Under the patronage of His Excellency Dr. Khaled A. Al-Fadhel
Minister of Oil and Minister of Electricity & Water of the State of Kuwait

SPE International Heavy Oil Conference and Exhibition
Making Heavy Oil Competitive

14–16 December 2020
American University of the Middle East Kuwait

www.spe-events.org/heavyoil

Sponsorship and Exhibition Opportunities
About the Conference

SPE International Heavy Oil Conference and Exhibition brings a variety of top industry leaders and specialists to Kuwait, making Kuwait an instant hub for heavy oil knowledge and technology exchange. An exhibition of more than 500 square meters will take place alongside the conference, where companies will showcase the latest hardware, software, and services relevant to heavy oil in general and to cost optimisation of heavy oil in particular, which will add more value to the event and provide further networking opportunities.

Executive Committee
Ali Al-Kandari
Conference Chairperson
Kuwait Oil Company

Adnan Al-Adwani
Executive Co-Chairperson
Kuwait Oil Company

Ibrahim Al-Sammak
Executive Co-Chairperson
Kuwait Oil Company

Conference Advisors
Ali Al-Gheithy
Shell Kuwait

Badria Farhad
Independent

Members
Hamad Al-Dalali, Baker Hughes
Abdul Hamid Al-Hashim, KISR
Ahmad Al-Jasmi, Kuwait Oil Company
Adnan Al-Lawati, Occidental Petroleum
Walid Al Nader, Shell Kuwait
Abdullah Al-Rabah, Kuwait Oil Company
Eissa Al-Safran, Kuwait University

Abdullah Ashkanani, GOFSCO
Faisal Ayesh, Alkhorayef Kuwait
Maria A. Capello, Kuwait Oil Company
Tareq M. Ebrahim, KUFPEC
Heba Filobbos, Kuwait International Company (KIC)
Junaid Ghulam, Petroleum Development Oman

Osama Halim, Halliburton
John Hornbrook, DeGolyer and MacNaughton
Mohamed Abdulsalam Ali Omar, Australian College of Kuwait
Ashutosh Panchal, Weatherford
Rajesh Puri, Schlumberger

Programme Committee
Maria A. Capello
Programme Chairperson
Kuwait Oil Company

Abdullah Al-Rabah
Programme Co-Chairperson
Kuwait Oil Company

Members
Said Al Abri, Petroleum Development Oman
Moudi Al-Ajmi, Kuwait Oil Company
Mohammed Al-Arfaj, Saudi Aramco
Waleed Al-Bazzaz, KISR
Yaser Al-Ghamdi, Emerson
Meshal Algharaib, Kuwait University
Hashim Al-Hashimi, Occidental Petroleum
Reeham Ali, Kuwait Oil Company
Ghaneema Al-Kanderi, Kuwait Oil Company

Nada Al Mesfer, Kuwait Oil Company
Ahmad Al-Naqi, Kuwait Oil Company
Khalifa Al-Jassim Al-Qanaee, Schlumberger
Moad S. Alsalahi, Alkhorayef Company
Mohammad Al-Sallal, Kuwait Oil Company
Baraa S. Al-Shammari, Kuwait Oil Company
Menwer Al-Shammari, Kuwait Oil Company
Nada Borisy, Shell
Vladimir Caicedo, DeGolyer and MacNaughton

Heba Filobbos, Kuwait International Company (KIC)
Miloud Guettel, Weatherford
Baber Mirza, GOFSCO
Mohamed Nada, Halliburton
Herminio Passalacqua, Australian College of Kuwait
W. Dale Riley, CMG
Abdurahiim Roberts, Baker Hughes
Hanafi Younes, KUFPEC

*Updates after 17 February will not be reflected*
Why Participate

The event presents a great opportunity for all oil and gas professionals to learn more about the dynamic sector of heavy oil. It offers attendees in-depth knowledge and helps them understand the key drivers and risks involved in developing and producing heavy oil.

What’s Planned

- Opening, plenary, and panel sessions where industry leaders will provide strategic insights on key issues shaping the oil and gas industry
- Technical sessions where subject-matter experts will share practical and applied knowledge on all aspects of heavy oil
- Technical seminars to expand and share critical knowledge
- Highly technical and specialised networking opportunities
- Special events for young and experienced professionals
- Activities designed for high school students and teachers
- A technological exhibition with offerings and solutions specialised in heavy oil
- Field trips to the Kuwaiti geologic outcrops to understand the makings of one of the top ten heavy oil reservoirs in the world

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.
2018 Attendee Statistics

These statistics provide a snapshot of the professional classifications, and geographical breakdown of the attendees that participated in 2018. The event attracted 1161 professionals from the industry representing 163 organisations and 35 countries.

Technical Interests

- Production and Operations: 40.6%
- Reservoir Description and Dynamics: 31.3%
- Projects Facilities and Construction: 9.4%
- Completions: 6.3%
- Drilling: 6.3%
- HSE: 3.1%
- Management and Information: 3.1%

Job Classifications

- Student: 25%
- Engineer: 18.8%
- Manager: 12.5%
- Educator: 9.4%
- Executive: 9.4%
- Research and Development: 9.4%
- Sales and Marketing: 9.4%
- Geologist or Geophysicist: 6.3%

Geographic Region

- Middle East: 65.6%
- Asia/Asia Pacific: 12.5%
- UK/Europe: 6.3%
- Russia/Caspian: 6.3%
- United States: 3.1%
- Canada: 3.1%
- Latin America/Caribbean: 3.1%

All the above information is based on the attendee survey report from the 2018 edition of this event.
# 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

<table>
<thead>
<tr>
<th>Sponsorship Item</th>
<th>Value (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Sponsor (3 packages available)</td>
<td>55,000</td>
</tr>
<tr>
<td>Platinum Sponsor (4 packages available)</td>
<td>45,000</td>
</tr>
<tr>
<td>Gold Sponsor (6 packages available)</td>
<td>30,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>20,000</td>
</tr>
<tr>
<td>Conference Gala Dinner Sponsor (exclusive)</td>
<td>25,000</td>
</tr>
<tr>
<td>Conference Lunch Day 1 Sponsor (includes VIP seating)</td>
<td>15,000</td>
</tr>
<tr>
<td>Conference Topical Lunch Sponsor (exclusive)</td>
<td>10,000</td>
</tr>
<tr>
<td>Coffee Breaks Sponsor (exclusive)</td>
<td>15,000</td>
</tr>
<tr>
<td>Conference Delegate Bags Sponsor (exclusive)</td>
<td>25,000</td>
</tr>
<tr>
<td>Lanyards Sponsor (exclusive)</td>
<td>20,000</td>
</tr>
<tr>
<td>Badge Sponsor (exclusive)</td>
<td>15,000</td>
</tr>
<tr>
<td>Conference Programme* Sponsor (exclusive)</td>
<td>15,000</td>
</tr>
<tr>
<td>Knowledge Sharing ePoster Station Sponsor (exclusive)</td>
<td>15,000</td>
</tr>
<tr>
<td>Conference Proceedings Sponsor (exclusive)</td>
<td>10,000</td>
</tr>
<tr>
<td>Gifts Appreciation Sponsor (exclusive)</td>
<td>10,000</td>
</tr>
</tbody>
</table>

## 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 Conference Preview*
- Logo and sponsorship title in the sponsor section of the Conference Programme* (downable pdf)
- Verbal acknowledgement at the Conference Opening and Closing Ceremonies
- 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

*subject to deadline dates

For further information about sponsorship or exhibiting at the SPE International Heavy Oil Conference and Exhibition, contact:

- Zunaid Jooma, Sales Manager, +971.4.457.5878, +971.50.574.3805, zjooma@spe.org

Showcase Your Brand—Become a Sponsor or Exhibitor
## Sponsor Packages

### Principal Sponsor (3 packages available)

**USD 55,000**

This premium sponsorship option will be offered exclusively to two global industry leaders recognised for their effective and long-standing commitment to maintaining the best and most innovative methods in heavy oil, focused on sustaining the oil and gas industry. The principal sponsors will have the opportunity to work in close proximity with the Host Organisation, which includes shaping the conference programme and the inclusion of senior executives and technical experts in the committees’ leadership roles.

**Package includes all core benefits plus:**
- 36 sqm exhibition booth (space only) in a prime location
- Logo prominently displayed on the stage backdrops (printed or digital) during the Opening Ceremony, Executive Plenary Session, Conference Gala Dinner, Panel Sessions, and Closing Ceremony
- Verbal acknowledgement during the above-mentioned functions
- Logo and sponsorship title on all emails* for the event to potential delegates
- Logo and sponsorship title on press invitations
- Logo and sponsorship title on the registration form and exhibition application form
- Priority to access the accredited press/media/PR representatives on-site
- One full-page colour advertisement in the Conference Programme*
- Logo on all event advertisements* (print and digital, where space permits)
- One reserved table at the VIP Lunch function on Day 1
- One reserved table at the Conference Gala Dinner**
- Two complimentary full-conference registrations
- Eight complimentary one-day conference registrations
- Special group registration rates

*subject to deadline dates

**Platinum Sponsor (4 packages available)**

**USD 45,000**

**Package includes all core benefits plus:**
- 18 sqm exhibition booth (space only) in a prime location
- Logo and sponsorship title on all emails* for the event to potential delegates
- Half-page colour advertisement in the Conference Programme*
- Eight complimentary invitations to the Conference Gala Dinner**
- Eight complimentary full-conference registrations
- Eight complimentary one-day conference registrations
- Special registration rates for additional delegates

**Gold Sponsor (6 packages available)**

**USD 30,000**

**Package includes all core benefits plus:**
- Half-page colour advertisement in the Conference Programme*
- Six complimentary invitations to the Conference Gala Dinner**
- Six complimentary full-conference registrations
- Six complimentary one-day conference registrations
- Special registration rates for additional delegates

**Silver Sponsor**

**USD 20,000**

**Package includes all core benefits plus:**
- Five complimentary invitations to the Conference Gala Dinner**
- Five complimentary full-conference registrations
- Five complimentary one-day conference registrations
- Special registration rates for additional delegates

*subject to deadline dates
**subject to sponsor
## Conference Gala Dinner Sponsor (exclusive)

**USD 25,000**

The Gala Dinner is a highly anticipated event and is the perfect close to the first day of the conference. The dinner will be attended by distinguished guests, VIPs, and delegates, offering an amazing experience, array of cultural activities, and a taste of the renowned Arabian hospitality.

**Package includes all core benefits plus:**
- Verbal acknowledgement at the opening of the Gala Dinner
- Sponsor’s welcome speech (up to 5 minutes long) and short corporate video played in a continuous loop while guests are being seated
- Logo and sponsorship title on exclusive signage for the Gala Dinner
- One full-page colour advertisement in the Conference Programme*
- Two reserved tables for eight at the Gala Dinner (VIP seating area)
- Ten complimentary invitations to the Gala Dinner
- Logo and sponsorship title on all table tent cards for the Gala Dinner
- Logo and sponsorship title on all menu cards for the Gala Dinner
- Logo and sponsorship title on napkin sleeves at the Gala Dinner (optional, produced by SPE)
- One corporate gift at entrance (optional, provided by sponsor, distributed by SPE)

## Conference Lunch Day 1 Sponsor (includes VIP seating)

**USD 15,000**

Five-star buffet lunch will be offered to VIP guests, speakers, committee members, delegates and exhibitors.

**Package includes all core benefits plus:**
- Sponsor’s welcome speech (up to 5 minutes long) and company video played in a continuous loop
- Logo and sponsorship title displayed on all table tent cards for the Gala Dinner
- Logo and sponsorship title displayed at the VIP area
- One piece of promotional literature made available at the entrance (optional)
- Two reserved tables in the front row for the day

## Conference Topical Lunch Sponsor (exclusive)

**USD 10,000**

This unique opportunity offers technical (or strategic) industry talks at lunch for the day. Topics must be relevant to the conference programme and will be subject to committee approval.

**Package includes all core benefits plus:**
- Sponsor’s welcome speech (up to 2 minutes long)
- Fifteen minutes presentation on the selected topic
- Logo and sponsorship title displayed on all table tent cards
- One piece of promotional literature made available at the entrance (optional)
- Two reserved tables in the front row for the day

## Coffee Breaks Sponsor (exclusive)

**USD 15,000**

Six coffee breaks will be served on the exhibition floor during the course of the event (mid-morning and mid-afternoon). This sought-after function offers attendees a meeting place to interact and recharge.

**Package includes all core benefits plus:**
- Logo and sponsorship title on tent cards in each coffee break area
- Logo and sponsorship title on exclusive signage for the function
- Logo and sponsorship title on coffee mugs (optional, provided by sponsor)

## Conference Delegate Bags Sponsor

**USD 25,000**

All delegates will receive a branded conference bag (either backpack or laptop bag) with a copy of the Conference Programme*, sponsor’s promotional item, stationery (if sponsored), and other general handouts.

**Package includes all core benefits plus:**
- Sponsor’s logo and event branding printed on the official conference bag
- Logo on the distribution counter located in the main registration area
- One item inserted into the conference bag (provided by sponsor)
- Half-page colour advertisement in the Conference Programme*

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*subject to deadline dates
<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
<th>Details</th>
</tr>
</thead>
</table>
| Lanyards Sponsor                        | USD 20,000 | All attendees will wear the conference lanyard at all times, providing maximum visibility on-site. Package includes all core benefits plus:  
  |         |  • Logo on lanyards for delegate badges (provided by SPE)                                                                               |
| Badge Sponsor                           | USD 15,000 | All attendees will wear the conference badge at all times. This item has proven time and again to be an effective marketing tool to promote your organisation. The badges will be printed and distributed at all registration terminals. Package includes all core benefits plus:  
  |         |  • Logo printed on the badge along with the SPE logo  
  |         |  • Two complimentary full-conference registrations                                                                                   |
| Conference Programme* Sponsor           | USD 15,000 | 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:  
  |         |  • Logo and sponsorship title on the cover page of the Conference Programme*  
  |         |  • One full-page colour advertisement in the Conference Programme*  
  |         |  • One full-page company profile of the sponsor in the Conference Programme*                                                         |
| Knowledge Sharing ePoster Station Sponsor | USD 15,000 | 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. Package includes all core benefits plus:  
  |         |  • 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)                                                                     |
| Conference Proceedings Sponsor          | USD 10,000 | Conference Proceedings contain manuscripts of all the papers presented at the conference and will be made available to full-conference delegates. Package includes all core benefits plus:  
  |         |  • Logo and sponsorship title printed on the cover of the card containing the access code to the Proceedings  
  |         |  • Logo and sponsorship title on exclusive signage  
  |         |  • Two complimentary full-conference registrations                                                                                   |
| Gifts Appreciation Sponsor              | USD 10,000 | Sponsors, exhibitors, and speakers will receive a token of appreciation for their participation in and contribution to the conference. Package includes all core benefits plus:  
  |         |  • Verbal acknowledgement before presentation of gifts  
  |         |  • Sponsor logo along with SPE logo on speaker gifts or gift boxes (provided by SPE)  
  |         |  • Logo and sponsorship title featured on a ‘With Compliments’ card presented with gifts                                               |

*subject to deadline dates
Exhibition Opportunities

Exhibiting at the SPE International Heavy Oil Conference and Exhibition will enable you to demonstrate your company’s advanced technologies and expertise in developing heavy oil resources, increase your brand awareness and reinforce its recognition with a highly selected audience, gathered to attend the event from around the globe.

How to Exhibit

1. Review the exhibition information carefully.
2. Select two preferred booth locations from the exhibit floor plan (For the latest floor plan, please contact Zunaid Jooma).
3. Complete and return your Exhibitor Application Form and Exhibitor Terms and Conditions Contract to Zunaid Jooma.

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.

Packages

Space Only: USD 650 per sqm
Walk-in Package: USD 750 per sqm

Customised shell packages available. Contact Zunaid Jooma, zjooma@spe.org, for more details.

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*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.
Past Exhibitors and Sponsors

Past exhibitors and sponsors from the 2018 SPE International Heavy Oil Conference and Exhibition include:

Alkhorayef Company
Baker Hughes
Computer Modelling Group
Fathom Solutions Inc.
GlassPoint Solar
Gas & Oil Field Services Company
Halliburton
Hangzhou Qianjing Technology Co., Ltd.
Jassim Abdulwahab & Partner Co.
Kuwait Institute for Scientific Research
Kuwait Oil Company
Kuwait University
National Oilwell Varco
PanTerra Geoconsultants B.V.
Schlumberger
Weatherford