

## SPONSORSHIP & EXHIBITION PROSPECTUS



### **Data Driven Drilling & Production Conference**

**May 30-31, 2018** • Hilton Houston Post Oak  
by the Galleria, Houston, Texas

*Where Oil & Gas and Silicon Valley meet -  
the #1 data focused oil & gas conference  
in the world*

**25+**

Different  
operator teams  
in attendance

#### **35% E&P COMPANIES**

Boasting more owner/operators in attendance than any other event in the industry

#### **500+ ATTENDEES**

The event has doubled in size every year since its inception in 2014

#### **OUR BIGGEST EXPO EVER**

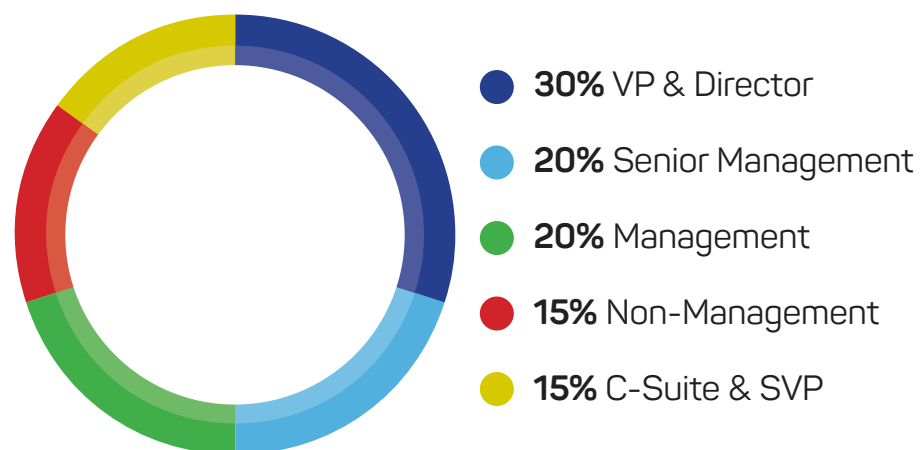
35+ booths showcasing the industry's most innovative data driven technologies

Edward Cure | Commercial Director | Upstream Intelligence

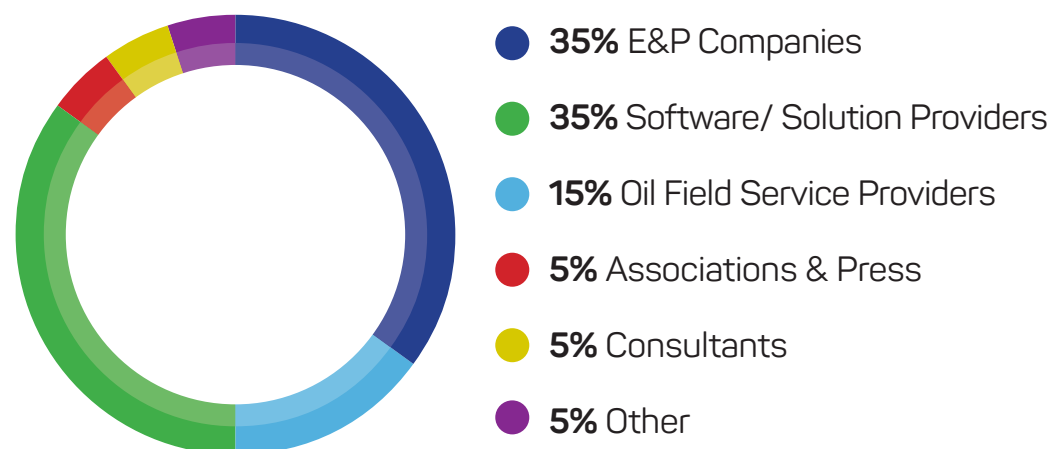
+44 (0)207 422 4306 | US Toll Free +1 800 814 3459 Ext:4306 | FC Business Intelligence, 7-9 Fashion Street, London. E1 6PX

# DDDP 2018 IS THE INDUSTRY'S NUMBER ONE EVENT FOR SENIOR LEVEL NETWORKING, BRAND PROMOTION AND NEW PRODUCT INTRODUCTION FROM THE WORLD'S LEADING OPERATING COMPANIES

## Attendees By Seniority



## Attendees By Company Type



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**DDDP 2018 IS THE WORLD'S NUMBER ONE OIL & GAS DATA  
EVENT, CONNECTING YOU WITH DECISION MAKERS AT MAJOR  
AND INDEPENDENT E&P COMPANIES**



**1**

**PLENARY SESSION**

Turning Data into Dollars: Assess  
the Oil & Gas Industry's Response to  
Digital Disruption

**2**

**BRAND NEW DRILLING TRACK**

Increase Drilling Success Rates  
by Leveraging High-Quality Data,  
Automation Technology  
and Virtual Reality

**3**

**PRODUCTION TRACK**

Optimize Decision Making,  
Eliminate Downtime, Achieve  
Production Excellence

**THREE  
DEDICATED  
TRACKS**



















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## COMPANIES THAT ATTENDED IN 2017 INCLUDE:

### Operator delegations that attended the Data Driven Drilling & Production Conference

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### Service and technology companies delegations that attended the Data Driven Drilling & Production Conference

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## 2017 FEEDBACK:

### WOODGROUP

*"DDPC had an excellent focus on digital oilfield innovation with a strong operator and end-user presence, which provided practical take-aways for attendees. I am happy to recommend it."*



### XTO ENERGY

*"DDP was an excellent and timely combination of theory, design, and application of digital transformation concepts across the value chain. Looking forward to next year."*



### DEVON ENERGY

*"The conference was a great gathering for networking and seeing others use and display big data. The conference was well attended and the effort from Upstream Intelligence was awesome."*



### DELL EMC

*"By far the industry's best event to learn about current industry trends whilst networking with key decision makers from the industry. Great ROI with fantastic new connections made each year."*



## HEADLINE SPONSORSHIP

BE THE FACE OF THE EVENT AND THE INDUSTRY WITH OUR TOP-LEVEL PACKAGE  
ENGAGING 500+ DECISION MAKERS AT ONCE

- Headline presentation (20-25 minutes)
- Participation on 2 panel sessions
- Whitepaper participation
- Headline morning seat drop
- 10 passes included within price
- 20x16ft exhibition booth space or meeting room
- Private meeting room and use of Upstream Intelligence's private meeting service
- Attendee list with names, job title, and company provided six weeks before the event

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**\$55,000**

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## **DIAMOND SPONSORSHIP**

- Keynote track presentation on the morning of day 1
- Participation on 1 panel session
- Whitepaper participation
- Keynote track seat drop
- 8 free conference passes (can be used by colleagues or given to partners/customers)
- 20x8ft exhibition booth space

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**\$45,000**



## **PLATINUM SPONSORSHIP**

- Track presentation on the afternoon of day 1 (20-25 minutes)
- Participation on 1 panel session
- Whitepaper participation
- 1 page insert to be placed in the event bag
- 6 free conference passes (can be used by colleagues or given to partners/customers)
- 20x8ft exhibition booth space

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**\$30,000**



## **TRACK SPONSORSHIP**

- Be the official chairperson for one of the three tracks at the event (plenary, drilling, production)
- Individual company branding in the track throughout the entire event
- Participation on 1 panel session
- Advert displayed on presentation screen as part of conference messages during networking sessions
- 10x8ft exhibition booth space

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**\$20,000**



## GOLD SPONSORSHIP

- Track presentation (20-25 minutes)
- Advert to be displayed during networking breaks
- 5 free conference passes (can be used by colleagues or given to partners/customers)
- 10x8 exhibition booth space

**\$20,000**

## SILVER SPONSORSHIP

- Participation on 1 panel session
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- 10x8ft exhibition booth space

**\$10,000**

## WORKSHOP SPONSORSHIP

- Opportunity to run a workshop presentation.
- 1 page insert to be placed in the event bag
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Complimentary use of the meeting room for the entire day of the workshop

**\$15,000**

## A SNAPSHOT OF THE OPERATING COMPANIES THAT HAVE ATTENDED DDDP



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## RECEPTIONS:



### DAY 1 DRINKS RECEPTION SPONSORSHIP

- 1 page insert to be placed in the event bag
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured during the early evening drinks reception at the end of day 1 of the conference
- Get in touch for more details on creating a bespoke networking package for you

**\$30,000**



### LUNCH SPONSORSHIP

- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured during the lunch reception on both days of the conference
- TVs at lunch break stations to showcase corporate video or presentation slides
- Branded napkins with company logo provided at lunch stations

**\$25,000**



### BREAKFAST SPONSORSHIP

- TVs at breakfast stations to showcase corporate video or presentation slides
- Branded napkins with company logo provided at breakfast Stations
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured during the breakfast reception on both days of the conference

**\$15,000**



### PRE-REGISTRATION DRINKS RECEPTION SPONSORSHIP

- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured during the pre-registration drinks reception before day 1 of the conference

**\$20,000**

## RECEPTIONS:



### COFFEE BREAK SPONSORSHIP

- TVs at coffee break stations to showcase corporate video or presentation slides
- Branded coffee cups for every delegate during the event
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured during the networking coffee breaks on both days of the conference

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**\$15,000**

### CHEVRON

*"Sincere congratulations on such a successful event!  
The Conference was well organized, both logistically  
and from contents perspective. There was plenty of  
networking opportunity as well"*



### GOLF DAY SPONSORSHIP

- Exclusive opportunity to hand-pick key clients and prospects to enjoy an 18 hole Tournament with you pre-event - get in touch for more details
- 3 free conference passes (can be used by colleagues or given to partners/customers)

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**\$30,000**



### VIP ZONE SPONSORSHIP

- Be the exclusive sponsor of the VIP Zone located in the exhibition hall.
- Host the luxury meeting point for all the speakers and VIPs at the event - the best way to meet the top decision makers one-on-one
- Branded signs around the entire area for maximum visibility
- Dedicated Concierge Service will introduce you to VIPs and speakers

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**\$20,000**

## BRANDING ITEMS:



### BAG SPONSORSHIP

- 1 page insert to be placed in the event bag
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured on the event bags that will be given to all the speakers and attendees and exhibitors.

**\$15,000**

## Attendees By Company Type



- **35%** E&P Companies
- **35%** Software/ Solution Providers
- **15%** Oil Field Service Providers
- **5%** Associations & Press
- **5%** Consultants
- **5%** Other



### DELEGATE LIST SPONSORSHIP

- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured on the top right corner of the attendee list. This will be given to all the speakers and attendees at the show.

**\$10,000**



### BADGE & LANYARD SPONSOR PACKAGE

- 1 page insert to be placed in the event bag
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured on the official lanyard & badge. This will be given to all the speakers and attendees at the show.

**\$30,000**

## DIGITAL ITEMS:



### WIFI SPONSOR

- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured on the official WiFi card. This will be given to all the speakers and attendees at the show.
- Opportunity to choose your own WiFi login details to assimilate your brand with a key competency
- Once logged in, all delegates will be directed to a landing page of your choosing

**\$15,000**

## Attendees By Seniority



- **30%** VP & Director
- **20%** Senior Management
- **20%** Management
- **15%** Non-Management
- **15%** C-Suite & SVP



### E-SHOWGUIDE SPONSOR

- TV Advert to be displayed during networking breaks
- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured on the official E-Showguide. This will be used by all of the speakers and attendees at the show.

**\$10,000**



### SLIDO SPONSOR

- 3 free conference passes (can be used by colleagues or given to partners/customers)
- Brand to be featured on the official conference slido application. This will be used by all of the speakers and attendees at the show.

**\$10,000**

## EXHIBITING:



### PICK YOUR SPACE

10x8 = **\$6,500**

20x8 or 10x16 = **\$12,000**

20x16 = **\$20,000**



### PICK YOUR PASSES

Each space comes with  
2 conference passes

Additional passes are available at \$1250  
per conference pass and \$750 per  
exhibit only pass



### STAND OUT FROM THE CROWD, DRIVE TRAFFIC TO YOUR BOOTH AND BE A SPONSOR

Sponsor the official Charge Stations for  
the event or brand a host of different  
entertainment options including Table  
Tennis, Air Hockey, Cigars, Shoe Shine  
or a Racing Simulator!



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### WEBINAR SPONSORSHIP

- Host your own dedicated webinar in association with Upstream Intelligence
- Define the webinar focus as well as its speakers
- Leverage our targeted database through dedicated email promotion of the webinar
- All leads shared with you after the event with name, title, company, email, phone and address
- Upstream Intelligence provides the online webinar platform as well as training to speakers in advance

#### BENEFITS OF WEBINAR SPONSORSHIP

- Market directly to the Upstream Intelligence database
- Each registrant becomes a sales lead with full contact information
- Go beyond "traditional" marketing channels
- Tie your company to interactive media, and to Upstream Intelligence's brand
- Gain exposure for your brand during the month of pre-event promotion, the actual live webinar, and the 12-month archival period Enjoy a great ROI

**\$25,000**



### WHITEPAPER SPONSORSHIP

- Create & market your own industry whitepaper in association with Upstream Intelligence
- Define the whitepaper focus as well as its speakers
- Upstream Intelligence can create the whitepaper content for you with in-depth interviews and analysis
- Leverage our targeted database through dedicated email promotion of the whitepaper
- All leads shared with you with name, title, company, email, phone and address

#### BENEFITS OF WHITEPAPER SPONSORSHIP

- Market directly to the Upstream Intelligence database
- Each registrant becomes a sales lead with full contact information
- Go beyond "traditional" marketing channels
- Tie your company to interactive media, and to Upstream Intelligence's brand

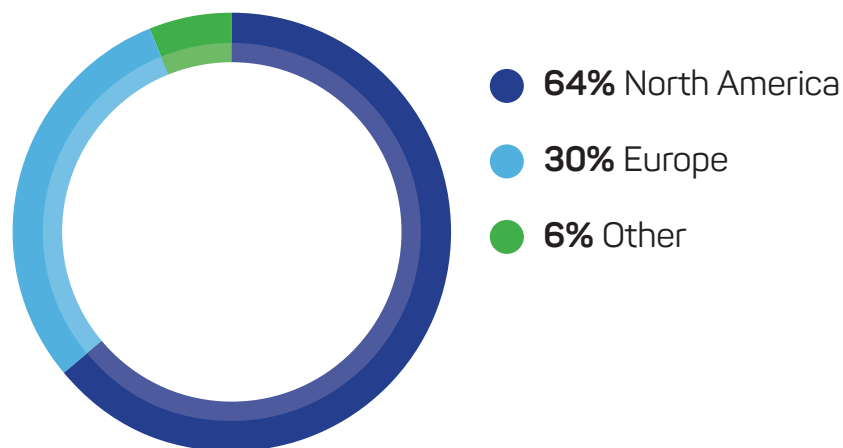
**\$20,000**

## MARKETING:

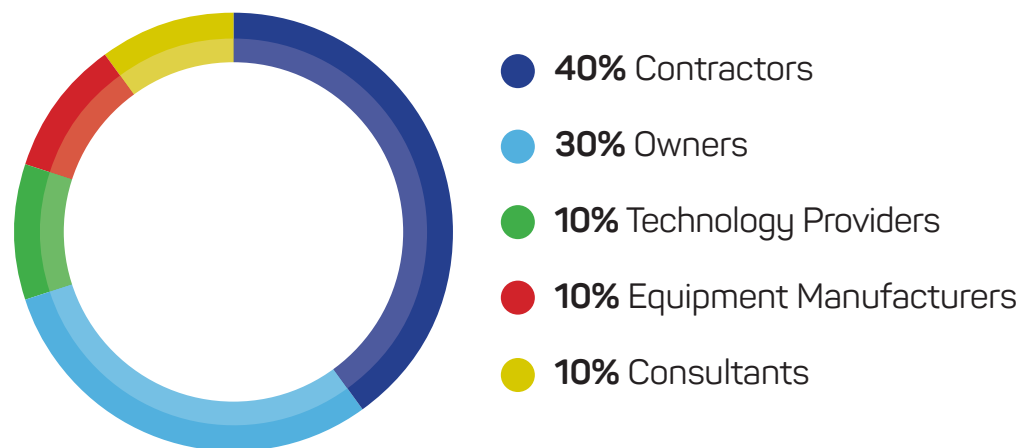
Size of Upstream Intelligence Database – 30,000+

Have a look at our webinar and whitepaper options on the previous page...

### Regional breakdown



### Business type breakdown



## MARKETING PLATFORMS PER EVENT

- Event website – Upstream Intelligence enjoys 3,000 hits a week
- Email campaign – We send out 30+ email shots that promote the show, sponsors branding and key speakers to the industry.
- Event Brochure – Downloaded by over 1,000 contacts on average from our database and rented lists, your brand would feature on this piece of crucial marketing.
- Whitepapers & Webinars - Opportunity to participate in the content we distribute to our database
- Post-Event Debrief – This PDF breaks down what happened at the show and is used extensively to market future events



## THANK YOU TO OUR 2017 SPONSORS:

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