

Showcase at ATCE

**SPONSORSHIP
AND EXHIBITION
OPPORTUNITIES**



Society of Petroleum Engineers

Annual Technical Conference and Exhibition

24-26 September 2018 » Dallas, Texas, USA

Kay Bailey Hutchison Convention Center

www.spe.org/go/join18ATCE



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Society of Petroleum Engineers

Secure Your Spot at ATCE 2018

Dear Colleague

On behalf of the Society of Petroleum Engineers (SPE), I invite you to join our Annual Technical Conference and Exhibition (ATCE) being held 24–26 September 2018 in Dallas, Texas, USA.

ATCE brings together the brightest technical minds in the E&P industry. For three days, thousands of professionals join the event to share their innovations, gain insights from others, and stay up to date on the latest technologies and practices. ATCE is considered the premier conference for oil and gas exploration and production.

But, what does this mean for you and your company?

The event also provides a platform for operators, service companies, and others to share technological advances, product launches, and services to attendees. With more than 20 hours of exhibition, E&P companies use ATCE to connect with key industry leaders, clients, and potential new customers.

In the current price environment, budgets are limited and companies must assess the benefits of exhibiting carefully before committing resources. Here's some points about ATCE to consider:

- **3 days** of learning, knowledge exchange, and networking
- **8,000+ E&P professionals** from **60 countries** in attendance
- **71%** of attendees are engineers, managers, executives, or consultants
- **20+ hours** of exhibition
- **100,000 square feet** of exhibition space
- **34 (USD) per square feet** for exhibit space, lower than many other industry events

Review this brochure to learn more about exhibitors benefits and how to get started.

Don't miss the opportunity to exhibit at this prestigious event. I look forward to seeing your company at ATCE 2018 in Dallas.

Craig W. Moritz

Assistant Director, Sales and Exhibits
Society of Petroleum Engineers



Society of Petroleum Engineers

About the Society of Petroleum Engineers

The Society of Petroleum Engineers (SPE) is a not-for-profit professional association whose more than 164,000 members in 143 countries are engaged in oil and gas exploration and production. SPE is a key resource for technical knowledge providing publications, events, training courses, and online resources at www.spe.org.

SPE's mission is to collect, disseminate and exchange technical knowledge concerning the exploration, development and production of oil and gas resources, and related technologies for the public benefit; and to provide opportunities for professionals to enhance their technical and professional competence.

With more than **164,000 members**, SPE includes the brightest minds of the E&P industry.



What is ATCE?

THE 2018 EDITION OF THE SPE ANNUAL TECHNICAL CONFERENCE AND EXHIBITION (ATCE) IS IN DALLAS, TEXAS, USA.

Since the first edition 94 years ago, the Society of Petroleum Engineers' **Annual Technical Conference and Exhibition (ATCE)** has attracted more than a half-million of the E&P industry's greatest minds from around the globe. Reflecting our global industry, ATCE is becoming an increasingly important event.

"ATCE is always a great event for companies to meet with customers and to showcase technology."
— **Diane Erbstoesser, TAM International**

ATCE 2018 Is In the Heart of North America's Most Active Region.

According to the Baker Hughes Rig Count as of 21 July 2017, the Permian Basin, Barnett, and Eagle Ford have 61% of the land-based rigs working in the US Major Basins.



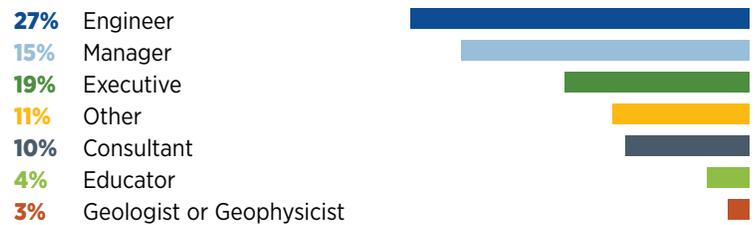
Who Attends ATCE?

- More than **8,000 E&P professionals** from **60+ countries**
- **350+ exhibiting companies** covering **100,000** square feet of exhibit space
- Students and young professionals, E&P experts, and industry leaders attending technical sessions and special events

Primary Area of Attendee's Technical Interest



Primary Job Classification of Attendees



"If there were only one conference where I could exhibit each year, it would be SPE's ATCE."

—**Bill Cline, Sr. Manager of Trade Shows, Baker Hughes, a GE company**

Why Exhibit at ATCE?

EXTEND YOUR BRAND AND PRESENCE IN THE INDUSTRY. BE A PART OF THIS SHOW TO:

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

Exhibitor Benefits

- Crated shipments, machinery, or equipment delivered to the convention center by trucks (other than vans) as outlined below:
 - Before Exhibition – truck uploading, crate delivery to booth, and crate storage
 - After Exhibition – crate return to booth, crate removal
- Face-to-face marketing opportunities with the brightest leaders in the global E&P market.
- Five (5) complimentary exhibitor registrations per 100 square feet of exhibit space.
- Unique promotional and advertising opportunities to help increase your company's exposure.
- Listing in the ATCE on-site program (dependent upon submittal of information by the published deadline.)
- Negotiated rates for exhibitor housing at official ATCE hotels.
- Electronic guest invitations to distribute to your clients and business associates, which will allow them to visit the exhibition on the day of their choice.
- Access to the post show report.
- A copy of the Digital Proceedings sent to your organizations' main contact before the conference.
- A comprehensive, online Exhibitor Services Manual providing essential exhibiting information.
- Exhibitor newsletters covering all elements of ATCE to keep you abreast of recent developments.
- Online support through the official ATCE website at www.spe.org/go/join18ATCE.

How Do I Exhibit?

Once your company has elected to participate at ATCE, follow these four easy steps:

1. Review all exhibit information carefully.
2. Select five (5) preferred booth locations.
3. Complete and submit your online Exhibit Space Application.
4. Contact your sales representative to go over all the details or booth availability.

Pricing

Space is priced at USD 34/square foot and USD 17.50/square foot for heavy equipment space. ATCE 2018 prices are all inclusive and no further taxes or surcharges will be applied.

How Is Space Assigned?

- Exhibit space is assigned for the period of the 2018 SPE Annual Technical Conference and Exhibition only.
- Space assignments will be made on a first-come, first-served basis.
- Minimum reservation is 100 square feet.
- Submit your application today to get your booth location.

Key Date to Remember: 6 November 2017—25% deposit of exhibit contract due

Keep Sponsorship and Advertising at ATCE in Mind

GAIN MORE EXPOSURE FOR YOUR COMPANY AND REACH YOUR TARGET AUDIENCE BY ADDING A SPONSORSHIP AND ADVERTISING PACKAGE.

All Sponsors Receive:

- Prominent on-site signage displayed at the conference
- Recognition in the conference preview
- Recognition in the conference program
- Recognition on PowerPoint slides rotating between technical sessions
- Recognition on conference website, including a link to your company's website

Did You Know?

Booth efficiency increases by an impressive **104%** when a sponsorship marketing opportunity is part of the exhibition booth strategy.

Source: Center for Exhibition Industry Research

Information about specific sponsorship and advertising opportunities will be available in late 2017. Be sure to contact the ATCE Sales Team to learn more. We can help you reach your target customers.

ATCE Sales Contacts

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