Luncheon Series Sponsorship Options

Keeping the data management community strong is an essential part of the Professional Petroleum Data Management (PPDM) Association’s mandate. Integral elements of this mandate are PPDM’s global events, our website and our professional journal, *Foundations*. These community building tools and events are specifically designed to facilitate collaboration, connect producers and consumers of products and services, promote knowledge sharing and encourage data management as a career destination.

Luncheons are held around the world as free events for members to attend to network and continue to expand their knowledge and expertise. Luncheons are held 2-3 times per year in Calgary, Houston, Denver, Oklahoma City, Midland, Tulsa, Dallas/Fort Worth, Perth, Brisbane, Adelaide, Aberdeen and London.

There are four different ways for organizations to participate in the PPDM Luncheon Series. Learn more about each option in the following pages.
- Venue Sponsorship – Your organization can donate a room and AV to make the luncheon possible.
- Food & Beverage Sponsorship- Your organization can cover the costs for the food and beverage provided to the attendees for the luncheon. The cost varies by area based on expected attendance.
- Speaker – Does your organization have an educational story, case study or new industry trend to share with the attendees? Submit an abstract to speak at a luncheon.
- Luncheon Series Sponsor – have your brand showcased as a supporter for all luncheons in a region with this easy sponsorship option that gives your brand exposure.

Who attends PPDM Luncheons?

![Attendee Type Chart]

Luncheon Attendees by Type

**Attendee Type**
- Manager, Director, Principal - 27%
- Analyst, Coordinator, Tech - 34%
- Executive - 10%
- Other - 18%
- Supervisor, Lead - 5%
- Developer, Specialist, Architect - 6%

**PPDM Luncheon Global Attendance**

- 2016: 995
- 2017: 945
- 2018: 1436
- 2019 mid year: 720
Luncheons
Opportunities with the Professional Petroleum Data Management Association

Venue Sponsorships

The Venue Sponsor for the luncheon provides a location for the luncheon to take place, along with necessary AV. This includes tables and seating for the expected number of attendees, along with AV items like a projector, screen, and microphone (depending on the space. The venue could be an auditorium, boardroom, or a restaurant (cost sharing may apply). The sponsorship is handled on an event by event basis.

In return for providing the venue for the event, the sponsor is entitled to the following benefits:
- A 5-minute sponsor spotlight on the agenda, to showcase your organization
- Branding on presentations, invitations and the website.
- A copy of the Post-Attendance list of individuals who have given permission to share their contact details with the sponsors, based on Canadian Privacy Laws.
- Opportunity to put up a pop-up banner (location selected by PPDM based on room layout and other sponsors) or put out brochures.

Speaker Contribution

Organizations interested in providing a speaker for a luncheon may provide an abstract through the PPDM website. The PPDM Event Guidelines and Speakers Agreement apply to any speaker and specify that speakers must provide educational content to the attendees. Commercial presentations are only available for event sponsors.

Food & Beverage Sponsorships

The Food and Beverage Sponsorship provides the lunch and drinks for a specific luncheon. PPDM will organize the meals and account for allergies. The cost for the food and beverage is determined by PPDM based on projected attendance and food costs for the events in each region and are detailed on a separate page at the end of this document.

In return for providing the food and beverage for the event, the sponsor is entitled to the following benefits:
- A 5-minute sponsor spotlight on the agenda, to showcase your organization
- Branding on presentations, invitations and the website. Our event pages for each luncheon average to 440 visitors (globally), who spend an average of more than a minute and a half on the page.
- A copy of the Post-Attendance list of individuals who have given permission to share their contact details with the sponsors, based on Canadian Privacy Laws.
- Opportunity to put up a pop-up banner (location selected by PPDM based on room layout and other sponsors) or put out brochures.
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Food & Beverage Sponsorship – Regional Costs
The Food and Beverage Sponsorship in each region is determined based on the anticipated attendance and the regional food costs for a basic lunch. If the sponsor prefers a more elaborate lunch, costs will be higher. These costs are subject to change until the agreement is signed. All costs listed are in USD.

<table>
<thead>
<tr>
<th>Region</th>
<th>F&amp;B Sponsor Cost</th>
<th># of Luncheons 2019-2020</th>
<th>Average Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver, USA</td>
<td>$1,250.00</td>
<td>3</td>
<td>71</td>
</tr>
<tr>
<td>Dallas/Fort Worth, USA</td>
<td>$800.00</td>
<td>3</td>
<td>44</td>
</tr>
<tr>
<td>Houston, USA</td>
<td>$1,500.00</td>
<td>3</td>
<td>86</td>
</tr>
<tr>
<td>Midland, USA</td>
<td>$800.00</td>
<td>2</td>
<td>48</td>
</tr>
<tr>
<td>Oklahoma City, USA</td>
<td>$1,500.00</td>
<td>3</td>
<td>81</td>
</tr>
<tr>
<td>Tulsa, USA</td>
<td>$800.00</td>
<td>2</td>
<td>45</td>
</tr>
<tr>
<td>Calgary, Canada</td>
<td>$700.00</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td>Perth, Australia</td>
<td>$1,200.00</td>
<td>2</td>
<td>66</td>
</tr>
<tr>
<td>Brisbane, Australia</td>
<td>$600.00</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Adelaide, Australia</td>
<td>$300.00</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Aberdeen, UK</td>
<td>$400.00</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>London, UK</td>
<td>$500.00</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

These prices are valid from August 1, 2019 to January 31, 2020, with costs to be reviewed based on event attendance changes. Organizations purchasing multiple sponsorships will include notification and grandfathering of costs.

USA Luncheon Series Sponsorships
The USA Luncheon Series Sponsorship is a new opportunity within the PPDM Association, currently only available in the United States. Sponsors interested in having their brand promoted to all PPDM events in the United States in one agreement will benefit from this bundled sponsorship, which will also save your staff time and effort.

The Luncheon Series Sponsor is entitled to the following benefits:

- A copy of the Post-Attendance list of individuals for each USA luncheon who have given permission to share their contact details with the sponsors, based on Canadian Privacy Laws. USA luncheons attracted more than 1,000 attendees in 2018, with continued growth expected in each region.
- Branding on presentations, invitations and the website.
  - Our event pages in the USA for each luncheon average 453 visitors, who spend an average of 1.15 minutes on the page. Some areas in the USA reach a much higher audience like Houston (719 visitors on average) and Oklahoma City (637 visitors on average).
  - Invitations are sent out regionally for events, with more than 4,250 contacts on our USA list alone. There are more than 1,000 on the list for Oklahoma and nearly 2,500 in Texas. There is a secondary
distribution with the events listing in the monthly newsletter to the full list of more than 7,200 emails, along with social media channels.

- Opportunity to have up to four 5-minute sponsor spotlights on the agenda, each must be in a different US city. The sponsor can choose which event but must notify PPDM at least 1 month in advance of the luncheon to secure the sponsor spotlight slot.
- Opportunity to put up a pop-up banner (location selected by PPDM based on room layout and other sponsors) at any USA luncheon
- Opportunity to put out brochures or give-aways at any USA luncheon
- Discounted sponsorship opportunities for major USA events.

A planned total of 17 luncheons are held in six US cities. The cost for the Luncheon Series Sponsorship is $10,000 USD and will run for a full calendar year from date of signing.

**Agreements**

An agreement will be created outlining the benefits and cost for each sponsorship (if applicable), and multiple sponsorships may be combined into one agreement. If applicable, the invoice will be sent upon receipt of the signed sponsorship, along with details on payment options.

**About PPDM**

The Professional Petroleum Data Management (PPDM) Association is the global, not-for-profit society within the petroleum industry that provides leadership for the professionalization of petroleum data management through the development and dissemination of best practices and standards, education programs, certification programs and professional development opportunities. PPDM represents and supports the needs of operating companies, regulators, software vendors, data vendors, consulting companies and data management professionals around the globe. Learn more at [www.ppdm.org](http://www.ppdm.org).

For more information about any of these opportunities, please contact events@ppdm.org.