

The integrated event for unconventional resource teams

# UNCONVENTIONAL<sup>®</sup>

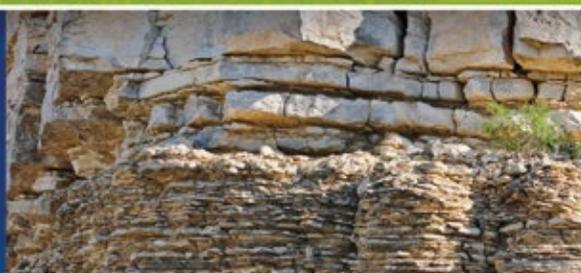
RESOURCES TECHNOLOGY CONFERENCE

FUELED BY SPE • AAPG • SEG



3 days  
12 disciplines  
1 focus

## EXHIBIT SPACE PROSPECTUS



Endorsing Organizations:

AIChE



ASCE  
AMERICAN SOCIETY  
OF CIVIL ENGINEERS



SME  
Society for  
Mining, Metallurgy  
& Exploration

SPPE  
SOCIETY OF PETROLEUM ENGINEERS



TMS  
The Minerals, Metals and Materials Society

Sponsoring Organizations:



23-25 JULY 2018 • HOUSTON, TEXAS

# Reserve Exhibit Space Now at URTeC 2018.

Shale plays continue to hold a significant place in the world's energy future. URTeC is the only event that brings the entire asset team together under one roof to connect on all things unconventional. It remains the most vibrant and vital event that every upstream energy professional should attend because its collaborative platform and innovation exchange sustains and propels the industry's ongoing success.

## URTeC DELIVERS

- ▶ Targeted, qualified, multi-disciplinary group of prospects connecting on all things unconventional
- ▶ The industry's premier, peer-reviewed, multi-disciplinary event for unconventional resource development attracting the brightest minds and thought leaders under one roof
- ▶ Unprecedented reach from the combined resources of 11 of the world's leading geoscience and engineering professional societies representing the complete spectrum of unconventional play development
- ▶ High visibility, integrated, cross-discipline platform to showcase products and services to the largest, qualified and most significant network of buyers and developers of new technologies, products and services
- ▶ Twenty-four hours of the most cost effective, face-to-face networking time for real life two-way conversations to humanize your brand with existing customers and new prospects
- ▶ Five years of quantified success
- ▶ An investment into our shared industry's prosperity via this unique event designed, planned, and developed by industry experts
- ▶ First hand access to the knowledge gained from the industry research, innovations, and solutions exchanged in this one-of-a-kind learning pipeline that cuts across the complete spectrum of resource play development

## EXHIBITION HIGHLIGHTS

**90%** EXHIBITOR  
RETURN  
RATE

- ▶ Multi-purpose gateway and interactive marketplace to connect and exchange on all things unconventional
- ▶ Opening Plenary, Special Sessions, Panels, and Topical dining presentations by senior industry executives, experts and influencers attracting the most qualified, targeted industry professionals
- ▶ Engaging networking events designed to turn initial introductions into long-term business relationships:
  - Breakfast Bites Monday Morning
  - Daily Refreshment Breaks
  - Opening Night and Tuesday Evening Networking Receptions
- ▶ Floor traffic drivers exclusively located in Exhibition
  - Free Wi-Fi hot spots
  - Live and on-demand ePaper presentations
  - Core Exhibits
- ▶ Key product and service suppliers to create new business partnerships
- ▶ The latest technologies and product launches in the market

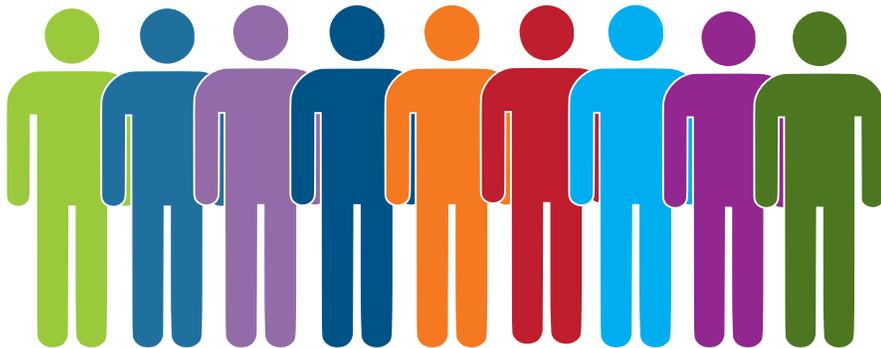


## Exhibit at the Industry's Single Most Relevant and Credible Unconventional Resources Event

### ADDITIONAL EXHIBITOR BENEFITS

- ▶ Advertising and branding opportunities to increase your company's exposure
- ▶ Global marketing campaign executed across all platforms to a collective membership of more than 170,000 SPE, AAPG and SEG members, and additional eight supporting organization members, to drive attendance
- ▶ Additional sponsorship packages designed to enhance brand awareness and increase visibility at the event
- ▶ Comprehensive Exhibition Services Manual providing the tools and resources to create a simple and successful exhibiting experience
- ▶ Discounted exhibitor registration rates for additional personnel
- ▶ Qualified lead generation for new business results

### ATTENDEE PROFILE



- ▶ Executive Management from NOCs, IOCs & Service Companies
- ▶ Geoscience, Exploration and Reservoir Engineering Professionals
- ▶ Seismic Interpretation and Technology Specialists
- ▶ Horizontal Drilling and Completion Discipline Engineers
- ▶ Projects, Facilities and Construction Experts
- ▶ Scientists, Technologists, Researchers and Technicians
- ▶ Contracts and Procurement Heads
- ▶ Field Development, Production and Operation Managers
- ▶ University Academia
- ▶ Transportation and Service Company Providers
- ▶ Cost Control and Project Managers
- ▶ Well Log Analysts
- ▶ Independent Consultants
- ▶ Economists and Financiers
- ▶ Ministry and Government Officials

### COST TO EXHIBIT

#### Commercial rate:

\$29 per square foot, sold in 100 square foot increments

#### Nonprofit rate:

\$14.50 per square foot, sold in 100 square foot increments

### Exhibit Package Includes:

- FREE drayage for show site freight (see contract for details)
- Draped 8' backwall and 3' sidewalls
- Booth identification sign
- Copy of the post-conference report
- Two full conference registrations per 100 square feet of space (one for Nonprofit)
- Company listing in the Program Book
- Guest Passes to invite key customer prospects and existing clients to your booth

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**URTEC.org**

### To Book Your Space Contact:

**Mike Taylor (Companies A-K)**  
Exhibition Sales Manager  
Tel: +1 918 630 5672  
Email: mtaylor@urtec.org

**Tracy Thompson (Companies L-Z)**  
Exhibition Sales Representative  
Tel: +1 918 560 9414  
Email: tthompson@urtec.org

**Craig Moritz (SPE Sales)**  
Exhibits and Sponsorship Sales  
Tel: +1 713 457 6888  
Email: cmoritz@spe.org

# Uniting the Disciplines. Driving Results.

Sponsoring Organizations:



“This has become the **MOST VALUABLE** show we attend.”

- Digital Formation, Inc.

“We had a **VERY GOOD SHOW** Quality attendees, quality papers”

- PetroSkills

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URTeC.org

“Had all the **RIGHT PEOPLE** in the same venue at the same time.”

- Welldog - Truly Unconventional

“This show still holds the most value for **CONTENT** and **CONTACTS** in sessions and on the exhibit floor.”

- Microseismic

Endorsing Organizations:

AICHE

