

2020 SPE/ICoTA WELL INTERVENTION CONFERENCE AND EXHIBITION

ADVERTISING/SPONSORSHIP POLICIES

ADVERTISING/ SPONSORSHIP POLICIES

With an array of unique promotional opportunities, the Society of Petroleum Engineers (SPE)/ICoTA can help you design the perfect program to enhance your company's experience. This program includes a variety of advertising and sponsorship opportunities. For complete details, please review the provided information or contact the SPE Sales Department.

SPE has instituted the following policies for advertising and sponsorship opportunities for all SPE events. Once your contract is signed, the Advertiser/Sponsor agrees that these policies are considered binding and agrees to adhere to these policies in order to secure an advertisement/sponsorship.

SPE EDITORIAL AND ADVERTISING POLICY

SPE encourages open and objective discussion of technical and professional subjects pertinent to the interests of SPE in its publications. SPE 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 SPE'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 SPE'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 SPE's opinion, might be culturally offensive to SPE/ICoTA members.

ADVERTISING GUIDELINES

- **All copy must be submitted and approved by SPE prior to implementation.**
- SPE/ICoTA will contact each previous year's advertiser to advise the right of renewal and the deadline they must submit their advertising contract and deposit in order to renew their advertisement.
- Should the previous year's advertiser not meet the deadline or should they elect not to renew their advertisement, SPE/ICoTA will then consider this advertisement available to all SPE/ICoTA exhibitors.
- Advertising will not be accepted that is considered by SPE/ICoTA in any way to be inappropriate to SPE/ICoTA's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by SPE/ICoTA 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/ICoTA 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 SPE's advertising and logo specifications information.**
- All advertising must be submitted online at <https://SPE.sendmyad.com> by the stated deadline.

SPONSORSHIP GUIDELINES

- **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 sponsor to advise the right of renewal and the deadline they must submit their sponsorship 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/ICoTA will then consider this sponsorship available to all SPE/ICoTA exhibitors.
- **It is the responsibility of the sponsor to adhere to SPE's sponsorship and logo specifications information.**
- All logos must be submitted to logos@spe.org by no later than the stated deadline.

PAYMENT POLICY

- SPE/ICoTA requires that one hundred percent (100%) of payment for all sponsorships and advertising space (print and/or web) be submitted with the signed contract.
- No sponsorship will be acknowledged or promoted, either in print or on the SPE/ICoTA official website, until the signed contract and required payment has been submitted.
- Payment is accepted in US dollars only. SPE/ICoTA also accepts most credit cards, checks, money orders, and wire transfers.
 - If an invoice is required before payment, it can be accessed in the system using the company password.

CANCELLATION

- If an advertisement/sponsorship cancellation occurs 90 days before event, a 30% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs 60-89 days before event, a 40% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs 30-59 days before event, a 60% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs less than 30 days before event, a 75% penalty shall be incurred.
- If an advertisement/sponsorship cancellation occurs after the program has gone to print, a 100% penalty shall be incurred.

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RIG SPONSORSHIP CANCELLATION

- If Sponsor cancels prior to **16 August 2019**, Sponsor will receive a full refund. If a Sponsor who has submitted an Agreement after **16 August 2019** cancels between time of Agreement and seven (7) days after initial space assignment date, the Sponsor will receive a full refund.
- If Sponsor cancels in writing and acknowledged by SPE, between **16 August 2019** and **25 November 2019**, Sponsor will be assessed a cancellation penalty equal to 50% of the total cost of the sponsorship.
- If Sponsor cancels in writing and acknowledged by SPE, after **25 November 2019**, Sponsor will be assessed a cancellation penalty equal to 100% of the total cost of cancelled Sponsorship. If Sponsor cancels in writing and acknowledged by SPE, after **25 November 2019** with an outstanding balance due, Sponsor remains responsible for the entire balance due, plus reasonable attorney's fees to collect. Sponsor will not be permitted to participate in future SPE events until all outstanding balances are collected.
- No refunds will be processed after **25 November 2019**. No cancellation shall be acknowledged unless received in writing and acknowledged by SPE. The date upon which the notice of cancellation is received by SPE shall apply as the official date of cancellation. Upon Sponsor notification of cancellation, SPE has the right to resell the space vacated.

A company representative's signature binds the company to the payment and cancellation schedule. If the company cancels participation with money due, the outstanding funds will be due upon cancellation.

DEADLINES

SPONSORSHIP

- In order for sponsorship to be promoted in the **conference program**, the contract, company logo, and payment must be received **prior to 29 January 2020**.
- All sponsor logo items must be delivered to SPE onsite at the Woodlands Waterway by 1200 on 23 March 2020.

ADVERTISING

- To secure advertising space in the **conference program**:
 - Advertising Contracts and payment must be received by **29 January 2020**.
 - Advertising Materials must be received by **5 February 2020**.
- If advertiser or sponsor does not meet the above published deadlines, SPE/ICoTA cannot guarantee promotion and reserves the right to invoke penalties for late submissions.
- See separate document for Advertising and Logo specifications.