

## 2017 SPONSORSHIP

	Diamond Sponsors \$50,000+	Emerald Sponsors \$35,000-\$49,999	Ruby Sponsors \$20,000-\$34,999	Sapphire Sponsors \$10,000-\$19,999	Topaz Sponsors \$1,000-\$9,999
Company logo w/ hyperlink on URTeC.org	•	•	•	•	•
Company logo w/ hyperlink on scrolling banner on home page	•	•	•		
Company logo in Conference Announcements (Commitment by: 16 February 2017)	•	•	•	•	•
Company logo in Program Book (Commitment by: 29 June 2017)	•	•	•	•	•
Company logo in Power Point Slides in Technical Session rooms on site	•	•	•	•	•
On-Site signage	•	•	•	•	•
Complimentary Full-Conference Registrations	FIVE(5) •	FOUR(4) •	THREE(3) •	TWO(2) •	ONE(1) •
Advertisement in Program Book (Commitment by: 29 June 2017)	Full-Page •	Half-Page •	Quarter-Page •		

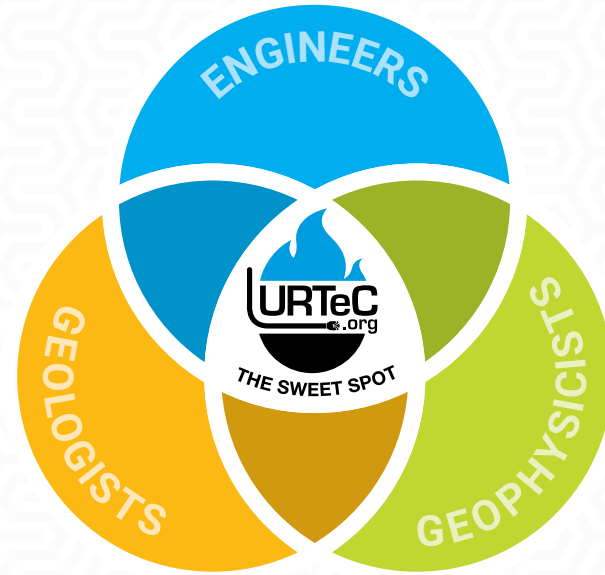
\*Terms and conditions apply. Sponsors who are also exhibitors will receive a sign denoting their sponsorship to display in their booth. Exclusive sponsorships will be given priority over co-sponsorships. Some items/events may not be available in the full amount if sponsor dollars requested is not reached. Specific deadlines must be met for acknowledgement in print materials. Sponsorship commitments are non-refundable and non-transferable.

# UNCONVENTIONAL<sup>®</sup>

RESOURCES TECHNOLOGY CONFERENCE

FUELED BY SPE • AAPG • SEG URTeC.org

24-26 JULY 2017 • AUSTIN, TEXAS



Jointly organized by the Society of Petroleum Engineers (SPE), the American Association of Petroleum Geologists (AAPG) and the Society of Exploration Geophysicists (SEG), URTeC has expanded to include eight newly-supporting organizations.



## BENEFITS OF SPONSORING URTeC

- ▶ Investment in the innovation and advancement of our shared unconventional industry
- ▶ Supports geoscientists and engineers from the world's largest and leading scientific organizations
- ▶ Opportunity to align your company with a high-quality, science technology forum developed by an interdisciplinary program committee
- ▶ Highly-visible exposure to scientists and executives seeking solutions for improved fiscal and operational results

**URTeC.org**

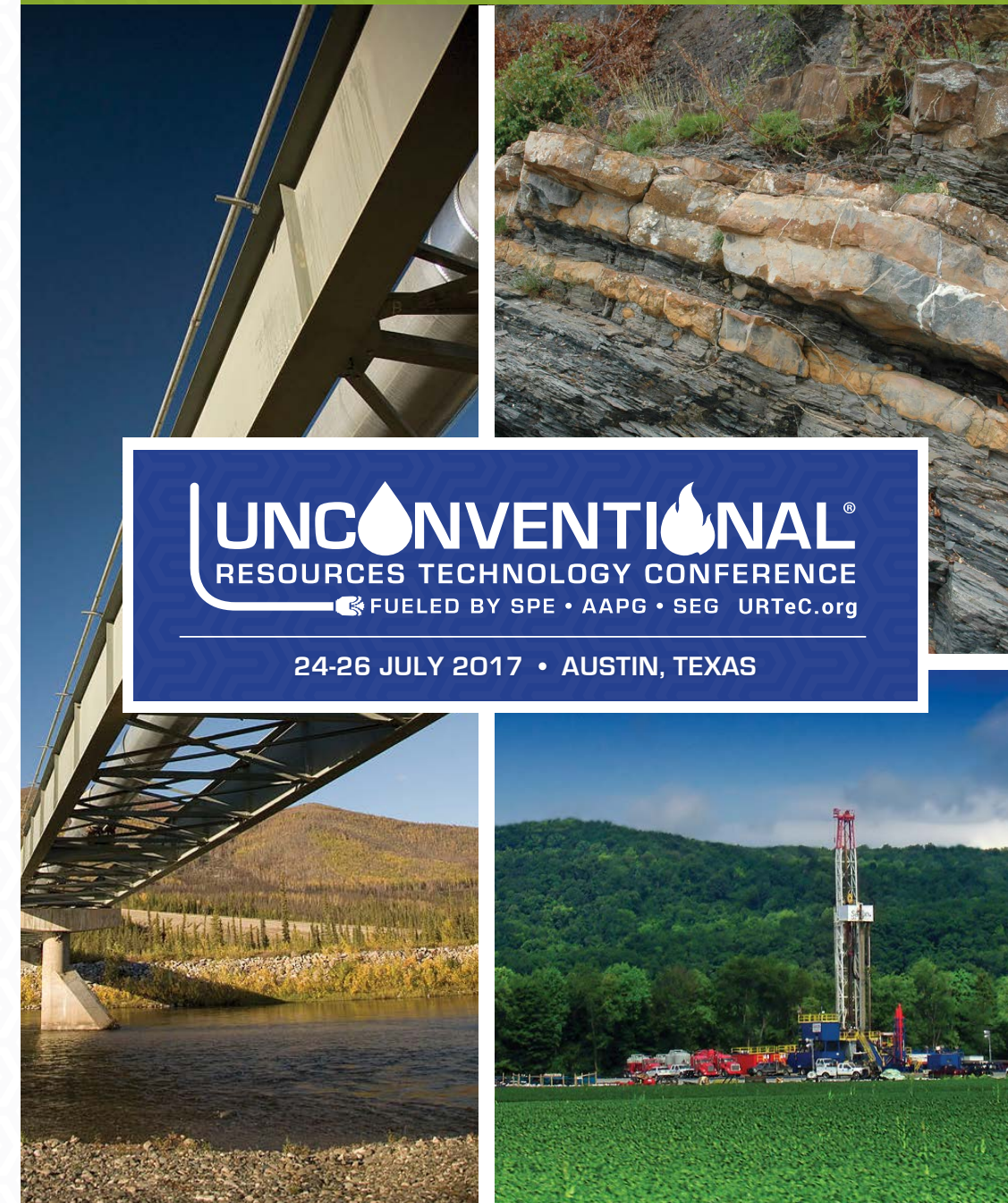
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SPONSORING ORGANIZATIONS:



## SPONSORSHIP OPPORTUNITIES



*The integrated event for unconventional resource teams*



**SPONSOR** the most relevant, multi-disciplinary event for unconventional resource development. URTeC's unique collaborative platform is vital for the continued innovation and advancement of U.S. and global resource plays.

## SPONSORSHIP OPPORTUNITIES

### Conference Amenity | \$20,000/Co-Sponsor (3 Available) | \$60,000 Exclusive

- Conference Amenity with logo provided to fully registered attendees\*
- Additional signage on the Materials Pickup Counters\*
- \*Amenity determined by total sponsorship received

### Conference Announcement | \$40,000 Exclusive

- Company logo (full color) placed on front cover
- Full-Page Advertisement inside back cover of Conference Announcement

### Conference Program | \$35,000 Exclusive

- Company logo (full color) placed on front cover
- Full-Page Advertisement provided prime location placement

### Registration Sponsor | \$35,000 Exclusive

- Company logo (full color) displayed on Registration Counters
- Company logo (one color) on pens that will be provided at Registration
- Company name included in Registration confirmation emails



### Aisle Signage | \$20,000 Exclusive

- Company logo (full color) on all aisle signs inside Exhibition Hall
- Company logo (full color) displayed on the online floor plan



### Hosted Smartphone/Mobile Application | \$10,000 Co-Sponsor (Limit 3) | \$25,000 Exclusive

- Company logo (full color) on home page of application with hyperlink to website
- Company logo (full color) on signage placed throughout conference space
- Company exhibit booth highlighted in the application

### Notepads | \$20,000 Exclusive

- Company logo (one color) on notepads provided to attendees
- Company logo (full color) on Material Pickup Counters

### Conference Proceedings Digital Library Sponsor \$5,000 Co-Sponsor (Limit 4) | \$15,000 Exclusive

- Company Logo (full color) on ticket provided to all qualified attendees at registration with login details.
- Company logo (full color) on Table of Contents/landing page with hyperlink to website
- Opportunity for flash ad with hyperlink
- Company logo (full color) on signage at Registration and inside Speaker Services Center



### Directional Signage | \$15,000 Exclusive

- Company logo (full color) displayed at bottom of all directional signage on site

### Refreshment Break Sponsorship | \$15,000/day (3 Available) (Monday, Tuesday or Wednesday) | \$40,000 Exclusive (All 3 days)

- Company logo (one color) on to-go cup sleeves during refreshment break
- Company logo (full color) printed on napkins provided during refreshment break
- Table tents with company logo (full color) placed at refreshment stations

### Wi-Fi Hot Spot Lounge | \$12,500/Hot Spot (2 Available) | \$20,000 Exclusive

- Company logo (full color) on banner above designated Wi-Fi Hot Spot Lounge
- Company logo (full color) on signage in Wi-Fi Hot Spot Lounge
- Company logo (full color) on carpet sticker inside Wi-Fi Hot Spot Lounge
- Opportunity for sponsor to provide brochures to be placed inside designated Wi-Fi Hot Spot Lounge

### Pocket Guide | \$15,000 Exclusive

- Company logo (full color) on the front of the Pocket Guide
- Exhibit Booth highlighted on floor plan in the Pocket Guide

### Exhibition Food Court Sponsorship | \$5,000 Co-Sponsor (Limit 4) | \$15,000 Exclusive Sponsor

- Company logo (full color) on banner above food court area inside Exhibition
- Company logo (full color) on table tents placed inside Food Court area
- Opportunity for 2x3' floor sticker outside booth (where applicable)
- Opportunity for sponsor to provide brochures inside the Food Court area

### Opening Networking Bar Sponsor (Monday) | \$7,500/Bar Station (6 Available) | \$25,000 Exclusive

- Company logo (full color) on napkins at designated bar station
- 15 additional drink tickets per sponsor
- Company logo (full color) on signage at designated bar station
- Opportunity for sponsor to provide cups or koozies at designated bar station

### Breakfast Bites Sponsorship | \$15,000 Exclusive (Monday)

- Company logo (one color) printed on napkins
- Table tents with company logo (full color) placed at coffee stations
- Welcome signage with company logo (full color) at exhibition entrance

### Audio Visual | \$10,000 Exclusive

- Company logo (full color) displayed on signage in Technical Session Rooms
- Company logo (full color) on PowerPoint Slides in Technical Session Rooms



### Digital Technical Session Signage | \$7,500/Co-Sponsor (2 Available) | \$15,000 Exclusive

- Company logo (full color) displayed on digital signage outside Technical Session Rooms
- Company logo (full color) as screensaver on digital signs when not in session

### Core Exhibits Sponsorship | \$15,000 Exclusive • Company logo (full color) on signage at entrance to Core Exhibits

- Company logo (full color) printed on floor sticker inside area
- Company logo (full color) printed on floor sticker outside sponsoring company's exhibit (if applicable)

### Lanyard Sponsorship | \$10,000 Exclusive

- Company logo (full color) on 1-inch lanyard provided to all attendees (sponsor to provide own lanyards)
- Company logo (full color) on Material Pickup Counters

### Technical Program Speaker Support | \$10,000 Exclusive

- Company logo (full color) on signage inside Speakers Service Center
- Company logo (full color) placed on Technical Program page of website with hyperlink to company website
- Company logo (full color) as screensaver on computers inside Speakers Service Center



### Topical Breakfast/Luncheon Sponsorship | \$10,000/each

- Company logo (full color) on Welcome signage outside room
- Company logo (full color) displayed on Welcome PowerPoint slides
- Company logo (full color) on table tents as center pieces
- Five complimentary tickets to sponsored breakfast/luncheon



### ePaper Sponsorship | \$5,000/each (5 Available)

- Company logo (full color) on ePaper structures
- Company logo (full color) included on banner above ePaper structures
- Company logo (full color) on screensaver/home page
- Company logo (full color) on floor sticker outside sponsoring company's exhibit (if applicable)

## SECURE YOUR SPONSORSHIP NOW:

1. Select items that best fit your company's mission and purpose.
2. Download and complete the sponsorship form from URTeC.org and provide your company logo.