

**Online Conference Proceedings US\$ 7,500**

- Conference Proceedings Instructions distributed to all Conference Delegates
- Your Company's message/advertisement on Proceedings home page
- 2 complimentary Conference Delegate registrations
- ¼ page, 4-color ad in the Show Guide
- Signage naming your company as the Conference Proceedings Sponsor
- Your Company Logo included in the event website with link to your home page
- Your Company will be identified as the Conference Proceedings Sponsor in the Preliminary Event Guide
- Your Company Logo and enhanced listing in the Show Guide
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Conference Theatre/Session Track Sponsor US\$ 6,000**

- Branding/signage inside and outside of the conference theatre
- Your company will be allotted up to 2 slides to be displayed on the projection screen in the meeting room prior to the Conference Sessions.
- Logo branding on all printed conference materials
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event.
- Your Company Logo included in the event website with link to your home page
- Your Company will be identified as a Conference/Track Sponsor in the Preliminary Event Guide
- Your Company Logo and enhanced listing in the Show Guide
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Exhibitor Kit Sponsor US\$ 5,000**

- Sponsor the folder that will be handed to all exhibitors on arrival
- Sponsor's logo on folder along with event logo
- Folder includes welcome letter and exhibitor event details from Pennwell
- Sponsor may include up to three pages of information

**Hotel Keycard Sponsor US\$ 5,000**

- 4-color, custom design imprinted on hotel keycards given to attendees housed during the event
- 15% discount on exhibit space (\$29 per sq. foot)
- Your company Logo included on Sponsor Signage
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event
- Your Company Logo included on the Unconventional Gas International website with link to your home page

- Your Company will be identified as the Keycard Sponsor in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- Your staff will be identified as a Sponsor with ribbons on their badges
- 50% Discount on Oil & Gas Journal print and online advertising during the month of the show

**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 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

**Ad Panel on Visitor update/news email blasts US\$ 4,500**

- Inclusion in two of our promotional email campaigns to the visitor audience
- We design these as 'show update/news' emails, you would receive a solus ad panel on each one

**Event Web Site home page peel ad \$US 3,750**

- Your Company's advertisement will be featured on the home page website as a 'Page Peel', which attracts many views throughout the year
- Catalog listing with logo in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Registration Email Confirmation (1 Available) US\$ 2,750**

- Your Company will be listed on the Confirmation email of all online registrations
- Your Company will have a side skyscraper ad (120 x 600 pixels) on the Event Registration Pages for all online registrations
- Your Company Logo and enhanced listing in the Show Guide
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Online Registration Page (1 Available) US\$ 2,000**

- Your Company will have a bottom leaderboard ad (728 x 90 pixels) on the Event Registration Pages for all online registrations
- Your Company Logo and enhanced listing in the Show Guide
- 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.



# unconventional gas

# redefining Success



## Sponsorship Program



**UNCONVENTIONAL GAS  
INTERNATIONAL**  
CONFERENCE & EXHIBITION™

October 5–7, 2010  
Fort Worth Convention Center  
Fort Worth, Texas USA  
[www.unconventionalgas.net](http://www.unconventionalgas.net)

Owned & Produced By:



Flagship Media Sponsors:



**Platinum Event Sponsor US\$ 30,000**

- Opening “It’s 5:00 Somewhere” Reception in Exhibit Hall, with menu of assorted hors d’oeuvres and beverages
- 12 complimentary Conference Delegate registrations
- Full page 4-color ad on Back Cover of the Show Guide
- 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 included on the header of the entrance unit to the main exhibition hall alongside the PennWell and Media Sponsors logo’s
- Your Company Logo on show signage as the Platinum Sponsor
- Your Company Logo and Enhanced Listing in the Show Guide
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event.
- Your Company Logo included on the Unconventional Gas International 2010 website with link to your home page
- Your Company will be identified as the Platinum Sponsor, with a logo on the cover of the Preliminary Event Guide.
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Oil & Gas Journal’s Electronic Daily Newsletter for one week delivered to 240,000 Industry Professionals
- 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\$ 20,000**

- Handsome Delegate Bags branded with Your Company and the Event logos distributed to all Conference Delegates
- 5 complimentary Conference Delegate registrations
- Full page, 4-color ad in the Show Guide— 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 included on the header of the entrance unit to the main exhibition hall alongside the PennWell and Media Sponsor’s logos
- Your Company Logo included on show signage as the Gold Sponsor
- Your Company Logo and Enhanced Listing in the Show Guide
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event.
- Your Company Logo included on the Unconventional Gas International 2010 website with link to your home page
- Your Company will be identified as the Gold Sponsor in the Preliminary Event Guide.
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Oil & Gas Journal’s Electronic Daily Newsletter for one week delivered to 240,000 Industry Professionals

- 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 (Badges) US\$ 15,000**

- Badge holders with sponsor and event logos distributed to all delegates
- 4 complimentary Conference Delegate registrations
- Full page 4-color ad in the Show Guide
- A Plaque will be presented to your company during the Plenary Session as the Silver Sponsor
- Your Company Logo included on the header of the entrance unit to the main exhibition hall alongside the PennWell and Media Sponsor’s logos
- Your Company Logo on show signage as the Silver Sponsor
- Your Company Logo and Enhanced Listing in the Show Guide
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event
- Your Company Logo included on the Unconventional Gas International 2010 website with link to your home page
- Your Company will be identified as the Silver Sponsor in the Preliminary Event Guide
- Your Company Logo and Enhanced Listing in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Oil & Gas Journal’s Electronic Daily Newsletter for one week delivered to 240,000 Industry Professionals
- 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 (Delegate Folders) US\$ 15,000**

- Embossed Leather Journals with your Company and the Show Logos distributed to delegates
- 3 complimentary Conference Delegate registrations
- Full page 4-color ad in the Show Guide
- A Plaque will be presented to your company during the Plenary Session as the Bronze Sponsor
- Your Company Logo included on show signage as Bronze Event Sponsor
- Your Company Logo and Enhanced Listing in the Show Guide
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event
- Your Company Logo included on the Unconventional Gas International 2010 website with link to your home page
- Your Company will be identified as the Bronze Sponsor in the Preliminary Event Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- A banner ad on Oil & Gas Journal’s Electronic Daily Newsletter for one week delivered to 240,000 Industry Professionals
- 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

**Luncheon Sponsorship US\$ 10,000 (per day)**

- Lunch for all Conference Delegates on one day of the conference
- 2 complimentary Conference Delegate registrations
- ½ page 4-color ad in the Show Guide
- 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 Day 1 Luncheon Sponsor
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event.
- Your Company Logo included on the event website with link to your home page
- Your Company will be identified as a Luncheon Sponsor in the Preliminary Conference Program
- Your Company Logo and enhanced listing in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Networking Reception, Second Night US\$ 25,000**

- Themed Networking Reception in Exhibit Hall with menu of assorted hors d’oeuvres and beverages
- Napkins with Your Company’s logo
- 2 complimentary Conference Delegate registrations
- ½ page, 4-color ad in the Show Guide
- Signage naming your company as the Networking Reception Sponsor
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event.
- Your Company will be identified as the Networking Reception Sponsor in the Preliminary Event Guide
- Your Company Logo and enhanced listing in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- An announcement will be made over the exhibition public address system recognizing your company as a Sponsor
- 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
- 1/4 page, 4-color ad in the Show Guide
- 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 prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event
- Your Company Logo included on the event website with link to your home page
- Your Company will be identified as the Cyber Café Sponsor in the Preliminary Event Guide
- Your Company Logo and enhanced listing in the Show Guide
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Coffee Break Sponsorship (All Breaks) US\$ 10,000**

- Coffee Mugs with Your Company Logo and the Show Logo used during all coffee breaks
- Coffee service (beverages and snacks) each day of the conference
- Signs naming your company as the Coffee Break Sponsor
- 2 complimentary Conference Delegate registrations
- ½ page 4-color ad in the Conference Program
- Logo included on show signage as the Coffee Break Sponsor
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event
- Your Company Logo included on the event website with link to your home page
- Your Company will be identified as the Coffee Break Sponsor in the Preliminary Conference Program
- Your Company Logo and enhanced listing in the Show Guide
- Customized Digital Complimentary Exhibit Hall Invitations to send to your clients
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**Delegate Continental Breakfast US\$ 10,000 (per day)**

- Continental Breakfast for Conference Delegates on a morning of the Conference
- Napkins with sponsor logo
- ¼ page, 4-color ad in the Show Guide
- 2 complimentary Conference Delegate registrations
- Signage naming your company as the Continental Breakfast Sponsor
- Your Company Logo prominently placed on the pre-conference brochure mailed to attendees prior to the event and the Show Guide distributed at the event.
- Your Company Logo included in the event website with link to your home page
- Your Company will be identified as a Breakfast Sponsor in the Preliminary Event Guide
- Your Company Logo and enhanced listing in the Show Guide
- 50% Discount on Conference rates for your employees
- Your staff will be identified as a Sponsor with ribbons on their badges

**FOR SPONSORSHIP SALES, PLEASE CONTACT:**

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