

COMPANY NAME _____
 BOOTH NUMBER _____

2014 OFFSHORE TECHNOLOGY CONFERENCE ON-SITE ADVERTISING POLICIES

The Offshore Technology Conference has instituted the following policies for on-site advertising opportunities. The On-site Advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure an on-site advertisement.

OTC On-site Advertising Guidelines

- All copy must be submitted and approved by OTC by implementation.
- All individual and exclusive on-site advertisements are subject to the right of renewal of the previous year's on-site ad.
- OTC will contact each previous year's on-site advertiser to advise them of the right of renewal and the deadline by which they must submit their On-site Advertising Contract and deposit in order to renew their on-site advertisement.
- Should the previous year's on-site advertiser not meet the deadline or should they elect not to renew their on-site advertisement, OTC will then consider this on-site advertisement available to all OTC exhibitors.
- **It is the responsibility of the on-site advertiser to adhere to the advertising and logo specifications information, as it specifically relates to submittal of company logos to be used in promotion of the on-site advertisement. Send company logos to marketing@otcnet.org.**

OTC On-site Advertising Payment Policy

- OTC requires a 50% deposit be submitted with the signed On-site Advertising Contract in order to secure an on-site ad.
- Upon receipt of the signed contract and deposit, OTC will email an invoice to the on-site advertiser. An on-site advertisement will not be acknowledged or promoted until company has submitted the On-site Advertisement Contract and required deposit.
- The remaining 50% of all OTC on-site advertisements is due 30 days before the event. If a participant has contracted an on-site advertisement within 30 days of the event, full payment is required with submittal of On-site Advertisement Contract in order to confirm the on-site advertisement.
- If an on-site advertisement cancellation occurs 90 days before event, a 20% penalty shall be incurred.
- If an on-site advertisement cancellation occurs 60-89 days before event, a 30% penalty shall be incurred.
- If an on-site advertisement cancellation occurs 30-59 days before event, a 50% penalty shall be incurred.
- If a company cancels its on-site advertisement within 30 days of the conference, a 75% penalty (the 50% deposit plus an additional 25%) shall be incurred.
- Payment is accepted in US dollars only. OTC accepts credit cards, checks, money orders, and wire transfers.

2014 OFFSHORE TECHNOLOGY CONFERENCE ON-SITE ADVERTISEMENT BENEFITS

Companies who spend over USD 25,000 in any combination of sponsorships and advertising will receive the following:

- Company logo and link on the official OTC conference website
- Company logo and link on the Conference Proceedings on-site advertiser page
- Company logo on the slide presentation between the technical sessions
- Company logo in the OTC Conference Preview, Conference Program and Exhibit Guide, provided applicable deadlines are met:
 - On-site Advertisement Contract and 50% deposit must be received by **4 December 2013** for Conference Preview.
 - On-site Advertisement Contract and 50% deposit must be received by **5 March 2014** for Conference Program and Exhibit Guide.

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AISLE SIGNS — USD 17,000 Each / USD 88,000 Exclusive (5 sections available – blocks of 10)

- On-site advertiser to provide logo to be printed, attached, and hung off each aisle number sign in a section (placement to be determined)
- **CANNOT** be placed near any competitor – On-site advertiser to work with OTC staff for placement
- See grid below for tiered deadline(s)
- Artwork absolute deadline **12 March 2014 (NO exception)**

CARPET LOGOS — USD 11,000 (10 logo placements each)

- On-site advertiser to provide logo to be inlaid into carpet in each aisle (placement to be determined, center aisles excluded)
- **CANNOT** be near any competitor – On-site advertiser to work with OTC staff for placement
- Logo deadline of **19 March 2014**

ESCALATOR RUNNERS — USD 6,800 Each / USD 23,000 Exclusive (4 available)

- On-site advertiser will provide artwork to be displayed on escalators throughout Reliant Center
- See grid below for tiered deadlines and penalties
- Artwork deadline of **19 March 2014**

EXHIBIT ENTRANCE — Reliant Center — **SOLD**

- On-site advertiser will provide artwork to be displayed on three column wraps and a banner above the advertised entrance
- See grid below for tiered deadline(s)
- Artwork absolute deadline **12 March 2014 (NO exception)**

RELIANT CENTER COLUMN WRAPS — See Attached Grid

- On-site advertiser will provide artwork to be displayed on column wraps
- Artwork deadline of **19 March 2014**

RELIANT CENTER BANNERS / SIGNAGE — See Attached Grid

- On-site advertiser will provide artwork for banner(s)/signage to be hung inside/outside Reliant Center
- Artwork deadline of **19 March 2014**

WINDOW CLINGS – USD 5,250

- On-site Advertiser will provide color logo to be displayed on windows inside Reliant Center – (placement to be determined)
- Artwork deadline of **19 March 2014**

RELIANT CENTER TABLE TOPS — See Attached Grid

- On-site advertiser will provide artwork to be displayed on table tops in Reliant Center 2nd level near 610
- Artwork deadline of **19 March 2014**

Late fees will apply for all artwork submitted PAST the deadlines listed above and MUST be paid prior to the conference, or artwork will not be produced.

		Exbr. Cost if received by 3/19/14	Exbr. Cost if received by 4/2/14	Exbr. Cost if received after 4/2/14
AISLE SIGNS				
	Aisle Signs – Individual (blocks of 10)	\$17,000.00	\$19,300.00	\$23,400.00
CARPET LOGOS				
	Carpet Mat/Logos 3 - 10 logos	\$11,000.00	\$12,700.00	\$14,600.00
	Carpet Mat/Logos 4 - 10 logos	\$11,000.00	\$12,700.00	\$14,600.00
ESCALATOR RUNNERS, COLUMN WRAPS, INDOOR BANNERS, & OUTDOOR BANNERS				
Section 1	Column C1	\$3,500.00	\$4,025.00	\$4,550.00
	Column C2	\$3,500.00	\$4,025.00	\$4,550.00
	Column C3	\$3,500.00	\$4,025.00	\$4,550.00
	Column C4	\$3,500.00	\$4,025.00	\$4,550.00
	Column C5	\$3,500.00	\$4,025.00	\$4,550.00
	Column C6	\$3,500.00	\$4,025.00	\$4,550.00
	Indoor Banner ES2A	\$3,750.00	\$4,350.00	\$4,950.00
	Indoor Banner ES3A	\$6,300.00	\$7,250.00	\$8,400.00
	Outdoor Banner – OS8A1	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner – OS8A2	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner – OS8B1	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner – OS8B2	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner – OS8C1	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner – OS8C2	\$12,600.00	\$14,500.00	\$16,650.00
Section 2	Column C7	\$3,500.00	\$4,025.00	\$4,550.00
	Column C8	\$3,500.00	\$4,025.00	\$4,550.00
	Column C9	\$3,500.00	\$4,025.00	\$4,550.00
	Column C10	\$3,500.00	\$4,025.00	\$4,550.00
	ES1B - Escalator Runner Individual	\$6,800.00	\$8,200.00	\$8,700.00
	Indoor Banner ES2B	\$3,950.00	\$4,600.00	\$5,200.00
	Indoor Banner ES3B	\$6,300.00	\$7,250.00	\$8,400.00
	Outdoor Banner OS8D1	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner OS8D2	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner OS8E1	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner OS8E2	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner OS8F1	\$12,600.00	\$14,500.00	\$16,650.00
	Outdoor Banner OS8F2	\$12,600.00	\$14,500.00	\$16,650.00
Section 3	Outside Banner OS2B	\$8,950.00	\$10,300.00	\$11,800.00
	Outside Banner OS2C	\$8,950.00	\$10,300.00	\$11,800.00
	Outside Banner OS4A - 1	\$19,950.00	\$22,950.00	\$26,400.00
	Outside Banner OS4B - 2	\$19,950.00	\$22,950.00	\$26,400.00
	Outside Banner OS5A	\$8,950.00	\$10,300.00	\$11,800.00
Section 4	Indoor Banner ES2C	\$3,950.00	\$4,600.00	\$5,500.00
	Indoor Banner ES4A	\$5,500.00	\$6,350.00	\$7,350.00
	Indoor Banner ES4B	\$5,500.00	\$6,350.00	\$7,350.00
	Indoor Banner ES5A	\$5,250.00	\$6,350.00	\$7,350.00
	Indoor Banner ES5B	\$5,250.00	\$6,350.00	\$7,350.00
	Outdoor Banner OS6A-1A	\$12,000.00	\$13,800.00	\$16,650.00
	Outdoor Banner OS6A-1B	\$12,000.00	\$13,800.00	\$16,650.00

	Outdoor Banner OS6A-2	\$24,000.00	\$27,600.00	\$33,300.00
	Outdoor Banner OS7A-1A	\$12,000.00	\$13,800.00	\$16,650.00
	Outdoor Banner OS7A-1B	\$12,000.00	\$13,800.00	\$16,650.00
	Outdoor Banner OS7A-2	\$24,000.00	\$27,600.00	\$33,300.00
		Exbr. Cost if received by 3/19/14	Exbr. Cost if received by 4/2/14	Exbr. Cost if received after 4/2/14
Section 5	Column C11	\$3,500.00	\$4,025.00	\$4550.00
	Column C12	\$3,500.00	\$4,025.00	\$4550.00
	Outside Banner OS2D	\$8,950.00	\$10,300.00	\$11,800.00
	Outside Banner OS4C-1	\$19,950.00	\$22,950.00	\$26,400.00
	Outside Banner OS4C-2	\$19,950.00	\$22,950.00	\$26,400.00
	Outside Banner OS4D-1B	\$10,000.00	\$11,500.00	\$13,200.00
	Outside Banner OS4D-2A	\$10,000.00	\$11,500.00	\$13,200.00
	Outside Banner OS4D-2B	\$10,000.00	\$11,500.00	\$13,200.00
	Outside Banner OS5B	\$8,950.00	\$10,300.00	\$11,800.00
Astrodome	Banner (2 available)	\$24,150.00	\$27,800.00	\$32,000.00
TABLE TOPS				
	Reliant Center 2 nd Level; Near 610	\$6,500	\$7,500	\$8,500