

IADC/SPE  
**drilling**

**Conference  
and Exhibition**



4-6 March 2008  
Orlando, Florida, USA  
Caribe Royale Orlando



*Sustainable Strategies for Today's Realities*



Society of Petroleum Engineers  
[www.spe.org](http://www.spe.org)



International Association of  
Drilling Contractors  
[www.iadc.org](http://www.iadc.org)



## How do I exhibit?

Once your company has decided to become a part of this prestigious event, the rest is easy.

Here's what you do:

- Review the exhibit information carefully.
- Select five preferred booth locations.
- Complete and return the Exhibit Space Reservation Contract.
- Submit your contract with a 25% minimum deposit of the total cost of the exhibit space.

**Space Rate:** USD 22 per sq ft  
(minimum reservation is 100 square feet)

### Deadline for Priority Number Assignments is 29 June 2007.

- Space is first assigned based on the SPE Priority Number System and then on a first-come, first-served basis. All exhibitors will receive a copy of the official Space Assignment Procedures.
- No contract will be processed nor space assigned without the required deposit in US dollars (USD).
- Payment of 100% of the total cost of exhibit space is due by **22 October 2007**.
- Applications received **after 22 October 2007** must include full payment for exhibit space.

## What do I receive?

- Standard booth draping of 8-ft-high back drape and 3-ft-high draped side rails
- Company identification sign (7x44 in.) with company name and booth number
- Company name listed in the Conference Program, if received by deadline
- Company name listed on the 2008 Drilling Conference website, [www.spe.org/dc08](http://www.spe.org/dc08)
- Three complimentary Exhibitor Registrations per 100 sq ft of exhibit space
- Five complimentary one-day Exhibits Only guest passes per 100 sq ft of exhibit space
- Unique advertising and promotional opportunities to help increase your company's exposure at the event
- Continued support of SPE Meetings, Marketing, Sales, and Exhibits Staff

## Why exhibit?

Participating in the 2008 IADC/SPE Drilling Conference provides your company a unique opportunity to promote your products and services to key companies and organizations. Here you will be able to meet face-to-face with existing clients and new business prospects. Making this important decision allows your company to:

- Introduce new products and services
- Showcase your company's advanced technologies, services, and expertise
- Personally interact with potential clients and current customers
- Acquire valuable sales leads and customer feedback
- Establish and reinforce your marketing message and relationships with key buyers

South  
American  
attendance up

**164%**

*Based on 2006 IADC/SPE  
Drilling Conference  
registration and survey data.*

European  
attendance up

**58%**

Rated  
the Exhibition  
"Good" to  
"Excellent"

**93%**

**The IADC/SPE Drilling Conference is  
the industry's premier drilling event!**



## Conference Statistics

### 2007 SPE/IADC Drilling Conference and Exhibition—Amsterdam

Exhibiting Companies: 52  
Exhibit Space: 1,233 Net Square Meters  
Attendance: 2,113  
Technical Presentations: 88

### 2006 IADC/SPE Drilling Conference and Exhibition—Miami

Exhibiting Companies: 116  
Exhibit Space: 17,000 Net Square Feet  
Attendance: 1,373  
Technical Presentations: 90

## About the conference

The 2008 IADC/SPE Drilling Conference and Exhibition continues to be recognized as the premier drilling event of the E&P industry, attracting a broad spectrum of professionals from the global drilling community. Take advantage of this unique opportunity to showcase your company's state-of-the-art products and services to more than 1,300 of the industry's leading drilling and well technology specialists. This event will focus on the current issues facing the drilling industry and will present a forum to provide the free exchange of ideas to identify problems and offer cost-effective solutions.

## About Orlando

The epicenter of family fun, Orlando's world-renowned theme parks, water parks, and myriad entertainment options create unique, lifelong vacation memories for millions of visitors from around the world. From unmatched thrill rides to eco-tour boat rides, challenging golf courses to rejuvenating spas, and celebrity chef dining to designer stores and name-brand outlets, a trip to Orlando provides spectacular options for every age and interest.

Orlando constantly offers new attractions and activities, and in 2007 these include Disney's "The Year of a Million Dreams;" the Blue Man Group at Universal Orlando; "Believe," a new Shamu show at SeaWorld Orlando; a multi-million dollar space shuttle launch simulator at Kennedy Space Center; the Ron Jon Surf Park; a new Gatorland water park; and more.

## About the Caribe Royale Orlando

Caribe Royale Orlando All-Suites Hotel and Convention Center is located minutes from Walt Disney World, Disney-MGM Studios, Disney's Animal Kingdom Theme Park, Epcot, Universal Studios, and SeaWorld Orlando. Caribe Royale Orlando is a 45-acre tropical oasis ideal for business, pleasure, or a little of both. It is the perfect location for meetings and conventions, with 150,000 sq ft of flexible meeting space.

## Maximize your presence

With so many companies and messages competing for attention, we realize businesses like yours are challenged to find ways to maximize your presence in the industry and strengthen your brand identity.

The Corporate Advantage Program offers you unique and custom-made opportunities to enhance your company's image and marketing presence throughout the conference. This innovative program offers a variety of value-added services, from print advertising to corporate sponsorships.

We encourage you to take advantage of these valuable tools to maximize your presence at the 2008 IADC/SPE Drilling Conference and Exhibition.

**For more information on exhibiting at the 2008 IADC/SPE Drilling Conference and Exhibition, please contact:**

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**For more information on this event, please visit [www.spe.org/dc08](http://www.spe.org/dc08)**

## Past exhibitors

Aberdeen Drilling School Ltd.  
Advanced Geotechnology Inc.  
Altus Well Experts Inc.  
American Industrial Plastics, Inc.  
Andergauge Ltd.  
Amco Technology  
At Balance  
Baker Hughes Inc  
Bengal Development  
BJ Services Company  
BK Oil Tools bv  
Cabot Specialty Fluids  
Cavo Drilling Motors  
Cudd Energy Services  
Cudd Well Control  
Derrick Equipment Company  
Digital Oilfield  
Drilling Specialties Company  
Drilling Systems (UK) Ltd.  
DrillTec GUT GmbH  
Dyna-Drill Technologies  
E&P Magazine  
Enventure Global Technology  
EP Rasheed  
European Drilling Systems NL  
ExxonMobil Corp.  
Force Control Industries  
FORTA Corporation - Drilling Products Div.  
GE Energy  
Geolink  
GMI GeoMechanics International  
Grant Prideco  
GSM, Inc.  
Gulf Publishing Company  
Gusto B.V.  
GustoMSC

GustoMSC Inc.  
Halliburton  
Hilman Rollers Incorporated  
Houston Digital Instruments, Inc  
Hughes Christensen Co.  
Huisman-Itrec  
Hurricane Compressors  
Hydril  
Hydro  
Impact Solutions/Intervale Capital  
INTEQ  
International Assn. of Drilling Contractors (IADC)  
Intl Research Inst of Stavanger  
Kelco Oil Field Group  
KEM-TRON Technologies, Inc.  
Knowledge Systems  
LeTourneau Ellis Williams Co. (LEWCO)  
M-I SWACO  
Marine Structure Consultants (MSC) B.V.  
Maurer Technology Inc.  
Noble Downhole Technology  
Noble Technology Services Division  
ODS-Petrodata  
Offshore Magazine  
OFI Testing Equipment, Inc.  
Oil & Gas Journal  
Paradigm  
PathFinder Energy Services  
Peloton  
PennWell  
PetrEX International  
Petron Industries Inc.  
Petrospec Technologies  
Polyoil Ltd  
Premier Oilfield Rentals Ltd  
Ray Oil Tool Co., Inc.

Redback Drilling Tools Ltd.  
RigSMARTS  
Rocky Mountain Oilfield Testing Center  
Sandvik Hard Materials  
Saudi Aramco  
Scandpower Petroleum Technology  
SGF Global Inc.  
Schlumberger  
Shell Technology Ventures  
Smith International, Inc.  
Society of Petroleum Engineers  
SPS International  
SPT Group  
T H Hill Associates, Inc.  
Tam International North Sea Ltd  
Tango Drilling Services  
Tenaris  
Tesco  
TIW Corporation  
Tradequip International  
Triton Engineering Services Company  
University of Texas PETEX  
USA Datalog Technology LLC  
Varel International  
Vetco International  
Wearsox LP  
Weatherford International Ltd.  
Well Control School  
Well Control Training  
Welltec, Inc.  
Western Well Tool  
WesternGeco  
Wild Well Control, Inc.  
World Oil



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