

Dallas/Fort Worth Petroleum  
**DATA WORKSHOP**

February 15, 2022

*Data in Mergers  
and Acquisitions*

## **Sponsorship Package**

### **What is the Dallas/Fort Worth Petroleum Data Workshop?**

The PPDM Association is hosting our annual Dallas/Fort Worth Petroleum Data Workshop on February 15, 2022, at the IHS Markit Office Complex. This half-day event will feature presentations along with additional networking time for our attendees and sponsors to mingle, following the feedback we've had at recent events. The theme for this Workshop is **"Data in Mergers and Acquisitions."**

### **About the PPDM Association**

The Professional Petroleum Data Management (PPDM) Association is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry. You can learn more about the PPDM Association on our website – [www.ppdm.org](http://www.ppdm.org).

### **The Process**

If your organization is interested in sponsoring, please review this kit and select which sponsorship matches your style and budget. Each sponsorship opportunity comes with options available for you to select benefits that suit your goals. Custom sponsorships are also available upon request. The PPDM Community Development Team is available to work with you on your sponsorship, please feel free to contact them at any time at [events@ppdm.org](mailto:events@ppdm.org) or (1) 587 390 0194. Please note that all costs listed are in USD.

### **Important Information**

The deadline for **Sponsors is January 21, 2022.**

### **Custom Sponsorships**

Have a set budget or something in mind that you'd like to sponsor? We'd be happy to work with your organization to create a custom sponsorship that works for you! Contact [events@ppdm.org](mailto:events@ppdm.org) or call (1) 587 390 0194. Titanium and Platinum Sponsorships which cover all PPDM Events are also available.

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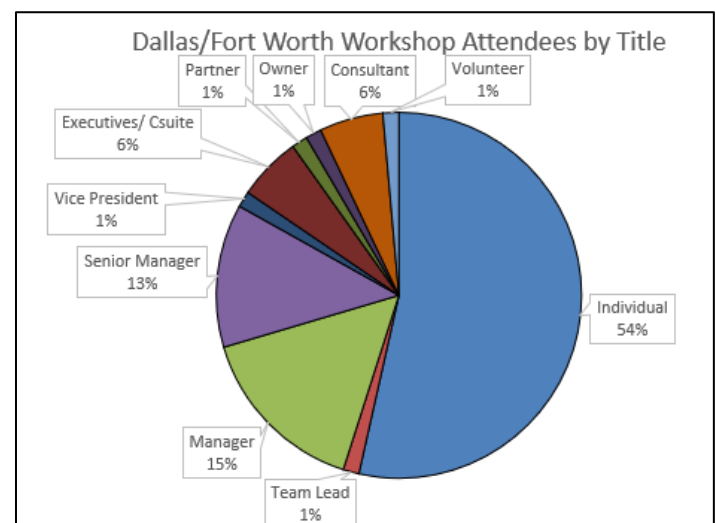
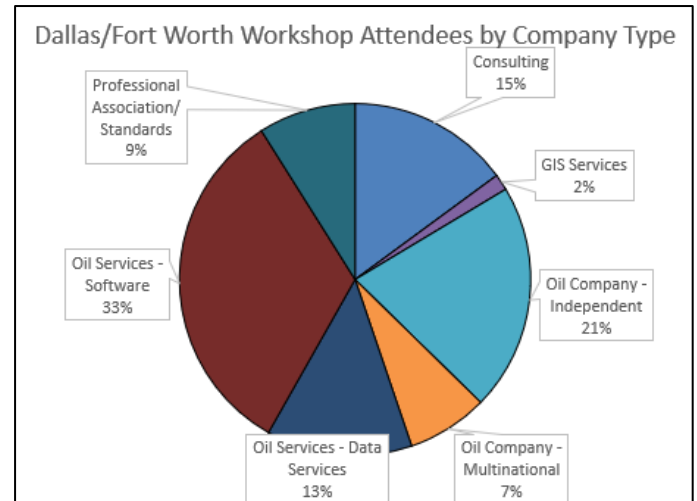
February 15, 2022

## Data in Mergers and Acquisitions

### Some Helpful Information

We wanted to highlight a few things to consider with sponsoring the Dallas/Fort Worth Workshop:

- ✓ Events are led by Regional Leadership Teams making the **agendas resonate with each community**.
- ✓ A variety of benefits are available at each level of sponsorship letting **you pick the options** that help you achieve your goals instead of a predesigned kit.
- ✓ PPDM Association events are designed to cover costs, not make a profit. **We keep our prices as low** as possible to benefit you and our attendees.
- ✓ Awareness of your brand through the event will reach our nearly 2,400 regional **email subscribers** and 9,400 global **social media** followers.
- ✓ Supporting the event benefits not only your organization but the entire data management community.
- ✓ The Workshop is attended by individuals from **operating companies**, consultants, vendors, and more including government agencies and regulators.
- ✓ Most attendees come from the 'individual' level in their organization but there's also a substantial attendance by their **managers and higher up** in the organization. PPDM Association events interest everyone from analysts to CEOs.
- ✓ Previous years have seen more than 60 attendees at this event, though with the nature of events this year we are anticipating a more regionally centered event with attendance likely closer to 40 or 50.



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Available Sponsorships	# Avail	Corporate Member Cost	Non-Member Cost	Number of Benefits
<b>Workshop Plus Sponsor</b>	2	\$2,500 USD	\$3,000 USD	Pick 5 Sponsor Options + Extra (Pg 4)
<b>Workshop Sponsor</b>	2	\$1,500 USD	\$2,000 USD	Pick 3 Sponsor Options (Pg 4)
<b>Lunch Sponsor</b>	1	\$1,000 USD	\$1,500 USD	Pick 3 Sponsor Options (Pg 4)
<b>Gifting Sponsor</b> Includes recognition on gifts	1	\$500 USD	\$750 USD	Pick 2 Sponsor Options (Pg 4)
<b>Break Sponsor</b>	3	\$200 USD	\$350 USD	Pick 2 Sponsor Options (Pg 4)

**Sponsor Options**

Please select which options you are interested below in the quantity specified for the sponsorship you selected. Branding on event materials including the website, agenda, presentations, general event signage and more, will be included in all sponsorship levels. Is there something you are looking for that's not on the list? Contact us at [events@ppdm.org](mailto:events@ppdm.org) to discuss!

- Pre/Post Attendance List** – Contact details for the attendees who give permission to share their information with our sponsors, in accordance with Canadian Privacy Laws. Pre-Lists are available upon request.
- 25% Registration Discount Rate** for your employees – we will provide you with a code in your agreement to use.
- One Free Attendee** – simply email their details and if they consent to share their contact details with our sponsors and we will get them registered. They will need a PPDM registration.
- 250-Word Spotlight Write Up in Agenda** on your organization or a topic of your choosing. This must be received by January 21 for printing.
- Put an item in the registration kit going to all attendees** – the sponsor must provide the items to the PPDM team in advance (1 week prior) to be placed in the kit. The quantity will be provided closer to the event date.
- Company Profile in an email communication** – two sentences (15-25 words total) on your company and your logo profiled in one of the event emails leading up to the Workshop. Limited spots available.
- Opportunity to place one standard sized pop-up banner** (around 800mm wide by 2000mm high or 33" wide by 80" high) up at the venue (location selected by PPDM) - The sponsor must provide the banner and arrange shipment to and from the venue.

“Extra” Items available for Workshop Plus and Platinum/Titanium Sponsors, availability is on a first come, first served basis:

- A 10-minute sponsor **spotlight presentation** to the plenary attendees for you to highlight your products and services. Limited spots available.
- Specific **Signage** related to your sponsorship