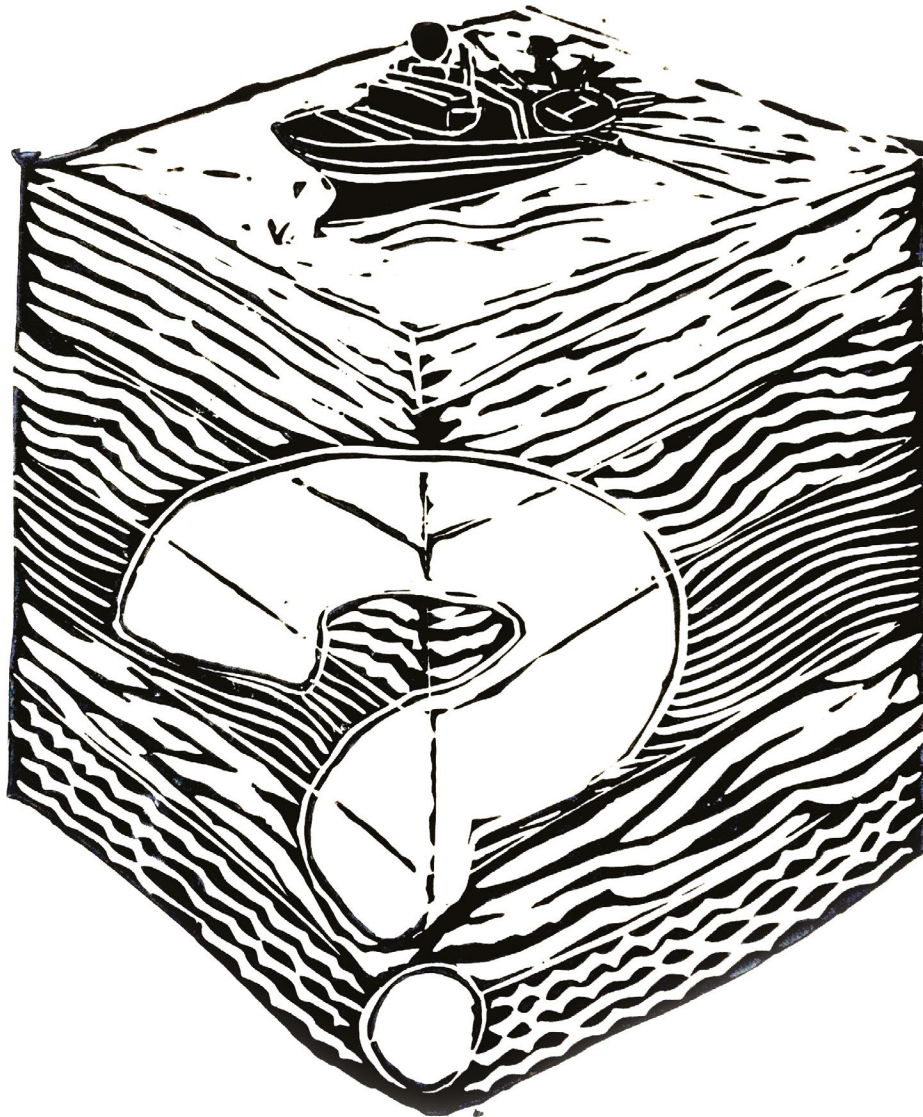


Finding Petroleum

Finding Petroleum - oil and gas forums with a unique business model

2018 guide for delegates and marketers



Finding Petroleum has - we believe - a unique perspective on the oil and gas industry, as it goes through its current painful evolution.

Up until the crash, there was always plenty of money in the industry, and that may have led to a less than optimum insight into how the industry was being managed. Now, of course, there's not much room for poorly managed projects any more - the industry needs all the management focus it can get.

So the oil and gas industry is re-inventing itself at a rapid rate, with a move to factory methods and analytic optimisation in the US shale, drillers worldwide moving to charge by the well rather than by the day, the Middle East looking for better ways to understand complex carbonate reservoirs.

There's a big wake-up happening across Africa, including the Zohr-driven gas projects in the Eastern Mediterranean, and a quest to get gas and oil projects online along the East and West coast. There are big changes happening in central and South America, and everywhere there's a slow switch from oil to gas.

Many parts of the world, including the North Sea, are adapting to a world of old assets, complex management and decommissioning. The industry is being forced to do more about carbon issues, no longer able to use the oil price crash as an excuse not to do anything. And there's a slow but sure forward march of digitalisation, machine learning and analytics.

Finding Petroleum helps the industry understand and work through these complex issues, with our one day forums, mainly in London, led and guided by people with many years of industry experience.

If you have products and services to sell to the oil and gas industry, particularly products which can help the industry improve the way it does things, we can help you reach your market. The industry is perhaps more open to new ideas and services than it has been for decades.

ADVERTISING ENQUIRIES AND EVENT SPONSORSHIP

Contact Richard McIntyre

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2018 London forums – our plan (as of Aug 2017):

January	Fractured reservoirs
February	Mature Provinces
March	Gas to power the oil & gas industry
April	New geophysical approaches
May	Middle East
June	Decommissioning
Sept	Sub Saharan Africa
Oct	Non conventional geophysics
Oct	South and Central America
Nov	Machine learning and analytics
Dec	Carbon management
Dec	Eastern Med

Also an October Digital Energy Journal forum in Kuala Lumpur

A November “Transforming offshore operations” forum in Stavanger.

For the latest agenda and detailed information about upcoming events, see www.findingpetroleum.com and click on ‘events’ (main menu bar) and then ‘all upcoming events’



Finding Petroleum events have an unusual business model, in that the events are very inexpensive or sometimes free to attend for delegates, but we cover the costs with financial technology / service companies making presentations.

We believe that this business model leads to a much more productive atmosphere and enables us to run shorter and more convenient events (typically 9am to 3pm) which provide a much more intense and time efficient learning experience.

We still see that most of our competitors in the oil and gas conference industry gear around selling high price delegate tickets, which in turn means that they need to run two day events (to justify the high price), often adopt high pressure telesales to sell the tickets, and often the events mainly attract people who are looking for status or a work sponsored holiday, rather than to learn, as you might guess from seeing how many people stay in the conference room for the entire two days.

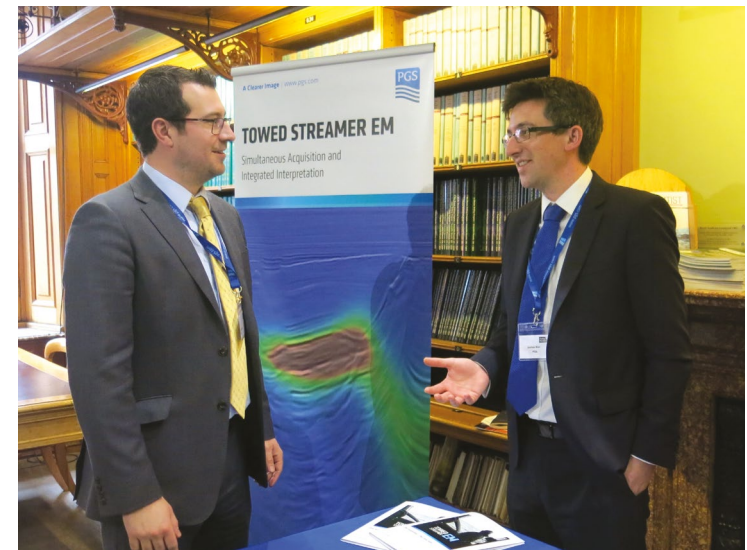
If you take a speaking slot at our conference, the main value we offer is of course the opportunity to present what you are doing to an audience for (typically) 30 minutes. But to add value to our sponsors, we post high resolution videos and presentations of the event on our website for free download around the world (so long as you agree) and usually also publish a fairly detailed written

report of the event, written by a professional journalist.

In addition - to demonstrate the value our events offer, we publish full lists of everyone registered to attend upcoming events, and after the event, remove the names of people who did not attend, so you get an accurate idea of who attended. These lists are free to any logged in event visitor.

Our website traffic shows that only half of the web visitors are based in the UK, whereas nearly all of the event attendees are from the UK. That indicates how we can help give you much broader reach through our website.

We also promote the videos and reports through our e-mail newsletter.



Typical event sponsorship packages

30 Minute Presentation Slot
Conference Sponsors
Exhibition Stand
2 Roll Up Banners
15 Delegate Passes
1 Full Page Print Ad or 2 Months Banner Ad
1 Full Page Event Report Ad
£3500.00

30 Minute Presentation Slot
Conference Sponsors
15 Delegate Passes
1 Full Page Event Report Ad
£2000.00

Please note the precise offer for each event will vary, and will depend on how early you are able to commit. The better speaker slots are available earlier!

For a specific proposal please contact Richard McIntyre, sales manager, Digital Energy Journal / Finding Petroleum, on rmcintyre@d-e-j.com, Tel **44 208 150 5292**



Finding Petroleum has an e-mail newsletter and website we use to promote our events, and give additional promotional value to companies supporting our events.

The website has average sessions per month of 2080, and average pages per session of 2.12. The top 10 countries: UK 49%, US 12%, India 3%, Norway 3%, Australia 2%, Canada 2%, Malaysia 2%, Netherlands 1%, France 1%, China 1%

The e-mail newsletter is sent to 7000 (calculated as “sent” minus “bounces”), with typically 1168 opens.