



# 2018 OFFSHORE TECHNOLOGY CONFERENCE

## ADVERTISING POLICIES

The Offshore Technology Conference has instituted the following policies for advertising. The advertiser agrees that these policies are considered binding and agrees to adhere to these policies in order to secure advertising space.

### OTC ADVERTISING POLICY

- Advertising will not be accepted that is considered by OTC in any way to be inappropriate to OTC's image.
- Advertising will not be accepted if it includes politically controversial terms.
- Advertising is accepted by OTC with the understanding that the advertiser is ultimately responsible and liable for full payment to OTC of any outstanding charges for advertising space.
- In accepting advertising, OTC provides no guarantees that such advertising will result in revenues for the advertiser.
- The final decision on advertising format and terminology rests with OTC and is provided on the Advertising Specification Sheet.

### **Additional Information for Online Advertising Opportunities**

- All online advertising opportunities are available on the OTC 2018 official website.
- \*\*The advertiser must include on the contract a URL address for hyperlink or advertising placement cannot be guaranteed.
- Web Banner Ads — Two ads are available per interior page of the website advertising. Web Banner ads should be 200 (L) x 200 (H) pixels, and the max file size is 30K. Flash banners are suggested with URLs imbedded before sending to OTC. Please call for additional information.

### **Specifications for Badge Insert**

- Single unfolded sheet – quantity is 10,000
- 9" x 4" to fit #10 envelope
- Each Piece should be flat so envelope will not tear
- For Promotion of booth or activity at OTC only
- Badge insert sent to U.S. attendees only
- OTC must approve insert before it is printed and sent to Experient. Please send approval requests to [OTCsponsor@otcnet.org](mailto:OTCsponsor@otcnet.org).
- Deadline to submit badge insert to OTC for approval is **7 March 2018**.

### OTC ADVERTISING PAYMENT POLICY

- For premium advertising locations or to request a specific position, OTC imposes a 20% up-charge. All premium advertising locations are subject to the right of renewal by the previous year's advertiser. Should the previous year's advertiser elect not to advertise in the premium location, then OTC will consider this location available to all OTC exhibitors and eligible advertisers.
- Upon receipt of the signed Advertising Contract, OTC will email the advertiser an invoice for advertising space. No advertisement will be published until the advertiser has submitted the completed OTC Advertising Contract.
- For all website and print advertising space, 100% of payment is due with contract.
- Payment is accepted in US dollars only. OTC accepts credit cards, checks, money orders, and wire transfers.
- Should the advertiser elect to cancel confirmed advertisement 45 days prior to the event, there will be a 50% penalty as a result of program reformatting.

### OTC 2018 PRINT ADVERTISING DEADLINES

#### **To secure advertising space in the Conference Program and Exhibit Guide:**

- Advertising Contracts must be received by **2 March 2018**.
- Advertising materials must be received by **7 March 2018**.

#### **To secure advertising space on the Conference Map:**

- Advertising Contracts must be received by **2 March 2018**.
- Advertising materials must be received by **7 March 2018**.

It is the advertiser's responsibility to adhere to the guidelines and procedures outlined on the OTC Advertising and Logo Specifications. **All ad materials and logos must be submitted for each current OTC. OTC does not store ad materials or logos from previous years.**

#### **Any advertiser that does not meet the deadline dates will be subject to the penalties below:**

- **5% penalty for being late, per day**
- **25% penalty for canceling or sending in a contract for an ad and then never sending the ad**

*If the advertiser does not meet the above published deadlines, OTC cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.*

**All advertising is subject to OTC management approval.**