Sponsorship Kit

About the Houston Professional Petroleum Data Expo

The PPDM Association is excited to announce, following the successes from 2018 and 2019, the Houston Professional Petroleum Data Expo, March 31 - April 1, 2020, at the Westin Houston Memorial City. Attendees at this event can look forward to building their own experience with multiple streams of presentations, panel discussions and interactive sessions on a variety of themes under the overarching theme ‘Using Digital Transformation to Transform your Future.’ The registration rates have increased slightly to accommodate some of the increasing costs but are still being kept as low as possible to encourage attendance.

Sponsorship information is contained on pages 3-5, with exhibitor information on pages 6-7.

About PPDM

The Professional Petroleum Data Management (PPDM) Association is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry. You can learn more about the PPDM Association on our website – www.ppdm.org.

The Process

If your organization is interested in sponsoring, please review this kit and select which sponsorship matches your style and budget. Each sponsorship opportunity comes with options available for you to select benefits that suit your goals. Custom sponsorships are also available upon request. The PPDM Community Development Team is available to work with you on your sponsorship, please feel free to contact them at any time at events@ppdm.org or (1) 587 390 0194. When you are ready, an agreement will be drawn up for your review and signature outlining your sponsorship, benefits and cost. Please note that all costs listed are in USD and Exhibitor booth costs are not included in the Sponsorship packages.

Important Information

The deadline for Sponsors and Exhibitors is March 3, 2020. The earlier a company agrees to sponsor, the more exposure it will receive in advertising.
Why You Should Attend

Top 4 Reasons Our Attendees Come

- Find out what’s new in data management
- Network with others
- Meet with clients or contacts
- Find products useful to me and my company

Attendance is on the rise

2018 293
2019 377
Est 450

Expo Attendee Roles

- Analyst, Coordinator, Technician: 28%
- Other/Unidentified: 22%
- Manager, Director, Principal, Lead: 20%
- Executive: 14%
- Developer, Specialist, Architect: 6%

Expo Attendee Types

- Vendors: 38%
- Operators: 37%
- Consultants: 11%
- Other: 10%
- Govt/Student: 4%

Popular Sponsorship Benefits

- Sponsor Demos
- Free Attendee
- Registration Discount
- Attendance list

2 Days of Presentations
Multiple Streams
Meals & Cocktail Hour
5 Stages
Exhibits
Network Breaks
# Principal Sponsorships

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th># Avail</th>
<th>Corporate Member Cost</th>
<th>Non-Member Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tradeshow Sponsor</strong> * includes one sponsor demonstration spot on the agenda.*</td>
<td>1</td>
<td>$6,000</td>
<td>$7,000</td>
<td>Pick 5 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>AV Sponsor</strong> * includes one sponsor demonstration spot on the agenda.*</td>
<td>1</td>
<td>$6,000</td>
<td>$7,000</td>
<td>Pick 5 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>Room Sponsor</strong> – Have a room with your company’s name on it * includes one sponsor demonstration spot on the agenda.</td>
<td>1</td>
<td>$6,000</td>
<td>$7,000</td>
<td>Pick 5 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>Cocktail Reception Sponsor</strong> – Sponsor the free Reception on March 31, includes your company name on the drink tickets, and one sponsor demonstration spot on the agenda</td>
<td>1</td>
<td>$6,000</td>
<td>$7,000</td>
<td>Pick 4 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>Lunch Sponsor</strong> – sponsor one of the lunches. <em>The lunch will be branded with your company name on the agenda, along with additional branding on the tables during the lunch.</em></td>
<td>2</td>
<td>$6,000</td>
<td>$7,000</td>
<td>Pick 4 Sponsor Options (Pg 5)</td>
</tr>
</tbody>
</table>

# Major Sponsorships

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th># Avail</th>
<th>Corporate Member Cost</th>
<th>Non-Member Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast Sponsor</strong> – sponsor one of the breakfasts. <em>The breakfast will be branded with your company name on the agenda.</em></td>
<td>2</td>
<td>$4,000</td>
<td>$4,500</td>
<td>Pick 3 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>Coffee Sponsor</strong> – sponsor the coffee for one day. *The coffee station will be branded with your company name</td>
<td>2</td>
<td>$3,000</td>
<td>$3,500</td>
<td>Pick 3 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>WiFi Sponsor</strong> <em>Your company name as the Password</em></td>
<td>1</td>
<td>$3,000</td>
<td>$3,500</td>
<td>Pick 3 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>Morning Break Sponsor</strong> - sponsor one of the morning breaks. <em>The breaks will be branded with your company name on the agenda.</em></td>
<td>2</td>
<td>$2,000</td>
<td>$3,000</td>
<td>Pick 2 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td><strong>Afternoon Break Sponsor</strong> - sponsor one of the afternoon breaks. <em>The break will be branded with your company name on the agenda.</em></td>
<td>2</td>
<td>$2,000</td>
<td>$3,000</td>
<td>Pick 2 Sponsor Options (Pg 5)</td>
</tr>
</tbody>
</table>
Supporting Sponsorships

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th># Avail</th>
<th>Corporate Member Cost</th>
<th>Non-Member Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notebook Sponsor</td>
<td>1</td>
<td>$1,500 or donated</td>
<td>$2,000 or donated items</td>
<td>Pick 2 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td>Gifting Sponsor – Speaker and registration gifts (Chocolates) – includes sponsor labels on gifts</td>
<td>1</td>
<td>$1,500</td>
<td>$2,000</td>
<td>Pick 2 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td>Registration Bag Sponsor</td>
<td>1</td>
<td>$1,000 or donated</td>
<td>$1,500 or donated items</td>
<td>Pick 2 Sponsor Options (Pg 5)</td>
</tr>
<tr>
<td>Pen Sponsor</td>
<td>1</td>
<td>$350 or donated</td>
<td>$450 or donated items</td>
<td>Recognition on materials.</td>
</tr>
<tr>
<td>Student Contest Sponsor</td>
<td>1</td>
<td>$100 (or multiple)</td>
<td>$200 (or multiple)</td>
<td>Recognition on materials.</td>
</tr>
<tr>
<td>Student Attendee Sponsor</td>
<td>1</td>
<td>$100 (or multiple)</td>
<td>$200 (or multiple)</td>
<td>Recognition on materials.</td>
</tr>
</tbody>
</table>

Partnerships

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th># Avail</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Materials Partner</td>
<td>1</td>
<td>Discount</td>
<td>Recognition on materials.</td>
</tr>
<tr>
<td>Media Partner – Partner in exchange for branding and recognition.</td>
<td>1</td>
<td>In-Kind</td>
<td>Recognition on materials.</td>
</tr>
<tr>
<td>Expo Partner – Other Non-Profits can Partner with the Expo to get benefits for their organization and membership.</td>
<td>3</td>
<td>In-Kind</td>
<td>Recognition on materials, potential discounts.</td>
</tr>
</tbody>
</table>

Custom Sponsorships

Have a set budget or something in mind that you’d like to sponsor? We’d be happy to work with your organization to create a custom sponsorship that works for you! Contact events@ppdm.org or call (1) 587 390 0194. Titanium and Platinum Sponsorships which cover all PPDM Events are also available.
Available Sponsor Options
Please select which options you are interested below based on quantity ‘benefits’ specified in the sponsor type you selected. Branding on event materials including the website, agenda, presentations, general event signage and more, will be included in all sponsorship levels.

- Pre/Post Attendance List – Contact details for the attendees who give permission to share their information with our sponsors, in accordance with Canadian Privacy Laws. Additional Privacy and Personal Data Laws based on regional locations may also impact the lists based on the attendees location. Pre-Lists are available upon request.
- 25% Registration Discount Rate for your employees.
- One Free Registration to both days of the Expo.
- 25% Exhibitor Booth Discount
- 250-Word Spotlight Write Up in Agenda on your organization or a topic of your choosing
- Put an item in the registration kit going to all attendees – the sponsor must provide the items to the PPDM team in advance to be placed in the kit. The quantity will be provided closer to the event date.
- Opportunity to place one standard sized pop up banner up at the Expo (location selected by PPDM) - The sponsor must provide the banner and arrange shipment to and from the venue.
- Specific Signage related to your sponsorship (ie: Welcome Reception Sign) – Only available to Principal and Major Sponsorships

Is there something you are looking for that’s not on the list? Contact us at events@ppdm.org to discuss!
Exhibitors
Become an exhibitor at the Houston Expo and meet with our attendees to share your company’s story. All Exhibitor booths include:

- Pipe and Drape
- Branding Privileges – your company logo on conference materials related to the Tradeshow, and in appropriate communications and signage.
- Furnishings and Electricity – a skirted table, two chairs, a wastebasket and one power outlet.
- One wireless internet connection – wired, and/or additional WiFi connections available at an additional cost through the AV company.
- Pre/Post Attendance List – Contact details for the attendees who give permission to share their information with our sponsors, in accordance with Canadian Privacy Laws. Additional Privacy and Personal Data Laws based on regional locations may also impact the lists based on the attendees location. Pre-Lists are available upon request.
- One Exhibitor Only attendee - Each booth is entitled to one attendee at the conference to work at the booth at no cost. That attendee will only have access to the sessions in the main room and reception.
- A 50-word description on the PPDM Website of your company and/or services

Booths costs as follows:

<table>
<thead>
<tr>
<th>Size</th>
<th>Number Available</th>
<th>Member Cost (PPDM Corporate Members)</th>
<th>Non-Member Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>5x10 Along back wall</td>
<td>5</td>
<td>$1,250</td>
<td>$2,250</td>
</tr>
<tr>
<td>10 wide by 5 deep</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10x10 Along sides</td>
<td>16</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Discounts are available for Sponsors. Prices are in USD.

If you are interested in becoming a PPDM Corporate Member, contact accounts@ppdm.org for more information. Individual memberships do not count as corporate memberships.
Exhibitor Layout
This is the main layout for the Exhibitor Booths. Layout is subject to change – please visit the website for the most up to date layout. Booths in hallway may become available should the main floor sell out – if you would prefer a hallway table, please indicate to the PPDM when preparing your agreement.

Houston Professional Petroleum Data Expo
Exhibitor Layout - March 31-April 1, 2020

As of February 12, 2020 - updated layout

CURRENTLY SOLD OUT

Main Entrance