Something new, something old, something borrowed and something blue: Tight shales, 100 year operations, smart fields, and the Pacific Ocean

On behalf of the Society of Petroleum Engineers, San Joaquin Valley section, we welcome you to the 2012 Western Regional Meeting (WRM) held in beautiful Bakersfield, California. It is through meetings such as this that the mission of SPE to disseminate technology and support professional development is achieved. Whether you are an attendee, author, presenter or exhibitor, we hope that you will take this opportunity to learn from others, share technology and strengthen our industry through collaboration with other professionals. Your participation in the 2012 WRM is an acknowledgement of your desire to not only support the SPE but also to increase your professional knowledge, add value to your company, and elevate our industry to meet the challenges of the future.

We are excited to provide this opportunity to showcase some of the brightest talents and technology in the western region. Our dedicated WRM Program Committee and Board have brought together a world-class talent in the spirit of information exchange. There is truly something for everyone; spanning from two plenary sessions that includes the leaders from the local producing and service companies discussing “Competitive Challenges & Opportunities in California” to a tremendous selection of short courses focusing on solving today’s complex challenges. Highlights of the conference include keynote presentations from 2012 SPE President Dr. Ganesh Thakur and Mr. Tim Kustic of California Division of Oil, Gas & Geothermal Resources. The diverse technical program has been expanded to include a strong focus on smart fields, artificial intelligence and tight shale operations. Additionally, the leaders of tomorrow from various West Coast universities will be competing in the student paper contest.

The 2012 WRM is not all about work. We’ve also assembled a very entertaining line up for your after work networking opportunities. Our WRM committee has made arrangements for you to enjoy an evening with our local hockey team, a night at the historic Fox Theater to meet Director Mark Mathis and view his movie “spOILed The Movie”, a tour of four great Paso Robles wineries and two golf tournaments to fit your schedule and challenge your gamesmanship. We hope that you’ll take advantage of some of these activities to see more of the great offerings of the area.

We hope that you will find friends old and new, from which you can borrow learnings and knowledge while you enjoy your time by the blue.

Andrei Popa  
Co-Chairperson; Chevron
Young Kirkwood  
Co-Chairperson; Oxy
Ronald Behrens  
Technical Chairperson; Chevron

Registration Information
Onsite registration will be available at the following location:
- Tuesday March 20th  1600–1900  Convention Center
- Wednesday March 21st  0700–1700  Hotel Lobby Hallway
- Thursday March 22nd  0700–1700  Hotel Lobby Hallway
- Friday March 23rd  0700–1200  Hotel Lobby Hallway

Exhibition Information (located at the convention center)
- Exhibition hours
  ◊ Wednesday, 21 March  0800–1700
  ◊ Thursday, 22 March  0800–1700
  ◊ Friday, 23 March  0800–1200

Exhibition Information (located at the convention center)
While you’re here...

Hockey Night; Wednesday, March 21

Watch the Bakersfield Condors professional hockey team take on the Colorado Eagles. Enjoy dinner and refreshments in an exclusive on-the-ice suite at the Rabobank Arena in Bakersfield. Doors open at 1800. Pick-up your tickets at the Activities Desk located next to Registration prior to 1630 the day of the event. Tickets USD 35 per person

Night at the Theater; Thursday, March 22

Lights! Movie! Action! Your ticket to an evening of entertainment is waiting for you at the historic Fox Theater. Mingle with friends from the industry while enjoying appetizers and drinks hosted by Oxy Oil & Gas. The highlight of the evening will be a showing of the film *spOiled The Movie* followed by a Q&A with director Mark Mathis (see [www.spoiledthemovie.com](http://www.spoiledthemovie.com)). Transportation from the conference center will be available. Please register at the Activities Desk located next to Registration prior to 1500 the day of the event. Tickets USD 25 per person

Wine Tasting Tour; Friday, March 23

Spend the day tasting some of the finest wines at four Paso Robles wineries. Your tour takes off at 0800, with light snacks available during your travel, lunch among the vines, (prime rib or veggie lasagna), tasting fees, and a souvenir wine glass. Transportation from the conference center will be available. Please register at the Activities Desk located next to Registration prior to 1630 Wednesday, March 21, for your ticket and boarding information. Tickets USD 90 per person

Golf Tournament; Friday, March 23

SJV SPE will hold our 8th annual golf tournament at the Sundale Country Club. This tournament will be held in conjunction with the 2012 WRM. The tournament will be held in two flights and the format will be based on four-person scramble with Peoria scoring system. There will be an abundant amount of food, beverage and raffle prizes sponsored by local companies to welcome players of all calibers from the petroleum industry spanning from Los Angeles to Alaska. Come on out and network with your friends while you enjoy the beautiful spring weather in Bakersfield.

Sundale Country Club is located at 6218 Sundale Ave, Bakersfield, CA.

- Morning Flight: 0700–1200
- Afternoon Flight: 1300–1800
Opening Plenary Session: Competitive Challenges & Opportunities in California

A panel of Oil & Gas Producer executives will discuss a variety of topics critical to the regional industry including strategic growth, cost management, technology, organizational capability and regulatory issues.

Invited participants:
- Gaurdie Banister, CEO, Aera Energy LLC
- Mike Handren, Operations Mgr, PXP
- Bruce Johnson, Vice President, Chevron
- Shawn Kerns, President & General Mgr, Occidental of Elk Hills, Inc.

Moderators
- David Macway, Strategy Consultant, Macway-Uhl LLC
- Jack Stevenson, Heavy Oil R&D Portfolio Mgr, Chevron

Welcome Luncheon

Keynote Speaker: Timothy (Tim) R. Kustic
State Oil and Gas Supervisor
California Department of Conservation Division of Oil, Gas, and Geothermal Resources

In December of 2011, Tim Kustic was appointed as California’s 13th State Oil and Gas Supervisor; as such he oversees the Department of Conservation’s Division of Oil, Gas, and Geothermal Resources (Division). The Division ensures the safe exploration and development of energy resources. The Division’s programs include oil, gas, and geothermal well permitting and testing; safety inspections; oversight of production and injection projects; environmental lease inspections; idle-well testing; inspecting oilfield tanks, pipelines, and sumps; hazardous and orphan well plugging and abandonment contracts; and subsidence monitoring.

Tim has extensive experience with regulatory policy development and implementation. In 1981 Tim began his 30+ year career as a well site logger (mud logger) in the Sacramento, San Joaquin, and Los Angeles basins. In 1983, Tim joined the Division team as a field engineer in the Bakersfield office. Tim has held positions from field engineer to District Deputy while working in all of the Division’s oil and gas district offices, except Ventura and Coalinga, during his career. Additionally, he has held numerous positions in the Division’s headquarters office; prior to being named State Supervisor, he was the Division’s Technical Services Manager.

Tim also ventured into state-level regulation of the mining industry when he joined the Department’s newly created Office of Mine Reclamation in 1991. After ten years regulating the state’s surface mining operations, as well as educating and monitoring local governments on surface mining, Tim rejoined the Division in 2001.

Tim received his BA in Geology from Humboldt State University in 1981 and is a Registered Environmental Assessor in California. Tim has been a long-time member of SPE and AAPG and has given presentations at both organizations’ conventions, as well as Ground Water Protection Council and Petroleum History Institute annual meetings.
Opening Plenary Session: Competitive Challenges & Opportunities in California

A panel of Oil & Gas Service Provider executives will discuss a variety of topics critical to the regional industry including strategic growth, cost management, technology, organizational capability and regulatory issues.

Invited participants:
- Ed Eberhard, Pacific General Area Manager, Weatherford International
- Steve Hall, Vice President, Schlumberger
- Stuart Heisler, Principal, Engineering Manager, TJ Cross Engineers, Inc.
- Graham Klaiber, Vice President Key Energy Services
- James Melrose, Sales Manager, Halliburton
- Rick Pierucci, West Coast Director of Strategic Integration, Baker Hughes

Moderators
- David Macway, Strategy Consultant, Macway-Uhl LLC
- Jack Stevenson, Heavy Oil R&D Portfolio Mgr, Chevron

Annual Regional Awards Luncheon

Speaker: Ganesh C. Thakur
Vice President, Global Advisor and Fellow

Ganesh C. Thakur is vice president, global advisor and fellow of Chevron Energy Technology Company. Thakur is a world-recognized leader in reservoir engineering & simulation, secondary recovery, reservoir and well productivity improvement, heavy oil, horizontal well technology and EOR. He is also known for the emergence of reservoir management (RM) —in particular waterflooding—as a key interdisciplinary practice. Thakur has an impressive list of publications and teaching engagements conducted around the world. His skills and expertise are called upon widely in the design and operation of RM programs, mentoring technical professionals, and serving as an ambassador of technical capabilities to National Oil Companies and Government Ministries. He is an SPE Distinguished Member and has served as Technical Director – Reservoir for the Board of Directors, and an SPE Distinguished Lecturer. Thakur has authored over 50 technical articles, three books, edited two SPE reprint series, and presented over 150 lectures/short courses around the world.

A past chairperson of the SPE Reprint Series, Thakur has served on the SPE Editorial Review and Forum Series committees and as short-course instructor on Integrated Reservoir Management and Waterflood Management. He received SPE’s 2005 Reservoir Description and Dynamics award, 2006 Penn State University’s outstanding alumni achievement award, and 1994 Orange County, California’s outstanding engineer of the year award. Thakur earned a B.S. degree in petroleum engineering from Indian School of Mines and M.S. and Ph.D. degrees in petroleum and natural gas engineering plus an M.A. degree in mathematics, all from Pennsylvania State University. In addition, he earned an executive MBA degree from Houston Baptist University. He has served as an adjunct professor at USC, University of Texas (Permian Basin), University of Houston, Houston Baptist University, and King Saud University in Riyadh.
# Training Courses; 2 Days

## Hydraulic Fracturing/Pressure Analysis
**Instructor:** Mike Smith

This 2-day course presents the basics of analyzing fracturing pressure, including design parameters that can be determined and the uses and limitations of such analysis for on-site design. Sessions include real-world examples from a variety of wells, from tight gas and shale to high permeability, offshore, and frac-pack treatments.

**Price:** $1400 before March 5 / $1500 after March 5

## Oil and Gas Economics and Uncertainty
**Instructor:** Rodney Schulz

Participants will identify, evaluate, and quantify risk and uncertainty in every day oil and gas economic situations in this 2-day course. It reviews the development of pragmatic tools, methods, and understandings for professionals that are applicable to companies of all sizes.

**Price:** $1400 before March 5 / $1500 after March 5

## Modern Production Data Analysis for Unconventional Reservoirs
**Instructor:** David Anderson

Learn how to critically assess data quality and perform qualitative diagnostics on well production data in this 2-day course. Attendees will receive a comprehensive methodology for well performance analysis with specific focus on unconventional oil and gas. Participants are encouraged to bring their own data, as time will be allotted to go through examples during class. **Laptops are required.**

**Price:** $1400 before March 5 / $1500 after March 5

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# Training Courses; 1 Day

## Horizontal Well Completions
**Instructors:** Sudiptya Banerjee and Aaron Burton

This 1-day course will help you understand the many challenges and options of horizontal drilling and to develop strategies for completing horizontal wells. It covers both cased-hole and open-hole configurations, either with or without sand control. Participants will learn the applications and dynamics of horizontal wells, including drill-in fluids, hole displacement, cementing, perforating, and stimulation.

**Price:** $750 before March 5 / $850 after March 5

## Artificial Lift
**Instructor:** Rajan Chokshi

This 1-day course will help develop a solid foundation in all forms of lift and the concepts of the selection process to maximize production and return on investment. Learn the advantages and disadvantages of each system, application considerations, and sample performance predictions.

**Price:** $750 before March 5 / $850 after March 5
## Technical Program

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<tr>
<th>Date and Time</th>
<th>Topic</th>
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<tr>
<td>Wednesday, March 21</td>
<td><strong>ARTIFICIAL INTELLIGENCE: INTEGRATED OPERATIONS AND SMART FIELDS</strong></td>
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<td>Wednesday, March 21</td>
<td><strong>RESERVOIR ENGINEERING AND CHARACTERIZATION: CLASSICAL RESERVOIR ENGINEERING AND MODELING</strong></td>
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<td><strong>SHALE AND DIATOMITE: HYDRAULIC FRACTURING</strong></td>
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<td>Wednesday, March 21</td>
<td><strong>ARTIFICIAL INTELLIGENCE: DATA MINING AND ARTIFICIAL INTELLIGENCE</strong></td>
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<td>Wednesday, March 21</td>
<td><strong>HEAVY OIL: CONVENTIONAL THERMAL RECOVERY</strong></td>
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<td>Wednesday, March 21</td>
<td><strong>SHALE AND DIATOMITE: NOVEL FRAC, ACID, AND SURFACTANT STIMULATION</strong></td>
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<td>Thursday, March 22</td>
<td><strong>ARTIFICIAL INTELLIGENCE: RESERVOIR MODELING AND SURVEILLANCE USING ARTIFICIAL INTELLIGENCE TECHNOLOGIES</strong></td>
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<td>Thursday, March 22</td>
<td><strong>RESERVOIR ENGINEERING AND CHARACTERIZATION: ALLOCATION FACTORS AND INTER WELL PROPERTIES</strong></td>
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<td><strong>RESERVOIR ENGINEERING AND CHARACTERIZATION: WATERFLOOD TECHNOLOGIES AND RESERVOIR CHARACTERIZATION</strong></td>
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<td><strong>SHALES AND DIATOMITE: SHALE FRACTURE MODELING</strong></td>
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<td>Friday, March 23</td>
<td><strong>HEAVY OIL: THERMAL FACILITIES AND EMERGING TECHNOLOGIES (SOLAR, ELECTRICAL, AND COMBUSTION)</strong></td>
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<td>Friday, March 23</td>
<td><strong>DRILLING AND COMPLETIONS</strong></td>
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<td>Friday, March 23</td>
<td><strong>RESERVOIR ENGINEERING AND CHARACTERIZATION: CO2 SEQUESTRATION, STORAGE, AND MODELING</strong></td>
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Exhibitors

Contact Tim Frame or Scott Meyers for Exhibit opportunity at:
Scott Myers
+1.661.328.6111
Tim Frame
+1.661.328.6102
Housing and Registration Information

Register at:
http://www.spe.org/events/wrm/2012/index.php

Accommodations
Bakersfield Marriott at the Convention Center
801 Truxtun Avenue
Bakersfield, California 93301 USA
Reservations: 1.661.323.1900
When calling, please reference the SPE conference rate of $109

Brought to you by SJV SPE & WNAR

Andrei Popa, Chevron, Conference Co-Chairperson
Young Kirkwood, Occidental of Elk Hills, Inc., Conference Co-Chairperson
Ronald Behrens, Chevron, Program Committee Chairperson
Dorothy Brelih, KSI, Events & Activities
Geordie Chamber, Chevron, Continuing Education
Ksenia Eliseeva, Schlumberger, Awards
Tim Frame, Baker Hughes, Exhibition
Jesse Frederick, WZI Inc, Registration
Terry Kloth, Pacific Gas & Electric / Zodiac Exploration Inc., Continuing Education
David Macway, Macway-Uhl LLC, Plenary Session
Neil Malpiede, Cannon, Registration
Larry Miller, Halliburton Energy Services, Keynote Luncheon
Scott Myers, Baker Hughes, Exhibition
Delia Ortiz, Occidental of Elk Hills, Inc., Events & Activities
Reza Rastegar, Chevron, Student Activities & Paper Contest
2012 SPE GOLF TOURNAMENT
2 flights / 2 raffle / 2 sets of winners...2 much fun!

Date: March 23, 2012 (7AM / 1PM)
Location: Sundale Country Club
Format: 4 Person Scramble
Cost: $100 / Player
Registration Deadline: March 16th
Sponsorship Information: Larry.Miller@Halliburton.com
Registration Information: Max_Solanki@Oxy.com
On-Line Registration: 2012 SPE Golf Tournament

Platinum Sponsors
Schlumberger  HALLIBURTON

Gold Sponsors

Silver Sponsors
Weatherford  Klassen corporation
AERA  OXY

Additional Sponsorship Opportunity

PRIZES
1st, 2nd & 3rd (gross & net)
Longest Drive
Closest to Pin
Raffle Prizes

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November 18, 2011

Dear Potential Exhibitor,

The Western Region – Society of Petroleum Engineers is holding a convention in Bakersfield, California, from March 19 – 23, 2012. This convention will provide petroleum professionals, students, and West Coast educators with opportunities to attend oral presentations, exhibits, posters, continuing education short courses, field trips, and symposia. Many presentations and posters will focus on topics specific to California’s petroleum industry, as well as topics common to all western states. This year we are expecting 400-500 registrants and exhibitors.

I am pleased to announce the availability of exhibitor booth spaces for the 2012 convention, at the Marriott Hotel and Rabobank Convention Center. The meeting will bring together engineers from across the western states and beyond this meeting will provide an exciting opportunity for the exchange of ideas on a broad range of engineering topics. A robust technical program, blended with the wonderful networking, marketing, and socializing opportunities provided by the exhibition will make this a memorable conference. An Icebreaker reception is scheduled in the Exhibition area from 6-8 PM on Tuesday, March 20th as well as socials each afternoon.

What Exhibiting Does For You
Your decision to exhibit at the 2012 Western Region SPE Meeting will expose your company’s products and services to a concentrated group of industry managers and decision-makers. This is a great opportunity to introduce new products and services, acquire valuable new sales leads, interact directly with customers, and establish or solidify relationships with key buyers.

Your Exhibit Investment Includes

- Standard booth equipment: 8’x10’ fabric display booths, consisting of 10’ by 8’ high back wall and two 3’ high side dividers.
- 6’ Skirted Table (one per exhibit space). Tables will have a vinyl top and fabric skirt.
- 500 Watt Electrical Service, including one duplex outlet per exhibit space
- Company recognition in the Conference Program
- Negotiated rates for housing at the Bakersfield Marriott Hotel
- Unique advertising and promotional opportunities
- Two complimentary exhibitor passes per exhibitor booth (full registration must be purchased for entry to technical sessions)
- Additional Services are available through the Contract Decorating Firm, and are billed directly to the exhibitor.
- All services are described in the exhibitor kits and are mailed directly to exhibitors contracting for space.

How to Exhibit
Space Rates:

- U.S. $1500 per 8’x10’ exhibitor space. Price prorated for multiple space contract.
Once your company has decided to participate:
- Review the Terms and Conditions and Exhibit Regulations
- Select your preferred booth
- Complete and sign the Application for Exhibit Space
- Submit your Application with payment for the total cost of exhibit space

**Deadline for application submission is February 1, 2012 to be included in announcement**
- No application will be processed or space assigned without the required deposit
- All space assignments are based on a first-come first-served basis
- 100% of total cost of booth is required with application

Please review the attached Exhibit Space Reservation Application and Rules and Regulations and Exhibit Floor Plan, and direct any questions to Tim Frame at: Baker Hughes 4900 California Ave Suit 400B, Bakersfield, California 93309 Telephone: (661)328-6102; Fax: (661) 328-6150; email: timothy.frame@bakerhughes.com or Scott Myers at (661) 328-6111; email scott.myers2@bakerhughes.com

**Sponsorship Opportunities**
The value of your exhibition participation can be further enhanced by sponsoring a Icebreaker reception or other conference event. You do not have to sign up for booth space to be a sponsor. To find out more about sponsorship opportunities, please contact Scott Myers (scott.myers2@bakerhughes.com).

I very much look forward to your participation in this rewarding program.

Sincerely,

Tim Frame and Scott Myers
Exhibits Committee Chairs
Exhibit Space Reservation Application
2012 Western North America Region, Society of Petroleum Engineers
Bakersfield, California
March 19-23, 2012
Marriott Hotel and Rabobank Convention Center

Exhibitor Information: Please type or print. List the company name, address, and telephone number exactly as you want it to appear in the Official Program.

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A deposit of 100% of the total cost of exhibit space requested must accompany this application. Cancellation of this application must be in writing and may be accepted only at the sole discretion of Exhibits Coordinator (for further cancellation details, refer to the exhibit regulations). Please make checks payable to: WRM SPE U.S. funds and mail to: Tim Frame at: Baker Hughes 4900 California Ave Suit 400B, Bakersfield, California 93309 Telephone: (661)328-6102; Fax: (661) 328-6150; email: timothy.frame@bakerhughes.com or Scott Myers at (661) 328-6111; email scott.myers2@bakerhughes.com

The deadline for space assignments for announcement inclusion is February 7, 2012

Preferred Booth/Table Locations: 1.) __________ 2.)__________ 3.)__________ 4.)__________

Space Requirements:
Number of 8’ x 10’ booths __________ x $1500 per booth = __________ Deposit (100%) __________

List companies you do not wish to be near: _______________________________________________________
____________________________________________________________________________________________

Describe the products and/or services to be exhibited: _________________________________________________
____________________________________________________________________________________________
Provisions: SPE may be held liable for loss, injury, or damages sustained by exhibitor or exhibitor’s personnel (i.e., exhibitor’s agents, servants, invitees, guests, or employees) only to the extent such loss, injury, or damages are solely caused by the negligence or willful misconduct of SPE or its agents or employees, and not otherwise. SPE shall not be responsible for any loss of business, loss of profits, injury damage or expense of whatever nature that the exhibitor may suffer due to event cancellation as result of conditions that render the event impracticable. Causes of impracticability include, but without limitation: casualty, explosion, fire, lightning, utility interruption, flood, weather, epidemic, hurricane, tornado, earthquake, or other Acts of God, or any law, ordinance, rule or regulation, acts of public enemies, strikes, riots, or civil disturbances.

The Exhibitor hereby agrees to defend, indemnify, and hold harmless SPE and its agents and employees with respect to any claims, suits, damages, liabilities, losses, expenses, and costs (including reasonable attorney fees) which SPE and its agents or employees may suffer or be subject to and which are in any way connected with the Agreement or the presence by the Exhibitor or Exhibitor’s personnel at the Exhibition; provided, however, that the Exhibitor’s duty to indemnify and hold harmless shall not extend to such claims, suits, damages, liabilities, losses, expenses, and costs (including any of the foregoing resulting from SPE’s own negligence, including reasonable attorney fees) as are solely caused by the negligence or willful misconduct of SPE or its agents or employees.

The Exhibitor hereby acknowledges receipt of the official Exhibit Regulations attached hereto and made a part hereof and agrees to abide by all conditions contained in the Regulations. In addition to its other rights concerning control and regulation of the Exhibition premises, SPE reserve the right to locate (or relocate) an exhibit or modify the floor plan. At the termination of the Exhibition, the Exhibitor shall at once surrender the exhibit space to SPE in as good repair and condition as at the commencement of the Exhibitor’s use of the exhibit space, reasonable wear and tear excepted.

Agreed To: ____________________________________________

Accepted By: __________________________________________

Signature of Official Representative Date Exhibits Coordinator Date

FOR EXHIBITS COORDINATOR USE ONLY/PLEASE DO NOT WRITE BELOW THIS LINE

Priority # __________  Space # __________  Space # __________  Space # __________
Company # __________  Space Fee __________  Space Fee __________  Space Fee __________
Fee Received __________  Date __________
I. Character of Exhibit
The Exhibition is undertaken primarily for the technical education of its members. To provide the best possible atmosphere to discuss the technical application of the equipment and services displayed, each exhibitor agrees as follows:

1. To exhibit only products of his own manufacture comprising materials, equipment, apparatus, systems, services, and other component products applicable to advancing the geologic, engineering and scientific knowledge and development of energy resources and environment.

2. To display such products or services in a tasteful manner so as to describe and depict the advantages of using such products or services. In deference to fellow exhibitors and to the professional people who constitute the exhibit audience, exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns, or megaphones. Costumed personnel must be appropriately clad and must remain within the exhibitor’s booth space except when necessarily arriving and leaving the booth or exhibit area. NOTE: BALLOONS AND STICKERS ARE PROHIBITED IN THE EXHIBITION AREAS. (HANDOUTS WITH GUMMED BACKING THAT ADHERE OR CAUSE ADHESION ARE CONSIDERED STICKERS.)

3. To abide by Joint Meeting policy that restricts the sale or distribution of alcoholic beverages. All alcoholic beverages MUST be purchased through the official event caterer. ABSOLUTELY NO ALCOHOLIC BEVERAGES may be distributed or served by exhibitors in either the indoor or outdoor exhibit areas, or anywhere in the convention center parking lot. Companies found to be in violation of this ruling may lose their right to participate in future exhibitions. All food and beverages dispensed from the exhibit must be ordered from the official event caterer.

4. Exhibit space must be manned by a representative during all times when the Exhibition is officially open. Exhibit space must be maintained in a neat and orderly manner throughout the Exhibition, and no dismantling may begin before the official closing time on the final day of the Exhibition. SPE reserves the right to prohibit any exhibit or part thereof that in their opinion violates this agreement or that is in other ways not suitable to and in keeping with the technical educational character and spirit of the Joint Meeting and Exhibition.

II. Exhibit Space Application
A properly executed copy of the exhibitor’s Space Reservation Application must be on file with the Exhibition Committee before exhibitor may begin move-in.

III. Exhibit Space Costs and Payment
Exhibit space is priced at $1500 per 8’ x 10’ booth space. A deposit in the amount of the total cost of exhibit space reserved must accompany the exhibit space reservation application. No exhibitor will be allowed to begin move-in operations until full payment and a duly executed Exhibit Space Reservation Application have been received.

IV. Downsizing Policy
If an exhibitor decides to downgrade its booth size after space has been assigned, a reduction of space is considered a cancellation, and will be governed by the same policies as outlined in the Cancellation Policy (Item V).

V. Cancellation Policy
No cancellation shall be acknowledged unless received in writing by the Exhibits Coordinator. Upon exhibitor notification of cancellation, Coordinator has the right to resell the space vacated and the right to retain as a service
charge all amounts paid by (and/or due from) the exhibitor at the time of cancellation. All charges will be imposed uniformly and will apply whether or not the space is resold.

Should an exhibitor cancel from the Exhibition, the following shall apply:

1. If an exhibitor cancels between application submittal and February 1, 2012, exhibitor will be assessed a cancellation penalty equal to twenty-five percent of the total cost of exhibit space.

VI. Subletting Space

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to him, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc., not manufactured or distributed by the exhibitor in the regular course of his business except upon prior written consent of Exhibits Coordinator.

VII. Items Included in the Cost of Exhibit Space

1. Standard booth draping (8 ft. high back wall and 3 ft. high side rails) will be provided for booths at no extra cost. Any additional draping used must comply with show color scheme and the published fire safety regulations.
2. A booth identification sign containing company name, city, state, and booth number (must be ordered not less than 10 days in advance of move-in)
3. Two complimentary Exhibitor Registrations per booth space will be provided for purposes of registering booth personnel. Additional Exhibitor Registrations may be purchased for a fee of $50 per person. Exhibitor Registrations are only valid for entry to the Exhibitor Area, and are not full conference registrations.
4. Company name in Conference Program.

VIII. Exhibitor Services

To ensure the continuation of a smooth installation, dismantling, and operation during the Exhibition, Official Contractors will be appointed. Although full-time employees of exhibitor-appointed contractors, other than the Official Contractors, may be authorized to gain access to exhibit areas, exhibitors are urged to obtain required labor and services from Exhibition Official Contractors.

IX. Exhibition Rules and Regulations

The exhibitor understands and agrees that the 2012 Meeting Rules and Regulations are an integral and binding part of the Exhibition Space Reservation Application.

Inquiries regarding the Exhibit Regulations should be directed to:

Tim Frame or Scott Myers
Exhibits Committee Chair
2012 WRM
C/o Baker Hughes
4900 California Ave, Suite 400B
Bakersfield, CA 93309
Telephone: (661)328-6102
FAX: (661)328-6150
Email: timothy.frame@Bakerhughes.com or scott.myers2@bakerhughes.com