

Sponsorship Opportunities

Exciting sponsorship opportunities are available for industry-leading companies at the Annual Technical Forum (ATF) – Rotary Steerables and Wellbore Positioning This year's Forum will focus on Rotary Steerable Systems, Drilling Optimization, Software, Rigs, and More.

Promote your brand, while creating awareness of new and existing products and service offerings.

Don't miss your chance to make new connections and build existing relationships at the IADD ATF Forum. Secure your sponsorship today! For more information, contact ellicia@iadd-intl.org or suzanne@iadd-intl.org

Event Details

- October 28 and 29, 2026
- Oxy - The Woodlands:
1201 Lake Robbins Dr., The Woodlands, TX, 77380

TITLE SPONSOR 2 Day Sponsorship \$12,000

- Complimentary full-conference delegate registration for twelve (12) individuals
- Additional Passes may be purchased with BOGO (Buy One Get One Free) discount
- Reserved VIP table near the podium
- Placement of your logo on the event website and pre-event marketing
- Recognition as the Title Sponsor during the opening presentation
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to all attendees; provided by sponsor
- Ability to exhibit at the event; IADD to provide three tables (first pick at location)
- Recognition in the IADD Newsletters as the Title Sponsor
- Full page Newsletter Entry for any sponsor announcements



IADD is non-profit organization dedicated to promoting the directional drilling industry. We communicate important industry breakthroughs and educational opportunities to our members through our website, e-Newsletters, monthly luncheons, and meet and greet opportunities at special events.

PREMIER SPONSOR - \$5,000 (one day) / \$7,500 (two days) – three available

- Complimentary full-conference delegate registration for six (6) guests (Wed or Thur)
- Complimentary full-conference delegate registration for eight (8) guests (Full Forum)
- Reserved VIP table near the podium
- Placement of your logo on the event website and select pre-event marketing
- Recognition as a sponsor during the opening presentation
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to attendees (provided by sponsor)
- Ability to exhibit; IADD to provide two tables (second pick at location)

TOTAL DEPTH SPONSOR - \$2,800 (one day) / \$4,300 (two days)

- Complimentary full-conference delegate registration for four (4) guests (Wed or Thur)
- Complimentary full-conference delegate registration for six (6) guests (Full forum)
- Placement of your logo on the event website and select pre-event marketing
- Recognition as a sponsor during the opening presentation
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to attendees (provided by sponsor)
- Ability to exhibit; IADD to provide table

MAX ROP SPONSOR - \$1,800 (one day) / \$3,000 (two days)

- Complimentary full-conference delegate registration for two (2) guests (Wed or Thur)
- Complimentary full-conference delegate registration for 3 (3) guests Full Forum
- Placement of your logo on the event website and select pre-event marketing
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to attendees (provided by sponsor)
- Ability to exhibit; IADD to provide table

BHA SPONSOR - \$850 (one day) / \$1,125 (two days)

- Complimentary full-conference delegate registration for one (1) guest (Wed or Thur)
- Complimentary full-conference delegate registration for two (2) guests (Full Forum)
- Placement of your logo on the event website and select pre-event marketing
- Recognition on signage displayed on-site
- Ability to exhibit- table provided by IADD

LANYARD SPONSOR - \$650 + lanyard – one available per day

- Complimentary full-conference delegate registration for one (1) individual
- Placement of your logo on the event website and select pre-event marketing
- Recognition on signage displayed on-site
- Opportunity to provide company lanyards to attendees (provided by sponsor)
- Exhibit space may be purchased as an add-on for \$250

BREAKFAST SPONSOR - \$2,000 (one day) / \$2,600 (two days)

- Complementary full-conference delegate registration for two (2) guests (Wed or Thur)
- Complementary full-conference delegate registration for three (3) guests (Full Forum)
- Placement of your logo on the event website and select pre-event marketing
- Recognition as a sponsor during welcome and safety briefing
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to attendees (provided by sponsor)
- Ability to exhibit; IADD to provide table

LUNCHEON SPONSOR - \$4,000 – one available per day

- Complementary full-conference delegate registration for three (3) individuals
- Placement of your logo on the event website and select pre-event marketing
- Recognition as a sponsor during lunch break announcements
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to attendees (provided by sponsor)
- Ability to exhibit; IADD to provide table

COFFEE/DRINK SPONSOR - \$900 (one day) / \$1,500 (two days) – four available per day

- Complementary full-conference delegate registration for two (2) individuals
- Placement of your logo on the event website and select pre-event marketing
- Recognition as a sponsor during the opening presentation
- Recognition on signage displayed on-site
- Opportunity to provide company identified items to attendees (provided by sponsor)
- Exhibit space may be purchased as an add-on for \$250

EXHIBITOR SPACE ONLY - \$500 (one day) / \$850 (two days)

- Complementary full-conference delegate registration for one (1) individuals
- Additional tickets discounted (25% off)
- Placement of your logo on the event website and select pre-event marketing
- Recognition as an exhibitor on marketing materials
- Ability to exhibit; IADD to provide table

Happy Hour Sponsorship - \$800 (per day) - one available per day

- Complementary full-conference delegate registration for one (1) individuals
- Placement of your logo on the event website and select pre-event marketing
- Recognition as Happy Hour Sponsor in printed program
- Ability to exhibit at Happy Hour venue
- Sponsor is responsible for bar tab

Sponsor and Exhibitor Add-Ons

IADD is happy to assist our sponsors with their marketing needs. We now offer marketing items such as custom table throws, table runners, retractable banner stands, vinyl banners (indoor/outdoor) Tradeshow booth set-ups and more. All at a reduced cost through our very own in-house vendor.

To see our offerings, check out our site [IADD Sponsor Marketing Exclusives](#) and send any questions to ellicia@iadd-intl.org

~~Wi-Fi SPONSOR~~ — SOLD OUT

- Complimentary full-conference delegate registration for one (1) individuals
- Placement of your logo on the event website and select pre-event marketing
- Recognition as the Wi-Fi sponsor on back of name tags
- Your company name used as the Wi-Fi password
- Recognition on signage displayed on-site
- Exhibit space may be purchased as an add-on for \$250