

## **2019 SPE Annual Technical Conference and Exhibition**

### **SPE Editorial/Advertising/Sponsorship Policy**

The Society of Petroleum Engineers encourages open and objective discussion of technical and professional subjects pertinent to the interests of the society in its publications. Society publications shall contain no judgmental remarks or opinions on the technical competence, personal character, or motivations of any individual, company, or group. Any material which, in the publisher's opinion, does not meet the standards for objectivity, pertinence, and professional tone will be returned to the contributor with a request for revision before publication.

SPE accepts advertising (print and electronic) for goods and services that, in the publisher's judgment, address the technical or professional interests of its readers. SPE reserves the right to refuse to publish any advertising it considers to be unacceptable. Advertising that can be construed as discriminating or advocating discrimination on the basis of race, gender, religion, disability, sexual orientation, or national origin will not be accepted. As a global organization, SPE will also reject advertising that, in the publisher's opinion, might be culturally offensive to SPE members.

With an array of unique promotional opportunities, SPE can help you design the perfect program to enhance your company's experience at ATCE 2019. This program includes a variety of sponsorship and advertising opportunities. For complete details, contact the SPE Sales Department.

SPE has instituted the following policies for sponsorship opportunities with the SPE Annual Technical Conference and Exhibition (ATCE). Once signed, the Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure a sponsorship.

### **Advertising/Sponsorship Guidelines**

- Sponsorship graphics received or sponsorships sold after **7 September 2019** may be subject to additional print fees. Call for price quotes.
- All copy must be submitted and approved by SPE prior to implementation.
- All individual and exclusive sponsorships are subject to the right of renewal of the previous year's sponsor.
- SPE will contact each previous year's advertiser/sponsor to advise the right of renewal and the deadline they must submit their advertising/sponsorship contract payment in order to renew their advertisement/sponsorship.
- Should the previous year's advertiser/sponsor not meet the deadline or should they elect not to renew their advertisement/sponsorship, SPE will then consider this advertisement/sponsorship available to all SPE exhibitors.
- Advertising will not be accepted that is considered by SPE in any way to be inappropriate to SPE's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by SPE with the understanding that the advertiser is ultimately responsible and liable for full payment to SPE of any outstanding charges for advertising space.
- In accepting advertising, SPE provides no guarantees that such advertising will result in revenues for the advertiser.
- The final decision on advertising format and terminology rests with SPE and is provided in the advertising specifications.
- It is the responsibility of the advertiser to adhere to the advertising/sponsorship and logo specifications information.
- All advertising must be submitted online at: [SPE.sendmyad.com](https://spe.sendmyad.com) by no later than **21 August 2019**.
- All logos must be submitted to [logos@spe.org](mailto:logos@spe.org) by no later than **21 August 2019**.

### **Payment Policy**

- SPE requires 100% payment be submitted with the signed Advertising and Sponsorship Contract in order to secure advertisement or sponsorship.

- Upon receipt of the signed contract and payment, SPE will email an invoice to the advertiser/sponsor. An advertisement or sponsorship will not be acknowledged or promoted until company has submitted the Advertising/Sponsorship Contract and required payment.
- If a sponsorship cancellation occurs 90 days before event, a 20% penalty shall be incurred.
- If a sponsorship cancellation occurs 60-89 days before event, a 30% penalty shall be incurred.
- If a sponsorship cancellation occurs 30-59 days before event, a 50% penalty shall be incurred.
- If a company cancels its sponsorship within 30 days of the conference, a 75% penalty shall be incurred.
- If a company cancels its advertisement after the program has gone to print, a 100% penalty shall be incurred.
- Payment is accepted in US dollars only. SPE accepts credit cards, checks, money orders, and wire transfers.

### **Deadlines**

- In order for advertising/sponsorship to be promoted in the Conference Preview, the contract, company logo and 100% payment must be received prior to **17 April 2019.**
- In order for advertising/sponsorship to be promoted in the Conference Program, the contract, company logo, ad, and 100% payment must be received prior to **21 August 2019.**
- If advertiser/sponsor does not meet the above-published deadlines, SPE cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.