



SPE/CSUR Unconventional Resources Conference

20–22 October 2015

BMO Centre at Stampede Park • Calgary, Alberta, Canada



SPONSORSHIP/ADVERTISING CONTRACT

This is a Sponsorship/Advertising Contract for the SPE/CSUR Unconventional Resources Conference in Calgary, Alberta, Canada, which will become a binding contract if the sponsor satisfies and agrees to the Sponsorship and Advertising Policies as set forth in this contract. The undersigned sponsor does hereby request a sponsorship for the SPE/CSUR Unconventional Resources Conference, which will be held 20–22 October 2015. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the sponsorship.

SPONSORSHIP / ADVERTISING INFORMATION

Company: _____
Booth Number: _____
Contact Name: _____
Title: _____
Phone: _____
Fax: _____
Email: _____
URL*: _____
Agency Contact Name*: _____
Agency Phone*: _____
Agency Email*: _____

BILLING ADDRESS FOR INVOICING*

Company/Agency: _____
Street Address: _____
City/State/Province: _____
Zip Code/Postal Code: _____
Country: _____
Phone: _____
Fax: _____
Email: _____

PAYMENT METHOD

Cheque Enclosed Cheque Number: _____
Please make cheques payable to Society of Petroleum Engineers

Wire Transfer*
 Credit Card

*For details on paying by wire transfer or credit card, please contact SPE Canada at spedal@spe.org.

MAILING ADDRESS

SOCIETY OF PETROLEUM ENGINEERS
SPE SALES DEPARTMENT
900-521 3rd AVE SW—Calgary, AB, Canada T2P 3T3
Phone: +1.403.930.5454 Fax: +1.403.930.5470

SPE Sales Representatives

Mark Hoekstra (Canada) + 1.403.930.5471 or mhoekstra@spe.org
Joan Payne, USA + 1.972.952.9356 or jpayne@spe.org
Kirk Colligan, USA + 1.972.952.9516 or kcolligan@spe.org
Jason Plotkin, USA + 1.713.457.6877 or jplotkin@spe.org

SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Conference Sponsor	25,000
<input type="checkbox"/> Breakfast (Exclusive)	18,000
<input type="checkbox"/> Tuesday, 20 October	7,000
<input type="checkbox"/> Wednesday, 21 October	7,000
<input type="checkbox"/> Thursday, 22 October	7,000
<input type="checkbox"/> Delegate Lunch(Exclusive)	18,000
<input type="checkbox"/> Tuesday, 20 October	7,000
<input type="checkbox"/> Wednesday, 21 October	7,000
<input type="checkbox"/> Thursday, 22 October	7,000
<input type="checkbox"/> Coffee Sponsor	13,000
<input type="checkbox"/> Tuesday, 20 October	5,000
<input type="checkbox"/> Wednesday, 21 October	5,000
<input type="checkbox"/> Thursday, 2 October	5,000
<input type="checkbox"/> Individual Coffee Break (6 Available)	3,000
<input type="checkbox"/> Conference Bags	10,000
<input type="checkbox"/> Charging Station	10,000
<input type="checkbox"/> Icebreaker Reception	10,000
<input type="checkbox"/> Networking Reception	10,000
<input type="checkbox"/> Keynote Luncheon Reception (1)	10,000
<input type="checkbox"/> Keynote Luncheon Reception (2)	10,000
<input type="checkbox"/> Audiovisual Equipment	10,000
<input type="checkbox"/> Pens and Notebooks	10,000
<input type="checkbox"/> Badge Lanyards	10,000
<input type="checkbox"/> Pocket Map and Agenda	7,500
<input type="checkbox"/> Proceedings	7,500
<input type="checkbox"/> Technology Spotlight Stage	6,000
<input type="checkbox"/> Gold Sponsor	15,000
<input type="checkbox"/> Silver Sponsor	10,000
<input type="checkbox"/> Bronze Sponsor	5,000
<input type="checkbox"/> Copper Sponsor	3,000
<input type="checkbox"/> Teacher Workshop	5,000

All sponsors must email company logos to ihasan@spe.org

ADVERTISING OPPORTUNITIES

Conference Program Advertising			
<input type="checkbox"/> Inside Front Cover	1,000	<input type="checkbox"/> Full Page	750
<input type="checkbox"/> Inside Back Cover	1,000	<input type="checkbox"/> Web Banner	750

• Advertising payments are due 30 days after invoice and tearsheet receipt. Contact SPE for advertising and logo specifications and file requirements.
• Prices shown are in Canadian dollars, excluding GST – see below for tax calculation.

Advertising/Sponsorship Total: _____
50% Deposit Required (sponsorships only): _____
50% Balance Due (30 days prior to event): _____
Total Paid with Contract: _____
Total Paid + 5% GST: _____
(If left blank, full amount will be processed)

SPE Internal Use Only

Contract Received: _____ Deposit Received: _____

Confirmation Notice Sent: _____ Full Payment Received: _____

I hereby submit this contract for a sponsorship for Unconventional Resources Conference—Canada and agree to abide by the policies & procedures as outlined.

AUTHORIZED REPRESENTATIVE Date: _____

SPE REPRESENTATIVE Date: _____

SPE/CSUR UNCONVENTIONAL RESOURCES CONFERENCE

SPONSORSHIP POLICIES

SPE has instituted the following policies for sponsorship opportunities with the SPE/CSUR Unconventional Resources Conference. The Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

GUIDELINES

- All copy must be submitted and approved by SPE/CSUR prior to implementation.
- All individual and exclusive sponsorships are subject to the right of renewal of the previous year's sponsor.
- SPE/CSUR will contact each previous year's sponsor to advise the right of renewal and the deadline by which they must submit the sponsorship/advertising contract and deposit in order to renew their sponsorship.
- Should the previous year's sponsor not meet the deadline or should they elect not to renew their sponsorship, SPE/CSUR will then consider this sponsorship available to all SPE/CSUR exhibitors.
- Advertising will not be accepted that is considered by SPE/CSUR in any way to be inappropriate to SPE/CSUR's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by SPE/CSUR with the understanding that the advertiser is ultimately responsible and liable for full payment to SPE/CSUR of any outstanding charges for advertising space.
- In accepting advertising, SPE/CSUR provides no guarantees that such advertising will result in revenues for the advertiser.
- The final decision on advertising format and terminology rests with SPE/CSUR and is provided in the advertising specifications.
- **It is the responsibility of the advertiser/sponsor to adhere to the advertising and logo specifications information.**

PAYMENT POLICY

- SPE/CSUR requires that a fifty percent (50%) deposit on all sponsorships be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE/CSUR official website, until the contract and required deposit have been submitted.
- The remaining fifty percent (50%) of the sponsorship is due thirty (30) days prior to the event. If a participant has contracted a sponsorship within thirty (30) days of the event, full payment is required with submittal of contract.
- Payment is accepted in Canadian dollars only. SPE/CSUR accepts most credit cards, cheques, and wire transfers.
- Should a sponsor or advertiser elect to cancel a confirmed sponsorship or advertisement, sponsor is not entitled to a refund of the monies paid to SPE/CSUR.
- Full payment for all advertisements is due 30 days after receipt of tearsheets.

2015 SPE/CSUR ADVERTISING/SPONSORSHIP DEADLINES

****For sponsorship to be promoted in the SPE/CSUR Unconventional Resources Conference PROGRAM:**

- Advertising/Sponsorship Contracts must be received **by or prior to 3rd September 2015.**
- Advertising materials must be received **no later than 11 September 2015.**
-

*****For sponsorship to be promoted in the SPE/CSUR Unconventional Resources Conference PROCEEDINGS:**

- Advertising/Sponsorship Contracts must be received **by or prior to 3rd September 2015.**
- Advertising materials must be received **no later than 11 September 2015.**

If a sponsor does not meet the published deadlines, SPE/CSUR cannot guarantee promotion of sponsorship.

SPE/CSUR Unconventional Resources Conference

SPONSORSHIP BENEFITS

All Sponsorship Benefits Include:

- Recognition in the conference preview*
- Recognition in the conference program**
- Recognition on the Proceedings
- Recognition on the PowerPoint sponsor page displayed between technical sessions
- Recognition on the conference website—including a link to your company's website
- Recognition on signage displayed at the conference

CONFERENCE SPONSOR: CAD 25,000 (EXCLUSIVE) + GST

- Ten (10) full-conference registrations for your company personnel
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)

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- One (1) full-page color ad on the outside back cover (OBC) of the conference program** (ad created by sponsor, placed by SPE/CSUR)
- One (1) banner ad on the registration page of the event website—subject to availability (ad created by sponsor, placed by SPE/CSUR)
- Two (2) complimentary reserved tables at any of the event's luncheon(s)
- Company logo on front cover of conference preview and conference program**
- Qualifies for two (2) early-bird extra registrations***

BREAKFAST SPONSOR CAD 18,000 (Exclusive) or CAD 7,000 each (3 Available) +GST

- Seven (7) full-conference registration for your company personnel (exclusive sponsor)
- Two (2) full-conference registrations for your company personnel (individual sponsors)
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Qualifies for one (1) early-bird extra registration***

DELEGATE LUNCH: CAD 18,000 (EXCLUSIVE) OR CAD 7,000 EACH (3 AVAILABLE) +GST

- Seven (7) full-conference registration for your company personnel (exclusive sponsor)
- Two (2) full-conference registrations for your company personnel (individual sponsors)
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Qualifies for one (1) early-bird extra registration***

COFFEE SPONSOR: CAD 13,000 (EXCLUSIVE) OR CAD 5,000 (TWO COFFEE BREAKS PER DAY) OR CAD 3,000 (ONE COFFEE BREAK-SIX AVAILABLE) +GST

- Five (5) full-conference registrations for your company personnel
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR) Ads are created by sponsoring company**
- Disposable napkins with company logo distributed during all coffee breaks (provided by SPE/CSUR)

CAD 5,000 (TWO COFFEE BREAKS PER DAY)

- Two (2) full-conference registrations for your company personnel
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)

CAD 3,000 (ONE COFFEE BREAK-SIX AVAILABLE)

- Standard benefits only

CONFERENCE BAGS: CAD 10,000 (EXCLUSIVE) +GST

- Three (3) inserts about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- Company logo printed on conference bags
- Qualifies for two (2) early-bird extra registrations***

Provided and distributed by SPE/CSUR

CHARGING STATION: CAD 10,000 (EXCLUSIVE) +GST

- Fully attended, locked cell phone charging stations for up to 64 devices
- One (1) complementary registration
- Company logo and messaging displayed on LCD screen at charging table
- Sponsoring company may provide up to two signs at charging station, otherwise SPE will place signage with sponsors logo

ICEBREAKER RECEPTION (30 SEPTEMBER 2014): CAD 10,000 +GST

- Three (3) full-conference registrations for your company personnel
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Qualifies for two (2) early-bird extra registrations***

NETWORKING RECEPTION (1 OCTOBER 2014): CAD 10,000 +GST

- Three (3) full-conference registrations for your company personnel
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Qualifies for two (2) early-bird extra registrations***

KEYNOTE LUNCHEONS: CAD 10,000 EACH (2 AVAILABLE) +GST

- Two (2) full-conference registrations for your company personnel

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- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- One (1) promotional flyer to be placed on luncheon tables
- One (1) complimentary reserved table at the luncheon
- Qualifies for two (2) early-bird extra registrations***

AUDIOVISUAL: CAD 10,000 (EXCLUSIVE) +GST

- Two (2) full-conference registrations for your company personnel
- Company logo & tagline or digital still artwork (up to 2 different slides) to appear rotating with SPE/CSUR & conference logos on three (3) LCD screens in the Palomino Hall common area
- Logo representation on the CSUR presentation download website (SPE Presentations will not be included on this website. They will be included in the Proceedings.)

Artwork provided by the sponsor is subject to approval by SPE/CSUR.

PENS AND NOTEBOOKS: CAD 10,000 (EXCLUSIVE) +GST

- Company logo and show logo printed on pens and notebooks
- Qualifies for two (2) early-bird extra registrations***

Provided and distributed by SPE/CSUR

BADGE LANYARDS: CAD 10,000 (EXCLUSIVE) +GST

- Company logo printed on lanyards and distributed by SPE/CSUR at registration area
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Qualifies for two (2) early-bird extra registrations***

Breakaway with two attached points, provided by SPE/CSUR

POCKET MAP AND AGENDA: CAD 7,500 (EXCLUSIVE) +GST

- Provided by SPE/CSUR with your company logo included
- One (1) full-page color ad in pocket map and agenda (see ad specifications)
- Qualifies for one (1) early-bird extra registration***

Artwork provided by the sponsor is subject to approval by SPE/CSUR.

PROCEEDINGS: CAD 7,500 (EXCLUSIVE) +GST

- Company logo printed on the Proceedings card
- Complimentary ad positioned on the Proceedings card
- Qualifies for one (1) early-bird extra registration***

TECHNOLOGY SPOTLIGHT STAGE: CAD 6,000 (EXCLUSIVE) +GST

- Company logo and recognition as exclusive sponsor displayed at Technology Spotlight stage (located on the exhibit floor)
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Qualifies for one (1) early-bird extra registration***

TEACHER WORKSHOP SPONSOR: CAD 5,000 (2 AVAILABLE) +GST

- Company name and logo on the official conference website, placement will be on the teacher workshop page
- Company name and logo listed on communications to schools and teachers
- Company name and logo printed on on-site signage for the teacher workshop
- Sponsor featured on Energy4me.org blog and social media sites
- Event photos and results of teacher workshop survey will be provided to sponsor point of contact
- Qualifies for one (1) early-bird extra registration***

Sponsorship covers partial cost of the following program items:

- Each teacher to receive an Energy4me kit and "Oil and Natural Gas" book
- Full breakfast and lunch for teachers
- Substitute reimbursement for all teacher participants
- Professional development of energy education hands-on activities and lessons for teachers by professional facilitators
- Opportunity to give brief welcome to the teachers at the opening program
- OPTIONAL: Invited to provide volunteers to help lead exhibition tours with teachers

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METAL SPONSORSHIP

GOLD SPONSOR: CAD 15,000 (UNLIMITED) +GST

- Five (5) full-conference registrations for your company personnel
- One (1) insert about your company in the conference delegate bags (inserts from other sponsors may be included in the bags)
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Four (4) complimentary tickets to any of the keynote luncheons
- Qualifies for two (2) early-bird extra registrations***

SILVER SPONSOR: CAD 10,000 (UNLIMITED) +GST

- Three (3) full-conference registrations for your company personnel
- One (1) full-page color ad in the conference program** (ad created by sponsor, placed by SPE/CSUR)
- Two (2) complimentary tickets to any of the keynote luncheons
- Qualifies for two (2) early-bird extra registrations***

BRONZE SPONSOR: CAD 5,000 (UNLIMITED) +GST

- Two (2) full-conference registrations for your company personnel
- One (1) complimentary ticket to any of the keynote luncheons
- Qualifies for one (1) early-bird extra registration***

COPPER SPONSOR: CAD 2,500 (UNLIMITED) +GST

- Standard benefits only

** **Must meet 3 September 2015 materials deadline to be included in the Conference **PROGRAM**.**

*** **Must meet 11 September 2015 material deadline to be included in the **PROCEEDINGS**.**

*** **EARLY-BIRD EXTRA: Submit your Sponsorship Contract by 1 July 2015 and receive an additional Full-Conference Registration.**

If a sponsor does not meet the published deadlines, SPE cannot guarantee promotion of sponsorship.

ONLINE AND PRINT ADVERTISEMENT

CONFERENCE WEB BANNER: CAD 750 +GST

- Registration Page
- Housing Page
- Technical Program Page

Page placement is subject to availability. Banner will be posted when received. Other pages are available. Call for details.

CONFERENCE PROGRAM ADVERTISING

- Inside Front Cover: CAD 1000 (+GST)
- Inside Back Cover: CAD 1000 (+GST)
- Full Page: CAD 750 (+GST)

Canadian Companies Mark Hoekstra, Sales Manager, Canada Telephone: +1.403.930.5471 mhoekstra@spe.org	American Companies A–FL Joan Payne, Sales Manager, Americas Telephone: +1.972.952.9356 ipayne@spe.org	American Companies FM–O Jason Plotkin, Sales Representative Telephone: +1.713.457.6877 jplotkin@spe.org	American Companies P–Z Kirk Colligan, Sales Representative Telephone: +1.972.952.9516 kcolligan@spe.org
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