



Oil Sands and Heavy Oil Technologies Conference & Exhibition
 July 14 – 16, 2009
 Calgary TELUS Convention Centre, Calgary, Alberta, Canada

SPONSORSHIP PROGRAM

Oil for tomorrow

THE PROMISE. THE PRACTICE.

Owned & Produced by:



Flagship Media Sponsors:



Media Partners:



www.OilSandsTechnologies.com

HOST/PLATINUM EVENT SPONSOR**US \$45,000**

- Welcome Networking Reception in Exhibit Hall, Tuesday evening, July 14, with menu of assorted hors d'oeuvres and beverages
- 20 feet x 20 feet of exhibit space
- 12 complimentary Conference Delegate registrations
- Full page 4-color ad on Back Cover of the Conference Program
- Napkins at the Reception with Sponsor's logo
- Your Company will be recognized as the Platinum Sponsor at the Opening Plenary Session and your literature can be displayed outside the meeting room prior to, during, and following the Opening Plenary Session
- An exclusive sign at the Host Hotel greeting delegates on your behalf as the Platinum Sponsor
- A Plaque will be presented to your company during the Plenary Session in recognition as the Platinum Sponsor
- Your Company Logo on Event Banner naming your company as the Platinum Sponsor
- Your Company Logo on show signage as the Platinum Sponsor
- Your Company Logo prominently placed on all marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Platinum Sponsor, with a logo on the cover and a 30–word description with your Company Logo in the Preliminary Event Guide
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Power Engineering's Electronic Newsletter delivered to 34,000 Industry Professionals
- A 180 x 150 pixel Banner Ad on the PennWell Petroleum web site
- A banner ad on Oil & Gas Journal's Electronic Daily Newsletter for 1 week delivered to 240,000 Industry Professionals
- Pre-Show email to all Pre-Registered Attendees and prospective attendees highlighting your company as Platinum Sponsor
- Your company will be allotted up to 5 slides to be displayed on the projection screen in the meeting rooms prior to the Plenary and Conference Sessions
- Your staff will be identified as a Sponsor with ribbons on their badges

GOLD EVENT SPONSOR**US \$40,000**

- Handsome Delegate Bags branded with Your Company and the Event logos distributed to all conference delegates
- 20 feet x 20 feet of exhibit space
- 10 complimentary Conference Delegate registrations
- Opportunity to insert 1 promotional piece in delegate bag
- Sponsor of the on-site Webcast during the event
- Full page, 4-color ad in Conference Program – inside front cover position
- A Plaque will be presented to your company during the Plenary Session in recognition as the Gold Sponsor
- Your Company Logo on Event Banner naming your company as the Gold Sponsor
- Your Company Logo on show signage as the Gold Sponsor
- Your Company Logo prominently placed on all marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- 180 x 150 pixel Banner Ad on the PennWell Petroleum website with link to your home page
- Your Company will be identified as the Gold Sponsor, with a 30–word description with your Company Logo in the Preliminary Event Guide
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Power Engineering's Electronic Newsletter delivered to 34,000 Industry Professionals
- A banner ad on Oil & Gas Journal's Electronic Daily Newsletter for 1 week delivered to 240,000 Industry Professionals
- Pre-Show email to all Pre-Registered Attendees and prospective attendees highlighting your company as Gold Sponsor
- Your company will be allotted up to 3 slides to be displayed on the projection screen in the meeting rooms prior to the Plenary and Conference Sessions
- Your staff will be identified as a Sponsor with ribbons on their badges

SILVER EVENT SPONSOR**US \$35,000**

- Badge holders with sponsor and event logos distributed to all delegates
- 20 feet x 20 feet of exhibit space
- 5 complimentary Conference Delegate registrations
- Full page 4-color ad in the Conference Program
- A Plaque will be presented to your company during the Plenary Session as the Silver Sponsor
- 180 x 150 pixel Banner Ad on the PennWell Petroleum website with link to your home page
- Your Company Logo on Event Banner naming your company as the Silver Sponsor
- Your Company Logo on show signage as the Silver Sponsor
- Your Company Logo prominently placed on all marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Silver Sponsor, with a logo and 30–word description in the Preliminary Event Guide
- Your Company Logo and Enhanced Listing in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Power Engineering's Electronic Newsletter delivered to 34,000 Industry Professionals
- A banner ad on Oil & Gas Journal's Electronic Daily Newsletter for 1 week delivered to 240,000 Industry Professionals
- Pre-Show email to all Pre-Registered Attendees and prospective attendees highlighting your company as Silver Sponsor
- Your company will be allotted up to 2 slides to be displayed on the projection screen in the meeting rooms prior to the Plenary and Conference Sessions
- Your staff will be identified as a Sponsor with ribbons on their badges

BRONZE EVENT SPONSOR**US \$30,000**

- Embossed Leather Journals with your Company and the Show Logos distributed to delegates
- 10 feet x 20 feet of exhibit space
- 3 complimentary Conference Delegate registrations
- Full page 4-color ad in the Conference Program
- A Plaque will be presented to your company during the Plenary Session as the Bronze Sponsor
- Banner naming your company as the Bronze Event Sponsor
- Your Company logo on show signage as Bronze Event Sponsor
- Your Company logo placed on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- 180 x 150 pixel Banner Ad on the PennWell Petroleum website with link to your home page
- Your Company will be identified as the Bronze Sponsor, with a logo and 30–word description in the Preliminary Event Guide
- Your Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Power Engineering's Electronic Newsletter delivered to 34,000 Industry Professionals
- A banner ad on Oil & Gas Journal's Electronic Daily Newsletter for 1 week delivered to 240,000 Industry Professionals
- Pre-Show email to all Pre-Registered Attendees and prospective attendees highlighting your company as Bronze Sponsor
- Your company will be allotted 1 slide to be displayed on the projection screen in the meeting rooms prior to the Plenary and Conference Sessions
- Your staff will be identified as a Sponsor with ribbons on their badges

COFFEE BREAK SPONSORSHIP**US \$20,000**

- Coffee Mugs with Your Company and the Show Logo's used during the coffee breaks
- Coffee service (beverages and snacks) on Wednesday AND Thursday
- 3 total coffee breaks (mid-morning Wednesday and Thursday, mid-afternoon on Wednesday)
- Signs naming your company as the Coffee Break Sponsor
- 10 feet x 10 feet of exhibit space
- 2 complimentary Conference Delegate registrations
- ½ page 4-color ad in the Conference Program
- Listed with logo on show signage as the Coffee Break Sponsor
- Company logo included on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Coffee Break Sponsor, with a logo and 30-word description in the Preliminary Event Guide
- Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Pre-Show email to all Pre-Registered Attendees and previous year's Attendees highlighting your company as the Coffee Break Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

LUNCHEON SPONSORSHIP (2 AVAILABLE)**US \$20,000**

- Lunch for all Conference Delegates
- 10 feet x 10 feet of exhibit space
- 2 complimentary Conference Delegate registrations
- ½ page 4-color ad in the Conference Program
- Opportunity to make welcome remarks as the luncheon begins (5 min. max)
- Opportunity to place a company brochure or flyer at each table setting
- Your Company Logo on all the Delegate Lunch Tickets
- Table Tents located at each table with your company logo designated as sponsor
- Signage naming your company as the Wednesday Luncheon Sponsor
- Your Company Logo placed on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as a Luncheon Sponsor, with a logo and 30-word description in the Preliminary Conference Program
- Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Pre-Show email to all Pre-Registered Attendees and previous year's Attendees highlighting your company as a Luncheon Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

NETWORKING RECEPTION, WEDNESDAY, JULY 15**US \$20,000**

- Networking Reception in Exhibit Hall with menu of assorted hors d'oeuvres and beverages
- Napkins with Your Company's logo
- 10 feet x 10 feet of exhibit space
- 2 complimentary Conference Delegate registrations
- ½ page, 4-color ad in conference program
- Signage naming your company as the Networking Reception Sponsor
- Your Company Logo placed on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Networking Reception Sponsor, with a logo and 30-word description in the Preliminary Event Guide
- Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Pre-Show email to all Pre-Registered Attendees and prospective Attendees highlighting your company as the Networking Reception Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

CYBER CAFÉ SPONSORSHIP**US \$15,000**

- 4 Computers with high-speed internet connections set up in Exhibit Hall or Your Booth
- 10 feet x 10 feet of exhibit space
- ½ page, 4-color ad in conference program
- Your Company Logo advertised on computer kiosks
- Your Company Logo as screen saver on all computers
- Your Company website as home page on all computers
- 2 complimentary Conference Delegate registrations
- Signage naming your company as the Cyber Café Sponsor
- Your Company Logo placed on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Cyber Café Sponsor, with a logo and 30-word description in the Preliminary Event Guide
- Your Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Pre-Show email to all Pre-Registered Attendees and prospective Attendees highlighting your company as the Cyber Café Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

HOTEL KEY CARD SPONSORSHIP**US \$13,000**

- All Host hotel guest key cards will be branded with your company's logo and message
- Your Company Logo placed on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Hotel Key Card Sponsor, with a logo and 30-word description in the Preliminary Event Guide
- Your Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary exhibit hall Invitations to send to your clients
- Pre-Show email to all pre-registered attendees and prospective attendees highlighting your company as the Hotel Key Card Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

CONTINENTAL BREAKFAST (2 AVAILABLE)**US \$10,000**

- Continental Breakfast for Conference Delegates
- Napkins with sponsor logo
- 10 feet x 10 feet of exhibit space
- ¼ page 4-color ad in the Conference Program
- 2 complimentary Conference Delegate registrations
- Signage naming your company as the Continental Breakfast Sponsor
- Your Company Logo placed on marketing materials produced after contract is signed
- Your Company Logo included on the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as a Breakfast Sponsor, with a logo and 30–word description in the Preliminary Event Guide
- Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Pre-Show email to all Pre-Registered Attendees and previous year's Attendees highlighting your company as the Continental Breakfast Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

BOTTLED WATER SPONSORSHIP**US \$10,000**

- 1,000 bottles of water with Sponsor and event logos distributed to attendees
- 10' x 10' booth space
- ½ page, 4-color ad in Conference Program
- 2 Conference Delegate registrations
- Signage naming your company as the Bottled Water Sponsor
- Your Company Logo placed on marketing materials produced after contract is signed
- Your Company Logo included on event website with link to your home page
- Your Company will be identified as the Bottled Water Sponsor, with a logo and 30–word description in the Preliminary Event Guide
- Your Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary exhibit hall Invitations to send to your clients
- Pre-Show email to all pre-registered attendees and prospective attendees highlighting your company as the Bottled Water Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

CONFERENCE PROCEEDINGS**US \$7,000**

- Conference Proceedings posted on the event web site after close of event. Password and log-in instructions will be distributed to all delegates from Sponsor's booth
- Your Company's banner advertisement at the top of the Proceedings Site
- 10 feet x 10 feet of exhibit space
- 2 complimentary Conference Delegate registrations
- ¼ page, 4-color ad in conference program
- Signage naming your company as the Conference Proceedings Sponsor
- Your Company Logo included in the Oil Sands and Heavy Oil Technologies website with link to your home page
- Your Company will be identified as the Conference Proceedings Sponsor, with a logo and 30–word description in the Preliminary Event Guide
- Catalog listing with logo in the Conference Program
- Unlimited booth staff personnel
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Pre-Show email to all Pre-Registered Attendees and previous year's Attendees highlighting your company as the Conference Proceedings Sponsor
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

SESSION TRACK SPONSORSHIPS* (4 OR 5 AVAILABLE)**US \$6,000**

- Sponsor logo prominently displayed in the conference session rooms
- Slide with Sponsor's message or logo displayed prior to start of presentations
- Opportunity to place Sponsor's promotional material in session rooms
- Recognition in conference signage and marketing materials
- Your Company Logo included in the Oil Sands and Heavy Oil Technologies website with link to your home page
- 1 complimentary full conference registration
- 50% discount on all full-conference registrations
- ¼ page, 4-color ad in Conference Program
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

*** Note: Session tracks are to be determined by the Advisory Board****VISITOR BAGS SPONSORSHIP****US \$4,000**

- Plastic bags branded with Sponsor and event logos distributed to all exhibition visitors
- Opportunity to insert 1 promotional piece in bag
- Recognition in Conference signage and marketing materials
- Your Company Logo included in the Oil Sands and Heavy Oil Technologies website with link to your home page
- 50% Discount on Conference rates for your employees
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients

ONLINE REGISTRATION PAGE**US \$2,000**

- Your Company will have a side skyscraper ad (120 x 600 pixel) on the Event Registration Pages for all online registrations
- Catalog listing with logo in the Conference Program
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Your Company Logo included in the Oil Sands and Heavy Oil Technologies website with link to your home page
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

ONLINE REGISTRATION PAGE**US \$1,500**

- Your Company will have a bottom leaderboard ad (728 x 90 pixel) on the Event Registration Pages for all online registrations
- Catalog listing with logo in the Conference Program
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Your Company Logo included in the Oil Sands and Heavy Oil Technologies website with link to your home page
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

Customized sponsorship programs are also available. Please contact your sales representative for details.

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