61st Annual Symposium
June 20-24
Sponsorship Opportunities
The Society of Petrophysicists and Well Log Analysts (SPWLA) International Board of Directors have partnered with our Sister Society CWLS (Canadian Well Logging Society) to host the SPWLA 61st Annual Symposium June 20-24, 2020 in Banff Canada at the Fairmont Hotel & Convention Center.

SPWLA is the largest Petrophysicists Professional Membership Society and provides information services to scientists in the petroleum and mineral industries, serves as a voice of shared interests in our profession, plays a major role in strengthening petrophysical education, and strives to increase the awareness of the role petrophysics has in the Oil and Gas Industry and the scientific community. Hosting this annual symposium offers a great platform for participants to interact with peer experts through technical programs, continuing education workshops, field trips, special meetings, business luncheons as well as exhibitions of state of the art technology in the oil and gas industry.

We would like to request your company’s participation in the symposium through sponsorship. A list of symposium sponsorship opportunities is included in this brochure for your consideration, along with a description of how your company will be recognized for each type of sponsorship. Please note that all the sponsors’ logos will be included in the pre-registration brochure, the pocket program and on the SPWLA 2020 conference website, giving each sponsor maximum exposure before and during the event.

Why sponsor?
- reach these industry professionals under one roof
- increase your brand and product awareness
- generate sales leads
- meet potential customers
- exchange ideas and discuss continuously evolving technologies
- develop new partners
- improve your company’s image through involvement, commitment and support of the industry.

On behalf of SPWLA, I would like to thank you for considering sponsoring and for your participation at the SPWLA 61st Annual Logging Symposium.

Please take a moment to review this brochure for Sponsorship opportunities offered at our event. Samples of items listed can be found on the last page. Once done, complete the enclosed commitment form and return it to the address listed.

Scan the completed form and email to SPWLA executive director Sharon Johnson:
sharon@spwla.org
Alternatively, fax your completed form to:
> +1 713-947-8747 <

Email your company logo to:
> sharon@spwla.org <
## Sponsorship Opportunities

### Exclusive, Showcased Tiers and Drivers

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>(SPI-01)</td>
<td>Platinum Sponsor (exclusive)</td>
<td>$30,000</td>
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<td>- Logo recognition on all publicity, marketing materials &amp; event signage</td>
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<td></td>
<td>- Approved marketing material in conference attendee bags (sponsor-donated</td>
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<td></td>
<td>- Printed banner recognition at conference (ELEVATOR DOORS E1-A TO E1-D)</td>
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<td>- Full-page ad in conference program</td>
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<td>- Logo recognition in conference program, mobile app &amp; website</td>
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<td>- 10 Delegate Registration Badges</td>
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<td>(SPI-02)</td>
<td>Gold Sponsor (multiples)</td>
<td>$25,000</td>
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<td>- Approved marketing material in conference attendee bags (sponsor-donated</td>
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<td>- Printed banner recognition at conference (1 FOYER WINDOW DECAL FW3)</td>
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<td>- Full-page ad in conference program</td>
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<td>- Logo recognition in conference program &amp; website</td>
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<td>- 7 Delegate Registration Badges</td>
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<td>(SPI-03)</td>
<td>Silver Sponsor (multiples)</td>
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<td>- Printed banner recognition at conference (1 FOYER WINDOW DECAL FW1)</td>
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<td>- Name recognition in conference program</td>
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<td>- Logo recognition in conference program &amp; website</td>
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<td>- 5 Delegate Registration Badges</td>
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<td>(SPI-04)</td>
<td>Bronze Sponsor (multiples)</td>
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<td>- Printed banner recognition at conference (1 FOYER WINDOW DECAL FW5)</td>
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<td>- Name recognition in conference program</td>
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<td>- Logo recognition in conference program &amp; website</td>
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<td>- 3 Delegate Registration Badges</td>
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<tr>
<td>(SPI-05)</td>
<td>Student Registration to Technical Program including Symposioum Transactions</td>
<td>$2,000</td>
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<td>Sponsor (exclusive)</td>
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<td>- Logo recognition in conference program &amp; website</td>
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<td>(SPI-06)</td>
<td>Student Paper Competition Sponsor (exclusive)</td>
<td>$5,000</td>
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<td>- Printed banner recognition at conference (1 PATIO WINDOW DECAL 2W-L)</td>
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<td>- Logo recognition in conference program &amp; website</td>
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<td>(SPI-07)</td>
<td>Hotel Keycard Sponsor (cards included) (exclusive)</td>
<td>$7,500</td>
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<td>- Logo on conference hotel key cards (quantity based on attendance)</td>
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<td>- Printed banner recognition at conference (1 PATIO WINDOW DECAL 3W-L)</td>
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<td>- Logo recognition in conference program &amp; website</td>
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Lanyard Sponsor (lanyards provided by sponsor) (exclusive) $5,000
- Company Logo on all conference lanyards
- Printed banner recognition at conference
- Logo recognition in conference program & website

Event Program sponsor (exclusive) $10,000
- Full-page ad in conference program
- Printed banner recognition at conference (1 FOYER WINDOW DECAL FW4-L)
- Logo recognition in conference program & website
- Logo recognition on back cover of conference program

Pre-Registration Brochure sponsor (exclusive) $10,000
- Full-page ad in printed and digital pre-registration brochure
- Printed banner recognition at conference (1 FOYER WINDOW DECAL FW4-R)
- Logo recognition in conference program & website
- Logo recognition on back cover of conference program

Coffee Breaks Sponsor (multiples) $2,500 per break
- Logo on signage in the break area
- Sponsor-provided literature at table in the break area
- Logo recognition in conference program & website

Lunch Sponsor (multiples) (a) business luncheon or (b) awards luncheon (275 seating per event) $10,000 per lunch
- Logo recognition on table tent cards
- Sponsor-provided literature placed on lunch room tables
- Logo recognition in conference program & website

Leadership Lunch Sponsorship (75 seating per event) (exclusive) $3,500
- Logo recognition on table tent cards
- Sponsor-provided literature placed on lunch room tables
- Logo recognition in conference program & website

Speaker Breakfast & Preparation Room Sponsorship (3 day exclusive) $3,000
- Logo recognition on table tent cards
- Sponsor-provided literature placed on lunch room tables
- Logo recognition in conference program & website

Field Trip Sponsor (exclusive) $5,000
- Printed banner recognition at conference
- Name recognition in conference program
- Logo recognition in conference program & website

Workshop Sponsor (multiples) $2,000 per workshop
- Printed banner/poster board on easel recognition at conference
- Sponsor-provided literature placed in workshop classroom
- Logo recognition in conference program & website

Technical Session Sponsor (multiples) $5,000 per session
- Digital recognition prominently displayed during the technical session of your choice
- Approved marketing material in conference attendee bags (sponsor-donated items, quantity based on attendance)
- Printed banner/poster board on easel recognition at conference
- Logo recognition in conference program & website
INDEPENDENT EVENTS

SPWLA Annual Symposium Social Events Options
  Sunday (Icebreaker)
  Monday (Evening Social)
  Tuesday (Evening Social)
Number of Guests
  300 minimum – 350+ maximum
Facility Options – Pick the Right Venue!
  Cost, set-up and contract is the full responsibility of the sponsoring company.
Event Hours
  6.30pm – 8.00pm
Catering Selection
  Cost, set-up and contract is the full responsibility of the sponsoring company.
Catering (Food and Beverages)
  The cost will vary depending on the overall choices selected for your event.
SPONSORSHIP AGREEMENT (Page 1)

Sponsorship Terms and Conditions
Acceptance of sponsorship will be subject to SPWLA 2020 committee approval. The committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the symposium. Sponsorship opportunities are first-come, first-served. Should your first selection not be available, we will contact you to discuss alternatives. A minimum of 50% deposit is to be paid with the booking form. The balance of sponsorship payment is due by May 1, 2020. Failure to comply with deadline dates for digital signage will result in a forfeit of service.

Cancellation Policy
In the event of withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold, the organizers reserve the right to retain the deposit payment received. Cancellations must be submitted in writing.

LOGO REQUIREMENTS:
• All sponsor logos will be included on the conference website, program and conference signage (print and digital) as outlined in the prospectus.
• The signing sponsor is responsible for sending a high quality jpeg or eps format with a translucent background to sharon@spwla.org
• If the organization has a specification guide outlining rules and regulations for the use of its logo, the organization is responsible for providing SPWLA with said guide.
• Logos displayed on window or elevator doors have a firm material submission deadline date to ensure the highest quality graphics.
• Logos displayed on the website and other online media may link users to the respective organization's website unless specifically prohibited. Notify sharon@spwla.org of any existing restrictions regarding url usage.
• Advertisement specifications for sponsorship levels that include a full page ad: 8.5” x 11”, full bleed, press quality format must be provided on or before the required deadline date of production.

By signing below, I confirm sponsorship of the SPWLA 61st Annual Symposium and agree to all the terms and conditions set forth in this agreement. I further acknowledge that I have reviewed the Sponsor Prospectus and am aware of the benefits included in the selected sponsorship level.

Authorized Signature: _____________________________ DATE: __________

Company: __________________________________________
SPONSORSHIP AGREEMENT (Page 2)

Company: _____________________________________________________________________________________
Address: ________________________________________________________________________________________
City: ____________________________________________ State: __________ Zip: __________________________
Tel: _____________________________________________ Fax: __________
Website: ________________________________________________________________________________________
Contact Person: __________________________________ Title: _________________________________________
Tel: _____________________ E-mail: ______________________________________

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<tr>
<th>Item #</th>
<th>Description</th>
<th>Amount $</th>
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PAYMENT INFORMATION

Method of Payment:
☐ Check    ☐ VISA    ☐ MasterCard    ☐ AMEX    ☐ DISC

Name on Card: ____________________________________________________________

Card Number: _______________________________ cvv: ______________________

Exp: _________________ Total amount to be charged: ________________

Signature: _____________________________________________________________

Return completed form
Email: Sharon Johnson: sharon@spwla.org
Letter Mail: SPWLA – 8866 Gulf Frwy, Suite 320 – Houston, TX 77017 USA
Fax: +1 713-947-8747 / Phone: +1 713-947-8727
Window decal branding

Elevator door branding

Lanyard branding

Delegate bag branding

Conference Mobile App