

Read this report for more information on the 2009 Annual Convention & Exhibition, including attendance details, feedback from visitors and exhibitors, and how you can ensure your company is included on the exhibit space list for AAPG's 2010 Annual Convention & Exhibition.

POST-SHOW REPORT

The American Association of Petroleum Geologists (AAPG) 2009 Annual Convention & Exhibition (ACE) brought together 7,450 attendees from nearly 90 countries for a world-class event under the theme, A Passion For The West Lives On: Are You In? **The 2009 ACE recorded the third-largest number of attendees in more than 10 years.**

Hosted by the Rocky Mountain Association of Petroleum Geologists, the conference featured more than 1,000 oral and poster presentations over three days, in addition to field trips and short courses spanning a week. More than 260 exhibitors were on hand to demonstrate the latest technologies and services available to the E&P industry.

The event kicked off with the sounds of the Rocky Mountain Children's Choir singing at the Opening Ceremony, where the "We Are AAPG" video was unveiled and the audience was treated to a sneak peek of Rio, destination for the 2009 International Conference & Exhibition.

All-Convention Luncheon speaker T. Boone Pickens spoke to a record luncheon audience of 1,200+ about the future of energy, using an interactive Q&A format.



Other featured speakers included industry leaders such as:

- Michel T. Halbouty Lecture Speaker: **Guilherme de Oliveira Estrella**, director of exploration and production for Petrobras
- Division of Professional Affairs (DPA) Luncheon Speaker: **John Hickenlooper**, geologist-turned brewpub pioneer and current Mayor of Denver
- Management Forum Speakers: **Pete Carragher**, Vice President, Geoscience and Exploration, BP; **Mehmet Uysal**, President and Chief Executive Officer, Turkish Petroleum Corporation; **Lynda Armstrong**, Technical Vice President, Shell; **Abdulla Al Naim**, Vice President of Exploration, Saudi Aramco; **Sue Payne**, Resource



Operations Manager, ExxonMobil Exploration Company; **Mike Bahorich**, Executive Vice President and Technology Officer, Apache ; **Fernando Aguilar**, President Eastern Hemisphere, CGG Veritas

- Discovery Thinking Speakers: **Bill Barrett, Richard Findley, Steve Kneller, Doug Strickland, Ray Thomasson, Bob Weimer** and **Marv Brittenham** — all renowned for their success in exploring for and finding hydrocarbon reserves.

CONTINUING EDUCATION

- 24 short courses held, 4 sold out
- 13 field trips held, 6 sold out
- Number of short course attendees 577
- Number of field trip attendees..... 293

LUNCHEONS

- Five paid luncheon events attracting more than 2,055 participants

WHAT ATTENDEES SAID

“It was a VERY well done convention. Kudos!”

- Joe S., Dynamic Global Advisors, Houston, TX

“I thought it was a great experience and learned a lot that I could take back and apply to my work at home.”

- Casey L., True Oil LLC, Casper, WY

“Great field trip and meeting!”

- Huyen B., Schlumberger, Houston TX

“ACE 2009 was great. Just keep up the good work.”

- Mike T., TerraThermal, Redwood City, CA

“AAPG is always one of the best organized and attended conferences. The poster sessions and the exhibitors are always varied and professional.”

- Martha S., AzuWrite LLC, Lone Tree, CO



EXHIBITOR FEEDBACK

- 87% percent of survey respondents said they met their company's objectives
- 86% rated their satisfaction with ACE as good to excellent

STILL WHAT EXHIBITORS SAID

"Still strong, vibrant industry and attendees level of excitement was strong."

- Chuck Henley, Gems & Crystals Unlimited, Atlanta, GA

"This was the best one yet for us. We were continually busy with old and new clients."

- Juanita C. Selman, Selman & Associates, Midland, TX

"Great conference/exhibition. Impressed by the attendance."

- Michael Kringel, Baker Hughes, Houston, TX

"Very good convention, even in a down economy. AAPG exhibits staff handled everything very well. Denver is a good venue."

- Gary Rice, GeoFrontiers, Rowlett, TX

"I believe the AAPG staff did a good job. The event was well attended and that seems to be a positive thing during these economic times."

- Bob Neese, Gravity Map Service, Richmond, TX

"Great convention — you did a bang up job!"

- Mary Fong/Walker, IKON, Fallbrook, CA

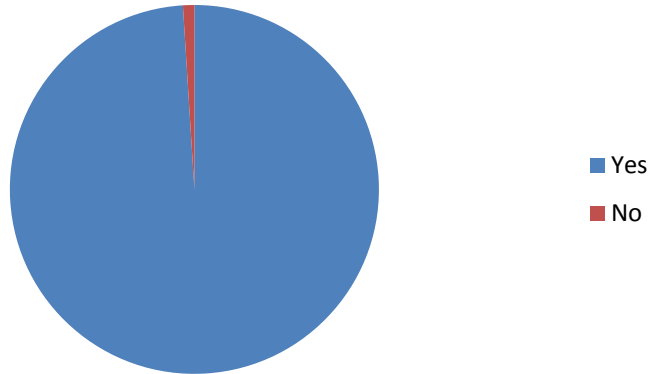
EXPLORE THE FLOOR

- 10 companies sponsored
- 600+ attendees participated
- Grand prize: 2009 PT Cruiser

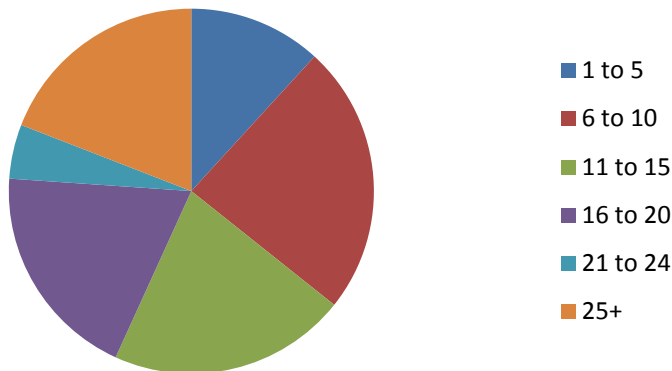
**CONGRATULATIONS TO HERVE
KPLOHI OF COTE D'IVOIRE, GRAND-
PRIZE WINNER OF OUR EXPLORE
THE FLOOR CONTEST.**



Did you visit the exhibition hall?



How many booths did you visit?



The majority of post-show survey respondents indicated they would attend the 2010 ACE in New Orleans.

FOR THE RECORD

EXHIBITION

Number of exhibiting companies260

Number of exhibiting countries in the IP..... 28

ATTENDANCE

Delegates.....4,912

Exhibitors.....1,386

Students597

Press 21

Total attendance7,452*

**including AAPG staff, contractors and misc.*

ATTENDEES BY COUNTRY

Percent of non-U.S. attendees 15%

Number of countries represented.....85

Most highly-represented countries at ACE

<u>Country</u>	<u>Attendees</u>
United States	6,359
Canada	269
United Kingdom	166
Norway	54
Brazil	52
Columbia	36
China	25
Saudi Arabia	31
France	31
Australia	29
Netherlands	29



SAVE THE DATE



AAPG 2010 Annual Convention & Exhibition
11–14 April 2010
Ernest N. Morial Convention Center • New Orleans,
Louisiana USA

www.AAPG.org/NewOrleans

FOR EXHIBITION OR SPONSORSHIP INFORMATION, PLEASE CONTACT:

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