

The integrated event for unconventional resource teams



25-27, August 2014
Colorado Convention Center
Denver, CO



2014

POST-SHOW REPORT

Executive Summary

For the second year in a row, a record number of petroleum engineers, geoscientists, financiers, researchers and other energy professionals came together under one roof to collaborate on all things unconventional. By all accounts, this year's event exceeded attendee and exhibitor expectations in building new business relationships, establishing key contacts across the disciplines and showcasing new technologies. Nearly 250 presentations from 30 countries and over 230 exhibiting companies interacted with 5,000 plus participants.

Based on initial URTeC 2014 on site survey results **95%** would recommend URTeC to a colleague, **80%** cited the technical program as what interested them the most and **97%** expressed overall satisfaction with URTeC

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) reaching a combined membership of over 170,000 worldwide.

URTeC is a superior quality integrated science and technology conference developed by an interdisciplinary program committee comprising engineers, geophysicists and geologists. It is one of the industry's most interactive networking forums for companies and individuals across all segments of the unconventional market.



Highlights

Opening Plenary Session – Using Science and Integrated Technologies to Develop Unconventional Plays.

Moderated by Rick Fritz, Senior Geologist, SM Energy Company

Panelists included:

- Robert N. Ryan Jr., Vice President - Global Exploration, Chevron Upstream
- Brad Holly, Vice President Rockies, Anadarko Petroleum Corporation
- Scott Key, Chief Executive Officer, IHS
- Jay Ottoson, President and Chief Operating Officer, SM Energy
- Tom Petrie, President, Petrie Partners
- W. F. "Rick" Bott Jr., President and Chief Operating Officer, Continental Resources



(5) Five Interactive Panels

- 1) Nimble Independents: "Moving the Needle" With Innovation and Execution Excellence
- 2) Converting Technology Into Dollars
- 3) Water Management and the Link to License to Operate
- 4) Emerging International Plays
- 5) Marcellus Shale: "Bottom Up" Integrated Assessment of Future Production and Reserves

(6) Six Topical Breakfasts

- 1) The Global Shale Revolution: Can We Improve on the North American Experience, Even in North America
- 2) Cha-Ching: It's All About the Markets
- 3) When Technical Competence and Collaboration Aren't Enough – Why Projects Unexpectedly Fail and What We Can Do About It.
- 4) Characterizing Shale Plays – The Importance of Recognizing What You Don't Know
- 5) What Have We Learned About Fracturing Shales After 12 Years of Microseismic Mapping
- 6) Why Look at Rocks? Integrating Qualitative and Quantitative Approaches for a More Predictive Understanding of Reservoirs

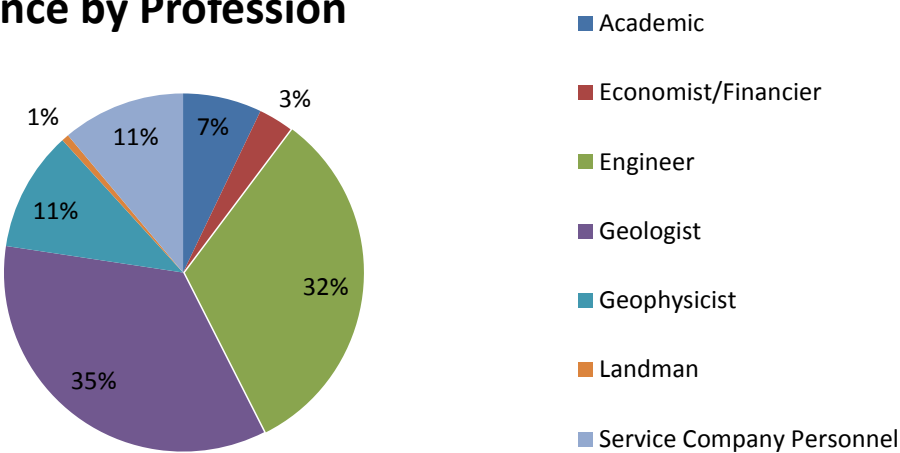
(9) Nine Topical Luncheons

- 1) Unconventional Reservoir Future: Science, Technology and Economics
- 2) Integrating the Different Views of Fractures in Gas Shale: An Elephant Described by an Engineer, a Geologist and a Geophysicist
- 3) Re-Fracturing Horizontal Shale Wells: Woodford Case History and Issues
- 4) Sustaining the Unconventional Oil and Gas Revolution
- 5) Geochemical Methods for Determining the Origin of Stray Gas in Aquifers Near Oil and Gas Wells
- 6) Upstream M&A Review and Fourth Quarter Expectations
- 7) 2013 Colorado Flood Recovery
- 8) Geology of the Alberta Oil Sands: Big Challenges, Big Rewards
- 9) Pipes and Pumps — Human Coronary Models as Analogs to Oilfield Optimization

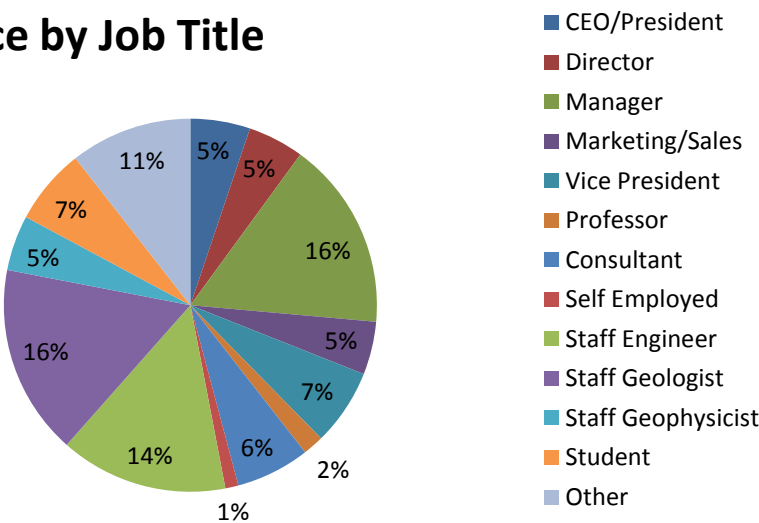
Attendee Overview Statistics

Professionals.....	4,087
Exhibitors.....	1,344
Students.....	241
Press.....	13
Total Attendance.....	5,685

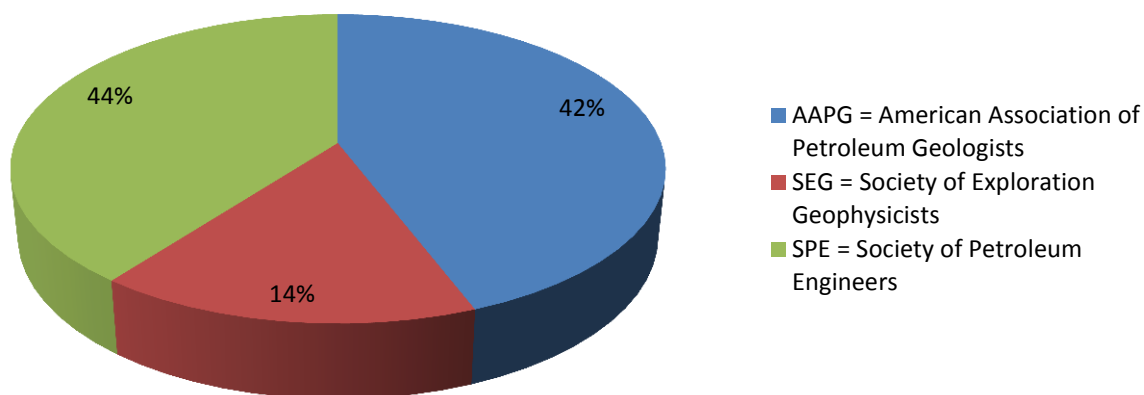
Attendance by Profession



Attendance by Job Title



Attendees by Membership Affiliation



Based on total responses – Dual memberships accounted

Geographical Attendance

Percent of non-U.S. attendees 9%

Number of countries represented 40

TOP 10 MOST HIGHLY REPRESENTED COUNTRIES AT URTeC

Shown in descending order

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

TOP 10 MOST HIGHLY REPRESENTED STATES AT URTeC

Shown in descending order

- Texas
- Colorado
- Oklahoma
- California
- Pennsylvania
- Utah
- North Dakota
- Wyoming
- Montana
- Louisiana

Exhibition Overview

Number of Exhibitors.....239

Exhibit NSF Sold.....51,400

2014 URTeC Exhibitors

AAPG Datapages	DESCO Environmental Consultants
Absolute Control	Devon Energy
Advanced Frac Systems	DHI Services Inc.
Allied-Horizontal Wireline Services	Digital Formation
ALS Oil & Gas	Dino-Lite Scopes (BigC)
Altira Group LLC	Dolan Integration Group, LLC
American Association of Petroleum Geologists	Don-Nan Pump
American Institute of Professional Geologists	Drillinginfo
Amplified Geochemical Imaging	drillMap
Anadarko Petroleum Corporation	Dynamic Graphics, Inc.
Atoka Geochemical	Echometer Company
Baker Hughes	EcoVapor Recovery Systems
Bakken Oil Business Journal	EDCON-PRJ, Inc.
Barree & Associates, LLC	Edge Technologies, Inc.
Battelle	Enbase Energy Technology
Beaver Creek Archaeology	Encapso (Solazyme, Inc.)
Bell Geospace Inc.	Enercat USA
Berthold Technologies USA, LLC	Energy & Geoscience Institute
BHL Boresight	Energy Careers
BOS Solutions, Inc.	Energy Navigator
Bowler Petrophysics, Inc.	Enthought
Brown Technical Book Shop	Enventure Global Technology
Bruker	Environmentally Friendly Drilling Systems Houston
BUCHI Corporation	Advanced Research Center
C & J Energy Services	EOR Alliance
Calfrac Well Services	ESG Solutions
Canadian Discovery, LTD.	EV Downhole Video
Canamera Coring Services	FairfieldNodal
Carl Zeiss X-ray Microscopy	FEI Company
CESI Chemical, a Flotek company	Ferus
CGG	ffA
Chem Rock Technologies	Field Geo Services
Chemostrat	Fluid Inclusion Technologies, Inc.
Chesapeake Energy	FMC Technologies, Inc.
Chevron Lubricants	FRACGEO
Chinook Consulting Services	Gem Advanced Magnetometers
Columbine Logging	Gems & Crystals Unlimited
Computer Modelling Group	GeoBiz Technology
ConocoPhillips	Geokinetics, Inc.
Core Laboratories	Geologic Data Systems, Inc.
Custom Oil Recovery Technology	Geologix Limited
Datalog Technology	Geomage, Inc.
Dawson Geophysical Company	GeoMark Research, LTD
Decollement Consulting Ltd	GeoMechanics Technologies
Denver Geophysical Society	Geophysical Society of Houston

GeoPublishing, Ltd
 Geo-Steering Solutions Inc.
 GeoSteering, LLC
 Geotech, Ltd
 Global Geophysical Services
 Golder Associates
 Green Imaging Technologies
 Green River Stone Company
 Halliburton
 Hart Energy
 Hempel USA, Inc.
 Hi-Crush
 Horizon Well Logging, Inc.
 Horizon Well Logging, LLC Oklahoma
 Horizontal Solutions Int'l
 HRH Geology
 Hydrocarbon Data Systems, Inc.
 iBall Instruments
 IHS
 IKON Mining & Exploration
 Ikon Science
 Inflatable Packers International, LLC
 Infrastructure Networks Inc.
 Ingrain, Inc.
 inTech Trailers
 Integrated Informatics, Inc.
 Interra Energy Services, Ltd
 Intertek Westport Technology Center
 ION Geophysical Corporation
 iReservoir.com, Inc.
 Itasca Microseismic & Geotechnical Evaluation
 (IMaGE) / Itasca Houston
 KAPPA
 King Canyon Buffalo Inc
 Leetech Energy & Best Cob, LLC
 Linde
 LR Senergy
 Magnum Oil Tools International
 Marathon Oil Corporation
 McAda Fluids Heating Services
 Membrane Technology Research Inc.
 Merrick Systems
 Micromeritics Instrument Corp
 MicroSeismic, Inc.
 Mid Continent Well Logging Service, Inc.
 Mount Sopris Instruments
 Mountain Supply and Service
 Nabors Completion & Production Services Co.
 Nanometrics
 NAPE Expo
 Natural Creations
 NCS Energy Services, LLC
 NEOS GeoSolutions
 Neuralog
 Newfield Exploration Co.
 NITEC, LLC
 NorAm Wellsite Services

NUTECH
 OFI Testing Equipment, Inc.
 OGRE Systems, Inc.
 OLYMPUS
 Orica
 P2 Energy Solutions
 Packers Plus
 Paladin Geological Services
 PANalytical Boulder
 Paradigm
 Paragon Geophysical Services, Inc.
 Pason Systems
 PDC Logic
 PennWell
 Performance Technologies, LLC
 PES Enterprise, Inc.
 Petro Chemical Bio-Diagnostics
 PetroDE
 Petrolink
 PetroLocate
 PetroSkills
 Petrostreamz Americas, Inc.
 Petrosys USA
 Platte River Associates, Inc.
 Polaris Guidance Systems, LLC
 Porotechnology
 Presto Geosystems
 ProCoring
 PTTC (Petroleum Technology Transfer Council)
 QO, Inc.
 RecyClean Services
 Research Partnership to Secure Energy for
 America
 Rock Flow Dynamics
 Rocky Mountain Oil Journal
 Rose & Associates, LLP
 RPS Knowledge Reservoir
 Ryan Directional Services
 Saltel Industries
 Santrol
 Saudi Aramco
 Schlumberger
 Sciencesoft Limited
 Scott Environmental Services, Inc.
 Seismic Exchange, Inc.
 Seitel, Inc.
 Selman & Associates
 Sercel, Inc.
 SGS Canada, Inc.
 SIGMA3
 Sirius XGC
 Site Energy Services
 Society of Exploration Geophysicists
 Society of Petroleum Engineers
 Spatial Energy
 Spectraseis
 Spectrum Tracer Services, LLC

Springer
 StratoChem Services
 Subsurface Consultants & Associates, LLC (SCA)
 Summit Casing Equipment
 Summit Geophysical, LLC
 Superior Drilling Products
 TAM International, Inc.
 Tartan Completion Systems
 Task-Fronterra Geoscience
 Tejas Tubular Products
 Terra Guidance, LLC
 Terracosm Software, LLC
 Tesla Exploration Inc.
 TETRA Technologies, Inc.
 TGS
 The Bakken Magazine
 The University of Tulsa, Collins College of Business
 Thru Tubing Solutions
 Tidelands Geophysical
 Torqued Heat
 Total Equipment And Service

Tracerco
 Trican Well Service
 Tricon Geophysics, Inc.
 Ubiterra Corporation
 Unconventional Resources Technology Conference
 Unimin Energy Division
 United Oil & Gas Consulting
 University of Colorado Denver - Global Energy
 Management Program
 University of Tulsa CESE
 US Seismic Systems, Inc.
 Varel International Energy Services
 Wabash MPI / Carver, Inc.
 Wanli Ceramic Proppant
 Weatherford
 Weatherford Laboratories
 Wells Fargo Advisors
 Willowstick Technologies
 World Oil
 WST Energy
 WTEC



Join us 20–22 July 2015 in San Antonio

Event Operations & Sponsorship

Kendra McColloch

Exhibition Manager

Tel: +1 918 560 2689

Email: kmccolloch@urtec.org

Technical Program

Alicia Collins

Technical Programs Coordinator

Tel: +1 918 560 2616

Email: acollins@urtec.org

Marketing

Samantha Knowlton

Marketing Manager

Tel: +1 918 560 2618

Email: sknowlton@aapg.org



Exhibition Sales

Mike Taylor

Exhibition Sales Manager

Tel: +1 281 773 8836

Email: mtaylor@urtec.org

Tracy Thompson

Exhibition Sales Representative

Tel: +1 918 560 9414

Email: tthompson@urtec.org

