



PROSPECT AND PROPERTY EXPO

ORGANISED BY



A truly global A&D conference

APPEX London / 6-8 March 2012 / Business Design Centre

The **GLOBAL** forum to buy, sell and promote worldwide E&P deals

INTERNATIONAL FARMOUTS / NEW VENTURES / NEW REGIONS
GOVERNMENTS / ASSET TRADING / INTERNATIONAL PAVILION



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Letter from APPEX Chairman

We are delighted that the London APPEX in March 2011 was an overwhelming success based on the feedback from its attendees that numbered nearly 600 key 'International Dealmakers' from 13 countries around the world. Of the 2011 attendees that completed the online questionnaire 90+% of those responding rated the event good or better with 60% rating APPEX 2011 as 'Excellent'! As typically less than 10% of such questionnaires are typically returned this is both a very respectable response rate and a clear endorsement by the attendees that the event was more than worth attending. Nexen global 'scout', Terry Strang, who is based in Calgary is even willing to be quoted saying that "APPEX London is currently one of the two 'must attend' Global events for A&D / New Venture deal makers" which I think speaks for itself. APPEX is ultimately down to the people who attend, exhibit and speak so a big thank you to all those who have travelled to London this last 10 years in early March that APPEX has been run.

Enough of the 'why people should attend'....what about next year 2012. APPEX has always been designed to bring 'buyer and sellers' of global upstream opportunities together under one roof which to our knowledge is the only association driven event to do so? Several years ago I was approached by an International New Venture manager who had got so much out of the event he simply asked us 'not to ruin the club', by this it turned out in a subsequent discussion that he had enjoyed coming to an event where he had met many of his global equivalents and was able to find a quiet corner to discuss several deals / new ventures opportunities that he was interested in and without interruption. We have tried to maintain this 'Club' yet not making it too exclusive. The venue was very carefully chosen so it is close to the City and West end of London but not so close that people don't come, stay and participate, but with cost, amenities and access all in mind. The juxtaposition of exhibition and proximity to speaker auditorium enables easy networking which has always been absolute key to the APPEX events where the London Design Centre has achieved this with room to expand when APPEX reaches its capacity.

APPEX London in March 2012 programme will again combine a deal making exhibition including the International Pavilion area set aside for NOC's, the speaker programme (See: www.APPEX2012OutlineProgramme.com) which includes the Finance Forum, Specialist and Regional Sessions including the expanded 'Prospect Forums' specifically designed for exhibitors to present their international deals. This is all linked to the daily receptions in the exhibition area to help facilitate networking. 2012 will also see a new 'Poster Area' designed for companies to exhibit global deals as posters whether they are able to exhibit or not (formatted to an APPEX template to assist review) and will hopefully increase deal flow and opportunity still further.

Key People. Global Deals and Neat Venue sets APPEX up as a Unique Global Event for anyone involve in Global Upstream deal making. We hope that 2012 will continue to grow the event and look forward to welcoming both our regular attendees and many more CEO's, A&D and New Venture managers and more of the 'Worlds Upstream Dealmakers' in March 2012. Do not hesitate to email me if you have any queries, requests or suggestions. This is YOUR conference.

Mike Lakin
Chairman & Speaker Programme Coordinator APPEX 2012
mikelakin@envoi.co.uk

Letter from European Region AAPG President

For eleven years APPEX, the Prospect and Property Expo, has brought together principals, senior managers, business developers and new venture managers for an unmatched opportunity to network and do business with NOCs, governments, and global E&P deal-makers and decision-makers. APPEX London is now a regular fixture in London during March of each year with more than 550 attendees.

Over two-and-a-half days, you will explore current and future trends in international business, new oil and gas hot-spots, and discover and debate dozens of upcoming prospects from around the globe. All this takes place in a relaxed and very friendly environment that has been carefully designed for maximum networking, allowing attendees to buy, sell and trade prospects and properties, find new strategic partners and clients, and stay one step ahead of the competition.

Whether you're looking to buy or sell deals, expand into new areas, find new partners, or just stay on top of the industry, APPEX is the place to be. Attend the 2012 APPEX as this is your opportunity to meet, discuss and negotiate deals with other decision makers from the global E&P community. Come and support the European Region of AAPG.

Vlastimila Dvorakova
President
European Region AAPG



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6–8 March 2012 / Business Design Centre / London

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The programme offers a finance forum, themed and regional sessions with high-level keynote speakers, prospect forums, and the international pavilion showcasing upcoming license/bid rounds from across the globe: Europe, Middle East, Africa, Asia and Far East, Caribbean and South America.

Why you need to be at APPEX:

- Your one-stop shop for **global upstream opportunities**
- The key forum for networking and international deal development, **carefully designed to let you do real business**
- Connect with properties and prospects from around the globe – **find the next deal first**
- Explore a programme of regional and topical speakers to keep you on top of **worldwide trends and discoveries**
- Gather **new ideas, information and insights**, and stay ahead of your competitors
- Discover thousands of **exploration products** and services from around the world
- Meet, discuss and negotiate deals with **global decision makers** from the majors to independents of all sizes, financiers, governments and NOCs

Whether you're looking to buy or sell deals, expand into new areas, find new strategic partners, or just stay on top of the industry, APPEX is the place to be.



Register now

APPEX registration includes all programme sessions, forums, expo admission, lunches, refreshment breaks and evening receptions. All prices are plus VAT. Register now at www.appexlondon.com

Registration Fees	By 6 January	By 13 February	From 14 February
Standard	£629	£729	£829
AAPG and GSL members	£529	£579	£629
1 day only – standard	£299	£349	£399
1 day only - members	£249	£299	£349
Students	£20	£20	£20
Speakers*	£150	£150	£150

*The speaker rate is specifically for invited 'guest speakers' who wish to attend and participate in APPEX 2012 and a special registration code will be prearranged with them individually.

Who attends APPEX?

- Financiers
- Business developers
- Principals
- Senior managers
- New venture managers
- Government representatives
- Explorationists

What companies will you meet at APPEX?

- Oil and gas companies
- NOCs
- Finance and investment companies
- Governments
- Prospect sellers
- Producing property owners
- Exploration product and service suppliers

“We received a number of important visitors to our booth and made good contacts. The right place to be for introducing license rounds.”

*Thorarinn Arnarson
National Energy Authority of Iceland*

“We needed to get the senior decision makers from the biggest companies in the business to view our farmout opportunities; we met them at APPEX.”

*Graham Heard
Exploration & Technical Director
Northern Petroleum Plc*

“As a financier of oil and gas, APPEX allows me to keep updated on the current ‘hot’ exploration plays and to initiate contacts with the people who may discover the next Mahogany.”

*S. Renaud
BNP Paribas
France*

Programme

Over two-and-a-half days, delegates will explore current and future trends in international business, new oil and gas hot-spots, and have the opportunity to discover and debate dozens of upcoming prospects from around the globe. All this takes place in an environment which has been carefully designed for maximum networking, allowing delegates to buy, sell and trade prospects and properties, find new strategic partners, and stay one step ahead of the competition.

Sessions for 2012 include:

- Global Theme: The Future is Bright... Is It Really Unconventional?
- Sessions on EMEA, Far East, The Americas, and Africa
- Global Deal Flow
- Unconventional Update
- Pised Global Frontiers
- International Pavilion showcasing global upcoming license/bid rounds
- Finance forum
- Prospect forum

The full 2012 programme of speakers, forums and keynotes will be announced in November. To be among the first to receive the programme, or to be kept up to date with the latest exhibitors to join APPEX, register now, or email apatel@aapg.org.

Pre- and post-APPEX one-day courses offer even more opportunities for learning:

Risk Reduction for Plays and Prospects

Date: 5 March 2012

Venue: Business Design Centre, London

Fee: £295 before the 6 January, £325 by 13 February or £375 after

Leader: John Dolson, Director, DSP Geosciences and Associates, LLC

Through a combination of lecture and class exercises, learn to quantify fault, capillary and pressure seals from multiple data sets. Learn tools to calculate position in a column from show and test data (waste zone, pay or transition zone) and understand residual shows.

Petroleum Geology for Financial Professionals

Date: 9 March 2012

Venue: Business Design Centre, London

Fee: £295 before the 6 January, £325 by 13 February or £375 after

Leader: Ted Beaumont, Senior Geologist for SM Energy

This course is designed to help bankers, loan officers, company financial officers, risk assessment managers and other financial professionals more effectively evaluate oil and gas investments, understand the role geology plays in the amount and rate of oil and gas production and better calculate your investment risk.

Book both courses for an additional £50!



Exhibition and sponsorship

APPEX provides a chance to meet hundreds of new potential clients and partners in a relaxed, friendly environment. You WILL achieve more in 2 1/2 days than in months of phone calls and impersonal Internet contact. Come prepared to do serious business, and go home with high-quality leads and serious prospects.

Headline Sponsors £15,000 (only 2 opportunities available)

A high-level sponsorship opportunity giving your company maximum visibility to the 500+ delegates and attendees. Includes one exhibition stand (8m²) in a premium position, three full conference registrations, a full page ad in the show guide, onsite recognition (including signage and name badges), and prominent logo recognition on all APPEX promotion (including website, emails, show guide, adverts and pre-event flyers). This is the only opportunity companies will have to be associated with all APPEX activity and branding, making this a truly high-profile association.

Contributory Sponsors £600 (minimum contribution)

Contribution to the general fund, includes recognition in the show guide only. Exhibiting companies not selling specific international upstream prospects are recognized as general fund sponsors.

Further sponsorship opportunities

All packages include logo recognition on website, showguide, and selected pre-conference advertising.

Welcome Coffee	£4000 exclusive £1200 co-sponsored	Coffee, tea and pastries will be available each morning on arrival for all delegates. A unique opportunity to give your message to all attendees as they arrive each day. Package includes signage in the break areas.
Coffee Break Sponsor	£5800 exclusive £1800 co-sponsored	Mid-morning and mid-afternoon coffee breaks, providing repeated opportunities to give your message to all attendees. Package includes signage in the break areas.
Water Sponsor	£2500 exclusive	Cold bottled water available at all times from fridges featuring your branding, positioned by your stand (depending on availability) to maximise traffic past your booth.
Lunch Sponsor	£4500 exclusive £2500 co-sponsored	A hot lunch will be provided to all delegates, providing high-level exposure to your branding. Package includes signage in the break areas.
Pens	£1500 exclusive	You can supply pens with your logo to all delegates.
Lanyards	£2200 exclusive	Lanyards with your branding to be used with name badges for all delegates.
Delegate Bags	£3000 exclusive	Your logo will feature on quality bags, given to all attendees on arrival.
Conference Proceedings	£2000 online £4500 online + CD	Conference proceedings will be available after the event. You can also choose to have a CD produced and sent to all delegates after the event. Package includes logo recognition on the proceedings
Cocktail Reception	£15,000 exclusive £5000 co-sponsored	Reception with drinks and canapés on the Wednesday night of APPEX for all attendees, This prestigious and high-profile sponsorship offers numerous branding and customisation opportunities, including signage at the reception
Literature Distribution	£2000	We will distribute your literature to all delegates upon arrival.

Book your sponsorship or exhibition space now:

Visit www.appexlondon.com, email jrichardson@aapg.org, or call +44 (0) 207 434 1399



Exhibition opportunities

Face-to-face contact is the most cost-effective way to visit with existing clients and find new customers. The APPEX exhibition offers 70+ stands for companies to cost effectively market and showcase their deals as well as their company and its international project expectations. Vendor and services companies are also welcome. Stands will be allocated on a first-come, first-served basis. Prime locations go fast, so be sure to reserve your space early.

The International Pavilion of key NOCs will again form an important part of the exhibition area; to book your stand in the International Pavilion, please contact Gina Godfrey at ggodfrey@petroweb.com or call +1 303.308.9100 ext.1006.

• Prospect Stand

(includes: two complimentary registrations, one table, two side chairs, twin 13-amp socket, lights and white panels)

☐ £ 1470 + £ 294.00 VAT = £1764.00 per 2m X 3m space (6m²) / ☐ £ 1950 + £ 390.00 VAT = £ 2340.00 per 2m X 4m space (8m²)

• Prospect Stand Upper Mezzanine Level

(includes: two complimentary registrations, one table, two side chairs, twin 13-amp socket, lights and white panels)

☐ £ 1323.00 + £264.60 VAT = £ 1587.60 per 2m X 3m space (6m²) / ☐ £ 1755.00 + £351.00 VAT = £ 2106.00 per 2m X 4m space (8m²)

• Supplier Stand and Sponsorship

(Includes: two complimentary registrations, one table, two side chairs, twin 13-amp socket, lights, white panels and general fund sponsorship recognition)

☐ £ 4500 + £ 900.00 VAT = £ 5400.0 per 2m X 3m space (6m²) exhibition sponsorship package

☐ £ 6000 + £ 1200 VAT = £ 7200.00 per 2m X 4m space (8m²) exhibition sponsorship package

• Supplier Stand and Sponsorship – Upper Mezzanine

(Includes: two complimentary registrations, one table, two side chairs, twin 13-amp socket, lights, white panels and general fund sponsorship recognition)

☐ £ 4000 + £ 800.00 VAT = £ 4800.0 per 2m X 3m space (6m²) exhibition sponsorship package

☐ £ 5300 + £ 1060 VAT = £ 6360.00 per 2m X 4m space (8m²) exhibition sponsorship package

• Poster Boards

(includes: panel size will suit 1x A1 poster, 841mm x 594mm)

☐ £ 375 + £75.00 VAT = £450.00 Prospector Poster

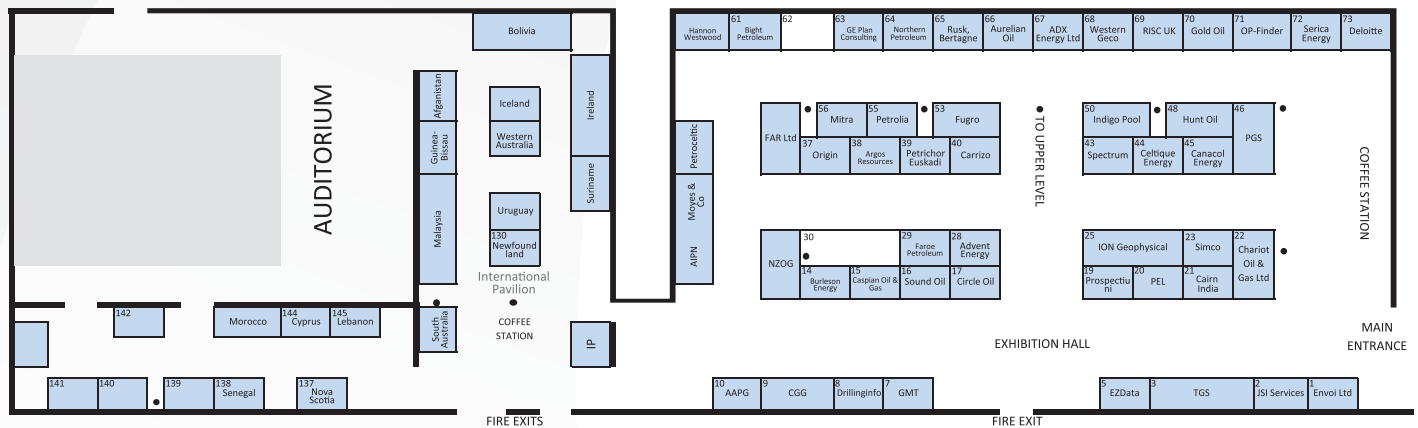
☐ £ 100 + £20.00 VAT = £120.00 Academic Poster



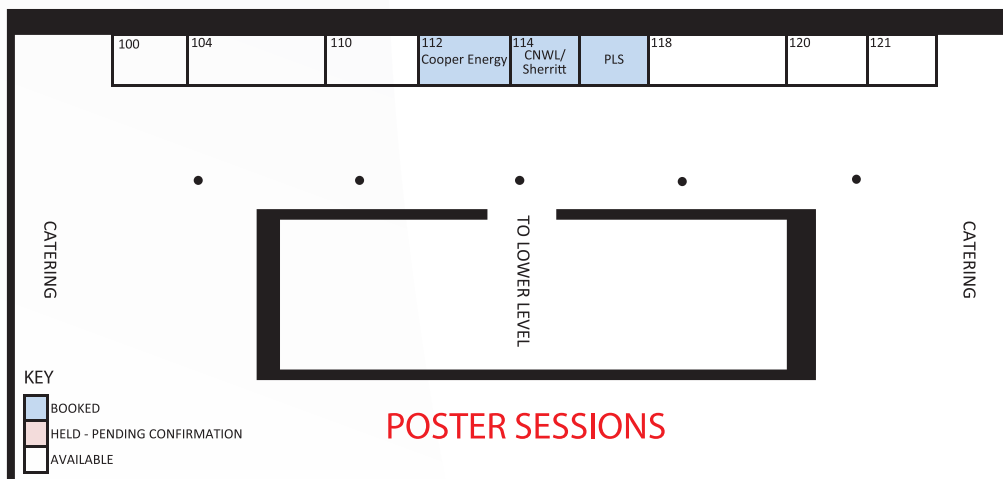
APPEX 2012 Exhibition Area

Area Extended!

Exhibition Level



Balcony Level



The following booths are 8m²:
9, 22, 36, 46, 48, 50, 53

The following booths are 12m²:
3, 25, 30, 32, 100, 118

All other booths are 6m²

For further information email Fionn Devine at europe@AAPG.org or call +44 207 434 1399