



# North American Petroleum Accounting Conference

May 19-20, 2022

## Exhibit and Sponsor Prospectus

940.783.7270 • [trussell@pdi.org](mailto:trussell@pdi.org)

**PDI** Professional  
Development  
Institute  
University of North Texas



# North American Petroleum Accounting Conference – (NAPAC)

May 19-20, 2022 • Westin Hotel / Galleria • Dallas, TX

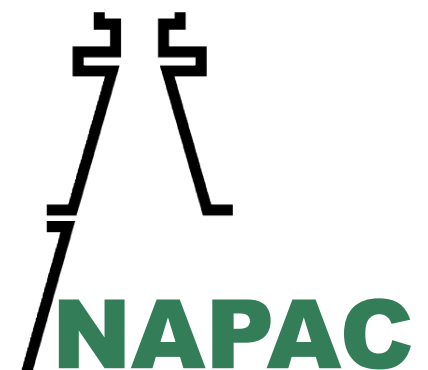
## About the Conference

NAPAC, the premiere oil and gas accounting industry event, is designed for everyone in the business of energy. It is an unparalleled showcase for your company's services and products. The 2021 conference - the first NAPAC conference held after COVID forced a cancellation in 2020 - introduced new ways for exhibitors and attendees to enjoy all the benefits of this industry-favored conference. *COPAS of Dallas* and the *Professional Development Institute of the University of North Texas* are excited to share that we are again offering numerous opportunities for exhibitors and sponsors. This will include advertising, sponsorships and exhibit opportunities that will involve both onsite and virtual components.

NAPAC 2022 promises the traditional live-attendance experience at the Westin Hotel in Dallas, with an additional streaming option for participants. We are adding the virtual booth package to every physical booth reserved at the Westin Galleria. We will supply all the information you need to make both the live and virtual booth experiences easy to create and interesting to attend - whether your visitors attend in person or online.

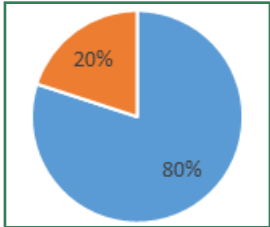
To boost traffic at the live, on-site booths, *PDI and COPAS of Dallas* will host refreshment breaks and receptions in the exhibit area to bring attendees to you. We encourage exhibitors to be very creative with booth design to attract participants who are touring the exhibits. Ideas others have used in the past include games, unique promotional items, drawings or multi-media presentations.

We hope you are excited about NAPAC 2022! We look forward to seeing you in May!



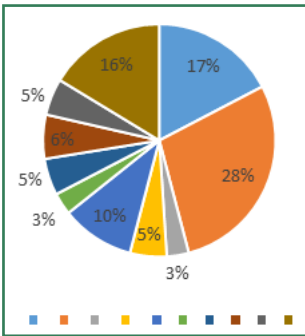
# Attendee Demographics

NAPAC draws many key decision makers every year, and has been a must-attend event for more than four decades. In 2019, more than 600 accounting, tax and financial professionals from over 150 major integrated and independent oil and gas companies, public accounting firms, federal and state agencies attended this conference.



## Attendees are from:

Business and Industry 80%  
Public Accounting 20%



## Titles:

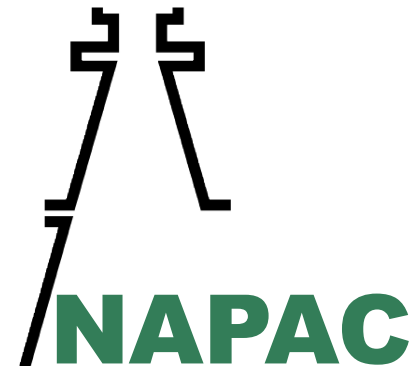
Controller/CFO/CAO/COO, V.P./President/Treasurer 17%  
Accounting Management (Director, Sr. Manager, Manager, Advisor) 28%  
Auditing (Manager, Partner, Principal, Sr. Manager) 3%  
Partner/CPA/Principal/Owner 5%  
Accounting (Staff, Supervisor) 10%  
Assistant Controller 3%  
Financial Reporting Management 5%  
Tax (Accountant, Supervisor, Manager) 6%  
Auditor 5%  
No Title/Other 16%

## NAPAC is a great option for sponsors and exhibitors because it

- Is an optimal way to target your identified market
- Is a showcase for your products and services
- Is an opportunity to build brand awareness
- Allows you to network with existing customers
- Assists you in building relationships with potential new customers
- Allows you to see who your competition is
- Helps you increase market share

## Recommended For

- Accounting Software Companies
- Payroll/Payment Systems
- Cloud Solutions Providers
- Financial Services Organizations
- Oil & Gas Taxation and Reporting Services
- Mobile Workflow Businesses
- Financial Reporting Services
- Document Management Services
- Tax and Auditing Solutions
- Advisory Services
- Recruiting and Outsourcing Firms
- Reserves Management Organizations



# Sponsorship Opportunities

NAPAC delivers the right audience for your organization. Check out these ways to participate in NAPAC 2022!

## **Streaming Sponsor with Video Showcase – \$10,000 (4 sponsorships available)**

With more streaming and virtual-attendance options, internet capabilities have increased for major conferences. With this package, you can make sure onsite and virtual customers know your organization has been essential in widening the NAPAC viewing capabilities. As a valuable bonus, this package allows you to highlight your organization before the entire NAPAC crowd by producing a *video showcase to air prior to a General Session or Luncheon*. It's a great opportunity to highlight your products and services. In addition to airing your produced video, we will provide a

- Prime exhibit booth space
- Full page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide, banner for website, major signage

## **Wi-Fi Sponsor – \$10,000 (1 sponsorship available)**

Associate your company with wireless internet capability for all attendees! Your corporate name and logo appear on the log-in page plus on hundreds of business card size Wi-Fi cards that show the log-in information. Wi-Fi will be coordinated through the hotel audiovisual department. Package includes

- Prime exhibit booth space
- Full page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide, banner for website, major signage
- Branded Wi-Fi instruction card distributed to every attendee

## **Networking Reception Sponsor – \$4,000 (1 sponsorship available)**

Held on the first night of the conference, the reception takes place in the common foyer area of the conference, among the exhibit booths. Your company name and logo are prominently displayed on signage as well as on cocktail napkins. Includes:

- Full page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide; major signage
- Imprinted napkins

## **Breakfast Sponsor – \$4,000 (2 sponsorships available)**

Make your presence known by sponsoring one of the two morning breakfasts, open to all attendees. Includes:

- Full page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide; major signage
- Imprinted napkins

## **Beverage Cup Sponsor - \$3,500 (1 sponsorship available)**

Get your brand into attendees' hands with an attractive hot/cold cup with lid. These cups will be around long after the conference ends. They will be placed on refreshment tables on both days for attendees to take with them. Includes:

- Full page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide; major signage

## **Tote Bag Sponsor – \$2,500 (1 sponsorship available)**

A NAPAC favorite, your logo is printed on a tote bag that is distributed to all attendees to use as they tour exhibit booths and pick up promotionals and educational materials. Includes:

- Half-page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide; major signage

## **Lanyard Sponsor – \$2,000 (1 sponsorship available)**

Everyone wears a lanyard at NAPAC! Make your brand known by placing your logo on each and every one. Package includes:

- Half-page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide; major signage

## **Keycard Sponsor - (1 sponsorship available at \$2,000)**

Welcome our out of town attendees with a customized hotel keycard imprinted with your company logo in full color on one side. Includes:

- Half-page black and white ad in the conference program guide
- One paid entrance to attend the conference sessions
- Listing and recognition in program guide; major signage

## **Floor Stickers - Various sizes priced \$300 to \$500**

We are offering the opportunity for you to add branding, advertising and imagery to your business display with floor graphics. Display your company logo with a tagline to help reinforce your brand. Utilize floor graphics that take full advantage of more subliminal marketing tactics designed to target the consumer. The more appealing the graphic, the more it will be impossible to ignore. Custom carpet stickers make a bold statement anywhere they are installed. Orders must be placed at least 30 days before the event. Contact us for information.



# Exhibit Booth Details

Reserve **your spot now!** Exhibitors will get the added value of a virtual booth *in addition to* the traditional exhibit floor space.

- **Price Tiers**

- **\$3,000 - Premium Booths**

- **\$2,500 - Partially View-Restricted Booths**

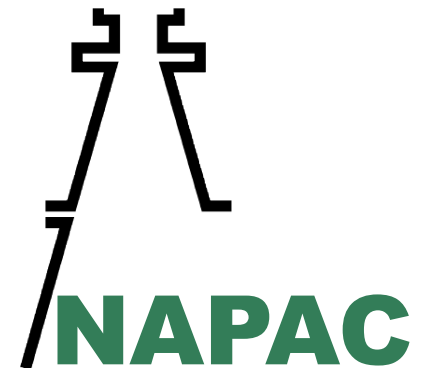
- Live booth space includes 10' X 10' booth in a carpeted ballroom foyer, skirted table, 2 chairs, and a wastebasket. Freeman Decorating will send each exhibitor a service packet upon paid registration. The packet will include cargo transportation information, move-in/move-out details and equipment rental options and prices. The packet will also include forms to order electricity and internet options directly with the hotel. Paid security is not provided but locked storage will be made available. Set up times will be e-mailed closer to the event.
- Exhibit Hours are 8:00 a.m. to 6:00 p.m. on Thursday and 8:00-1:00 p.m. on Friday. You will have an opportunity to specify times for virtual booth showcases, you may keep your virtual booth live throughout the show, or you may opt out of a live, virtual showcase and instead utilize the corporate video and collateral features.
- Up to 2 representatives at one time to man booth which includes breakfasts, breaks, luncheons and reception. Exhibitors can rotate staff through booth as needed.
- Additional passes can be purchased at the regular attendee price of \$495 through the conference website at [energy.pdi.org](http://energy.pdi.org).
- Post-conference attendee lists with USPS mailing addresses (does not include e-mail addresses) upon request.
- Company listing on conference apps and in the on-site conference program.
- The conference sleeping room rate at the Westin Galleria is \$209. Identify your reservation as NAPAC to receive this preferred rate based on availability. Call 888-627-8536 or go online at [pdi.org](http://pdi.org) to make your reservation. Availability is not guaranteed before or after the cut off date of April 28, 2022. If the block sells out before the cut-off date, it is at the hotel's discretion whether to accept additional reservations, which will be subject to prevailing rates and availability.

# Program Guide Ads

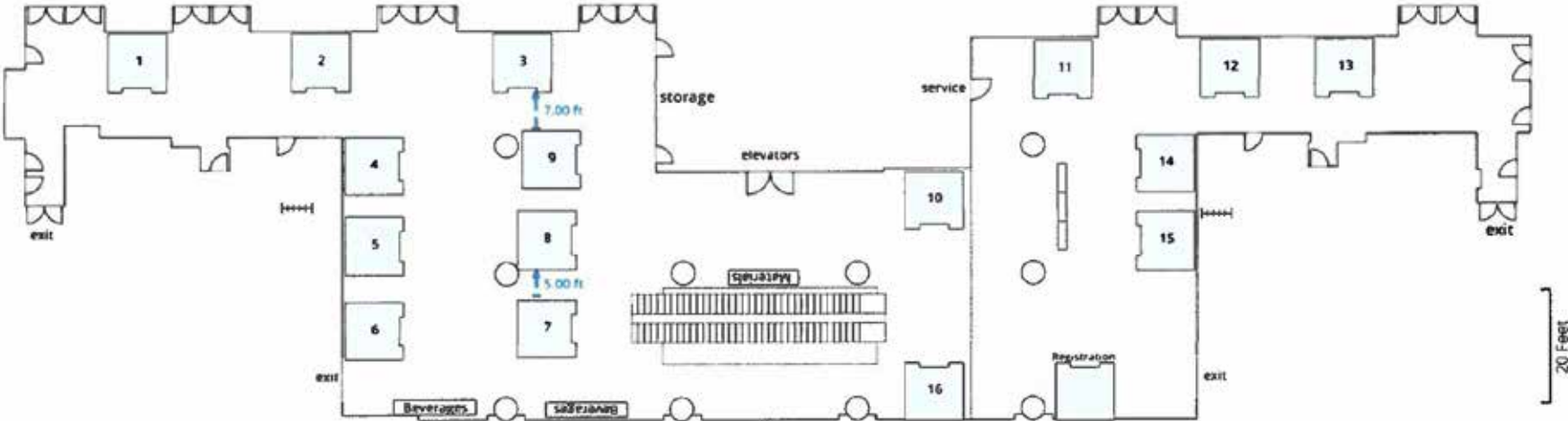
Conference Program Guide Advertising Opportunities – printed and distributed to every conference participant

- **\$1,000** – Inside front or back cover or outside back cover (color)  
4.75" wide by 8" tall, no bleeds  
**Add \$250 for a virtual page banner**
- **\$750** – Full page ad (black and white only)  
4.75" wide by 8" tall, compose copy in pure black and white  
**Add \$250 for a virtual page banner**
- **\$500** – Half page ad (black and white only)  
4.75" wide by 4" tall, compose copy in pure black and white  
**Add \$250 for a virtual page banner**

All print advertising must be confirmed at least 60 days prior to the conference due to program printing timelines. PDF and .jpg files are preferred.



# Exhibit Hall Booth Selection



# What You Need To Know

## **Sleeping Room Rates**

If your team is staying at the Westin Galleria, the conference sleeping room rate is reduced. Identify your reservation as NAPAC to receive this preferred rate based on availability. Call 888-627-8536 or go online at [pdi.org](http://pdi.org) to make your reservation. Availability is not guaranteed before or after the cut off date of April 28, 2022. If the block sells out before the cut-off date, it is at the hotel's discretion whether to accept additional reservations, which will be subject to prevailing rates and availability.

## **Customize Your Promotionals**

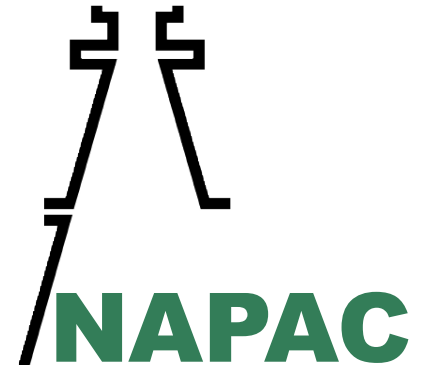
For full control of your promotional items, create and produce your items and have them delivered to the hotel in time for the conference. If you prefer, we can assist you with the customization and delivery of a promotional item.

If you have questions, please contact us at the email or phone number at right.

**Questions about any sponsorship?**

**Please contact us!**

**Tami Russell**  
**[trussell@pdi.org](mailto:trussell@pdi.org)**  
**940.783.7270**



# Exhibitor/Sponsor Registration Form

Please return this form to [trussell@pdi.org](mailto:trussell@pdi.org)

## Pre-Conference Logistics Information

The person listed below will receive all exhibit-related correspondence, including the exhibitor service kit from Freeman Decorating.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Exhibit Space - Booth Assignments

\$3,000 (\$2500 reduced traffic) per booth space. Using the attached floor plan, please indicate your top 3 booth space choices. They will be assigned on a first-paid, first serve basis.

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

## Payment Information

Total Amount Enclosed \$ \_\_\_\_\_

Paying by:  Check. Payable to PDI. Please mail to PDI, 1155 Union Circle, #305101, Denton, TX 76203

Mastercard  Discover  VISA  American Express

Credit Card # \_\_\_\_\_ Card Validation Code \_\_\_\_\_

Card ID/Card Validation Code # (a 3-digit code found on the back of your credit card. American Express is a 4-digit code on the front.)

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

## Publicity Information

The following information will be used for exhibitor listings in the conference program. Please type or print clearly all information as it should appear for publication.

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

URL \_\_\_\_\_

## Conference Program Ad Space

- \$1,000 inside/outside covers (color)
- \$750 inside full page (black & white)
- \$500 inside half page (black & white)

## Conference Sponsor

Indicate the type of sponsorship and price below:

Sponsorship \_\_\_\_\_ Price \_\_\_\_\_

