



OTC.08

[WWW.OTCNET.ORG/2008](http://WWW.OTCNET.ORG/2008)

# WAVES OF CHANGE

2008 OFFSHORE TECHNOLOGY CONFERENCE  
5-8 MAY :: RELIANT PARK :: HOUSTON, TEXAS, USA

EXHIBITOR PROSPECTUS

# WAVES OF CHANGE

During four dynamic days in the OTC exhibition, your company can showcase its products and services that will make waves in the exploration and production industry.

OTC brings together more than 59,000 industry leaders and buyers from more than 114 countries who all want to explore how technology, best practices, emerging trends, and proven methods are making waves in the evolving landscape of the offshore oil and gas industry.

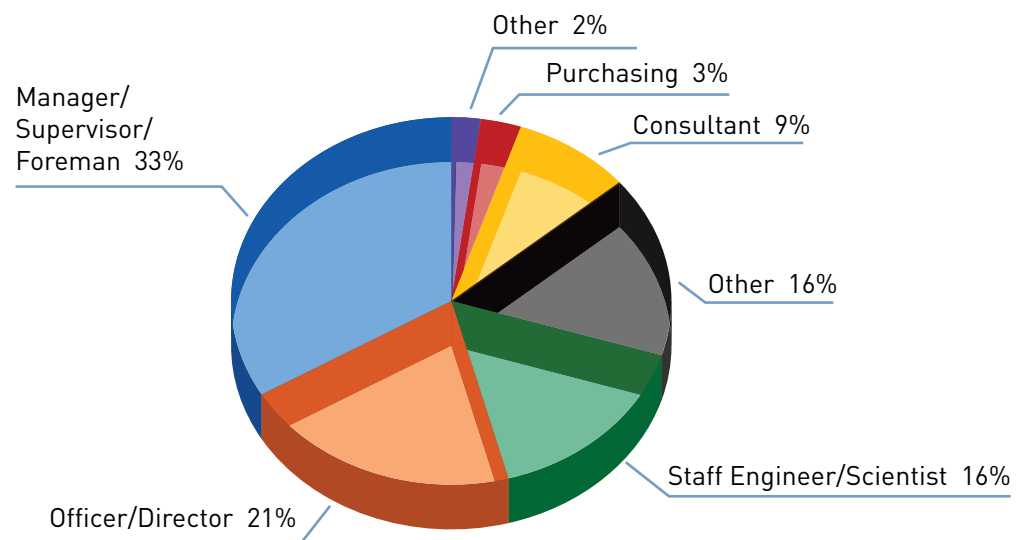
As an exhibiting company at OTC, you have access to invaluable marketing, networking and educational opportunities as you meet with valued clients, make new business contacts, and demonstrate your new technologies.

OTC is the world's foremost event for the offshore oil and gas industry and an essential component of your company's success.

## Consider these reasons to exhibit\*

- Attendees rated the exhibition as the most important reason for attending OTC
- 59,000-plus attendees from 114 countries
- 97% of attendees visited the exhibition
- 57% of attendees spend three or more hours on the exhibit floor each day
- 89% of attendees probably or definitely would recommend OTC to a colleague
- 86% of exhibitors stated they will exhibit at OTC the following year
- More than 2,200 exhibiting companies
- More than 500,000 sq ft of exhibit space

## OTC Audience\*



\*Based on the 2006 OTC participant survey and audience statistics

## OTC Offers Waves of Success

Be a part of the offshore E&P industry's most influential conference. Complete the exhibit space reservation contract and send it in today. The deadline for priority number space assignments is 6 August 2007.

### How To Exhibit

Once your company has elected to participate in this prestigious event, follow these three easy steps:

- 1** Review all exhibit information carefully
- 2** Select five preferred booth locations
- 3** Complete and return the Application/Contract for Exhibit Space with the required 25% minimum deposit

### Exhibit Space Assignments

- OTC conducts space assignments based on the OTC Priority Number System and then on a first-come, first-served basis
- Exhibitors will be notified of exact dates and procedures
- To qualify for the initial space assignment process, submit your contract and deposit by 6 August 2007
- Contracts received after 6 August 2007 are assigned on a first-come, first-served, space-available basis
- Exhibit space is assigned for the 2008 Offshore Technology Conference only

### Exhibitor Benefits and Support from OTC

- Drayage, a complimentary service exclusive to OTC exhibitors, which includes delivery of exhibit materials from dock to booth, empty crate storage and return after the event, and delivery of exhibit materials back to dock for carrier
- Unique promotional and advertising opportunities to help increase your company's exposure and return on investment
- Five complimentary exhibitor registrations per 100 sq ft of booth space with discounted exhibitor registration rates beyond the complimentary allotment
- Standard booth equipment: 8-ft-high draped back wall, 3-ft-high draped side rails, and 7x44-in. company identification sign
- Monthly exhibitor newsletter keeping you informed about important deadlines and developments related to the event
- A comprehensive exhibitor services manual providing the tools you need for a successful exhibiting experience
- An exceptional guest card program offering personalized cards to distribute to your clients and business associates
- Targeted global marketing campaigns featuring highlights of the exhibition
- Company name and description in the conference program and on the exhibition map provided to all OTC attendees
- Copy of the post-conference audience survey results and findings

### Exhibit Space Rates\*

**Reliant Center**  
USD 27 per sq ft

**Pavilion**  
USD 27 per sq ft

**Reliant Stadium**  
USD 27 per sq ft

**Outdoor**  
USD 18 per sq ft

\*Additional charges may apply to certain locations. Please refer to the enclosed exhibitor contract and floor plan.

### Dates to Remember

**6 August 2007**  
Deadline for priority number space assignments

**11 January 2008**  
Deadline for Spotlight on New Technology application

**14 January 2008**  
Deadline for balance due on exhibit space

**24 March 2008**  
Deadline for conference program advertising insertion orders

**27 March 2008**  
Deadline for conference program advertising materials

**24 March 2008**  
Deadline for conference map advertising insertion orders

**27 March 2008**  
Deadline for conference map advertising materials

**5-8 May 2008**  
OTC .08

# Advertising and Sponsorship Opportunities

With an array of unique promotional opportunities before, during and after OTC, we can help you design the perfect program to enhance your company's OTC experience. Unique OTC advertising and sponsorship opportunities expose attendees and businesses to your company and promote your presence to the offshore community. This program includes a variety of promotional campaigns, sponsorship venues, and high-impact advertising opportunities.

All sponsors, if confirmed prior to the applicable deadlines, are recognized in the preview, program, *Proceedings CD*, and on-site signage, and on the official OTC website. The prior year's sponsor will have the first opportunity to renew that particular sponsorship. Should that company not renew, the sponsorship will be available on a first-come, first-served basis. All artwork must be approved by OTC prior to implementation.

For complete details, please review the included information or contact the OTC Sales Department at +1.972.952.9494.

## ADVERTISING

### Conference Program

This invaluable attendee guide is available on-site for conference attendees, providing detailed information on the technical sessions, special events, and exhibitors. Programs are often kept by participants after the conference is over to use as a reference tool. Full-, half-, and quarter-page ads are available.

### Banner on Exhibitor Listing Pages of Conference Program

Make your company stand out in the crowd with your company's name, web address, and booth number on a 1-in. color strip down the side of every page of the exhibitor directory in the OTC Conference Program.

### Conference Program Highlight Section Divider Tabs

Place your company at the fingertips of every conference attendee with your ad on the divider tabs. These divider tabs separate the highlights of the conference program by day. Tabs are also available for the Spotlight on New Technology award section and the exhibitor directory section.



### Banner Ads and Hyperlinks

Make your presence known through the OTC website. During April, the website receives more than 40,000 unique visitors.

### Conference Map

The conference map is the perfect place to highlight your company's presence at OTC. Drive traffic to your booth by advertising on the fold-out maps or exhibitor directory booklets distributed to attendees.

## SPONSORSHIPS

### Conference Bags

Conference bags are a vital resource for the attendee experience. Thousands of visitors will carry your bag and promote your company at OTC.



### CyberCafé

The CyberCafé is a unique area on the exhibit floor that allows conference participants to stay connected while attending OTC. As a CyberCafé sponsor, your company's website is utilized as the default home page and screensaver. The exhibiting company provides the screensaver and URL.

### Escalator Runners

OTC activities take place on both levels of Reliant Center and four sets of escalators provide conference participants with access to the technical sessions on the second floor. As a sponsor of the escalator runners, your company receives recurring ads every 4-6 ft (depending on artwork) for approximately 80 ft of escalator space.

### Exhibit Entrances in Reliant Center

At Reliant Center, five entrances lead conference participants from the lobby into the exhibition. This is an ideal opportunity to promote your company on and off the exhibit floor. As an exhibit entrance sponsor, your company receives three, 4-sided column wraps and one 6x10-ft lobby banner.



# SPONSORSHIPS

## ExpoCards

ExpoCards are given to every attendee and are used to enter the technical sessions. As the sponsor of the ExpoCards, your company receives its logo and design printed on each card, putting your company in front of thousands of attendees several times per day.

## Lanyards

Lanyards put your company's name around the necks of thousands of attendees. OTC coordinates the on-site distribution of lanyards. As a sponsor of the lanyards, your company receives distribution of 5,000 lanyards with your company logo.

## OTC Proceedings

This CD is a valuable resource tool that gives users instant access to all of the technical papers presented at the conference. As a sponsor of the *Proceedings*, your company receives your company logo on the CD, an ad inserted in the CD jewel case, and a link to your company website from the CD.



## Outdoor Banners

Outdoor banners on Reliant Center are a great way to inform OTC attendees where your booth is located and what you are promoting before they even get inside the building. With various sizes and locations available, a banner will put your company first in mind as attendees begin their OTC experience.



## Parking Lot People Movers and Water

Help attendees cool off and relax as they make their way from Reliant Park parking lots to the OTC exhibition. During their ride, attendees will see your company name on the people movers and drink from water bottles imprinted with your company logo. Several options are available. Please call for details.

## Press Room Refreshments

The press room is host to more than 350 representatives from local and international media affiliates. Capture the awareness of the press by providing refreshments throughout the day in the busy press room. As the sponsor, your company will be recognized on a large banner in the press room.

## Speaker Ready Room Refreshments

The technical program, with more than 300 presentations, is a compelling feature of OTC. Each year, authors arrive from around the world and use the Speaker Ready Room as their headquarters to prepare for presenting at OTC. As the sponsor, your company will be recognized on a large banner in the speaker ready room.

## Topical Luncheons

Four topical luncheons, on average, are scheduled for each day of the conference, bringing in industry leaders to present groundbreaking innovations and developments to more than 200 attendees. These targeted luncheons provide a dedicated audience for your message.

## TV Monitors

Located in the main and second-level lobbies of Reliant Center, TV monitors show your message to thousands of OTC attendees while they register, wait for a session, or look at the schedule of events. As a sponsor, your company receives a commercial/message played on a dedicated monitor for all four days of the conference. Several options are available. Please call for details.

## "You Are Here" Locator Displays

Located throughout the conference, these displays provide a quick view of the session and exhibition areas and identify the locations of various services. As a sponsor, your company artwork or logo is placed on a panel of the display.



## Hotel Key Cards

OTC attracts a large audience from outside the Houston area who utilize the services of the numerous OTC hotels. By sponsoring the hotel key cards, your company information is placed on custom cards and handed to attendees when they check in at select hotels and will be with them for their entire stay in Houston. Several options are available. Please call for details.

## The Next Wave

This exciting program is designed for E&P professionals under the age of 35 who are looking to expand and grow their role within the industry. Through this sponsorship, you will show your commitment to the success of the future leaders of industry. Please call for details.



# Put the Spotlight on Your New Technology

# Spotlight

on new  
TECHNOLOGY

The Spotlight on New Technology Award Program is designed specifically for OTC exhibitors to showcase the technology that is making waves in the industry.

## Qualifications

To be considered for the Spotlight on New Technology Award Program, technology must meet four criteria:

1. New and innovative
2. Proven
3. Broad industry appeal
4. Significant industry impact

## Submit Your Application

If your company is exhibiting at OTC and your technology merits the spotlight, prepare your application now.

- The deadline for applications is **11 January 2008**.
- Applications and instructions for submitting your applications are available at [www.otcnet.org/2008](http://www.otcnet.org/2008).
- To qualify, applications must be complete and include the USD 2,000 entry fee.
- Entries are limited to two per exhibiting company.
- Entries must include a company logo, 150-word product description, high-resolution graphics of the technology, and a 15- to 30-second video – each submitted electronically.
- Companies will be notified by 1 March 2008.

## Benefits of Participation

Companies chosen as Spotlight on New Technology award winners receive

- Acknowledgement in an OTC press release
- Advanced recognition on the OTC website
- Acknowledgement at an on-site awards event with press invited
- Recognition in a special four-color, multi-page section of the OTC conference program
- Designation on the exhibit floor with a customized Spotlight banner



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## Call for Papers

Submit paper proposals by 7 September 2007 at [www.otcnet.org/2008](http://www.otcnet.org/2008)  
For more information, contact [techprog@otcnet.org](mailto:techprog@otcnet.org) or +1.972.952.9494

## Sponsoring Organizations



American Association of Petroleum Geologists (AAPG)

AICHE

American Institute of Chemical Engineers (AIChE)



American Institute of Mining, Metallurgical, and Petroleum Engineers (AIME)

ASCE

American Society of Civil Engineers



ASME International Petroleum Technology Institute (IPTI)



Institute of Electrical and Electronics Engineers, Oceanic and Engineering Society (IEEE-OES)



Marine Technology Society (MTS)



Society of Exploration Geophysicists (SEG)



Society of Mining, Metallurgy, and Exploration (SME)



Society for Naval Architects and Marine Engineers (SNAME)



Society of Petroleum Engineers (SPE)

TMS

Minerals • Metals • Materials  
The Minerals, Metals and Materials Society (TMS)

## Endorsing Organizations



International Association of Drilling Contractors (IADC)

PESA

Petroleum Equipment Suppliers Association (PESA)

## Supporting Organizations



American Petroleum Institute (API)



Independent Petroleum Association of America (IPAA)



Institute of Marine Engineering, Science and Technology (IMarEST)



International Marine Contractors Association (IMCA)



National Ocean Industries Association (NOIA)

## Offshore Technology Conference

### Sales Department

222 Palisades Creek Drive  
Richardson, Texas 75080 USA

T: +1.972.952.9494  
F: +1.972.952.9397  
e: sales@otcnet.org

### OTC Sales Contacts

Jim Klingele  
T: +1.713.779.9595 ext. 612  
e: jklingele@otcnet.org

Joan Payne  
T: +1.972.952.9356  
e: jpayne@otcnet.org

