“URTeC is the best ... in terms of operator attendance and technical content.”
URTeC IS THE INTEGRATED EVENT FOR UNCONVENTIONAL RESOURCE TEAMS

URTeC 2020 in Austin looks to push the boundaries and continue as the premier event focused on the latest science and technology applied to exploration and development of unconventional resources. URTeC unites the disciplines by bringing the entire asset team together under one roof to connect on all things unconventional. This has brought both depth and breadth to the technical base of the conference, which has attributed to URTeC’s collaborative platform and innovation exchange sustaining and propelling our industry’s ongoing success.

THE VALUE OF URTeC

URTeC Delivers:

- Targeted, qualified, multi-disciplinary group of prospects connecting on all things unconventional
- The industry’s premier, peer-reviewed, multi-disciplinary event for unconventional resource development attracting the brightest minds and thought leaders under one roof
- Unprecedented reach from the combined resources of the world’s leading geoscience and engineering professional societies representing the complete spectrum of unconventional play development
- High visibility, integrated, cross-discipline platform to showcase products and services to the largest, qualified and most significant network of buyers and developers of new technologies, products, and services
- Hours of the most cost effective, face-to-face networking time for real life two-way conversations to humanize your brand with existing customers and new prospects
- Seven years of quantified success

97%
Overall URTeC satisfaction rating.

96%
Would recommend URTeC to a colleague or friend.

99%
Found integrated sessions of mutual interest to geoscientists, engineers, and other oil and gas professionals.
WHY EXHIBIT AT URTeC 2020

Showcase your company’s products and services to thousands of URTeC attendees, reaching scientists and executives seeking solutions for improved fiscal and operational results. Become a key industry player at URTeC 2020 and join the industry’s elite by aligning your company with a high-quality, science technology forum developed by an interdisciplinary program committee. Exhibit at URTeC 2020 to help fuel and advance your industry.

Reserve your exhibit space today to:

- Cultivate new sales leads
- Sell and build on your relationships with existing customers
- Regain lost customers
- Gain valuable insights and competitive intelligence
- Increase brand awareness at the industry’s premier event for unconventional teams
- Launch new technologies and put your brand on display
- Nurture strategic business relationships
- Stay current with emerging industry trends
- Source new suppliers and vendors
- Meet face-to-face with decision-makers
URTeC SUPPORTS YOUR EXHIBIT AND SPONSORSHIP INVESTMENT

Attendee Profile
- Executive Management from NOCs, IOCs, and Service Companies
- Geoscience, Exploration, and Reservoir Engineering Professionals
- Seismic Interpretation and Technology Specialists
- Horizontal Drilling and Completion Discipline Engineers
- Projects, Facilities, and Construction Experts
- Scientists, Technologists, Researchers, and Technicians
- Contracts and Procurement Heads
- Field Development, Production, and Operation Managers
- University Academia
- Transportation and Service Company Providers
- Cost Control and Project Managers
- Well Log Analysts
- Independent Consultants
- Economists and Financiers
- Ministry and Government Officials

URTeC Events and Activities that Drive Traffic
- Exhibit Hall Technical Sessions
- U-Pitch Presentations
- Opening Reception
- Refreshment Breaks
- Breakfast Bites
- Networking Reception
- Core Exhibits
- Food Court
- Joint Society Booth and Bookstore

Marketing Efforts to Encourage Traffic
- Email campaigns to association members, past attendees, and other industry professionals
- Display advertising and editorials in industry publications
- Free exhibitor listing online and in printed conference announcement and program
- Exhibitor guest passes to send to clients/prospects
- Social media campaigns

Bigger Advertising Opportunities are Available to Add More Value to Your Exhibition Space Investment:
- Program book advertising
- Enhanced exhibitor listing in program book
- Targeted emails sent to all current attendees
- Email newsletter advertising
- On-site branding including banners, floor decals, and more
SECURE YOUR SPACE TODAY

The URTeC 2019 exhibition sold out. Don’t wait to reserve your space.

To Book Your Space Contact:
MIKE TAYLOR | Companies A-K | +1 918 630 5672 | mtaylor@urtec.org
TRACY THOMPSON | Companies L-Z | +1 918 560 9414 | tthompson@urtec.org

Cost to Exhibit
COMMERCIAL RATE: $29.50 per square foot, sold in 100 square foot increments
NONPROFIT RATE: $14.75 per square foot, sold in 100 square foot increments
“It’s the best conference for unconventionals.”
WHY SPONSOR?

URTeC is the most relevant, multidisciplinary event for unconventional resource development. URTeC’s unique collaborative platform is vital for the continued innovation and advancement of U.S. and global resource plays.

Benefits of Sponsoring URTeC

- Investment in the innovation and advancement of our shared unconventional industry
- Supports geoscientists and engineers from the world’s largest and leading scientific organizations
- Opportunity to align your company with a high-quality, science technology forum developed by an interdisciplinary program committee
- Highly visible exposure to scientists and executives seeking solutions for improved fiscal and operational results
**SPONSORSHIP LEVELS**

Your total dollar commitment determines your sponsorship level benefits:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>DIAMOND $50,000+</th>
<th>EMERALD $35,000+</th>
<th>RUBY $20,000+</th>
<th>SAPPHIRE $10,000+</th>
<th>TOPAZ $1,000+</th>
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</thead>
<tbody>
<tr>
<td>Company logo with hyperlink on event website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo with hyperlink on scrolling banner on home page</td>
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<tr>
<td>Company logo on PowerPoint slides in Technical Session rooms on site</td>
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<tr>
<td>Company logo in Mobile Event App</td>
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<tr>
<td>On-site Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary full-convention registrations</td>
<td>Five (5)</td>
<td>Four (4)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td>One (1)</td>
</tr>
<tr>
<td>Advertisement in Program Book (Commitment by: 17 June 2020)</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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Opportunities for every budget, sponsorship levels allow you the chance to select the best fit for your company.

*Terms and conditions apply. Sponsors who are also exhibitors will receive a sign denoting their sponsorship to display in their booth. Exclusive sponsorships will be given priority over co-sponsorships. Some items/events may not be available in the full amount if sponsor dollars requested is not reached. Specific deadlines must be met for acknowledgement in print materials. Sponsorship commitments are non-refundable and non-transferable.
## SPONSORSHIP ITEMS

### Attendee Bags
**$20,000 Co-Sponsor**
- Attendee bag with company logo (one color)
  - Bags determined by total sponsorship received.

### Conference Announcement
**$40,000 Exclusive**
- Company logo (full color) placed on front cover
- Full-page advertisement inside back cover

### Conference Program
**$35,000 Exclusive**
- Company logo (full color) placed on front cover
- Full-page advertisement provided prime location placement

### Registration
**$35,000 Exclusive**
- Company logo (full color) displayed on registration counters
- Company logo (one color) on pens provided at registration

### Aisle Signage
**$20,000 Exclusive**
- Company logo (full color) on all aisle signs inside Exhibit Hall

### Smartphone/Mobile App
**$10,000 Exclusive**
- Company logo (full color) on home page of application with hyperlink to website
- Company logo (full color) on signage placed throughout conference space
- Company exhibit booth highlighted in the application

### Notepads
**$20,000 Exclusive**
- Company logo (one color) on notepads provided to attendees

### Digital Conference Proceedings
**$15,000 Exclusive / $5,000 Co-Sponsor**
- Company logo (full color) on Table of Contents/landing page with hyperlink to website
- Opportunity for flash ad with hyperlink

### Directional Signage
**$15,000 Exclusive**
- Company logo (full color) displayed on all directional signs/banners throughout event

### Refreshment Break
**$40,000 Exclusive / $15,000 Co-Sponsor**
- Table tents with company logo (full color) placed at refreshment stations
- Company logo (full color) on signage during event inside Exhibit Hall

### Wi-Fi Hot Spot
**$20,000 Exclusive / $12,500 Co-Sponsor**
- Company logo (full color) on banner above designated Wi-Fi Hot Spot Lounge
- Company logo (full color) on table tents in Wi-Fi Hot Spot Lounge
- Opportunity for sponsor to provide brochures to be placed inside designated Wi-Fi Hot Spot Lounge

### Exhibition Food Court
**$15,000 Exclusive / $5,000 Co-Sponsor**
- Company logo (full color) on table tents placed inside Food Court
- Company logo on banner above Food Court

### Opening Reception Bar (Monday)
**$7,500 Co-Sponsor**
- Company logo (full color) on signage at designated bar station
- Opportunity for sponsor to provide cups or koozies at designated bar station

### Breakfast Bites (Monday)
**$15,000 Exclusive**
- Table tents with company logo (full color) placed at coffee stations
- Welcome signage with company logo (full color) at exhibition entrance

### Audio Visual
**$10,000 Exclusive**
- Company logo (full color) displayed on signage in Technical Session rooms
- Company logo (full color) on individual slide in welcome PowerPoint slides

### Technical Session Signage
**$15,000 Exclusive / $7,500 Co-Sponsor**
- Company logo (full color) displayed on signage outside Technical Session rooms

### Core Exhibits
**$15,000 Exclusive**
- Company logo (full color) on signage at entrance to Core Exhibits
- Company logo (full color) on table tents inside Core Exhibits

### Lanyards
**$15,000 Exclusive**
- Company logo (full color) on lanyards provided to all attendees

### Technical Program Speaker Support
**$10,000 Exclusive**
- Company logo (full color) on signage inside Speakers Service Center
- Company logo (full color) placed on Technical Program page of website with hyperlink to company website
- Company logo (full color) as screensaver on computers inside Speakers Service Center

### Topical Breakfast/Luncheon
**$10,000 Co-Sponsor**
- Company logo (full color) on welcome signage outside room
- Company logo (full color) displayed on welcome PowerPoint slides
- Company logo (full color) on table tents as center pieces
- Five complimentary tickets to sponsored breakfast/luncheon

### Exhibit Hall Technical Sessions
**$6,500 Co-Sponsor**
- Company logo (full color) included on banner above Technical Session – Exhibit Hall Stations
- Company logo (full color) on screensaver/home page
PAST SPONSORS INCLUDE

Chevron
Aramco Saudi Aramco
GEOdynamics
SM Energy
OXY
ConocoPhillips
devon
Pioneer Natural Resources
Anadarko Petroleum Corporation
Core Lab
Schlumberger
Packers Plus
Selman
SIGMA3
Silverthorne Seismic LLC
Tetra
Seitel
BJ
Emerson
The Bakken
Marathon Oil Corporation
The American Oil & Gas Reporter
E&P
GEOExPro
JPT
The Leading Edge
Oilfield Technology
Sweet Crude
Tradequip International
World Oil
Energy Navigator
Statoil
NavPort
petrolink
XTO Energy
Lower Geophysical Company
NAPE
Bakken Oil Business Journal
Shale Gas International
Oil & Gas Journal