



# Society of Petroleum Engineers 2012 Western Regional Meeting Bakersfield, California March 19-23, 2012

## **GENERAL CO-CHAIRS:**

Andrei Popa - **SPE**  
(661) 654-7187  
[AndreiPopa@chevron.com](mailto:AndreiPopa@chevron.com)

Young Kirkwood - **SPE**  
(661) 303-7637  
[Young\\_Kirkwood@oxy.com](mailto:Young_Kirkwood@oxy.com)

## **EXECUTIVE COMMITTEE:**

### **Exhibits Co-Chairs**

Tim Frame - **SPE**  
(661) 328-6102  
[timothy.frame@bakerhughes.com](mailto:timothy.frame@bakerhughes.com)

Scott Myers - **SPE**  
(661) 328-6111  
[Scott.myers2@bakerhughes.com](mailto:Scott.myers2@bakerhughes.com)

### **Technical Program**

Ronald Behrens - **SPE**  
(661) 391-4478  
[RBehrens@chevron.com](mailto:RBehrens@chevron.com)

### **Field Trips**

Delia Ortiz - **SPE**  
(661) 301-4683  
[Delia\\_ortiz@oxy.com](mailto:Delia_ortiz@oxy.com)

### **Short Courses/Workshops**

Terry Kloth - **SPE**  
(661) 858-9631  
[tkb@pge.com](mailto:tkb@pge.com)

### **Geordie Chambers - SPE**

(661) 392-3403  
[ggchamber@Chevron.com](mailto:ggchamber@Chevron.com)

### **Finance**

Cynthia Lynch - **SPE**  
(661) 654-7020  
[cynthia.lynch@chevron.com](mailto:cynthia.lynch@chevron.com)

### **Registration Co-Chairs**

Jesse Frederick - **SPE**  
(661) 269-8773  
[jfrdrck@wziinc.com](mailto:jfrdrck@wziinc.com)

### **Pamela Willis - SPE**

(661) 326-0191  
[pamelaw@wziinc.com](mailto:pamelaw@wziinc.com)

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 20<sup>th</sup> 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](mailto:timothy.frame@bakerhughes.com) or Scott Myers at (661) 328-6111; email [scott.myers2@bakerhughes.com](mailto: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](mailto: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.

COMPANY NAME \_\_\_\_\_ ( ) \_\_\_\_\_ TELEPHONE (Voice)

ADDRESS \_\_\_\_\_ ( ) \_\_\_\_\_ FAX

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PRIMARY CONTACT \_\_\_\_\_ TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

MARKETING CONTACT \_\_\_\_\_ TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

---

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](mailto:timothy.frame@bakerhughes.com) or Scott Myers at (661) 328-6111; email [scott.myers2@bakerhughes.com](mailto: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 \_\_\_\_\_

# Exhibit Space Reservation Application

## 2012 Western North America Region, Society of Petroleum Engineers

**Bakersfield, California**  
**March 19-23, 2012**  
**Marriott Hotel and Convention Center**

### 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.
2. Cancellation after March 10, 2012, no refunds.

#### 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.

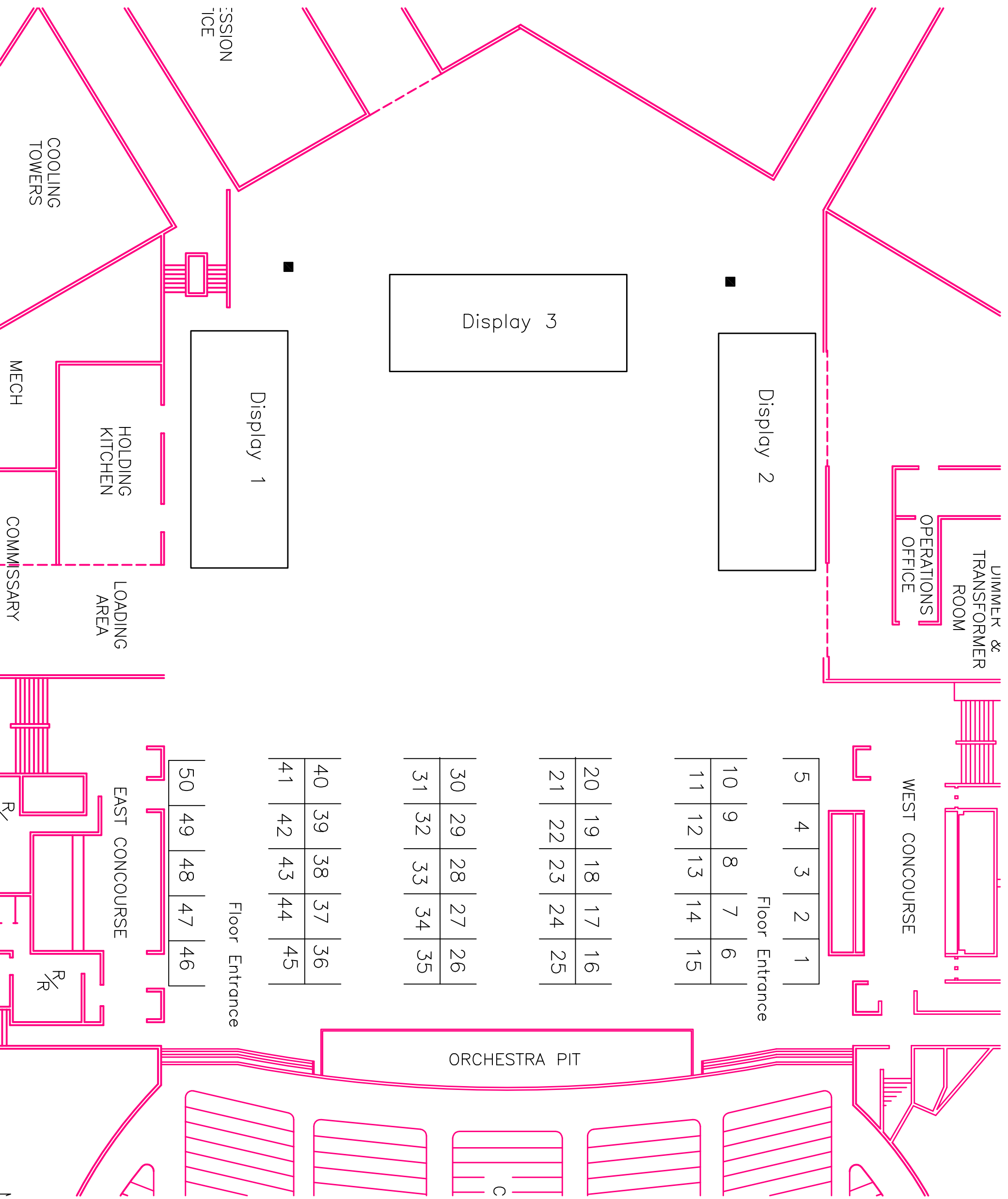
#### IX. Exhibition Rules and Regulations

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](mailto:timothy.frame@Bakerhughes.com) or [scott.myers2@bakerhughes.com](mailto:scott.myers2@bakerhughes.com)**



DIMMER &  
TRANSFORMER  
ROOM

OPERATIONS  
OFFICE

WEST CONCOURSE

Display 2

Floor Entrance

5	4	3	2	1
---	---	---	---	---

10	9	8	7	6
11	12	13	14	15

20	19	18	17	16
21	22	23	24	25

30	29	28	27	26
31	32	33	34	35

Display 3

Floor Entrance

40	39	38	37	36
41	42	43	44	45

50	49	48	47	46
----	----	----	----	----

EAST CONCOURSE

ORCHESTRA PIT

COOLING  
TOWERS

SSION  
TICE

HOLDING  
KITCHEN

LOADING  
AREA

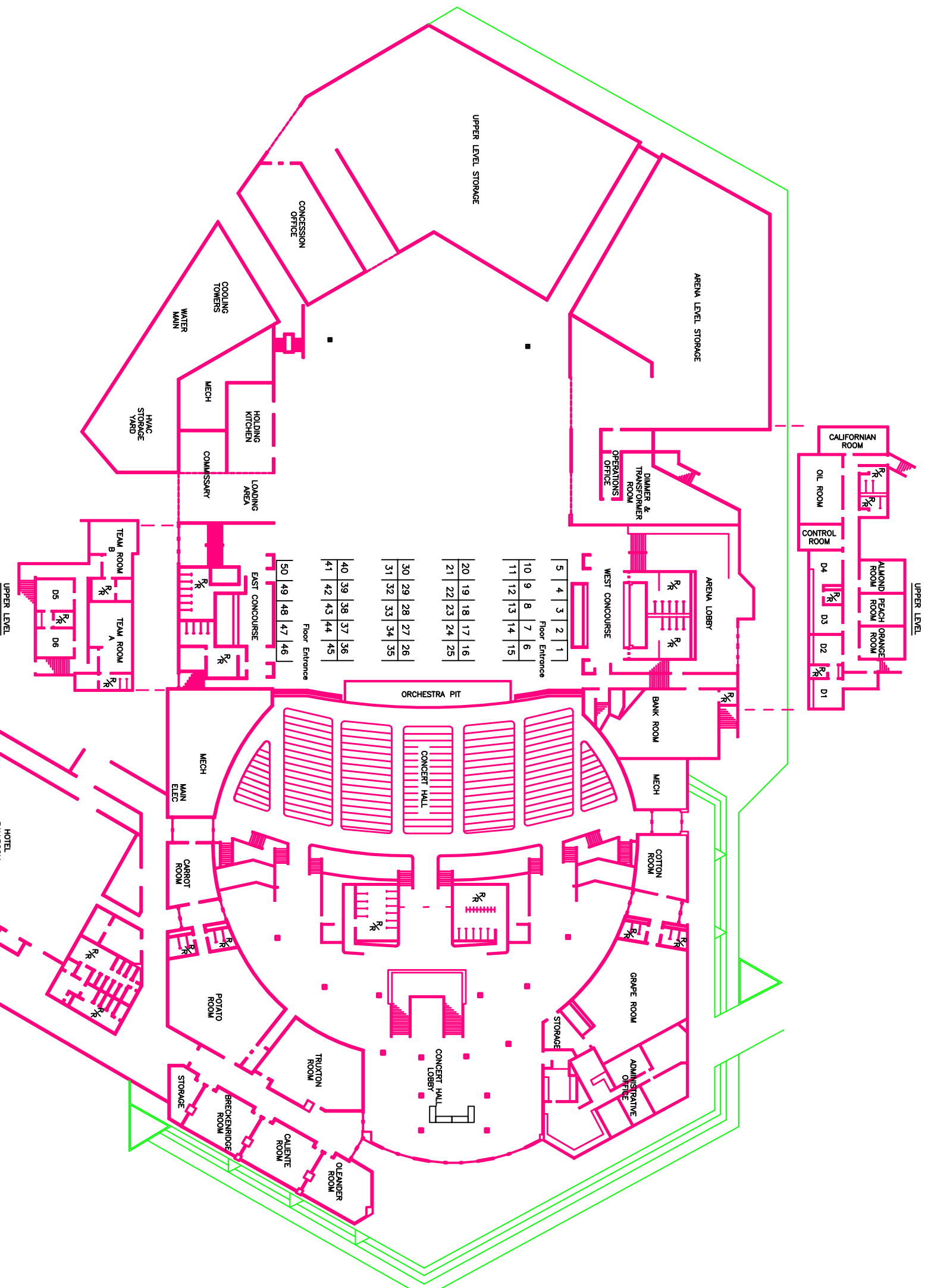
MECH

COMMISSARY

R/R

C

# BAKERSFIELD CONVENTION CENTER



HOTEL LOBBY

HOTEL BALLROOM