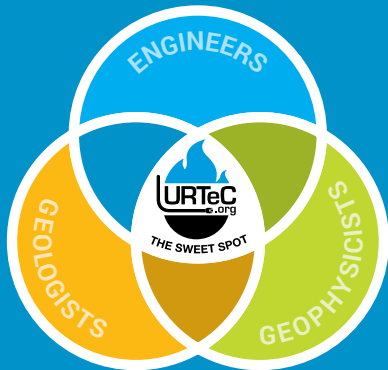


*The integrated event for
unconventional resource teams*

UNCONVENTIONAL[®]
RESOURCES TECHNOLOGY CONFERENCE
FUELED BY SPE • AAPG • SEG URTeC.org

24-26 JULY 2017 • AUSTIN, TEXAS



3 Days
11 Disciplines
1 Focus

Supporting Organizations:

AICHE



ASCE
AMERICAN SOCIETY
OF CIVIL ENGINEERS



TMS
THE MINERAL INVESTMENT SOCIETY

**EXHIBIT
SPACE
PROSPECTUS**

Reserve Exhibit Space Now at URTeC 2017.

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
- ▶ Four 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

- ▶ Multi-purpose gateway and interactive marketplace to connect and exchange on all things unconventional
- ▶ Opening Plenary, Special Sessions, Panels and Topical Breakfasts and Luncheons 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

90% EXHIBITOR
RETURN
RATE



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

ADDITIONAL EXHIBITOR BENEFITS

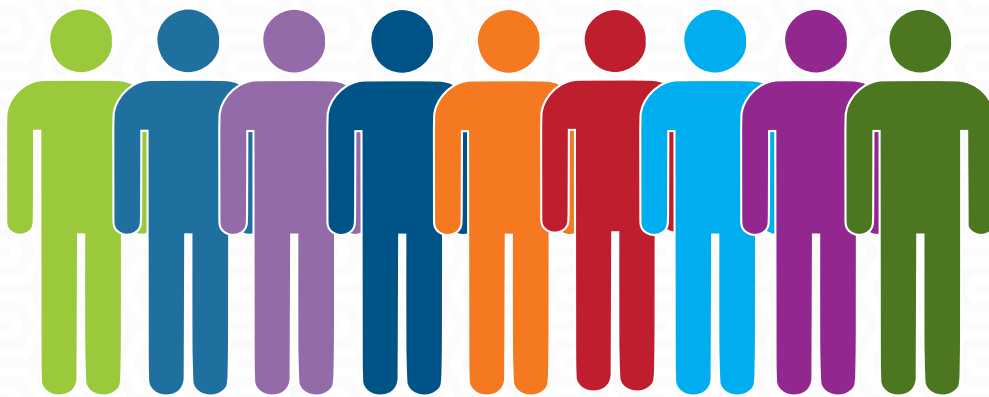
- ▶ Advertising and branding opportunities to increase your company's exposure
- ▶ Global marketing campaign executed across all platforms to a collective membership of more than 170,000 SPE, AAPG and SEG members, and additional eight supporting organization members, to drive attendance
- ▶ Additional 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

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

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

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

Joan Payne (SPE Sales)
Exhibits and Sponsorship Sales
Tel: +1 800 456 6863 ext. 356
(U.S. and Canada)
Email: jpayne@spe.org

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

UNCONVENTIONAL
RESOURCES TECHNOLOGY CONFERENCE
FUELED BY SPE • AAPG • SEG URTEC.org

URTEC.org

Uniting the Disciplines Driving Results

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

- Digital Formation, Inc.

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

- PetroSkills

UNCONVENTIONAL[®]
RESOURCES TECHNOLOGY CONFERENCE
FUELED BY SPE • AAPG • SEG URTeC.org

24-26 JULY 2017 • AUSTIN, TEXAS

“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

URTeC.org

Sponsoring Organizations:



Supporting Organizations:

