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

Attendance by Profession

- Academic: 3%
- Economist/Financier: 1%
- Engineer: 26%
- Geologist: 12%
- Geophysicist: 8%
- Landman: 0%
- Service Company Personnel: 11%
- Other: 0%

Attendance by Job Title

- CEO/President: 18%
- Manager: 4%
- Marketing/Sales: 7%
- Vice President: 2%
- Professor: 5%
- Consultant: 2%
- Self Employed: 6%
- Staff Engineer: 5%
### Area of Expertise

- **Exploration & Production**: 89%
- **Pipeline**: 10%
- **Rail & Infrastructure**: 0%
- **LNG**: 0%
- **Other**: 0%

### Attendees by Membership Affiliation

- **AAPG** = American Association of Petroleum Geologists: 44%
- **SEG** = Society of Exploration Geophysicists: 16%
- **SPE** = Society of Petroleum Engineers: 40%

Based on total responses – Dual memberships accounted
Geographical Attendance
Percent of non-U.S. attendees.................................10%

Number of countries represented.............................45

**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

*tie

**TOP 10 MOST HIGHLY REPRESENTED STATES AT ACE**
Shown in descending order
- Colorado
- Texas
- Oklahoma
- California
- Pennsylvania
- New Mexico
- Wyoming
- Louisiana
- Montana
- New York

Unconventional Resources Technology Conference
## Exhibition Overview

**Number of Exhibitors**.................................173

**Exhibit NSF Sold**.................................40,200

## 2013 URTeC Exhibitors

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<th>Company Name</th>
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<tr>
<td>AAPG</td>
<td>DuraSeal Coatings Company LLC</td>
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<td>AAPG Publications</td>
<td>Dynamic Graphics Inc</td>
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<td>Advanced Geodetic Surveys, Inc.</td>
<td>EDCON-PRJ, Inc.</td>
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<td>American Institute of Professional Geologists</td>
<td>Elsevier BV</td>
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<td>Archer</td>
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<td>ARKeX Ltd.</td>
<td>Energy &amp; Geoscience Institute</td>
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<td>Baker Hughes Oilfield Operations</td>
<td>Energy Careers</td>
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<td>Calsep, Inc.</td>
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<td>Canadian Discovery</td>
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<td>cEOR Alliance c/o IFP Canada</td>
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<td>Chesapeake Energy Reservoir Technology Center</td>
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<td>DrillingInfo, Inc.</td>
<td>IKON Mining &amp; Exploration</td>
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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
Ubicerra 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?

- Integrated Approach / Collaboration between Disciplines
- Quality of Technical Content
- Companies/Technology in the Exhibition
- Specific Theme / Sessions / Panels
- Other (please specify)

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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