

Unconventional Resources Technology Conference (URTeC)

2013 POST-SHOW REPORT



12-14 August 2013
Colorado Convention Center
Denver, Colorado

Executive Summary

The inaugural Unconventional Resources Technology Conference (URTeC) was, by all measures, a tremendous success. Nearly 350 presentations from engineers, geoscientists and other energy professionals from 15 countries and over 170 exhibiting companies interacted with 4,300 plus participants. Over 99% of surveyed attendees said they would recommend URTeC to a co-worker or friend and over 98% said they would return in 2014.

Unconventional Resources Technology Conference (URTeC) was developed based on the input from oil company professionals who expressed the importance of geologists, geophysicists, engineers and business managers working together and understanding each other on asset teams developing unconventional resources. URTeC is an historic collaboration between the Society of Petroleum Engineers (SPE), the American Association of Petroleum Geologists (AAPG) and the Society of Exploration Geophysicists (SEG). This is the second time these three societies have come together since OTC began in the late 60's. There is a combined membership of over 170,000 worldwide.



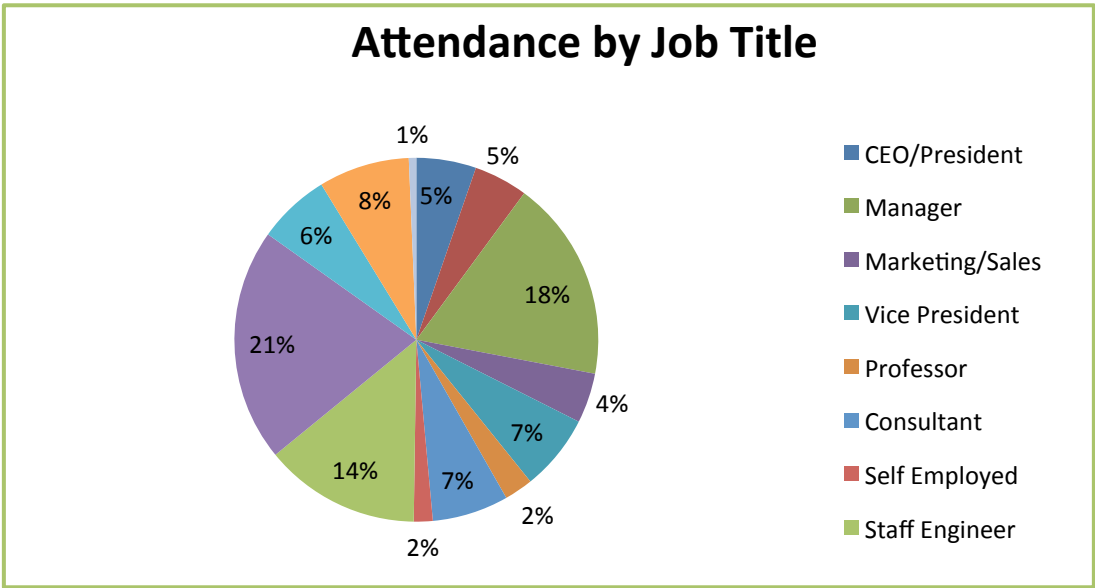
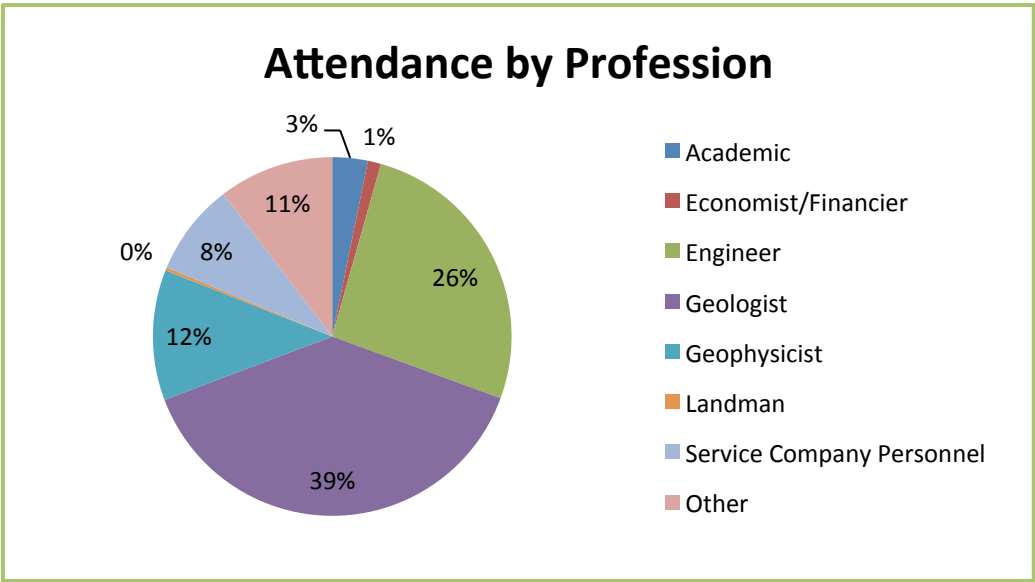
Highlights

- **Opening Plenary Session – Unconventional Resources: Breakthrough Integration Changes Everything.** Moderated by Dr. Scott Tinker, Director of Bureau of Economic Geology and State Geologist of Texas
Panelists included:
 - Scott Sheffield, Chief Executive Officer Pioneer Natural Resources
 - M.W. Scoggins, President of Colorado School of Mines
 - Vello Kuuskraa, President and Chairman of the Board, Advanced Resources International
 - Dave Hager, Chief Operating Officer, Devon Energy Corporation
- **(7) Seven Interactive Panels**
 - Nimble Independents: “Moving the Needle” with Innovation and Execution Excellence
 - Technologies that May Transform the Future
 - Making it Happen in the Field: Converting Technology into Dollars
 - Sustainability, Job Creation and Public Image
 - Transportation and Processing Capacity of Market Infrastructure in Emerging Plays
 - Bottom Up Integrated Shale Gas Reserve and Production Forecasting: Comparison of the Barnett, Fayetteville, Haynesville Shales
 - Energy Policy Forum: Government Regulations that Affect Unconventional Resource Development
- **(6) Six Topical Breakfasts**
 - Oilfield Services for Unconventional Resources I
 - A Scorecard for Ranking Unconventional Plays
 - New Methods for Unconventional Well Performance Prediction
 - Oilfield Services for Unconventional Resources II
 - Trends in North American Unconventional Resources A&D
 - Geotechnical Insights into the Bakken
- **(5) Five Topical Luncheons**
 - Impact of Unconventionals in the U.S. Energy Future
 - When the Rubber Hits the Road – Where does the Proppant Go?
 - New Frontiers in Modeling Unconventionals Reservoirs
 - Eagle Ford of South Texas Well Spacing, the Multibillion Dollar Question
 - Unconventional Plays: It’s all about the Petroleum System

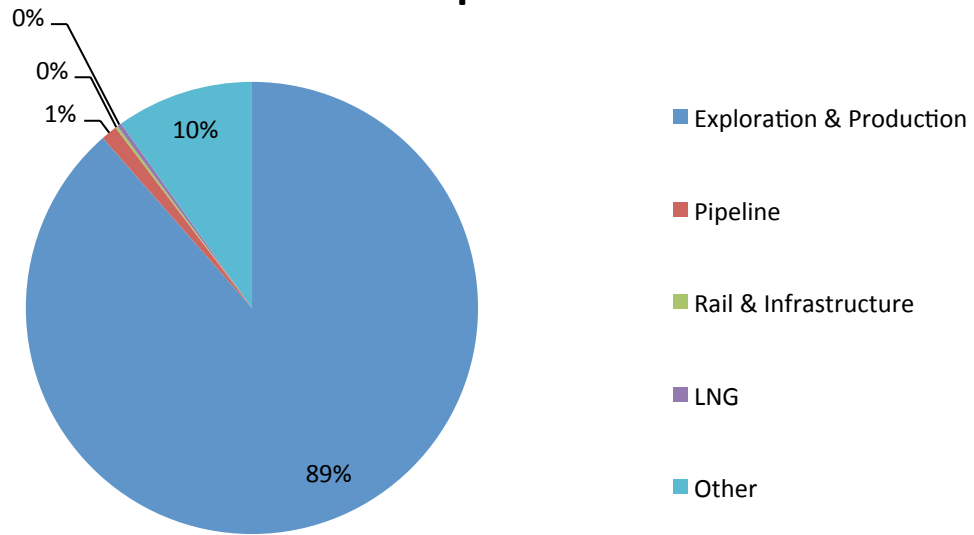


Attendee Overview Statistics

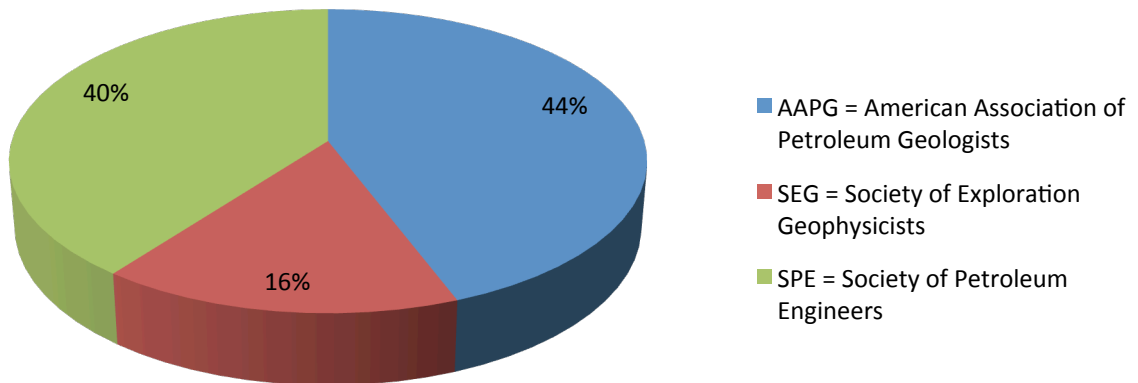
Professionals.....	3,511
Exhibitors.....	887
Students.....	227
Press.....	19
Total Attendance.....	4,371



Area of Expertise



Attendees by Membership Affiliation



Based on total responses – Dual memberships accounted

Geographical Attendance

Percent of non-U.S. attendees.....10%

Number of countries represented45

TOP 10 MOST HIGHLY REPRESENTED COUNTRIES AT URTeC

Shown in descending order

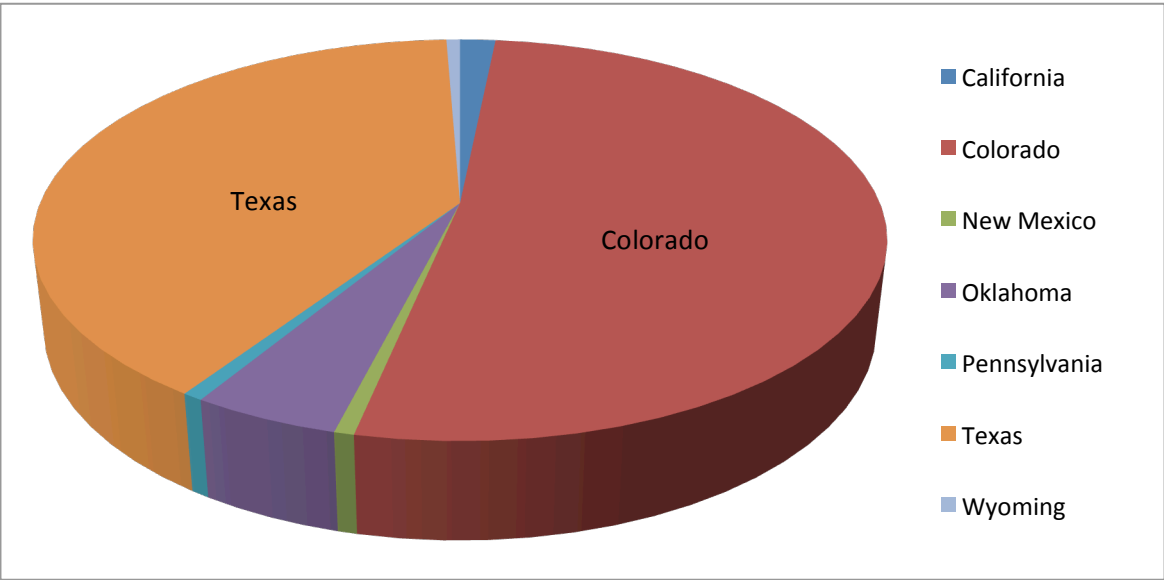
- United States
- Canada
- United Kingdom
- Australia
- Argentina*
- Japan*
- China
- Saudi Arabia
- Colombia
- France

TOP 10 MOST HIGHLY REPRESENTED STATES AT ACE

Shown in descending order

- Colorado
- Texas
- Oklahoma
- California
- Pennsylvania
- New Mexico
- Wyoming
- Louisiana
- Montana
- New York

**tie*



Exhibition Overview

Number of Exhibitors.....173

Exhibit NSF Sold.....40,200

2013 URTeC Exhibitors

AAPG	DuraSeal Coatings Company
AAPG Publications	LLC
Advanced Geodetic Surveys, Inc.	Dynamic Graphics Inc
American Institute of Professional Geologists	EDCON-PRJ, Inc.
Archer	Elsevier BV
ARKeX Ltd.	Empirica
Baker Hughes Oilfield Operations	Energy & Geoscience Institute
Baski Water Instruments, Inc.	Energy Careers
Behrent Engineering Co.	Energy Navigator
Bell Geospace	Environmentally Friendly Drilling
Bowler Petrophysics, Inc.	Systems Houston Advanced
Calfrac Well Services	Research Center
Calsep, Inc.	EV Downhole Video
Canadian Discovery	FEI Company
cEOR Alliance c/o IFP Canada	Field Geo Services
CGG	FLOGISTIX, LP
Chemostrat	Fluid Inclusion Technologies
Chesapeake Energy Reservoir Technology Center	FTS International
Clean Harbors	Gems & Crystals Unlimited
Columbine Logging	GEO ExPro
Computer Modelling Group	Geo Pressure Systems Inc.
ConocoPhillips	Geologic Data Systems Inc.
Core Laboratories	Geomage Inc.
Corpro	GeoMark Research LTD
CTAP, LLC	GeoResources STC
Custer Resources	Global Geophysical Services, Inc.
Dawson Geophysical Co.	Green Field Energy Services
Denver Geophysical Society	Green Imaging Technologies
DHI Services, Inc.	Gyrodatta Inc
Digital Formation Inc.	Halliburton Energy Services
Directorate General of Oil and Gas of Indonesia	Hart Energy Publishing
Dodson Exploration Company LLC	Horizon Well Logging
Dolan Integration Group	Horizon Well Logging, LLC
Don's Directory, Inc.	Oklahoma
Dot Hill Systems	Horizontal Solutions Int'l.
DrillingInfo, Inc.	Houston Geological Society
	Hydrocarbon Data Systems Inc.
	IHS
	IKON Mining & Exploration

Impact Fluid Solutions
 Inflatable Packers International
 LLC
 Ingrain, Inc
 In-Situ Coal Energy Corp (ISCE)
 Intech Trailers
 Intertek Westport Technology
 Center
 ION GeoVentures
 iReservoir.com
 Janice Evert Opals
 Jim Bourbeau Land Services,
 Inc.
 KAPPA
 Katch Kan
 LMKR
 Lufkin
 Magnum Oil Tools
 Marathon Oil
 Merrick Systems
 MICRO-STRAT INC.
 Mobilize
 Nabors Completion & Production
 Services Co.
 NAPE
 Natural Creations
 NCS Energy Services, LLC
 NEOS GeoSolutions
 Neuralog
 Newfield Exploration Co
 NodalSeismic
 NorAm Wellsite Services
 OGRE Systems, Inc.
 Omega Well Monitoring
 Opptimal Resource Solutions
 OVS Group, LLC
 Packers Plus Energy Services
 (USA) Inc
 Pall Corporation
 Paradigm
 Pason Systems Inc.
 PennWell
 PetroDE
 Petroleum Abstracts/University of
 Tulsa
 Petroleum News Bakken
 Petrolink Services Inc.
 PetroSkills
 PML Exploration Services LLC -
 EDGE Systems

Polymer Services, LLC
 Premiere, Inc.
 Promap Corporation
 Protek Systems
 PTTC (Petroleum Technology
 Transfer Council)
 Rainbow Ceramics
 Research Partnership to Secure
 Energy for America
 Resolve GeoSciences, Inc.
 RF System Lab
 RigPower, LLC
 Rigzone
 Rose & Associates, LLP
 RTS CORP
 Ryan Directional Services
 Sabine Pipe, Inc
 Sanco & Associates
 Saudi Aramco
 Schlumberger
 Schubarth Software Systems
 LLC
 Scott Environmental Services,
 Inc.
 Seitel Inc.
 Senergy Americas, Inc.
 Sharewell Energy Services
 SIGMA3 Integrated Reservoir
 Solutions, Inc.
 Sirius Exploration
 Geochemistry/StratoChem
 Services
 Slider
 Society of Exploration
 Geophysicists
 Society of Petroleum Engineers
 Spatial Energy
 Spectraseis
 SPT Group, A Schlumberger
 Company
 TAM International Inc
 Tartan Completion Systems Inc.
 Tesla Exploration Inc.
 TGS
 TGT Oil & Gas Services, LLC
 Thru Tubing Solutions
 Ticona Engineering Polymers
 Tracerco
 Trican Well Service
 Tricon Geophysics, Inc.

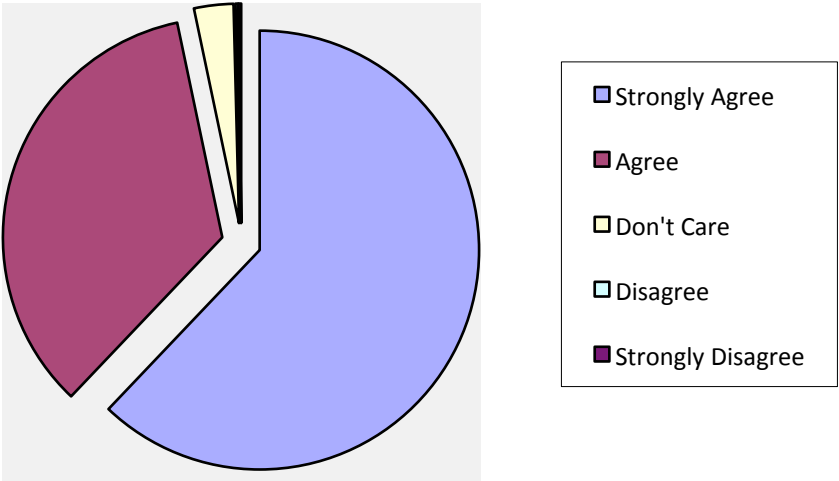
Tubel LLC
 Ubiterra Corporation
 Unimin Energy Division
 United Oil & Gas Consulting
 University of Colorado Denver -
 Global Energy Management
 Program
 University of Tulsa Collins
 College of Business
 US Seismic Systems, Inc.
 VAM Drilling USA

Varel International
 Vista GeoScience
 Weatherford
 Weatherford Laboratories
 Weir Oil & Gas
 Wells Fargo Advisors
 Western Energy Products and
 Services
 Western Falcon
 World Oil/Gulf Publishing
 Zonge International, Inc.

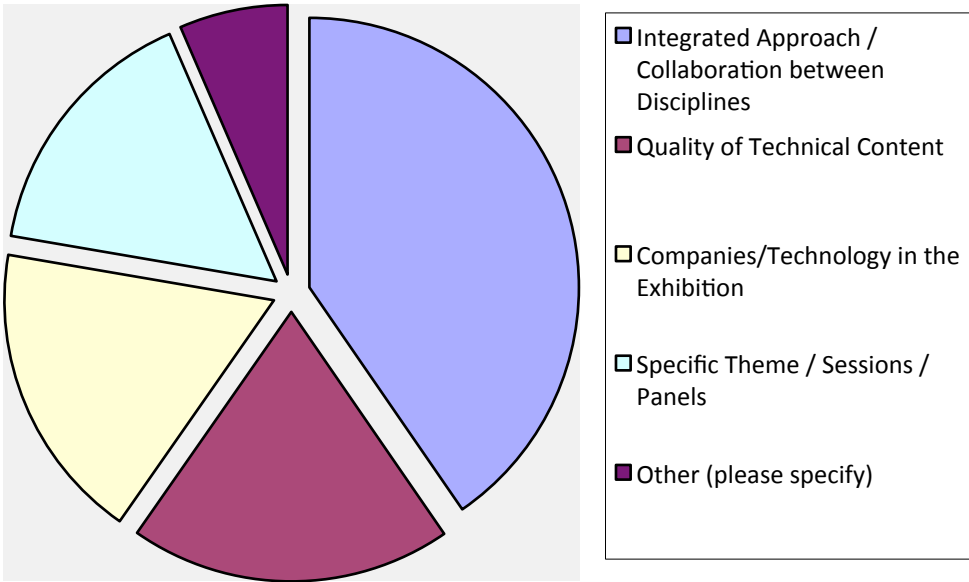


Onsite Survey Results/Feedback

**"I want the Societies to work together.
URTeC is a great start."**



What most attracted you to URTeC?



581 total survey responses

Attendee Survey Comments:

“The compilation of the different disciplines of the oil and gas industry and the mix of technical talks was exceptional”

Anonymous Consultant - Houston, TX

“As an initial effort to bring together multiple disciplines, it was a great success and hope we will see more like it. Looking ahead, it would be great to see sessions or other venues where there is more opportunity for cross discipline collaboration and discussion.”

Eric Reigle, Newfield - Houston, TX

“The wealth of information that I attained because it was specific to unconventional plays rather than discipline specific far surpassed most other conferences that I have attended in the past.”

Nicole Kennedy, Anadarko Petroleum Corporation – The Woodlands, TX

“This is one of the few conventions I’ve been to where engineers and geoscientists both felt like they learned from the conference.”

Anonymous, ConocoPhillips - Houston, TX

“I would attend again and recommend others attend based on the technical program and exhibition alone. Short courses and field trips would be an extra added benefit.”

Pam Woods, Encana – Denver, CO

“URTeC was much better than any others I have recently attended. Integration of the disciplines was key.”

Anonymous – Anadarko Petroleum Corporation – The Woodlands, TX

“URTeC was the best by far. Less about companies using it as a forum to advertise themselves. Extremely educational.”

Anonymous, White Eagle Exploration – Denver, CO

“Very well organized and well represented with vendors and new technology and software applications.”

Anonymous, Linn Energy, LLC – Oklahoma City, OK

“Multidisciplined professional society conferences such as this are very welcome...and way over due. We must do more of this to promote more effective integration of the disciplines and collaboration.”

Anonymous, ConocoPhillips – Houston, TX

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