Caspian	4%
Latin America and the Caribbean	4%



100%

would definitely, probably, or possibly recommend this event to others in their field



80%

rated the exhibition good to excellent



85%

rated the technical content as good to excellent

All the above information is based on the 2019 attendee survey report.

## 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

Sponsorship Item	Base Price (USD)	VAT Inclusive* (USD)
Principal Sponsor (2 packages available)	55,000	57,750
Diamond Sponsor (3 packages available)	45,000	47,250
Platinum Sponsor (4 packages available)	40,000	42,000
Mobile App Sponsor	35,000	36,750
Gold Sponsor (unlimited number of packages)	27,500	28,875
Directional Signage and ePoster Stations Sponsor (exclusive)	25,000	26,250
Welcome Arch and Hall Entrance Sponsor (exclusive)	25,000	26,250
Registration Sponsor (exclusive)	25,000	26,250
Conference Bag Sponsor (exclusive)	20,000	21,000
Lanyards Sponsor (exclusive)	20,000	21,000
Networking Lunch Sponsor (per day)	17,500	18,375
Conference Badge Sponsor (exclusive)	15,000	15,750
Coffee Breaks Sponsor (exclusive)	15,000	15,750
Stationery Sponsor (exclusive)	12,500	13,125
Speakers Gifts Sponsor (exclusive)	12,500	13,125

### 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 mobile app
- Verbal acknowledgement at the Conference Opening and Closing Ceremonies
- Verbal acknowledgement at the start of technical sessions
- 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

\* Prices are inclusive of 5% VAT as per UAE Federal Decree-Law no. (8) of 2017.

**For further information about sponsorship or exhibiting at the SPE Reservoir Characterisation and Simulation Conference and Exhibition, contact: Samir Hassan, Sales Manager, +971.4.457.5877, 971.55.894.5446, shassan@spe.org**

Showcase Your Brand—Become a Sponsor or Exhibitor

## Premium Sponsorship Opportunities

The premium sponsorship packages include Principal, Diamond, and Platinum levels, offering sponsors the opportunities to maximise their presence before, during, and after the event.

### Principal Sponsor (2 packages available)

**USD 57,750 (VAT inclusive price)**

Package includes all core benefits plus:

- Company logo and sponsorship title prominently positioned on the stage backdrop (printed or digital), at tier 2 level immediately after the Host Organisation logo
- Pre-recorded teaser video with C-Level executive published on event website (optional)
- 18 sqm fully equipped exhibition booth (walk-in package), centrally positioned beside ADNOC. For detailed description of the walk-in package, please check page 9.
- Six exhibitor passes, including daily lunches and coffee breaks
- Ad in mobile app\*\*
- Company logo and sponsorship title on the floor plans, exhibitor contract, sponsorship contract, and registration form
- Two reserved tables at the daily networking lunches
- Company logo and sponsorship title in all promotional email broadcasts to select SPE members
- Eight full conference registrations to the conference
- Special group registration rate

### Diamond Sponsor (3 packages available)

**USD 47,250 (VAT inclusive price)**

Package includes all core benefits plus:

- Company logo and sponsorship title prominently positioned on the stage backdrop (printed or digital), at tier 3 level immediately after the Host Organisation and Principal Sponsor(s) logos
- 9 sqm fully equipped exhibition booth (walk-in package), centrally positioned beside ADNOC. For detailed description of the walk-in package, please check page 9.
- Four exhibitor passes, including daily lunches and coffee breaks
- Ad in mobile app\*\*
- One reserved table at the daily networking lunches
- Company logo and sponsorship title in all promotional email broadcasts to select SPE members
- Six full conference registrations to the conference
- Special group registration rate

### Platinum Sponsor (4 packages available)

**USD 42,000 (VAT inclusive price)**

Package includes all core benefits plus:

- Company logo and sponsorship title prominently positioned on the stage backdrop (printed or digital) after the Host Organisation and Principal Sponsor(s) logos
- Ad in mobile app\*\*
- One reserved table at the daily networking lunches
- Company logo and sponsorship title in all promotional email broadcasts to select SPE members
- Six full conference registrations to the conference
- Special group registration rate

\*\* Ad specifications dependent on sponsorship level

## Standard Sponsorship Opportunities

The standard sponsorship packages offer great opportunities for companies to support the event while enjoying significant industry-wide recognition. These sponsorship options provide a set of core benefits, plus additional benefits related to one or more functions of the conference and exhibition.

### Mobile App Sponsor

**USD 36,750 (VAT inclusive price)**

The mobile app will provide event attendees with all they need to know before, during, and after the event. 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:**

- One sponsor video plug-in on the app landing page (if applicable)
- One push message on each day of the conference
- Company logo and sponsorship title on dedicated signage on-site to download the mobile app

### Gold Sponsor

**USD 28,875 (VAT inclusive price)**

**Package includes all core benefits plus:**

- Ad in mobile app\*\*
- Four full conference registrations to the conference

### Directional Signage and ePoster Stations Sponsor (exclusive)

**USD 26,250 (VAT inclusive price)**

Directional signage will be placed at strategic locations to navigate attendees in the venue and ensure easy access to registration desks, meeting rooms, exhibition hall, delegate lunches, and other key function areas. The 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. This is a prime branding opportunity with high visibility and recognition.

**Package includes all core benefits plus:**

- Company logo and sponsorship title prominently positioned on the directional signage
- 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)

### Welcome Arch and Hall Entrance Sponsor (exclusive)

**USD 26,250 (VAT inclusive price)**

A purposefully designed welcome arch will meet and greet conference delegates, exhibitors, and visitors upon arrival at the venue, while the halls entrances navigate all attendees towards major functions. This option offers maximum branding exposure to the sponsor.

**Package includes all core benefits plus:**

- Company logo and sponsorship title prominently positioned on the welcome arch
- Company logo and sponsorship title prominently on the selected entrances (dependent on location of the functions)

### Registration Sponsor (exclusive)

**USD 26,250 (VAT inclusive price)**

Registration targets both SPE members and external (nonmembers) industry databases. This campaign places the sponsor at the heart of the event and is seen by the largest target audience.

**Package includes all core benefits plus:**

- Company logo and sponsorship title prominently positioned on the registration counters on-site
- Company logo and sponsorship title on the registration form (digital) and registration confirmation email sent to delegates, exhibitors, visitors, and students
- Company logo and sponsorship title on the on-site registration form (if applicable)

### Conference Bag Sponsor (exclusive)

**USD 21,000 (VAT inclusive price)**

Extend your brand presence beyond the conference life cycle with the conference bag sponsorship, as delegates will continue using their bags even after the event. All delegates are entitled to a conference (satchel) bag.

**Package includes all core benefits plus:**

- Company logo and sponsorship title on the conference bags (SPE will produce a maximum of 400 customised bags)
- One bag insertion as a small token/giveaway can be provided additional by the sponsor (optional)

**Lanyards Sponsor (exclusive)****USD 21,000 (VAT inclusive price)**

All delegates, exhibitors, visitors, students, and other attendees will always wear the sponsor's lanyards. This item has proven time and again as an effective marketing tool to promote your organisation.

**Package includes all core benefits plus:**

- Company logo on lanyard attached to each delegate badge
- Lanyards to be provided by SPE (approx. 800 pieces)

**Networking Lunch Sponsor (per day)****USD 18,375 (VAT inclusive price)**

Delegates and exhibitors will enjoy networking lunches every day, hosted by different sponsors. Extend your brand recognition to a highly engaged audience.

**Package includes all core benefits plus:**

- Company logo and sponsorship title on dedicated signage for the lunch function
- Company logo and sponsorship title on the lunch table tent cards
- Company logo and sponsorship title on the buffet table tent cards
- Chair drop of one-piece company collateral (optional, provided by sponsor)

**Conference Badge Sponsor (exclusive)****USD 15,7500 (VAT inclusive price)**

A unique and exclusive opportunity to brand the conference badges with your logo. All attendees—delegates, visitors, committee members, students, and SPE staff members, will wear their badges at all times.

**Package includes all core benefits plus:**

- Company logo and sponsorship title printed on the badge along with the SPE logo
- Company logo and sponsorship title on the badge identification signboard (located in the main registration area)

**Coffee Breaks Sponsor (exclusive)****USD 15,750 (VAT inclusive price)**

Delegates, exhibitors, and visitors will enjoy three coffee breaks per day, which will be served at arrival, mid-morning, and mid-afternoon.

**Package includes all core benefits plus:**

- Company logo and sponsorship title on the coffee table tent cards
- Sponsor can choose to provide branded napkins or cups (optional and subject to venue)

**Stationery Sponsor (exclusive)****USD 13,125 (VAT inclusive price)**

Conference pens and pads to be provided to each delegate—items that are vital and heavily used across the duration of the event and beyond that. These can either be provided in kind or can be sourced for you at a cost. Up to 400 pieces will be required.

**Package includes all core benefits plus:**

- Company logo and sponsorship title printed on all stationery items (sponsor to provide with branded pads, pens, etc.)
- Sponsor to provide the stationery items, SPE will organise the distribution on-site

**Speakers Gifts Sponsor (exclusive)****USD 13,125 (VAT inclusive price)**

Extend your appreciation to the conference speakers by offering them a special takeaway. This a great way to position your company in front of well recognised industry experts. These can either be provided in kind or can be sourced for you at a cost.

**Package includes all core benefits plus:**

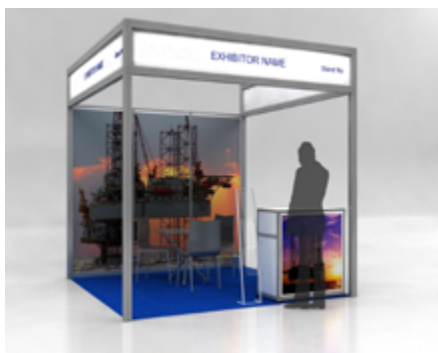
- Company logo and sponsorship title recognised on the speaker gift boxes/packaging
- Sponsor to provide the gifts, SPE will organise the distribution on-site



## Exhibition Opportunities

Exhibiting at the SPE Reservoir Characterisation and Simulation 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.

### Walk-In Package



### 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 750 (Base Price)/USD 787.50\* (VAT Price) per sqm**

#### Benefits:

- 3 exhibitor passes\*\* for 9 sqm
- Digital visitor invitations for social media and emails

#### Technical Specifications:

- Square profile (Maxima) modular system with built height of 3 m
- Backwalls are modular system with height 2.5 m
- White infill fascia name panel for company name and stand number

#### Furniture:

- 1 meeting table
- 2 chairs
- 1 information counter with front graphics
- 1 brochure holder
- 1 waste bin

#### Electrical:

- 3 spotlights
- 1 socket (3-pin)

#### Graphics:

- Printed graphics (applied on seamless foamboard) are installed on the backwalls (clients to provide artwork only)
- Vinyl sticker for company name and stand number
- Exhibition logo printed sticker

\* Prices are inclusive of 5% VAT as per UAE Federal Decree-Law no. (8) of 2017.

\*\* 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 SPE Reservoir Characterisation and Simulation Conference and Exhibition include:

ADNOC

Baker Hughes

Computer Modelling Group Limited

Dassault Systèmes

ESTD

ExxonMobil

FEI Co

Geologix

IFP Middle East Consulting

NCS Multistage

OMV

Partex

PETRONAS

Petroleumstreamz

Resoptima

Ridgeway Kite Software Limited

Rock Flow Dynamics

Saudi Aramco

Schlumberger

Sciencesoft Limited

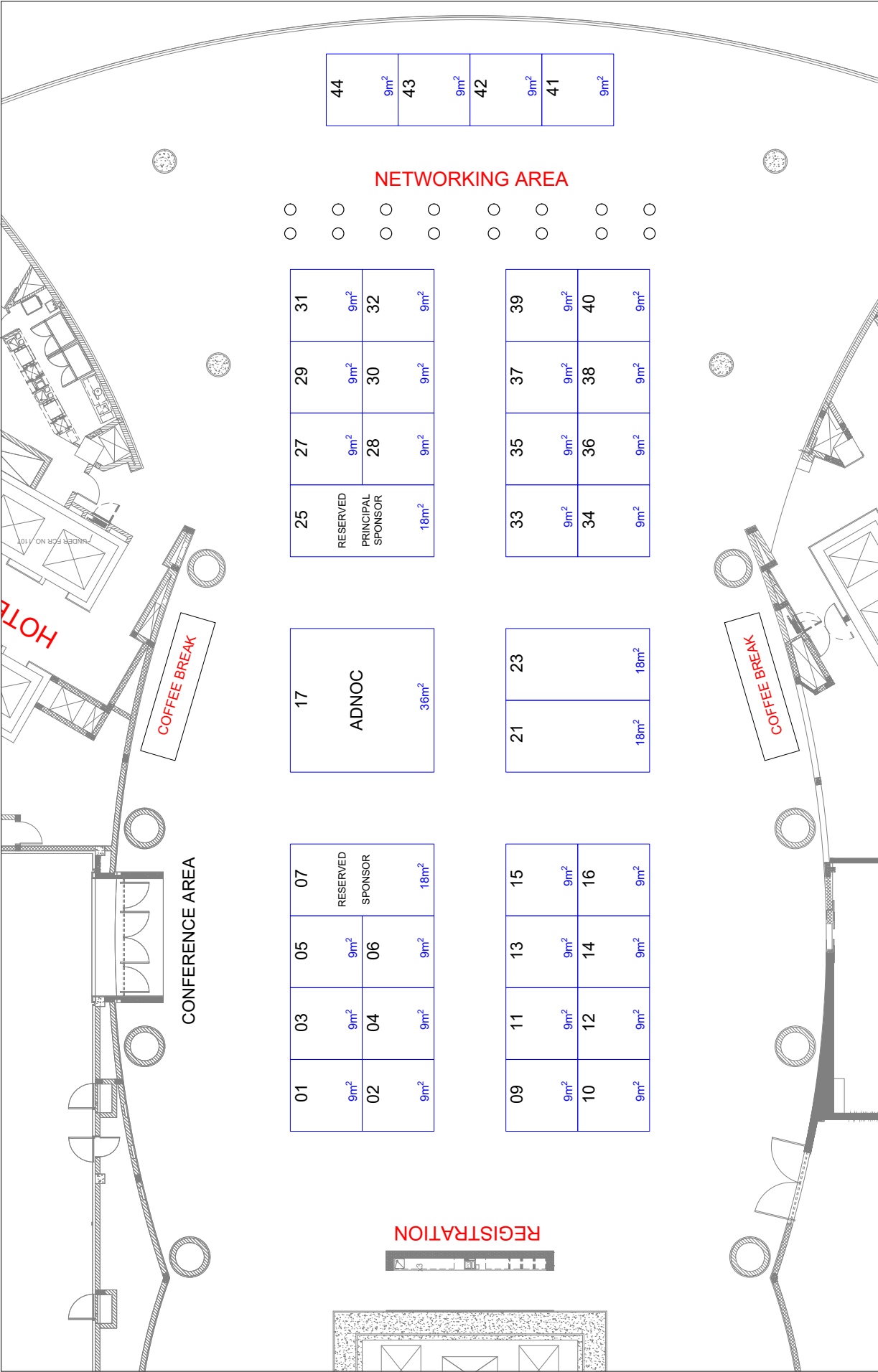
Stone Ridge Technology

Tieto

Weatherford

Wintershall





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