



## **Sponsorship Kit**

### **About the Houston Professional Petroleum Data Expo**

The PPDM Association is excited to announce, following the successes from 2018 and 2019, the rebooking of the live Houston Professional Petroleum Data Expo to September 29-30, 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](http://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](mailto: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 August 31, 2020**. The earlier a company agrees to sponsor, the more exposure it will receive in advertising.

## Why You Should Attend

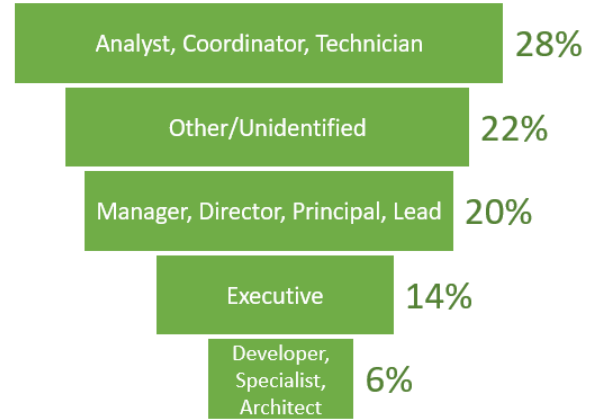
### Top 4 Reasons Our Attendees Come

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

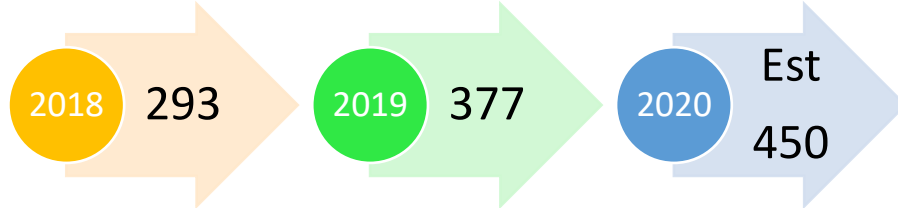
### Popular Sponsorship Benefits



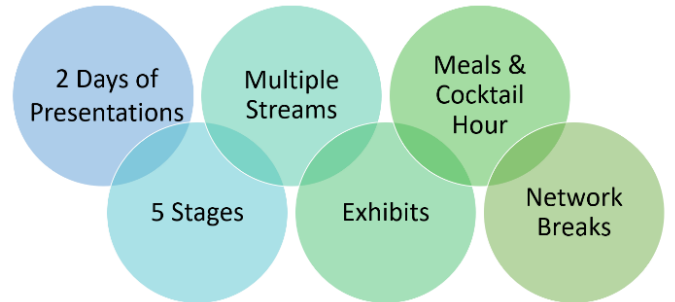
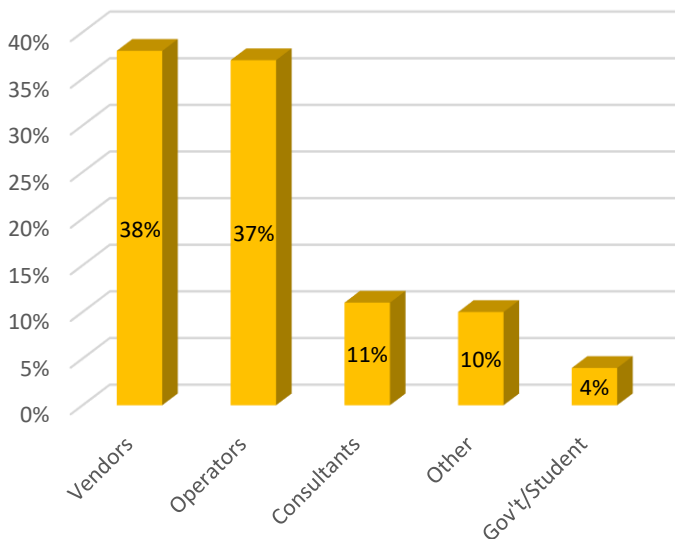
### Expo Attendee Roles



Attendance is on the rise



### Expo Attendee Types





## Principal Sponsorships

Sponsor Type	# Avail	Corporate Member Cost	Non-Member Cost	Benefits
<b>Tradeshow Sponsor</b> * includes one sponsor demonstration spot on the agenda. <span style="background-color: #4a7ebb; color: white; padding: 2px 5px; border: 1px solid black;">No longer available</span>	0	\$6,000	\$7,000	Pick 5 Sponsor Options (Pg 5)
<b>Room Sponsor</b> – Have a room with your company’s name on it * includes one sponsor demonstration spot on the agenda. <span style="background-color: #4a7ebb; color: white; padding: 2px 5px; border: 1px solid black;">No longer available</span>	0	\$6,000	\$7,000	Pick 5 Sponsor Options (Pg 5)
<b>Cocktail Reception Sponsor</b> – Sponsor the free Reception on Sept 29, includes your company name on the drink tickets, and one sponsor demonstration spot on the agenda <span style="background-color: #4a7ebb; color: white; padding: 2px 5px; border: 1px solid black;">No longer available</span>	0	\$6,000	\$7,000	Pick 4 Sponsor Options (Pg 5)
<b>Lunch Sponsor</b> – sponsor one of the lunches. *The lunch will be branded with your company name on the agenda, along with additional branding on the tables during the lunch.	2	\$6,000	\$7,000	Pick 5 Sponsor Options (Pg 5)

## Major Sponsorships

Sponsor Type	# Avail	Corporate Member Cost	Non-Member Cost	Benefits
<b>Breakfast Sponsor</b> – sponsor one of the breakfasts. *The breakfast will be branded with your company name on the agenda.	2	\$4,000	\$4,500	Pick 3 Sponsor Options (Pg 5)
<b>Coffee Sponsor</b> – sponsor the coffee for one day. *The coffee station will be branded with your company name	2	\$3,000	\$3,500	Pick 3 Sponsor Options (Pg 5)
<b>WiFi Sponsor</b> - *Your company name as the Password <span style="background-color: #4a7ebb; color: white; padding: 2px 5px; border: 1px solid black;">No longer available</span>	0	\$3,000	\$3,500	Pick 3 Sponsor Options (Pg 5)
<b>Morning Break Sponsor</b> - sponsor one of the morning breaks. *The breaks will be branded with your company name on the agenda.	2	\$2,000	\$3,000	Pick 2 Sponsor Options (Pg 5)
<b>Afternoon Break Sponsor</b> - sponsor one of the afternoon breaks. *The break will be branded with your company name on the agenda.	1	\$2,000	\$3,000	Pick 2 Sponsor Options (Pg 5)

## Supporting Sponsorships

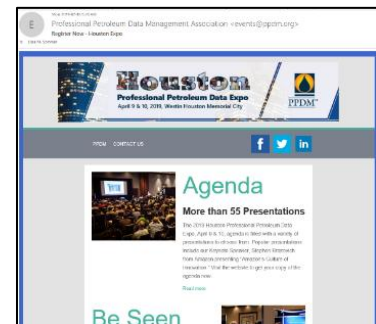
Sponsor Type	# Avail	Corporate Member Cost	Non-Member Cost	Benefits
<b>Notebook Sponsor</b> <span style="background-color: #4a7ebb; color: white; padding: 2px;">No longer available</span>	0	\$1,500 or donated	\$2,000 or donated items	Pick 2 Sponsor Options (Pg 5)
<b>Gifting Sponsor</b> – Speaker and registration gifts (Chocolates) – includes sponsor labels on gifts <span style="background-color: #4a7ebb; color: white; padding: 2px;">No longer available</span>	0	\$1,500	\$2,000	Pick 2 Sponsor Options (Pg 5)
<b>Registration Bag Sponsor</b> <span style="background-color: #4a7ebb; color: white; padding: 2px;">No longer available</span>	0	\$1,000 or donated	\$1,500 or donated items	Pick 2 Sponsor Options (Pg 5)
<b>Pen Sponsor</b> <span style="background-color: #4a7ebb; color: white; padding: 2px;">No longer available</span>	0	\$350 or donated	\$450 or donated items	Recognition on materials.
<b>Student Contest Sponsor</b> <span style="background-color: #4a7ebb; color: white; padding: 2px;">No longer available</span>	0	\$100 (or multiple)	\$200 (or multiple)	Recognition on materials.
<b>Student Attendee Sponsor</b>	1	\$100 (or multiple)	\$200 (or multiple)	Recognition on materials.

## Partnerships

Sponsor Type	# Avail	Cost	Benefits
<b>Print Materials Partner</b>	1	Discount	Recognition on materials.
<b>Media Partner</b> – Partner in exchange for branding and recognition. <span style="background-color: #4a7ebb; color: white; padding: 2px;">No longer available</span>	0	In-Kind	Recognition on materials.
<b>Expo Partner</b> – Other Non-Profits can Partner with the Expo to get benefits for their organization and membership.	1	In-Kind	Recognition on materials, potential discounts.

## 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](mailto: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](mailto: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:

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

**Discounts are available for Sponsors. Prices are in USD.**

**If you are interested in becoming a PPDM Corporate Member, contact [accounts@ppdm.org](mailto: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 - September 29-30, 2020

As of April 9, 2020 - updated layout

