



Read this report for more information on the 2011 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 2012 Annual Convention & Exhibition.

POST-SHOW REPORT

The American Association of Petroleum Geologists' (AAPG) 2011 Annual Convention & Exhibition (ACE) brought together 8,446 people from 81 countries for a dynamic event designed for geoscientists who are *Making the Next Giant Leap in Geosciences*.

Hosted by the Houston Geological Society, the conference featured a comprehensive technical program of 400 oral presentations and 400 all-day posters on important topics such as mudstone and shale development, global deepwater reservoirs, new technology integration, alternative energy and much more. New for 2011 — 150 posters were on display in e-poster format.

In addition, there were eight powerful forums comprised of global industry leaders in business and science with speakers that included NASA astronauts, energy industry executives and government leaders.

The 2011 Michel T. Halbouty Lecture speaker was David Lawrence, Executive Vice President, Shell Upstream Americas Exploration and Commercial, discussing "The Next Era of Exploration."



ATTENDANCE BREAKDOWN

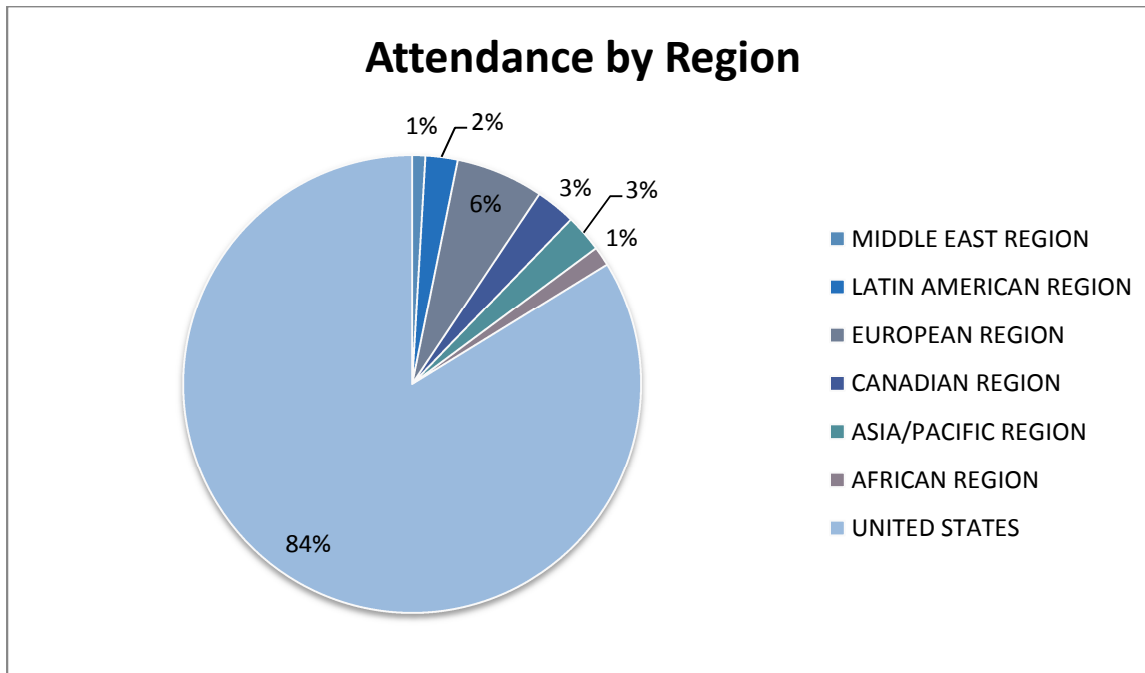
- Attendees 5,878
 - Exhibitors..... 1,763
 - Students 765
 - Press 40
 - Total attendance* 8,446
- * excluding AAPG staff, contractors, guests and awards recipients

ATTENDEES BY COUNTRY

- Percent of non-U.S. attendees16%
- Number of countries represented..... 81

Top 10 most highly represented countries at ACE

Country	Attendees	Country	Attendees
United States	7,138	Brazil	64
United Kingdom	280	Nigeria	59
Canada	240	Australia	53
Norway	88	Saudi Arabia	42
China	75	Colombia	39



CONTINUING EDUCATION

- 17 short courses planned, 7 sold out, 1 canceled
- 9 field trips planned, 2 sold out, 2 canceled
- 724 number of short course attendees
- 210 number of field trip attendees

LUNCHEONS

- 4 paid luncheon events attracting 1,236 participants
 - All-Convention Luncheon
 - Hydrocarbon Opportunities Must Trump Their Challenges (EMD)
 - America's Energy Realities and Opportunities (DPA)
 - The Deepwater Horizon/Macondo Well Oil Spill: Understanding the Impact (DEG)



EXHIBITION

- 225 — number of exhibiting companies
- 24 — number of exhibiting countries in the International Pavilion (IP)

When surveyed:

- 94.8% of ACE 2011 exhibitors responding rated their overall success as “Excellent to Good”
- 94.6% of ACE 2011 exhibitors responding rated the quality of attendees as “Excellent to Good”
- 95.2% of ACE 2011 attendees responding rated the Exhibition as “Excellent to Good”
- Nearly 40% of ACE 2011 attendees responding said they spent up to two hours in the Exhibition Hall (Monday-Wednesday) and nearly one-third said they spent 2-4 hours in the Exhibition Hall daily (Monday-Wednesday).



WHAT EXHIBITORS SAID

“This was the BEST AAPG ever for Paradigm. We exceeded our qualified lead capture objective; experienced constant traffic, even during the lunch hour. Our Monday in-booth lunch and learn was standing room only! We thank AAPG for using traffic builders like morning coffee breaks, afternoon snack breaks and Explore the Floor to encourage delegates to visit the exhibition floor. We look forward 2012 AAPG.”

Paradigm

“The free exhibit passes were excellent — I was able to advertise to our clients that we had these and our sales people delivered in person before the show.”

Spectrum Geo Inc.

“Made many new contacts and was able to provide exhibitors and attendees with new resources to make Texas business more competitive and effective.”

Texas Board of Professional Geoscientists

EXPLORE THE FLOOR

- 458 attendees played for a chance to win the Grand Prize — a Mazda Miata convertible — as well as daily prizes of GPS devices.
- 7 companies participated

Congratulations to Grand Prize Winner Thomas Bjorklund, research scientist, Houston.



ATTENDEE FEEDBACK

WHAT ATTENDEES SAID

"Was a great conference and exhibition. Was extremely valuable for me professionally, socially and academically."

"It was an excellent opportunity for me to attend an AAPG convention. It is one of the best forums to exchange ideas in geoscientific knowledge for petroleum."

"The talks were informative and the networking excellent. Saw so many folks I haven't seen in years."

"It was a great overall experience!"



SAVE THE DATE



AAPG 2012 ANNUAL CONVENTION & EXHIBITION

22-25 April 2012

Long Beach Convention & Entertainment Center

Long Beach, California

CONTACT

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